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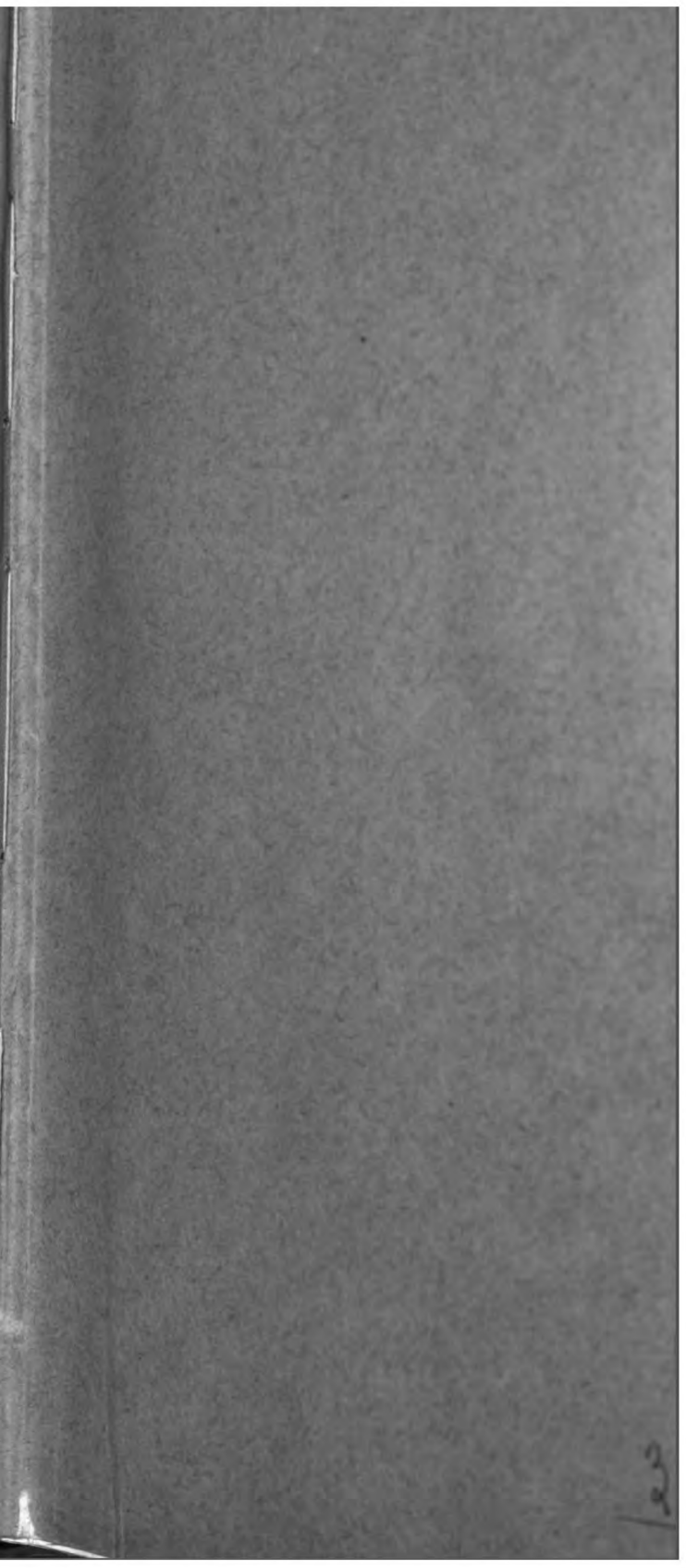

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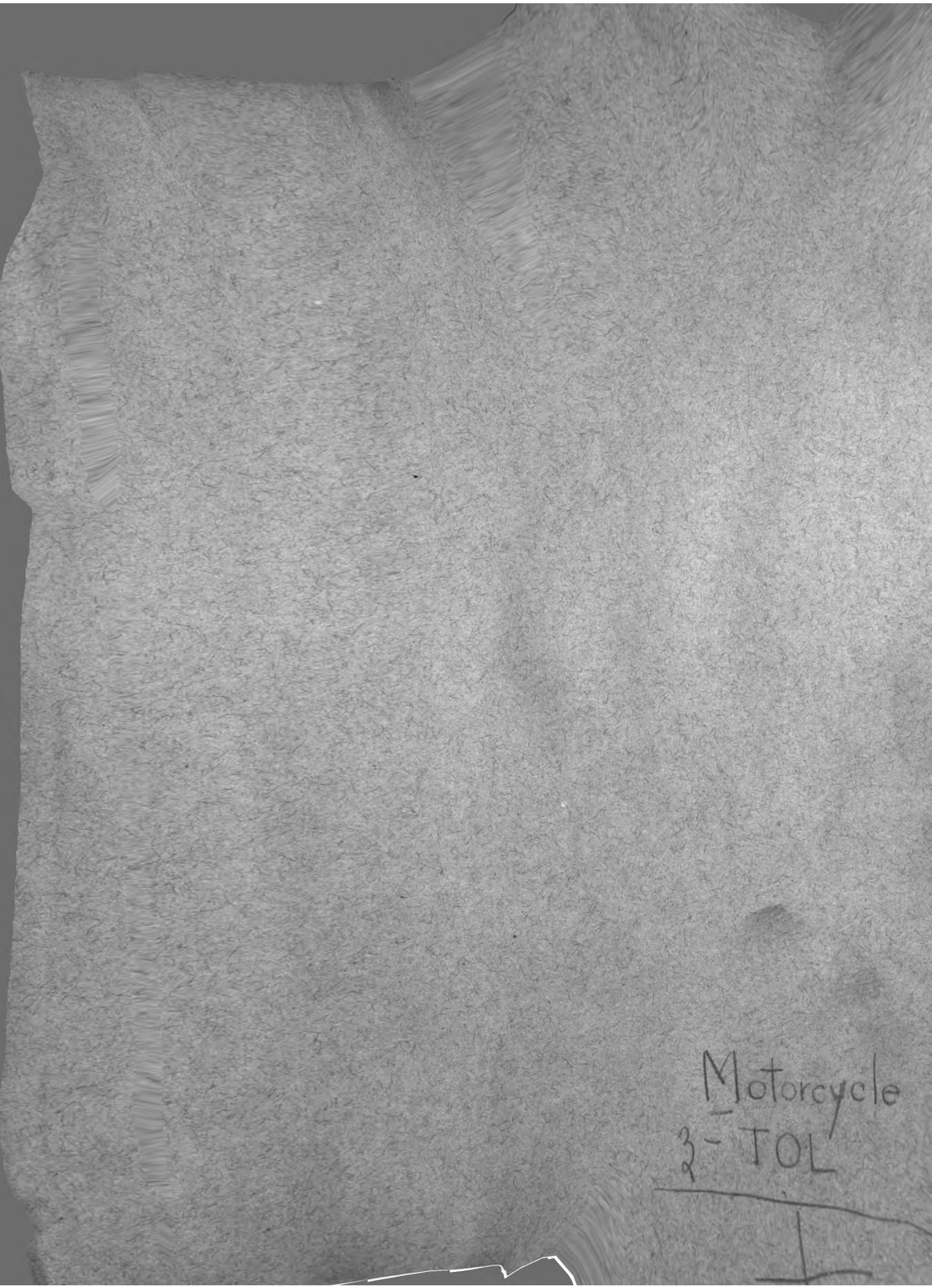

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MOTOR CYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED THE BICYCLING WORLD

Ten Cents a Copy — NEW YORK — July 6, 1916

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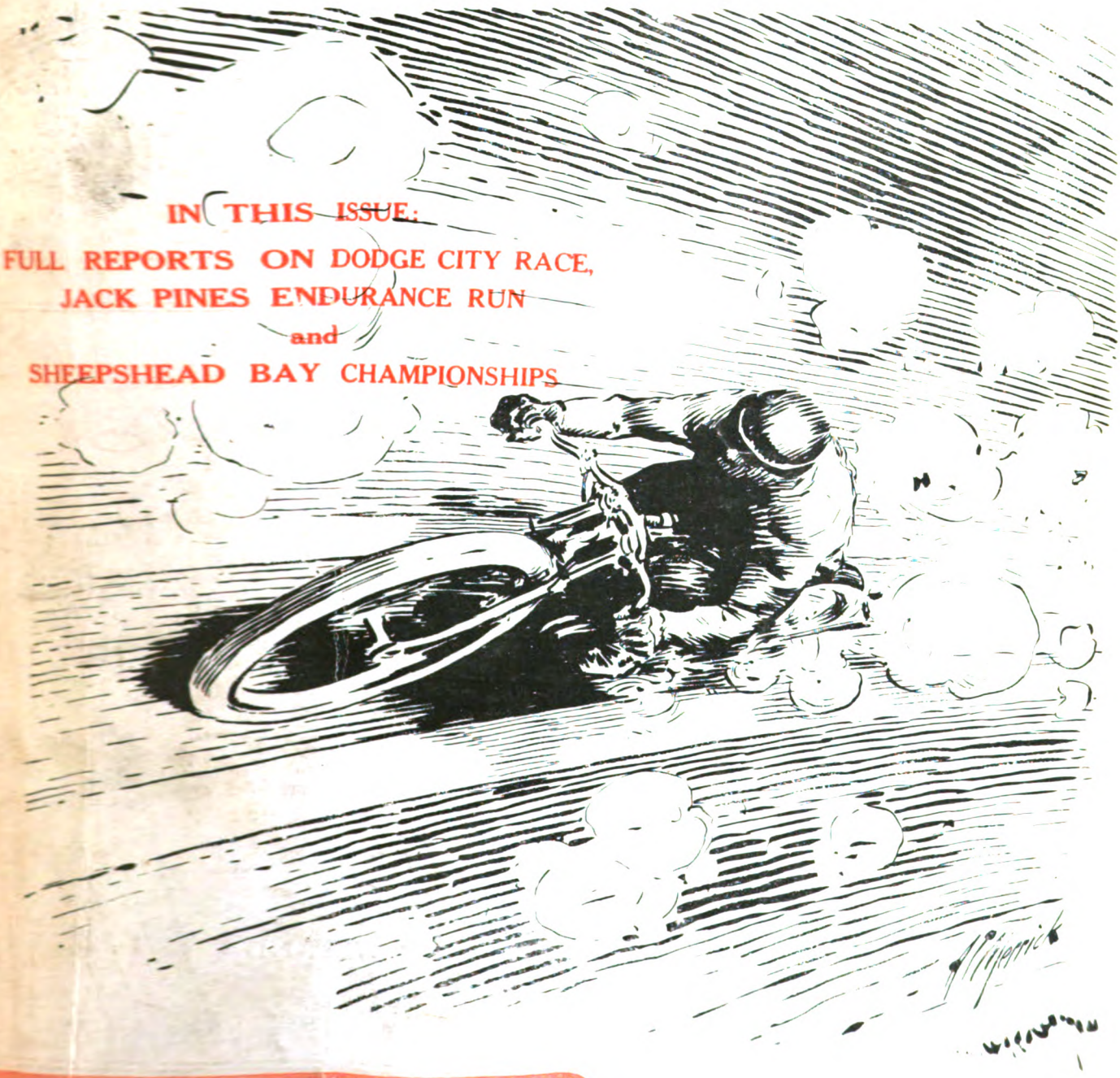

IN THIS ISSUE:

FULL REPORTS ON DODGE CITY RACE,
JACK PINES ENDURANCE RUN
and
SHEEPSHEAD BAY CHAMPIONSHIPS

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LONG-LIFE

Kokomo

BICYCLE TIRES

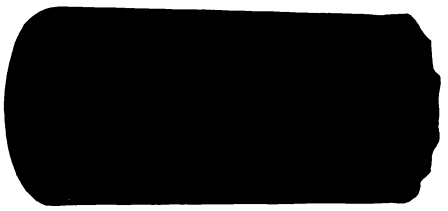
are backed by more than twenty years of successful tire-building. This is the best possible assurance of absolute satisfaction—both to rider and dealer.

KOKOMO RUBBER CO. KOKOMO, IND.

STANWELD Frame Parts

STANWELD Frame Parts are used exclusively by the manufacturers of every high-grade machine in the United States. They are made from carefully selected stock which has been tested and analyzed. Stanweld Cold Drawn Seamless Steel Tubing is known throughout the world for its extreme lightness, great strength, and beautiful finish. When you buy a new machine or parts, be sure to specify Stanweld.

If you own a machine built of Stanweld Frame Parts you can be sure of its strength and safety.



Section of Re-Inforced Tube

Stanweld Rims, Tubular Parts, and Mud-Guards have no equal. You get them when you buy a Harley-Davidson, Indian, Dayton, Flying-Merkel, Reading-Standard, Pope, Emblem, Henderson, or Excelsior Motorcycle.

We are prepared to render every assistance to prospective builders of bicycles or motorcycles.

The Standard Welding Co.

"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - - - - CLEVELAND

Branch Offices in

New York Chicago Indianapolis Detroit

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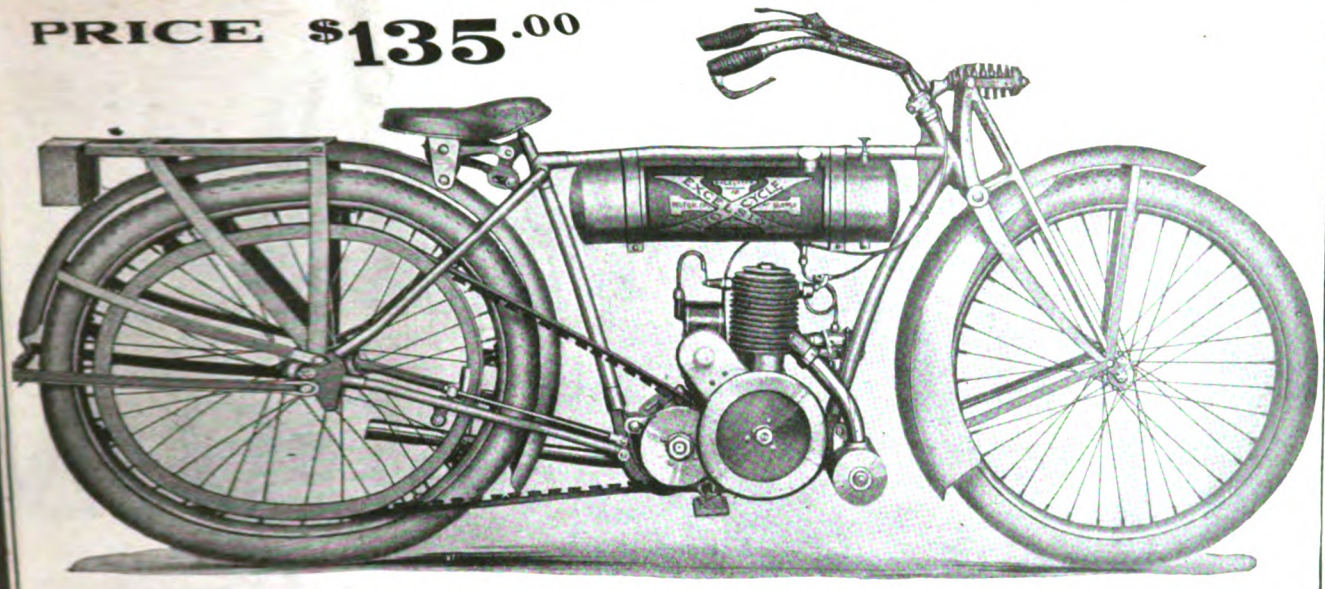
EXCELSIOR LIGHT WEIGHT IS MAKING GOOD

PRICE $135.00



AN UNSOLICITED LETTER FROM A MAN WHO BOUGHT ONE

Baltimore, Maryland, June 15, 1916.

Excelsior Motor Mfg. & Sup. Co.,
3700 Cortland St., Chicago, Illinois.
Gentlemen:

I am enclosing you herewith, Registration Card as requested.

My new Lightweight, motor No. 1583, arrived yesterday, and I must say that I am more than pleased with it. In Baltimore we have a park "Druid Hill" which has some very steep grades in it, and one grade called "Mountain Pass" is used to a great extent by the different automobile agencies for demonstrating the hill climbing ability of their respective cars. Just for fun I tried out my new Excelsior Lightweight on this hill, and much to my surprise it took it with apparently no great effort, in high gear. Several of my friends who happened to be out there remarked "it can't be done," but whether it could or could not be done, it did it.

It certainly is a fine little boat, and as soon as I get a chance to boost it, you can bet I am going to do so.

Complimenting you on this powerful little dust kicker, I am,

A satisfied customer,

Theodore H. Barber.

EXCELSIOR LIGHTWEIGHTS HAVE WON EVERY RACE IN WHICH THEY HAVE BEEN ENTERED, proving their SUPREMACY in SPEED as well is in SERVICEABILITY.

Excelsior Motor Mfg. & Supply Company

Office and Factory, 3703 Cortland Street, Chicago

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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300 Mile

Captured O

Irvin Janke wins famous motorcycle classic, the Dodge City race, on Goodyear Blue Streak Tires, distance three hundred miles, time three hours forty-five minutes, thirty-six seconds. This shatters old record by ten minutes and nine seconds. Every motorcycle in the race was equipped with Blue Streaks.

The Goodyear Tire & Rubber Co.
Akron, Ohio

GOODYEAR
AKRON
MOTORCYCLE TIRES

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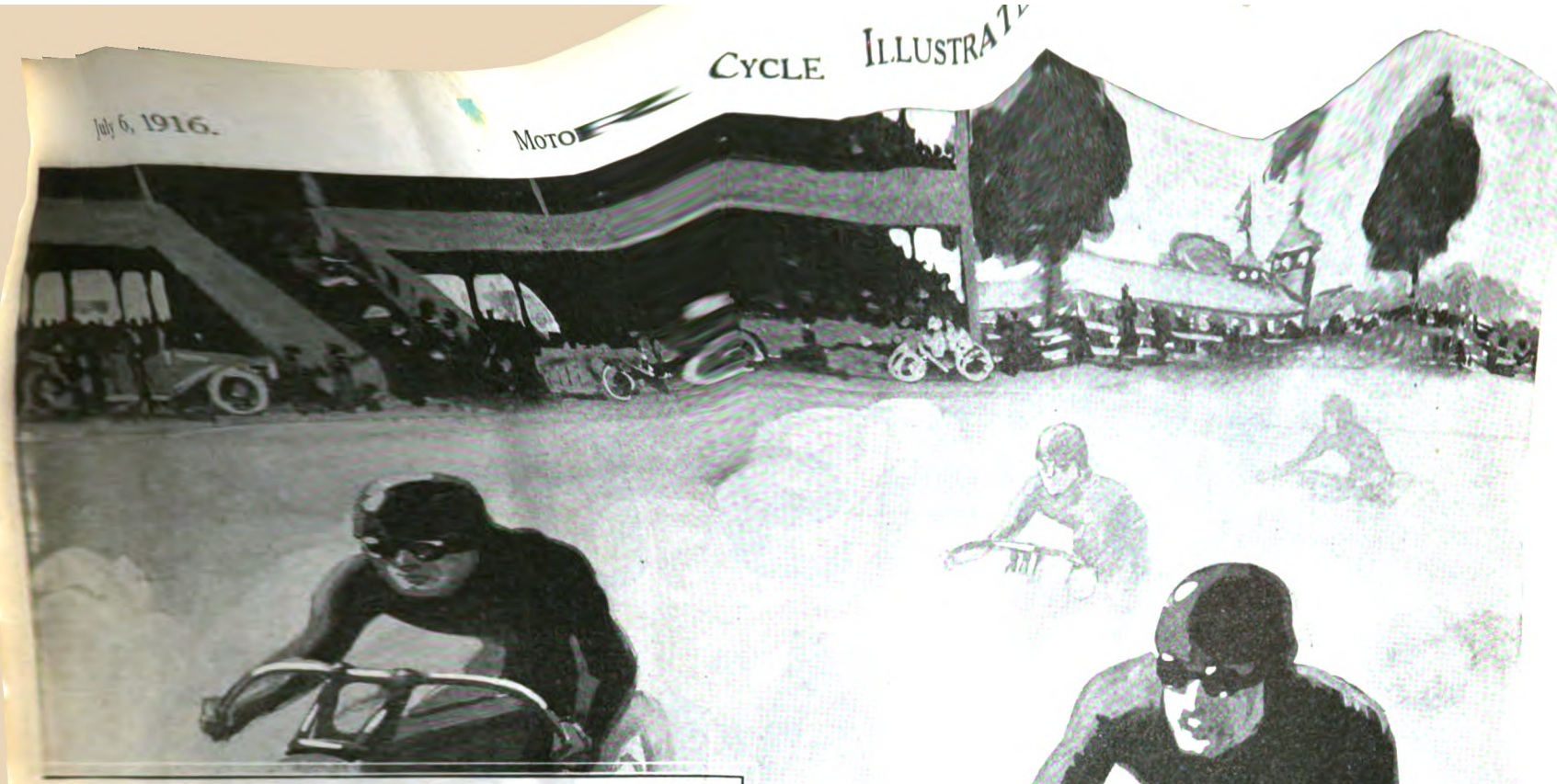

Victory
Blue Streaks

Every Dodge City Race has been won on Goodyear Blue Streaks. For three consecutive years Blue Streaks have romped home triumphant in this terrific tire grind. First on the race track, first in endurance runs, first in number of riders, Goodyear Blue Streaks are the world's most envied motorcycle tires. Dealers everywhere can supply you Goodyear Blue Streaks.

The Goodyear Tire & Rubber Co.
Akron, Ohio

GOODYEAR
AKRON
MOTORCYCLE TIRES

WIN DODGE CITY RACE

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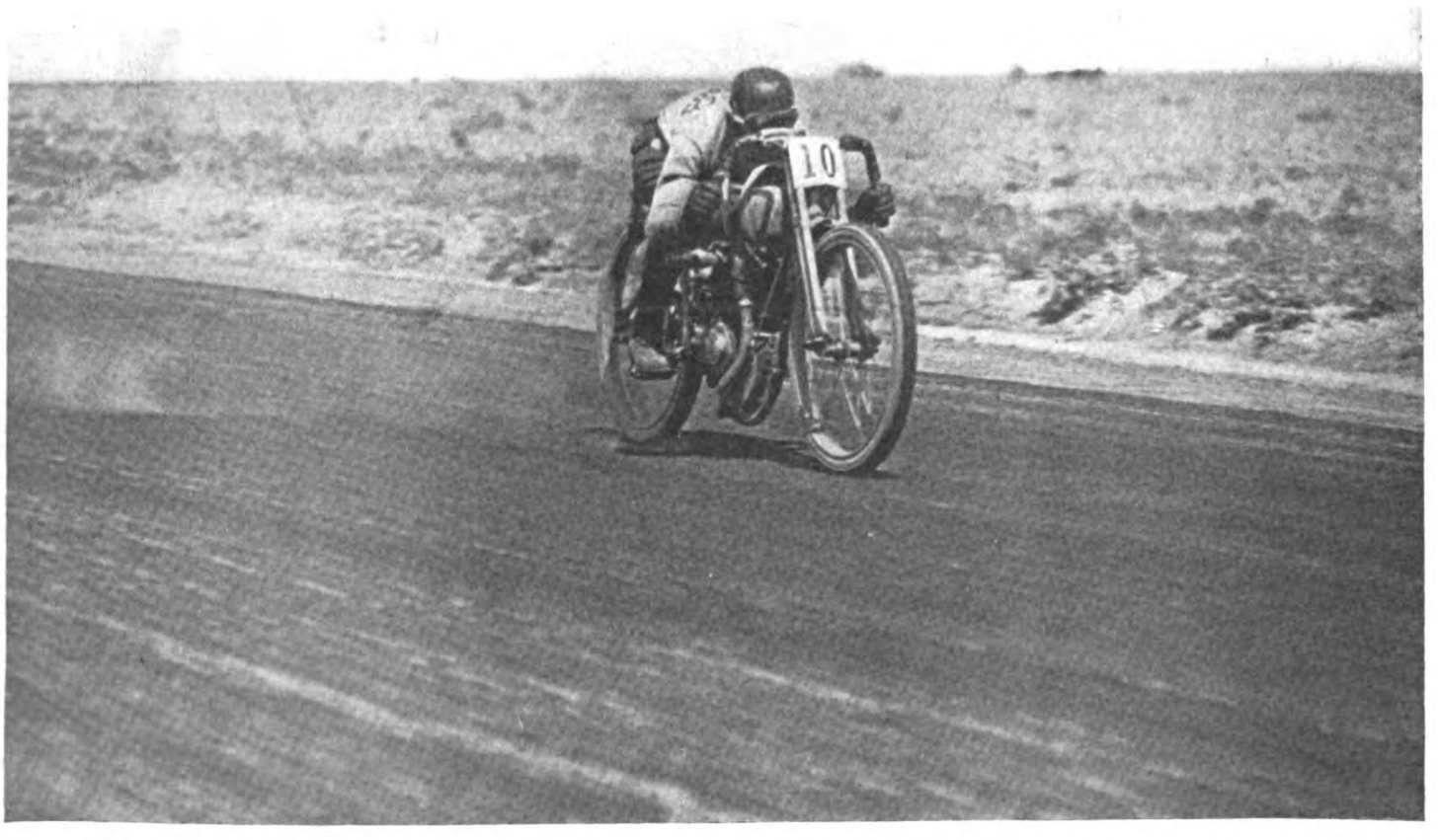
Harley-Davi Wins the D Annual

The Harley-Davidson celebrated its second anni classic in such decisive manner as to leave no doul Milwaukee, on an eight valve, was never headec



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dson Again
odge City Classic

ersary in racing by winning the Dodge City 300 mile
as to Harley-Davidson consistency. Irving Janke of
during the last 200 miles, smashing all records and
crossing the line in three, forty-five, thirty-six. The
remarkable time made on the dirt track can be
appreciated when it is stated that he even broke
the record of the Tacoma speedway and lowered
the dirt track record for 300 miles ten minutes and
nine seconds. Added honors for the Harley-Davidson
were won by Ray Weishaar of Wichita on a pocket
valve and Floyd Clymer of Greeley, Colorado on
an eight valve. Weishaar would have been right up in front
with Janke had it not been for tire and plug trouble and, like all
the other Harley-Davidsons, his motor, constantly increasing in
speed, was notably faster than the big valves and eight valves
of other makes.

Weishaar finished in three fifty-five, fifty-three and more
than ten minutes ahead of the next nearest man. Any of the

You get quick results from advertisers When you mention Motor Cycle

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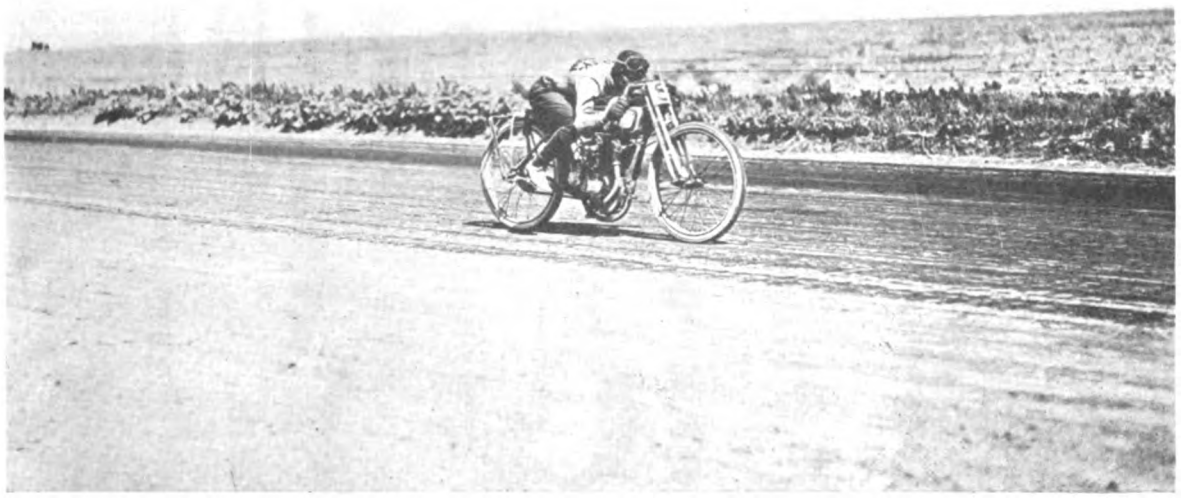

eight valves and big valve machines following him required more than four hours.

Harley-Davidsons came out in front in the second lap and remained in front right through to the finish. The only contest for the 100 mile world's dirt track record was between Clymer and Janke, both on Harley-Davidsons.

Clymer made the new record, one eleven forty-five. This is two minutes, twenty-five seconds faster than the former world's record. The average time for Clymer was 83 1-3 miles per hour. His record for the hour was eighty-four miles.

Janke was but a few seconds behind and after their fill with gas and oil he and Clymer put up the prettiest race ever seen in America. For miles they rode side by side out in front. Janke's time for the 200 miles was two twenty-seven, twenty-two, breaking the former record five minutes and thirty-six seconds; his average speed was eighty-one and eighty-two hundredths miles per hour. For the 300 miles Janke averaged eighty miles per hour.

The decisive victory in 1916 on top of the memorable Harley-Davidson clean sweep of 1915 leaves no doubt as to Harley-Davidson supremacy.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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That Dodge City World's Record Race Was a Bosch Record

300 miles in 226 minutes—79:65 m.p.h.

What did it? - A Bosch Magneto

1st	Irving Janke	Harley-Davidson	Bosch Magneto
2nd	Joe Wolter	Excelsior	Bosch Magneto
3rd	Ray Weishaar	Harley-Davidson	Bosch Magneto
5th	Geene Walker	Indian	Bosch Magneto

The fastest 100 miles, 200 miles and 300 miles ever made on a dirt track by a motorcycle

How can you afford to sell motorcycles with any other ignition than a Bosch Magneto? The cream of the world's motorcycle riders use Bosch of course.

Don't Experiment—Be Satisfied—Specify Bosch

BOSCH MAGNETO COMPANY
206 West 46th Street, New York

Six out of eight races in the New York State F. A. M. meet were Bosch Victories too. Red Parkhurst on Bosch-equipt H-D the fastest 100 mile race ever run.

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—Again At

ONE, TWO, THREE, FOUR, SIX
AVERAGE MORE THAN 89 M. P. H.
IN 100 MILE CHAMPIONSHIP

1	Parkhurst .	Harley-Davidson
2	Brier	Harley-Davidson
3	Fredericks .	Harley-Davidson
4	Barclay . .	Harley-Davidson
5	Carroll . . .	Special ported eight valve
6	Wasko . . .	Harley-Davidson

Time 1:08:13 3/5

The most remarkable performance ever made by one make of machine in any race meet. The Harley-Davidsons swept everything before them. In the ten mile open professional Brier first, Fredericks second, Barclay third, all on Harley-Davidsons. Time 6:44.

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July 6, 1916.

MOTOR CYCLE ILLUSTRATED

Shee Ash

PARKHURST—HARLEY-
TWO MILE NATIONAL C
TIME 1:19⅕ OR 91.15

In the two mile National F. A. M Championship, Parkhurst won by c defeating special ported eight va valves of competing makes.

In the last event of the day mile race, Parkhurst held the crowc by his tremendous speed. Lap afte 90 miles an hour, finally completing 1:08:13⅗ including one stop for new spark plug.

The Harley-Davidson team work and consistency at 90 miles per hour was a revelation to all who witnessed it.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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"Babe" Buttlar, Winner of the 10- and 25-mile N. Y. State Amateur Championships

—and Also Amateur Championships

One Mile N.Y. State F.A.M. Amateur Championship

won by Carl Currie, Harley-Davidson, in :50$\frac{2}{5}$ secs.

Ten Mile N.Y. State F.A.M. Amateur Championship

won by "Babe" Buttlar in 7:35$\frac{2}{5}$ on stock Harley-Davidson motorcycle, defeating competitors' special eight valve and big valve entrants.

Twenty-five Mile N.Y. State Amateur Championship

Buttlar again decisively proved the speed of his Harley-Davidson in winning this race by nearly a mile, and averaging 80 miles per hour (time 18:44) again defeating competitors' special machines.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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$3.50

Be Proud of Your M

You can't enjoy the satisfaction of having your friends admire your motorcycle unless you use Stewart accessories.

Everybody knows the Stewart Motorcycle Warning Signal ($3.50) and the Stewart Motorcycle Speedometer (only $10 complete) represent the last word in quality, dependability, accuracy and real class.

A snappy looking motorcycle with a cheap, flimsy weak little warning signal and an unknown, unreliable speedometer looks like a man wearing rubber boots with his Sunday suit—*all wrong!*—spoils the whole effect of class.

Put a Stewart Motorcycle Warning Signal and a Stewart Motorcycle Speedometer on

Branches and Service Stations in all Princ

The Stewart-Warner Speedometer Corpora

Stewart Products for sale by Motorcycle and Acce

Stewart

Motorcycle

Speedometer

$10

The advertiser wants to know—Therefore mention MOTORC

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United States Tires Win

On July 4th at Sheepshead Bay, Richard Buttlar won the 25-mile New York State Amateur Motorcycle Championship in 18 minutes and 34 seconds. Buttlar also won the 10-mile Amateur Motorcycle Championship in 7 minutes and 35 2/5 seconds. These records were made on a Harley-Davidson motorcycle equipped with United States Tires.

On the same day I. F. Jacobs won the Jack Pine Endurance Run at Grand Rapids, Michigan, on an Indian Motorcycle equipped with United States Tires, thereby winning the title of F. A. M. National Road Champion, which prize was at stake for the first time.

These records prove the amazing speed and endurance qualities of United States Motorcycle Tires both for track and road work.

If you want thorough tire satisfaction on road or track, use United States Motorcycle Tires.

United States Tire Company

'Nobby,' 'Chain,' 'Studded,' 'Corrugated' Motorcycle Tires

1790 Broadway - - New York

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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MO

WITH

Publis

THE M

Vol. 11. July 6

JANKE TAKES
DODGE CITY B

New Record for Triple-Century
Davidson Speedster in 3 Hou
Joe Wolter, Excelsior, Sec
ley-Davidson, Third; V
and Graves, I
Fourth, Fifth

By E. F. HA

DODGE CITY, Kan., July 4.—Irvin sizzled home into first place ir national Speedway Race held l glory in the record time of 3 hours, 4 annexed $600 for the first place prize a the record for the triple century, establi

The second speedster across the ta finished 2 minutes and 17 seconds behin Walker's old record. Third money wen son, when he rolled across the finish li seconds. By his performance Wolter $300, while just half of that amount was

Janke's speed figures out at a shade

"Speck" Warner piloted his Indian ir consistent race up to the 147th lap, when though it did not detain him long enou money class. Gene Walker and Morty (fifth and sixth places respectively, while with it no compensation, was topped by I received $75. Walker $50, and Graves $25

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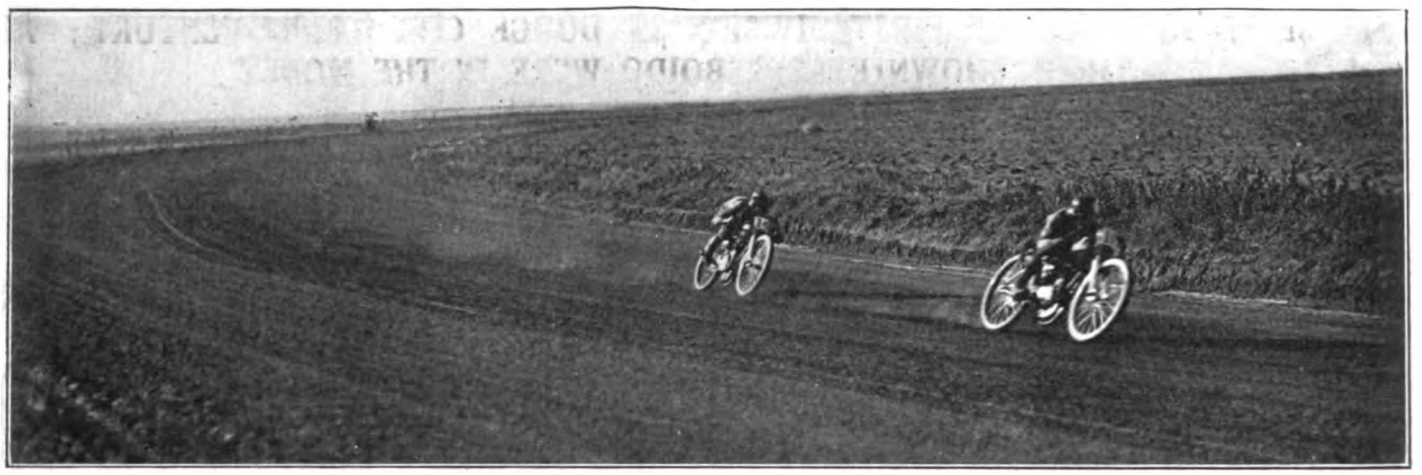


Janke Leading Clymer Near End of the Race. These Two Switched Positions Several Times in the Long Grind.

THROUGHOUT the first 109 laps, the race proved to be a nip and tuck contest between Floyd Clymer and Irving Janke, both on Gray Fellows, the former being out in front for the greater part of the distance, with Wolter and Wells Bennett, on Excelsiors, providing competition of a high order for third place.

At the 100-mile mark, Clymer whizzed over the tape in 1 hour, 11 minutes and 45 seconds, clipping 2 minutes and 25 seconds from the record hung up for that distance by Carl Goudy, Excelsior, last year. He thus earned for himself the special prize of $100. The pace proved too trying for him, however, and he went out on the 110th lap.

Janke then assumed the lead and was not again headed.

THE DODGE CITY RESULTS AT A GLANCE

Position at Finish	*Make of Machine*	*Time*	*Prize Money*
1—Irving Janke	Harley-Davidson	3:45:36	$600
2—Joe Wolter	Excelsior	3:47:53	300
3—Ray Weishaar	Harley-Davidson	3:55:53	150
4—"Speck" Warner	Indian	4:16:17	75
5—Gene Walker	Indian	4:20:49	50
6—Morty Graves	Indian	4:22:11	25

Janke averaged a shade under eighty miles an hour.

Both Janke and Wolter smashed the record (3 hrs. 55 minutes, 45 seconds) for the triple century, made at Dodge City last year by Otto Walker.

VERBAL SNAPSHOTS FROM THE TRACKSIDE

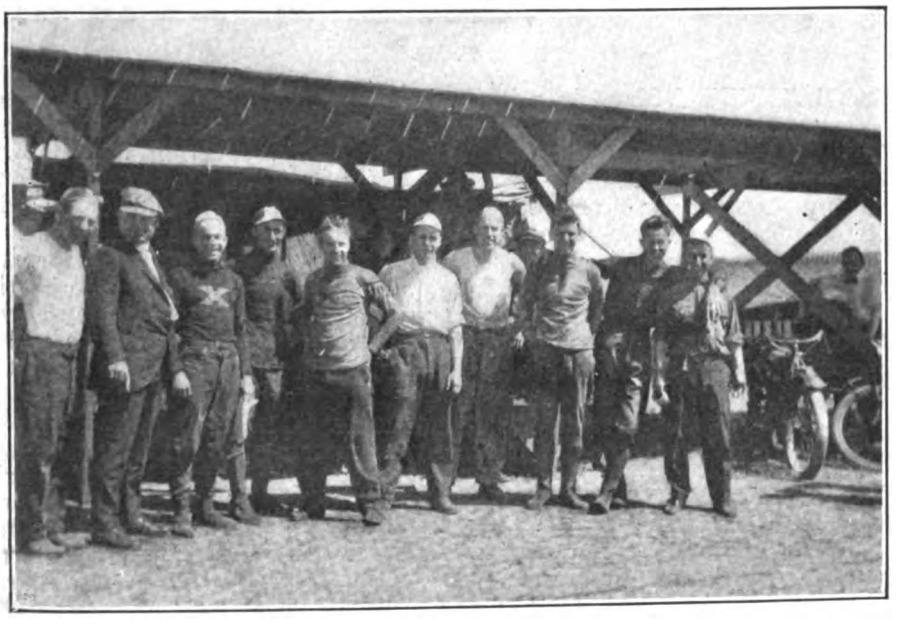
Favored with a beautifully clear sky and a cooling breeze that made things comfortable, but was not strong enough to interfere with the speed work, the crowd starts to gather at the track at ten o'clock to watch Boido, Brant and Johnson qualify in a special elimination trial, this trio not being on deck when the regular trials were staged on the day previous.

Long before the starting hour the fans begin to flock in. Shortly the grandstand is loaded to capacity, and as far as the eye can see on either side, vehicles filled with spectators are parked along the track.

Ready for Start

At 10:40 Chairman Donovan calls for lineup and Bill Ash, the clerk of the course, gives the machines the final "once over" and orders them into position for the start, with the result that there are three rows of five machines each and one of six, the riders being placed according to the showing made in the elimination trials.

Johns, who on his Indian had made a circuit of the two-mile track in 1:24 during the trials, takes his position at the pole, with Floyd Clymer, Harley-Davidson; Gene Walker, Indian; Morty Graves, Indian; and Lorenzo Boido, Excelsior, "toeing" the same mark. Then Donovan and T. J. Sullivan, the official starter, make the first circuit of the course with the riders, the actual start being made when Don Johns, going at great guns, rushes across the tape at 11:05:30 o'clock. And there's not the thickness of cigarette paper separating him from Clymer, and scarcely more than that between the latter and Morty Graves.



Pitmen and Speedsters at Excelsior Camp

Two Lag Behind

The rest of the pack shoot past together in a great cloud of dust, all except Gene Walker, Indian, who hobbles into the pit with a fouled plug, and Clarence Johnston, who has been ill for the last few days and is trailing at a comparatively slow pace.

Just 1 minute and 25 seconds elapse before Johns, at the head of the procession, but hard pressed by the Harley-Davidson riders, again rolls over the tape. But that short interval has afforded sufficient time for Walker again to straddle his red machine and take up the pace of the fastest men.

First Lap Completed

Following Johns across the line, in the order named, are Clymer and Janke, Harley-Davidson, and Bob Perry, Excelsior. The rest of the field is strung out and

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SIX SPEED-BOYS OF THE FIRST ... IN DOI... THOSE SHOWN ... BOIDO WE...

READING across the top the human comets are: Irving Janke, Harley-Davidson, who captured the race and a new record; Joe Wolter, of the Excelsior camp, who also broke the previous 300-mile record; Ray Weisha... Harley-Davidson, who finished thi... Below, from left to right, are "Spee... Warner, Indian, who took four... money: Morty Graves, Indian, wi...

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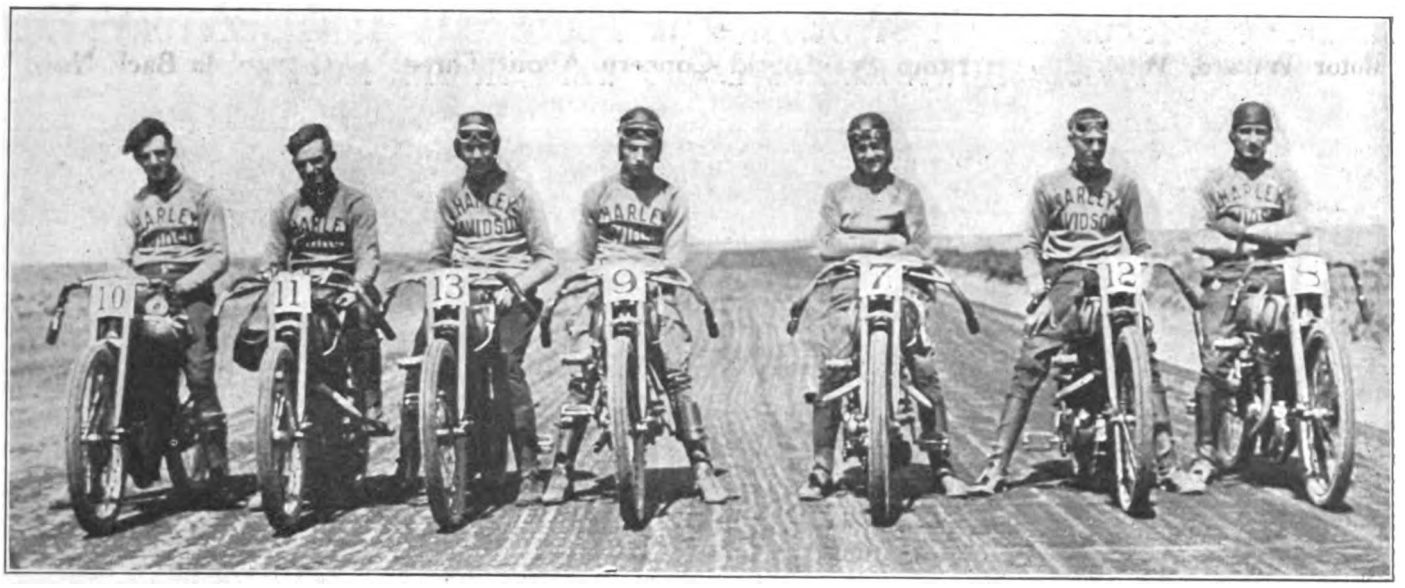


Left to Right, Paul Gott, Clarence Johnson, Harry Crandall, Sam Correnti, Irving Janke, Floyd Clymer and Ray Weishaar

whizzes by in twos and threes at second and half second intervals.

The second and third laps finish in exactly the same manner, save that "Speck" Warner draws up the pit for some minor adjustment, which is completed in the twinkling of an eye. Then they came around for the fourth time, the only noticeable change in the line-up being that Janke and Johns have changed positions, the former taking second and the latter third place. Perry now holds fourth place, with a wide enough margin to keep Graves, in fifth position, from crowding him.

All Pass Johnson

The bright orange sweater, with which Johnston out in front is clothed, seems to be the powerful magnet that is drawing the field on. Each lap they are growing nearer to that conspicuous goal, and when seven trips are made around that two-mile circuit, the crowd has lapped the sick boy. Now on the eighth turn, Joe Wolter begins to crowd Graves for fifth place. On the ninth lap, Joe has shot past Morty; and on the tenth Stokes, also on an Excelsior,

HARLEY-DAVIDSON

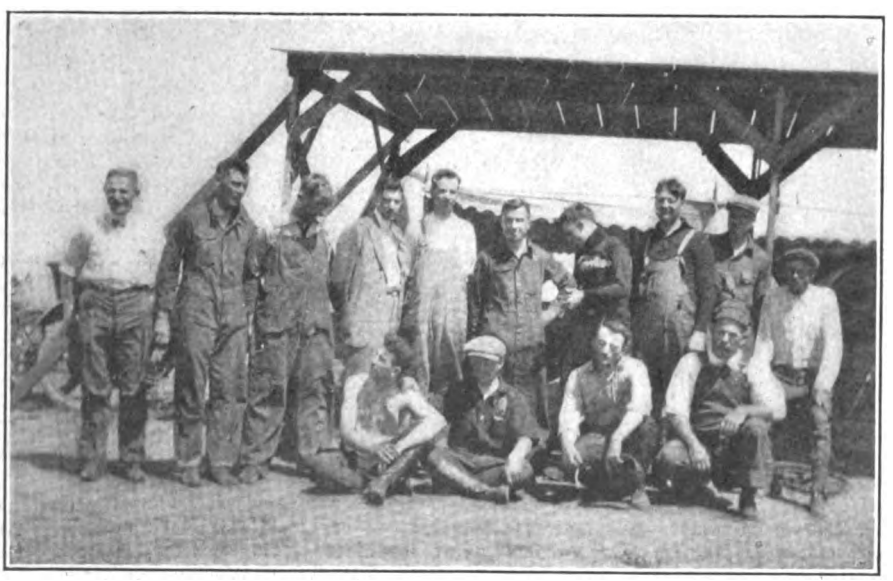
Rider	Magneto	Carbureter	Plugs	Saddle	Chain	Tires
						Goodyear
Irving Janke	Bosch	Schebler	Wright	Troxel	Renold	Blue Streak
Ray Weishaar	"	"	"	"	"	"
Sam Correnti	"	"	"	"	"	"
Paul Gott	"	"	"	"	"	"
Clarence Johnston...	"	"	"	"	"	"
Floyd Clymer.....	"	"	"	"	"	"
Harry Crandall	"	"	"	"	"	"
Harry Brandt	"	"	"	"	"	"

INDIAN

						Goodyear
Paul "Speck" Warner.	Dixie	Indian	Anderson	Troxel	Renold	Blue-Streak
Earl Armstrong	Bosch	"	"	"	"	"
Morty Graves	Dixie	"	"	"	"	"
Don Johns	"	"	"	"	"	"
Dave Kenney	"	"	"	"	"	"
Eugene Walker	Bosch	"	"	"	"	"

EXCELSIOR

						Goodyear
Bob Perry	Bosch	Schebler	Monarch	Mesinger	Renold	Blue Streak
Joe Wolter	"	"	"	Troxel	"	"
Glenn Stokes	"	"	"	"	"	"
Lorenzo Boido	"	"	"	Mesinger	"	"
Al. Hilliard	"	"	"	Troxel	"	"
Wells Bennett	"	"	"	"	"	"
Bert Bruggerman ...	"	"	"	Mesinger	"	"



Wigwamites—Riders and Attendants—Pose for the Camera Man

brushes with Graves for sixth, while Johnston and Warner roll slowly up to the pits for expert examination of their machines.

On the eleventh lap Perry has pushed past Johns and is beginning to crowd Janke for second place. Glenn Stokes then puts on an extra spurt and goes by Graves for sixth place. The twelfth lap—and those two Harley-Davidson leaders shoot past with astonishing smoothness, matching explosion for explosion and spurt for spurt.

Perry Retires

Then Bob Perry's machine, which has been brought so close to them in the preceding lap, fails to show up, and the report is hurried to the press stand that poor Bob stopped in the back stretch and was put permanently out of the running because of magneto trouble.

The next six laps are without incident other than that Paul Gott, Clarence Johnston and Ray Weishaar have visit the pit. The first five men—Clymer, Janke, Wolter, Johns and Stokes, in that order—

(Continued on page 34)

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OSCAR HEDSTROM

Motor Wizard, Who Retired From Sp... His Previou...

OSCAR HEDSTROM, the motor wizard, until three years ago almost as closely associated with Indian progress as George M. Hendee himself, is back again in Springfield.

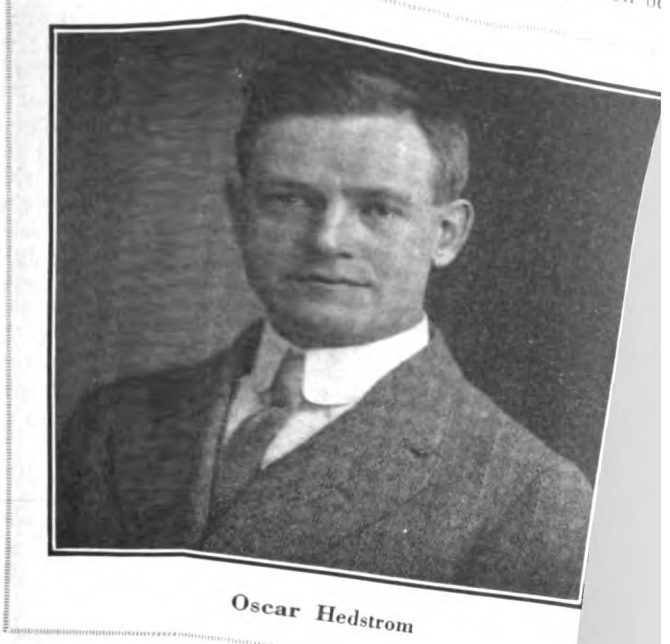
In other words, too young, too active and too much interested in motorcycles to retire. Hedstrom has once more taken up the work which made him famous throughout the motorcycle world. Thus the triumvirate which was so successful in bringing the Indian to the forefront—George M. Hendee, Frank J. Weschler and Oscar Hedstrom—is re-established.

Glad of His Return

It is safe to say that this announcement will electrify the entire trade and create unbounded enthusiasm among Indian distributors, dealers and riders, everywhere on earth where Indian machines are sold and ridden. On the other hand, many will not be as surprised over Hedstrom's return as they were when his retirement was announced. His association with the Hendee Manufacturing Co. had up to that time been generally regarded as quite permanent, and therefore his resumption of his relations will be taken by many who have their ears to the ground almost as a matter of course. There was a time, not so long ago, when it was impossible to think of the Indian without also thinking of Hedstrom, for the simple reason that his genius, particularly his wonderful knowledge of motors, was manifested in every line and every feature of the Indian motorcycle.

It is needless to say that the Indian factory is elated over Hedstrom's coming out of retirement from his Connecticut farm, to once more actively participate in designing the Indian. There is not the slightest doubt that the trade thoroughly and heartily approves Oscar Hedstrom's decision to return.

Oscar Hedstrom, born in Sweden, came to the United States when he was nine years old. After a grammar school education, he entered a watch-case factory, and soon became a first-class tool maker. Incidentally, he took up bicycle racing, winning the one and one-half mile amateur championship in Madison Square Garden in 1899 against such stars as Eddie Ball, Nat Carter, Harry Caldwell and others of that type. Then he began building bicycles, and it was not long afterwards that he started to experiment with a motor tandem, with which he won the ten-mile amateur tandem championship at the Pan-American Exposition in Buffalo, in 1907. Henshaw was his



Oscar Hedstrom

...AGAIN WIT...

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INVINCIBLES FAVOR FALOR FOR F. A. M. PRESIDENT

BROOKLYN, N. Y., July 4.—The first club in the East to place its approval upon the candidacy of Shelby A. Falor for the presidency of the F. A. M. is the Invincible M. C. At a recent meeting, following the announcement of Mr. Falor's willingness to accept the leadership of the F. A. M. should the rank and file of the organization so desire, that club unanimously declared in favor of Mr. Falor and instructed its delegate to the convention in Providence to vote for the Akron booster.

HERROLD STARS AT THE MOUNDSVILLE MEET

MOUNDSVILLE, W. Va.—Emory Herrold, Indian, won the five-mile free for all and set a new mile record for the track at the Moundsville M. C. meet last Saturday. His time for the five miles was 6:47 and he covered the mile in 1:10 flat, beating his former mark of 1:11. Herrold rode a 4-valve Indian single.

Ritz, Indian ported, won the five-mile opening event in 6:27, with Mickels on a stock Harley-Davidson second and McCluskey, stock Thor, third. Wasmuth, Indian, carried off the five-mile novelty race in 7:11, with Ritz second and McCluskey third. J. L. Bier took the three-mile sidecar race with his Harley-Davidson combination. Foster Noble, on a similar combination, was second. Ritz came second to Herrold in the five mile free for all, and Mickels third.

THEURER BECOMES A DIRECTOR

General Manager E. W. Theurer, of the Reading Standard Co., Reading, Pa., has been elected a member of the R-S Board of Directors to fill the vacancy left by the resignation of William F. Remppis. Mr. Remppis has no longer any connection with the Reading Standard Co., of which he was a founder.

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JACOBS HIGH-SCORES IN HEART-BREAKING JACK PINES GRIND OVER 800-MILE ROUTE

Hero of Many Road Contests Brings His Indian Through Purgatorial Course with Score of 975; "Hap" Scherer, Harley-Davidson, Finishes with 925 Points and Ransom Heth, Excelsior, Has Score of 811; All Other Entrants Are Eliminated by Terrific Roads

By PAUL J. BAILEY

GRAND RAPIDS, July 4.—Having covered more than 800 miles of roads which included every imaginable kind of difficulty in a most aggravated form, three dust-covered and weary riders in the Jack Pines endurance run of the Grand Rapids M. C. proved that the modern motorcycle is practically unconquerable when they finished in front of the Herald office this afternoon. The three victors are Iwin Jacobs, Indian; "Happy" Scherer, Harley-Davidson, and Ransom Heth, Jr., Excelsior.

Latest official reports give Jacobs a finishing score of 975 points; "Hap" Scherer, 925, and Ransom Heth, 811.

There were no perfect scores as every checking station along the line counted as a control, and in the face of such difficulties it was inevitable that points should be lost here and there. Jacobs emphasized his skill and experiences by bringing his score through the three days' grind with fewest penalties, thereby winning the Wilderness Trophy and first prize. The riding of Jacobs and his ability to stand the terrific strain are among the most interesting features of the contest. He mounted a rigid-frame, short-coupled model, fitted with few provisions for comfort, but excellently adapted for sand riding.

After the first day the run had become clearly a matter of the stamina and skill of the riders, for the motorcycles demonstrated that they were equal to all the punishment the men could give them.

"Hap" Scherer, whose reputation as an endurance rider has long been established, was counted on for a position well to the front and his friends will not be surprised to learn that he is in second place. Heth, however, has not figured prominently in big runs heretofore and the manner in which he took his Excelsior through is winning him general congratulations.

It is impossible to give scores for any of the other riders at this time, as they are scattered along the route. Complete scores will, however, appear in next week's issue.

FULL LINEUP OF THE JACK PINE STARTERS

The Riders, Their Mounts and Some Equipment Details

GRAND RAPIDS, July 2.—Having been fully advised concerning the regulations and the course to be followed, at a special meeting held on Saturday evening, July 1, the contestants in the Jack Pines endurance run were ready to get away in good shape at daybreak on Sunday morning, July 2. They rolled out of Grand Rapids in the following order:

Harry D. Immel, of Pittsburgh, Pa., Henderson, equipped with Berling magneto; M. Vandenberg, of Grand Rapids, Excelsior, equipped with United States tires and Bosch magneto; Tom Martin, Grand Rapids, Excelsior, equipped with United States tires and Bosch magneto; Byrne Hull, Grand Rapids, Henderson, equipped with Lee tires and Berling magneto; P. H. Peters, of Buffalo, Harley-Davidson, equipped with Firestone tires and Bosch magneto; James Long, Grand Rapids, Excelsior, equipped with United States tires and Bosch magneto; G. Von Staden, Indianapolis, Indian machine, equipped with United States tires and Splitdorf magneto; "Hap" Scherer, of Fort Wayne, Harley-Davidson, equipped with Coventry chain, Firestone corrugated tires and Remy magneto; "Warhorse" Baker, Indianapolis, Indian, equipped with United States tires and Dixie magneto; Oscar Lenz, of Indianapolis, Henderson, equipped with Goodyear tires and Berling magneto; W. M. Davey, of Detroit, Henderson, equipped with Pennsylvania tires and Berling magneto; Iwin F. Jacobs, of Dayton, Indian, equipped with United States tires and Splitdorf magneto; R. E. Heth, Jr., of Grand Rapids, Excelsior, equipped with Firestone tires and Bosch magneto; John Foster, Grand Rapids, Henderson, equipped with Pennsylvania tires and Berling magneto; W. J. Ruhle, of Albany, N. Y., Harley-Davidson, equipped with Firestone tires and Dixie magneto.

Iwin Jacobs, the High Score Man; He Got 975

SEVEN RIDERS REACH ALPENA NIGHT CONTROL

TRAVERSE CITY, Mich., July 3.—At this stage of the Jack Pines run the officials and observers were struck with wonder that any of the contestants could keep up the pace against such odds as they had to contend with. The obstacles looked simply impossible, what with swamps, corduroy roads and sand washes coming one after the other. It is recorded that when the pathfinding crew, with their sidecars, were marking the course, it took them seven and one-half hours to cover fourteen miles of today's run.

Of the ten riders who got past the noon control yesterday, only seven reached the night stop at Alpena. "Warhorse" Baker, who had shown his usual wonderful form up to that point, was one of the missing. "Bake" was put out in the mud of Mc-

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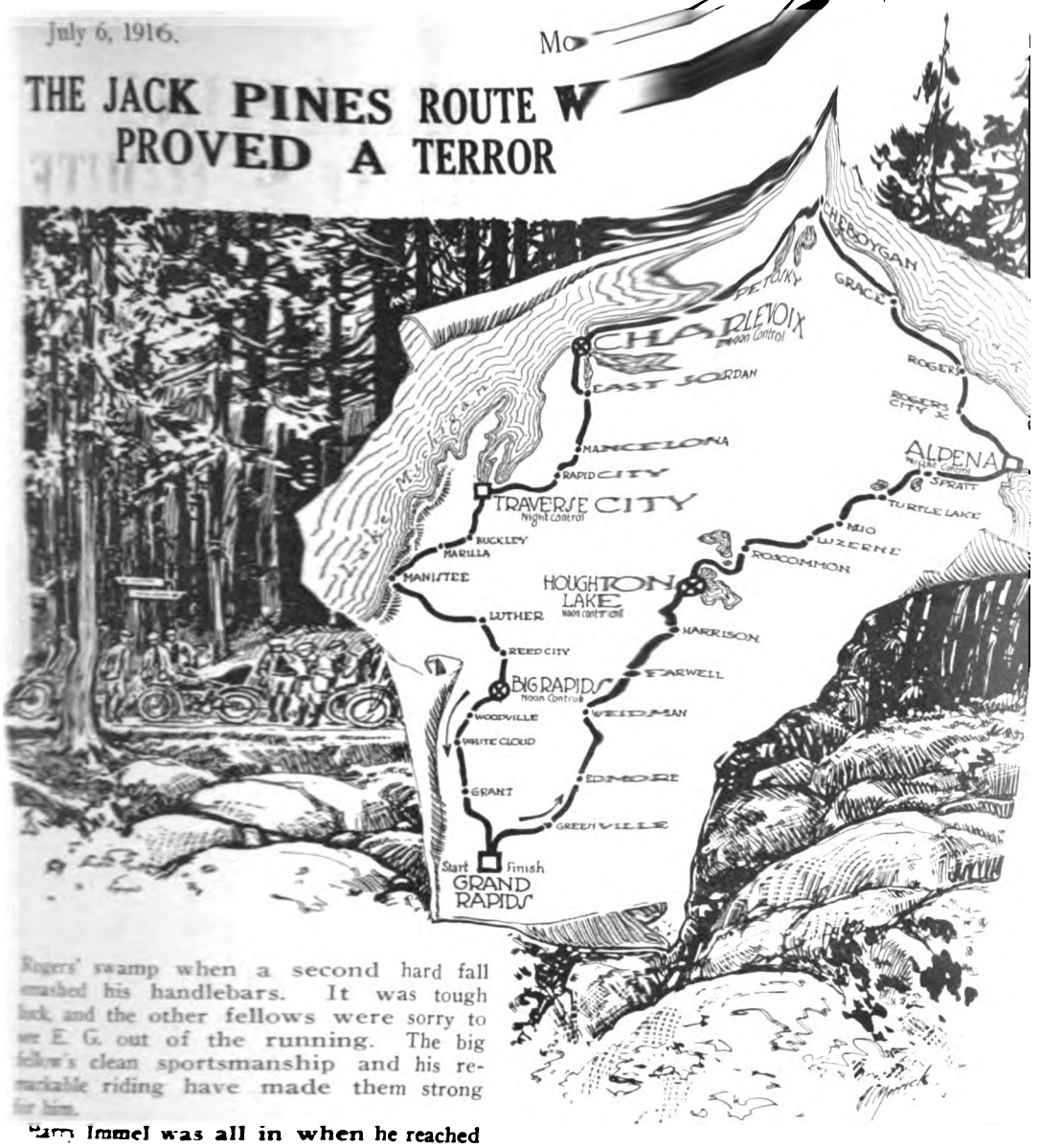
THE JACK PINES ROUTE W PROVED A TERROR



Rogers' swamp when a second hard fall smashed his handlebars. It was tough luck, and the other fellows were sorry to see E. G. out of the running. The big fellow's clean sportsmanship and his remarkable riding have made them strong for him.

Harry Immel was all in when he reached Petosky having done very little road riding since last summer. He was in no shape for training for such a grind as this and he did not start with the survivors the second day.

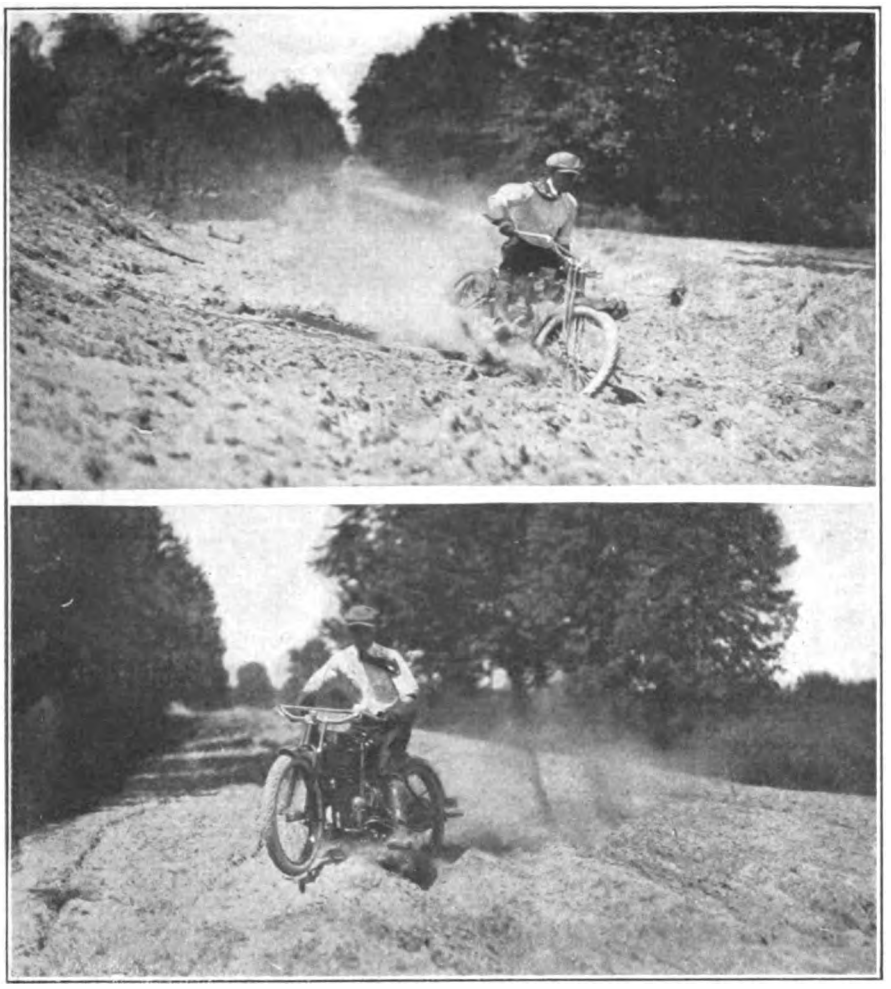
Only Four Reach Petosky

The seven riders who survived the first day only four managed to reach Petosky, the noon control today. The morning's run was another horror of swamps, corduroy and sand, and the ranks were thinned down to Jacobs, Scherer, Heth and Hull. Hull was O. K. as far as his motorcycle was concerned, but had sprained his right wrist badly during the morning, and was forced to handle his machine practically altogether with one hand. This was his throttle hand and had to do double duty.

Had Time to Spare

This handicap kept Hull somewhat late at noon, and was tiring him rapidly. The climax of the really bad stuff came just after noon, the rest of the route for the day being somewhat easier. Jacobs, Heth and Scherer breezed through the afternoon with time to spare all the way, and Hull fought gamely to stay in the contest with one hand out of commission. He was getting away with the job, too, until his rear tire rolled off the rim just outside of Traverse, and shredded the tube. He did not have an extra tube with him. He refused that darkness would descend before he could get a new tube and reach Manistee, the night control, and he was accordingly forced to give up the struggle. With Hull retired, Jacobs, Heth and Scherer were left to battle to the finish. The trio kept stubbornly on and renewed the contest the following day.

Hap Scherer, Harley-Davidson, Who Scor



Hendersons Plugging the Sand at Harrison in First Day's Course

shoulders down on the road with disconcerting suddenness.

The sand was deep and loose and powdery after several days of hot, dry weather, but they just didn't dare to skid off the road because that would often mean dropping into a ditch neck deep with ooze and water, or into a brush thicket where hair and hide and clothes would all be torn off just that quick.

All Good Roadsmen

Every man of the bunch was a real road fighter and in good trim—else he would never have dared look an entry blank in the face—and they battled hard. Of those who failed to get through to the noon control, some had plain hard luck and some had little minor troubles that ordinarily wouldn't matter much, but that put them out of the running under such tremendous road difficulties.

Von Staden was hung up several miles out, so that he was crossed off the list. Vandenberg had his mechanical oiler stick, causing considerable delay, but he kept it on the job one way and another so that he got to the noon station, though quite late.

Harry Immel slid into a mudhole about 20 miles from Houghton Lake, and went in so deep that the footboards of his Henderson were covered and the rear wheel was left spinning. Then to help matters along his gasoline tank ran dry before he got in, so that he lost another collection of valuable minutes.

Houghton Lake looked good to the riders, scenically and otherwise. A brisk breeze was kicking up little whitecaps all over the broad blue sheet of water, and a good dinner was ready at the hotel.

"Warhorse" Baker, of trans-continental fame—also he who showed 'em all how to do it with an automobile—was the first rider to arrive at the control, having a few minutes to spare. Jacobs pulled in a few minutes later with all flags flying, having just run off a hurry-up finish. He had been taking his time under the impression that he had lots of it to spare, when he woke up to the fact that he was still a long way from lunch; so he "stepped on 'er"—hard—and unwound the last bunch of miles in a burst of speed. Jake says he covered the last 16 miles in 28 minutes—and oh, such miles as they were, too.

Hull Comes In

Byrne Hull, with his Henderson, was next man in. The mileage had been deceptive to him too, as he had believed himself well ahead of time until near the finish, when he had to let out a sprint for the final stretch.

Hull had had his share of experiences, hitting two stumps, sliding off the road, and seeing a lot of country not given on the road maps.

"Hap" Scherer loomed up on the horizon next at the helm of his Harley-Davidson. A little chain trouble had held him back, but he was still going strong and ready for more.

Lost Things en Route

When Tom Martin, Excelsior, rolled in he was minus a coat and sundry other little items that had been with him at the start. The job was too much for luggage-carrier straps when Tommy hit the high spots, and they had loosened up. Scherer looked at Tom and smiled, and opined that a salvage wagon could reap a profitable harvest by following the riders, as he had seen coats, innner tubes, speedometers, spark plugs, and other little things that various riders had discarded en route as excess baggage.

H. H. Peters, Harley-Davidson, was the next arrival, and Ransom Heth, also checked with his Excelsior. Peters had bent his foot lever so that he couldn't use his brake, but said the sand made it easy to stop in a hurry anyway—all he needed think about was to keep going.

J. Long came in with the forks of his Excelsior slanting considerably to the southeast as a result of a well-meant attempt to smooth a high spot off the scenery. When he had checked out at the

(Continued on page 64)

Erwin G. Baker, Indian. Note Double Thermos Bottle Equipment

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VERRILL STARS AT BALTIMORE HOLIDAY MEET

Mounted on Indian, "Krazy Horse" Takes Second and Ten-Mile Events, Breaking State Records in Each; Tiemeyer Wins Two-Mile

BALTIMORE, Md., July 4.—"Crazy Horse" Verrill, of Los Angeles, mounted on an Indian, was the star of the meet held today by the Maryland Motor Association at the Gentlemen's Driving Park near Baltimore. He won both the five- and ten-mile open professional events in fine style, circling his field in the last lap in the ten-mile race.

Freddie Tiemeyer, of Baltimore, defeated Willie Denham, of Washington, in the two-mile State championship race, open to professionals, in a hard fought battle. Tiemeyer also gave Verrill a hard rub in the ten-mile open, the latter gaining a lap on him only on the last circuit of the track. Verrill hung up new State records for both *the five and* ten miles.

Clarence Lowenstein defeated Oliver M. *Shock*, both riding Indians, in a close finish in the three-mile amateur novice race. The five-mile professional sidecar race also furnished some thrills, Gus Heinz, Harley-Davidson, getting it; Carey Mears, Indian, finishing third. *The Second* and Seabrooke, Indian, also *very exciting*, Mammock and Gus Heinz, *on Harley-Davidsons*, finishing one and two. *with* Mears on the Indian, third. The *complete* summary:

Three-*mile* Amateur Novice, Stock, under 50 cu. in.—*First*, Clarence Lowenstein, Indian; second, Oliver *M.* Shock, Indian. Time, 4:08⅖.

Two *Miles*, Catalogued Lightweights, Professional—*First*, Frank Fertittia, Miami; second, W. P. Shepherd, Indian; third, R. H. Merryman, Dayton. *Time*, 3:20⅗.

Five *Miles*, Professional, Open, 30.50—First, Verrill, *Indian*; second, Freddie Tiemeyer, Harley-Davidson; *third*, Craddock, Harley-Davidson. Time, 5:50⅗.

Five-mi*le* Professional, Sidecars, Stock, 61 limit—First, *Gus* Heinz, Harley-Davidson; second, Carey *Mears*, Indian; third, A. R. Seabrooke, Indian. *Time*, 7:30.

Two *Miles*, State Championship, Open to Professionals, 30.50—First, Freddie Tiemeyer, Harley-Davidson; *second*, Willie Denham, Indian. Time, 2:25.

Ten *Miles*. Professional, Open, 30.50—First, Verrill, *Indian*; second, Freddie Tiemeyer, Harley-Davidson; *third*, Craddock, Harley-Davidson. Time, 11:53⅗.

Ten Mi*les*. Sidecar, Stock, 61 limit—First, Mammock, Har*ley*-Davidson; second, Gus Heinz, Harley-Davids*on*; third, Carey Mears, Indian. Time, 14:00⅗.

"CREVVY" BAGS EVERYTHING AT GALESBURG

Indian Speedster Wins 100 Miles With Big Lead in Spite of a Spill, and Also Takes Ten-Mile Initial Race

GALESBURG, Ill., July 4.—Leading his nearest competitors by eleven laps, Ray Creviston on his Indian came in first in the annual 100-mile race on the one mile dirt track this afternoon. His time was 1:28:46. L. S. Hadfield on a Harley-Davidson was second and Wald Korn, on an Indian, third. Creviston made no stops at the pits, but crossed the tape for the victory out of gasoline.

"Crevvy" took the lead at the first lap and gradually increased his distance from the field, lapping it time after time. A spill in the eightieth mile cut down his advantage, but he finished eleven miles to the good. The spill spoiled his chances of setting a new record for the distance. Warren Croop, Excelsior, skidded into the fence early in the race and George Filker, Indian, crashed into his machine. Filker was badly hurt while Croop was only cut slightly.

Creviston also captured the 10-mile pro. race which preceded the feature event, in 8:45. Korn was second and Croop third. Kenneth Albert, Indian, won the 10-mile amateur opening race in 9:14. The attendance was large.

VOSS AND DAVIS WINNERS IN INDIANAPOLIS

Excelsior Man Takes Feature While Indian Speedster Gets First in Five and Ten-Mile Races—Close Finish in First Event

INDIANAPOLIS, Ind., July 4.—C. W. Voss on an Excelsior, won the feature race at the Indiana State Racing Association meet this afternoon. This was a 25-mile race cut to 10 miles. Voss covered the distance in 9.10 4/5. Frank Irish, Indian, was second and Jim Davis, Indian, third. Davis led in this race for a while, but developed motor trouble, when Voss came to the front and Irish passed Davis for second position. Voss did not complete the race.

Davis won the opening five-mile race in 4:39 by about six inches from Irish. The latter led practically to 100 yards of the finish. James Kellar, Indian, was third. In the 10-mile open, Davis got a bad start but came right ahead and finished first in 8:52, with Voss second and Kellar third. Albert Blankenship, Harley-Davidson, smashed into the fence in this race and died in a few minutes from his injuries. Irish broke a chain just when he had the chance of placing and retired.

WEBB IS VICTOR IN THREE DIXIE CLUB EVENTS

ROANOKE, Va., July 4.—H. Webb, Indian, captured the five- and ten-mile pro. races at the Dixie M. C. meet this afternoon. His time was 6:27 2/5 for the five and 12:55 2/5 for the 10 miles. O. Leahr, Harley-Davidson, came first in the 15-mile pro. event, his time being 18:35 1/5. B. Johnson, Excelsior, copped the 15-mile pursuit, Webb went out for a time trial, in which he covered the distance in 1:15.

Johnson was second in all the events except the pursuit race. Webb, Leahr and Johnson all were Bosch and Goodyear equipped.

WILLIAMS TAKES ALL CARD

BOISE

BOISE, Idaho, July 4.—Albert Williams, Harley-Davidson, won all three events run at the meet in this city today. His time for the first ten-mile stripped stock was 8:50, while in the ten-mile stock equipped he came home first in 10:30. The third event, a ten-mile stripped stock, went to Williams in 9:25.

Chambers, Indian, came second in both stripped stock events, while Whitney, Excelsior, took second place in the fully-equipped race. Eddie Goodman, Harley-Davidson, was third in the stripped events, while G. Dickson took similar place in the equipped race. Williams covered the fastest mile of the day—50 seconds—in the first race.

ELEVEN FINISH WHEELING ENDURANCE RUN

WHEELING, W. Va.—Eleven contestants finished the annual endurance run of the Wheeling M. C., out of 32 starters. None of the finishers had perfect scores. There were many spills but no bad accidents. Poor roads on the return trip accounted for most of the non-finishers.

Following are the finishers: D. H. Mikels, Harley-Davidson; C. L. Cheshire, Harley-Davidson; J. P. Wasmuth, Indian; E. Herrold, Indian; Earl Braunlich, Harley-Davidson sidecar; E. R. Durkee, Harley-Davidson sidecar; D. H. Neidengard, Excelsior; H. B. Black, Henderson; Harry D. Immel, Henderson; A. C. Davis, Excelsior sidecar; Ed. Sailor, Harley-Davidson sidecar.

RAIN POSTPONES NEBRASKA CITY CARD OF RACES

NEBRASKA CITY, Nebr., July 4.—Heavy rains caused the postponement of the meet in this city today and the date for the affair has been set for July 9. Considerable heavy weather had been experienced, but all hope of holding the races was given up when this morning dawned with a downpour.

ZANESVILLE TEN-MILE GOES TO MILLER

ZANESVILLE, O., July 4.—Only one race was held here today, a 10-mile event, as the dust on the track was too heavy for further riding. This was won by Miller, Indian, in 16:00, with Greerer second and Green third. Both rode Indians.

PONTI COMES FIRST IN 10-MILE AT DOVER

DOVER, O., July 4.—The 10-mile race which formed the opening event of the Decoration Day meet here was won by Ponti, Indian, with Snyder, Indian, second and Leffel, Harley-Davidson, third. Ponti's time was 15:13.

MORE INDIANS FOR POLICE

Indian machines are now being used by the police department of Derby, Conn., of Manches... Mass., and ...

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"RED" PARKHURST COPS CENTURY GRIND AT THRILLING SHEEPSHEAD SPEEDWAY MEET

Rides Sensational Race Witnessed by Crowd of 18,000 and Breaks Otto Walker's Record at the Fifty-Mile Mark; "Red" Also Wins Two-Mile National Championship Event; Brier, Buttlar and Currie, Mounted on Harley-Davidsons, Clean Up in Four Hair-Raising Races; Farrell and Gest, Astride Indian Machines, Are Victors in Amateur Ranks

By GOSLIN

SHEEPSHEAD BAY, N. Y., July 4.—"Red" Parkhurst, astride an 8-valve Harley-Davidson, swept through the professional events, held at the Sheepshead Speedway on the "4th," like a great sorrel-topped comet, winning the Two-Mile National Pro. Championship handily, and coming home in front in the One hundred-mile race, the feature event of the day, close to record time.

Sharing the limelight with Parkhurst, "Babe" Buttlar on a pocket-valve edition of the Harley-Davidson, tore loose in the amateur races and when the smoke and roar had cleared was ten- and twenty-five-mile Amateur Champion of New York State. He also took second in the two-mile and third in the 5-mile events.

Another amateur who figured largely in the results was Joe Farrell, who on an 8-valve Indian won the two-mile championship and took second in the five and twenty-five-mile contests.

Joe Gest, 8-valve Indian, came in for notice in the ranks of the simon-pures, winning the five-mile and capturing second place in the ten and third in the twenty-five-mile.

Bill Brier, on a duplicate of Parkhurst's 8-valve, won the ten-mile and took second to "Red" in the hundred and third in the two-mile National Championships. Carl Currie, Harley Davidson, amateur, won the one-mile and copped third in the two-mile race.

The many who were rooting for their favorite sons, Chapple and Constant, had to be content with "Chap's" capturing second in the two-mile national title race.

An enthusiastic crowd of 18,000 looked on and witnessed the most successful race-meet in the history of the N. Y. State F. A. M. The assemblage demonstrated beyond a doubt the wonderful hold that motorcycle racing has on the public.

Race Treat for Visitors

Those who were there, and they came rolling in, tandem, sidecar and solo, from the far corners of the New England and the Middle Atlantic States, were afforded a rare treat, one that more than made up for the two years of disappointments and postponements at Saratoga "Sprinkles."

They saw the fastest "hundred" ever contested on the boards; they witnessed a card of events, five amateur championships and one national pro. championship and two pro. events, run off without a hitch, there being but one slight spill. They saw a Sunbeam racing auto take fire, also saw it put out. But they did not see the balloon go up—and who cared after that wonderful 100 mile race? No answer!

The opening event of the afternoon, the one-mile amateur championship brought joy to the hearts of the Harley-Davidson admirers when Carl Currie breezed home a winner, followed by Le Fosse, Excelsior, and Emil Bleecher, on a Harley-Davidson.

In the very next event the Indian followers cheered up when Joe Farrell came through to the tape sixty yards in front of "Babe" Buttlar and Carl Currie, both on Harley-Davidsons.

With "Red" Parkhurst out in front all of the way, the National Two-Mile Championship was contested, Art Chapple, Indian, second, and "Bill" Brier, Harley-Davidson, rapidly closing in, third.

Buttlar Jumps Into Lead

Then came the call for the twenty-five-mile amateur, and from the drop of the starting flag, "Babe" Buttlar, Harley-Davidson, went into the lead, gradually increasing it until he finished almost a mile in front of Farrell, Indian, and Gest, Indian.

The time was 18 minutes, 34 seconds, or somewhere around eighty miles an hour all the way. Some rolling for amateurs!

After that two racing autos, a Mercedes and Sunbeam, started warming up for a ten-mile match race, but in the third mile, opposite the grandstand, the latter car caught fire, ending the match and causing a little excitement.

Coasted Into Fourth Place

Then came a battle royal, the ten-mile pro. race, with Parkhurst going in front at the crack of the gun, and for eight miles the drone of his motor lead the field around. But something went wrong, and Brier, Fredericks and Don Barclay, all on Harley-Davidsons, went by him, Parkhurst coasting into fourth place, so great was his momentum.

In the five-mile amateur race that followed Joe Gest, Indian, came home in the lead with Farrell, a fellow wigwamite, second, Buttlar being content with third place.

The ten-mile amateur followed this, with the contestants rolling right up to the starting line without dismounting. Through a fluke on the part of Gest's handlers, he shut down on the "bell lap" while enjoying a good lead over Buttlar, who was right behind him. This won the race for Buttlar, with Gest second, and Farrell third. But after the contest Buttlar showed fine sportsmanship by turning the gold medal over to Gest, for he felt the latter was entitled to it.

Impossible to Keep Score

Then the call for the hundred-mile came. Everyone at the track sat up and got their pencils out in that futile exercise of trying to keep score. They soon left that to the officials, however, so great was the excitement. Using his old tactics Parkhurst went out in front at the start, the deep drone of his motor coming and going more often than any other contestant's, Brier hotly following in each round.

In the twelfth mile "Red" began lapping the stragglers, and at twenty miles he had

(Continued on page 24)

Where a Few of the Fans Parked Their Machines at the Speedway

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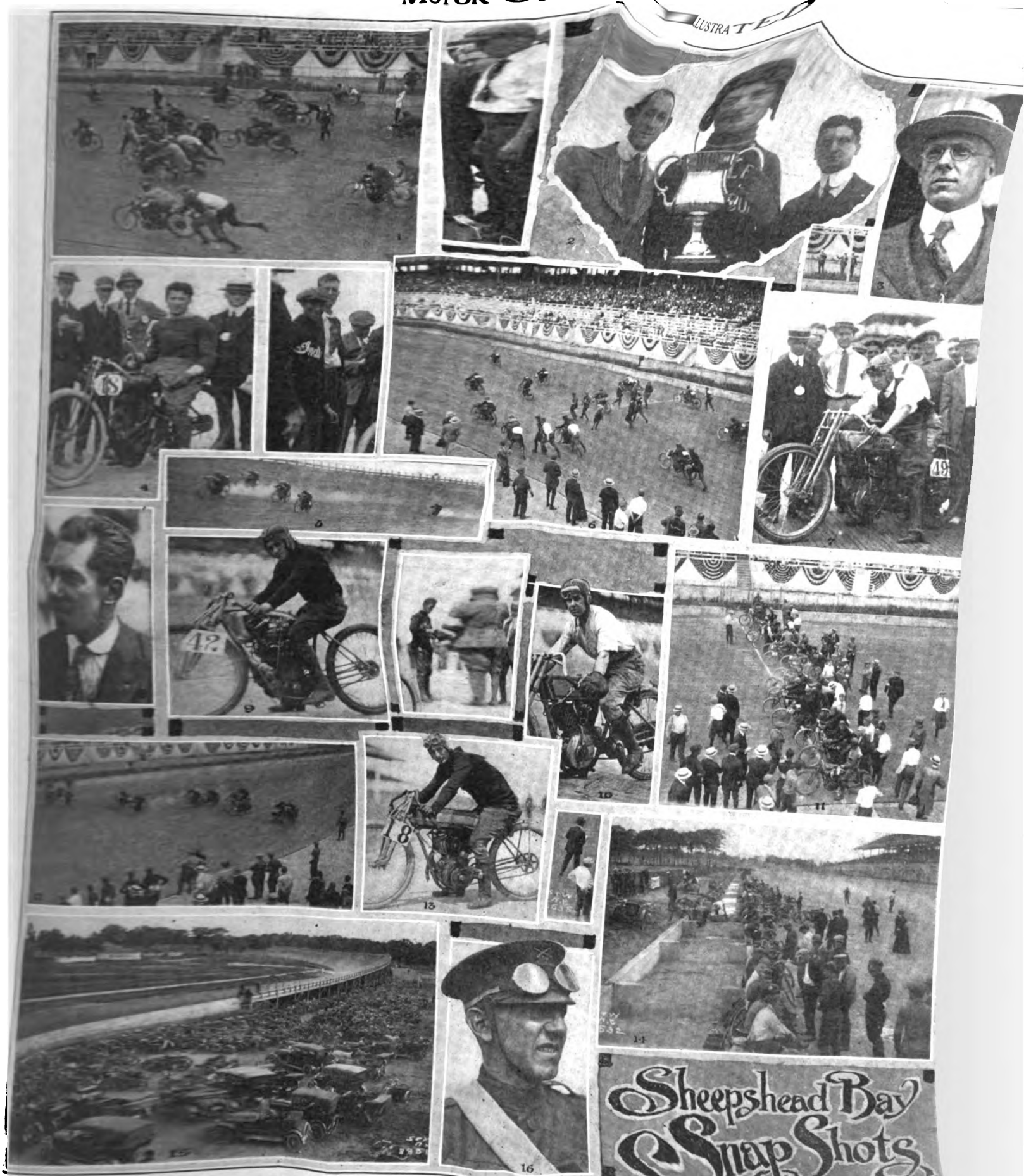
Sheepshead Bay Snap Shots

1, Start in 10-Mile Pro.; 2, Parkhurst with U. S. Tire Men and Trophy; 3, J. A. Priest, Hen[illegible]lee Advertising Man; 4, Joe Farrel, 2-Mi[illegible] Amateur Champ.; 5, Brush on North Turn; 6 and 11, Views at Start; 7, Babe Butler[illegible] 10 and 25-Mile Amateur Champ.; 8, Art. Herrington of Harley-Davidson Camp; 9, A. Le Fosse, Excelsior; 10, Carl Curri[illegible] [illegible]-Mile Amateur Champ.; 12, Giving Them a Rolling Start—Official in Sidecar at Right; 13, George Sorenson, [illegible]; 14, the Pits; 15, Over 3,000 Motorcycles Parked by the South Turn; 16, Arthur Chappl[illegible] [illegible] Rode an Indian

(Continued from page 22)

the entire field behind him. At this time Constant signaled trouble to the pits and came in to tighten his auxiliary tank, which had loosened.

In the sixteenth Sorensen, Thor, caused excitement when he stopped on the far side of the track with a blown front cylinder. On the thirtieth Chapple went into the pits and stayed there. The pace was so hot at this stage that a stop spelled o-u-t for a contestant, for Parkhurst had already picked up most of the field for the second time, and at the fiftieth-mile was four miles to the good, and 1 minute and 40 seconds ahead of the world's record held by Otto Walker for the distance. Wasko, Don and Bob Barclay, Fredericks, Carroll, Barnard, Hamilton and Luther were all the time riding a steady, if not a spectacular, race, and their work showed in the final results.

Lost Chance to Crimp Record

In the sixty-second mile Parkhurst sat up, signaled to his pit-men, ran past them on his next round, and came limping in on "one" in the sixty-sixth, yelling for a plug. This probably cost him the chance of hanging up a new one hundred-mile world's record.

While this was happening, Brier swept into the lead, but relinquished it to Parkhurst six miles further on, when "Red" went out freshened by his brief stop and clocked off four laps, in 1 minute 16 seconds each round.

From then on the race was all Parkhurst's, and Brier used the time to good advantage by coaching Fredericks and Bob Barclay into third and fourth place behind him.

Still Kept in Second Place

Brier went into the pits on his ninety-second mile for his first stop for gas, but had ample lead to keep second place.

Owing to the confusion growing out of the lapped riders taking the finish flag, the judges decided to let the contestants ride on until the seven places had been won, and then stop all contestants on the track. The decision came after Teddy Carroll stopped a lap too soon, and had to go out one more to capture fifth place. The race over the crowd poured out on the track to congratulate the winners.

Partial List of Equipment

The Harley-Davidson professionals used Goodyear Blue Streak tires, while the amateurs used United States tires. Both classes were equipped with Bosch magnetos. The Indian riders all used Goodyear Blue Streaks and Dixie magneto. The summaries:

One-mile New York State Amateur Championship—First, Carl Currie, Harley-Davidson; second, A. Le Fosse, Excelsior; third, Emil Bleecher, Harley-Davidson. Time, :50⅗ (71 miles per hour).

Two-mile New York State Amateur Championship—First, Joe Farrell, Indian; second, "Babe" Buttlar, Harley-Davidson; third, Carl Currie, Harley-Davidson. Time, 1:30⅘ (79 miles per hour).

Two-mile F. A. M. National Professional Championship—First, "Red" Parkhurst, Harley-Davidson; second, Arthur Chapple, Indian; third, Bill Brier, Harley-Davidson. Time, 1:19⅕ (90 miles per hour).

Twenty-five-mile New York State Amateur Championship—First, "Babe" Buttlar, Harley-Davidson; second, Jos. Farrell, Indian; third, Jos. Gest, Indian. Time, 18:34 (80 miles per hour).

Five-mile New York State Amateur Championship—First, Joe Gest, Indian; second, Joe Farrell, Indian; third, "Babe" Buttlar. Time 3:29⅘ (86 miles per hour).

Ten-mile Professional—First, "Bill" Brier, Harley-Davidson; second, "Curly" Fredericks, Harley-Davidson; third, Don Barclay, Harley-Davidson; fourth, Geo. Hamilton, Indian; fifth, I. W. Barnard, Indian; sixth, Bert Sayer, Harley-Davidson; seventh, Fred Luther, Excelsior. Time, 6:44 (89 miles per hour).

Ten-mile New York State Amateur Championship—First, "Babe" Buttlar, Harley-Davidson; second, Joe Gest, Indian; third, Joe Farrell, Indian. Time, 7:35⅗ (80 miles per hour).

100-mile Professional—First, Red Parkhurst, Harley-Davidson; second, "Bill" Brier, Harley-Davidson; third, "Curly" Fredericks, Harley-Davidson; fourth, Bob Barclay, Harley-Davidson; fifth, Teddy Carroll, Indian; sixth, Joe Wasko, Harley-Davidson; seventh, Fred Luther, Excelsior. Time, 68:13⅘ (88 miles per hour).

TIRE MEN ON THE JOB

Firestone tire interests were taken care of by Charles Speaks and Stewart Slosson, the latter being on from the Pacific Coast for a short Eastern visit.

Among the United States tire coterie were J. J. Hanse and George W. Shapcott, who presented "Red" Parkhurst with the monster cup donated by their firm to the 100-mile winner.

At the Right Is a Glimpse of Motorcyclists Arriving at the Sheepshead Bay Speedway. Below Is a Good View of the Grandstand and the Board Straightaway.

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PENN STATE CLUBS ENTERTAINED BY NEWARKERS

NEWARK, N. J., July 4.—Three days of good fellowship were enjoyed by the Motorcycle Club of Philadelphia and the Keystone M. C. of Harrisburg as the guests of the New Jersey M. C. on July 2-3-4. The entertaining by the local club began on Sunday, July 2, when the New Jersey M. C. rode down to meet the Pennsylvanians at Trenton, escorting them to their club house where the visitors were royally welcomed.

On the following day Fred Cordes piloted a big delegation around New York City on a night-seeing tour and when they returned to Newark the local club held a moonlight run—moonless would be more accurate—to Olympic Park, where all sat down to a big "feed" and witnessed the circus. The afternoon of Independence Day was spent at Sheepshead Bay and a trip to Coney Island was made in the evening. There were more than sixty in the party.

HONOLULU M. C. MAKES AN AUSPICIOUS START

HONOLULU, H. I.—The Honolulu Motorcycle Club came into existence June 9th at the store of the Honolulu Cyclery, which will be its headquarters until the organization needs a home of its own. The club aims to promote race meets, endurance runs and pleasure outings and to work for the observance of the traffic ordinances and other road regulations. Later an effort will be made to protect the members of the club by giving them legal assistance and also the best medical aid in case of sickness. Attorney Leon Strauss, who stands high in legal circles here, will advise the riders in matters of law and Major Van Poole, of the U. S. Army, will watch over their health.

During the meeting soft drinks and other refreshments were served by the Honolulu Cyclery and later the members enjoyed a moonlight ride.

The charter list of the new club will be kept open till August 9 and the member who brings in the most new riders prior to that date will receive a golden insignia of the club. The officers: D. C. Mitchell, president; W. B. Ferry, vice-president; "Cannon-Ball" Fisher, secretary-treasurer; C. J. Willetts, B. B. Gramberg, Gus Labude, Oscar Apana and Y. Muto, board of directors; I. Yoshikawa, S. E. Klemme and T. S. Nott, finance committee.

GOOD RECORD FOR HAVANA POLICE INDIANS

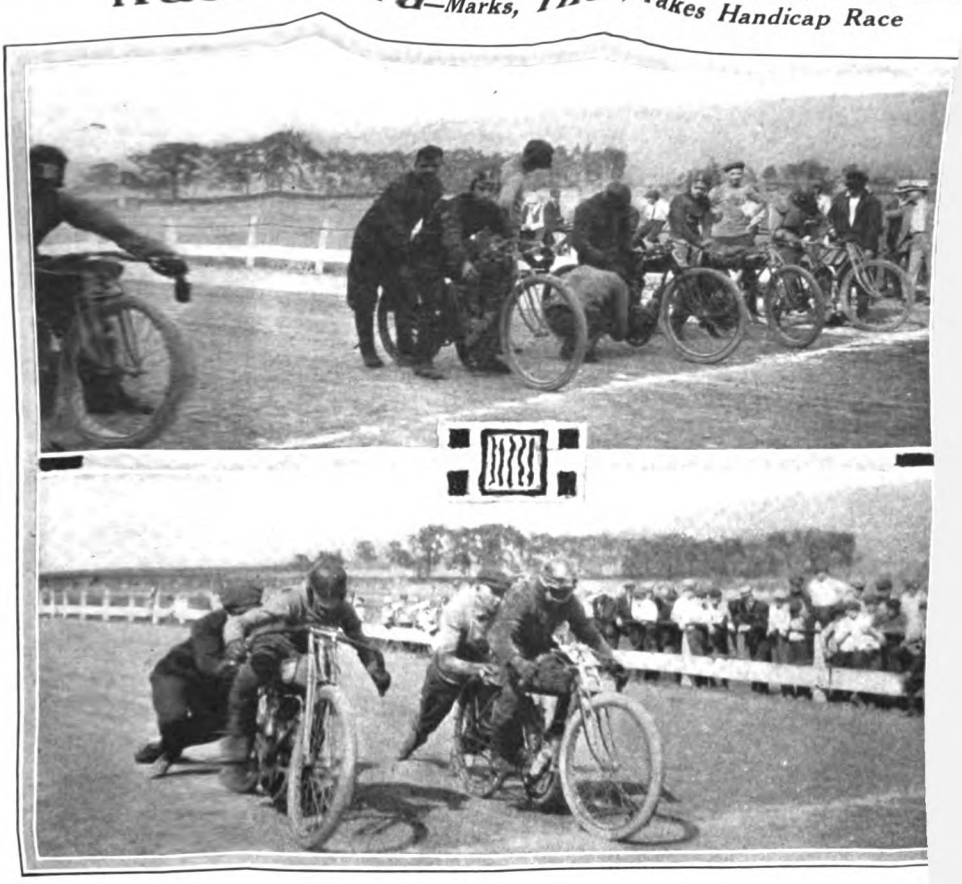
SPRINGFIELD, Mass.—Rene DeZaldo, who represents the Indian in Havana, Cuba, was a recent visitor to the big plant of the Hendee Mfg. Co., in this city. Señor DeZaldo gave a rather remarkable record of the police Indian mounts which were installed in Havana last fall; four of these had come through till May without a tube or tire change.

The four machines now adopted by the Havana police are constantly in use, one set of traffic officers riding them from 4 p. m. till midnight and the other set taking them from midnight till 8 a. m. A fifth machine is used by Lieutenant Alvarez. Señor DeZaldo stated that tobacco growers in Cuba were not as propsperous this season as in previous years by reason of the European war cutting off a part of their market. Sugar growers, he said, were doing well. Cuban roads are mainly lime and are very dusty, but in the city of Havana, asphalt streets are laid.

MOTOR CYCLE ILLUSTRATED

MATHEWS TAKES FIRST HONORS AT ALTOONA

Indian Crack Wins Five and Fifteen Mile Events, and Sets New Track Record—Marks, Thor, Takes Handicap Race



Top, Tuning Up at Start of Fifteen Mile Pro. Race; Below, Marks on Thor (at L and Mathews on Indian in Three Mile Match

ALTOONA, Pa., July 2.—"Shorty" Mathews, Indian, carried off first honors in the five pro. mile and 15 mile races at the meet of the Altoona Motorcycle Racing Association yesterday. He also set a new record for the track for one mile, and won a match race against Marks, Thor. "Shorty" likewise came second in a five-mile handicap event, the fifth on the program. This was won by Marks.

There were six starters in the opening event, the five-mile pro. race—Mathews, Marks, Schmidt, Allison, Albright and Boreland. Mathews took the lead, and was never headed. The order of finish was Mathews, Allison (Pope), Albright (Indian). Time, 5:57.

In the time trials, Mathews covered the mile in 1:08 flat, cutting the former record made by Maldwyn Jones by ¾ of a second. The fifteen-mile pro. race brought out "Shorty," Marks, Williams, Keys, Bor and Allison. Marks led for a while, skidded and came off, giving Mathew first place. Williams and Allison took which affected their position in the the former putting his mount out of mission in the process. The finish Mathews, Marks, Boreland.

The Mathews-Marks match was and-neck for the first mile, after "Shorty" pulled ahead gradually, and in 3:40. Marks went to the pits i last lap. In the five-mile handicap judges placed Mathews and Marks a quarter, Albright and Boreland on sc and Schmidt and Allison at ⅜. A end of three laps, Marks went to the with Mathews second and Allison c up on "Shorty" steadily. Marks fi with a good margin, with Mathews s and Allison third. Time, 6:17.

BIG GAINS IN F. A. M. RANKS

WESTBORO, Mass.—F. A. M. membership statistics for the month of June show 334 affiliated members gained, 106 unaffiliated and 329 renewals. Massachusetts led with 82 affiliated, 17 unaffiliated and 43 renewals, while New York second with 32 affiliated, 16 unaffiliate 53 renewals. Main, South Dakota, Maryland, District of Columbia adde member apiece, each being a renewal.

PAY 29TH REWARD

Secretary-Treasurer Gibson anno payment of the 29th reward of $2 recovery of a F. A. M. member' Wine, W. H. Blechinger, of Fostori had his motorcycle stolen on May 8, was recovered by Patrolman L. T. who arrested Emil Liebers for the

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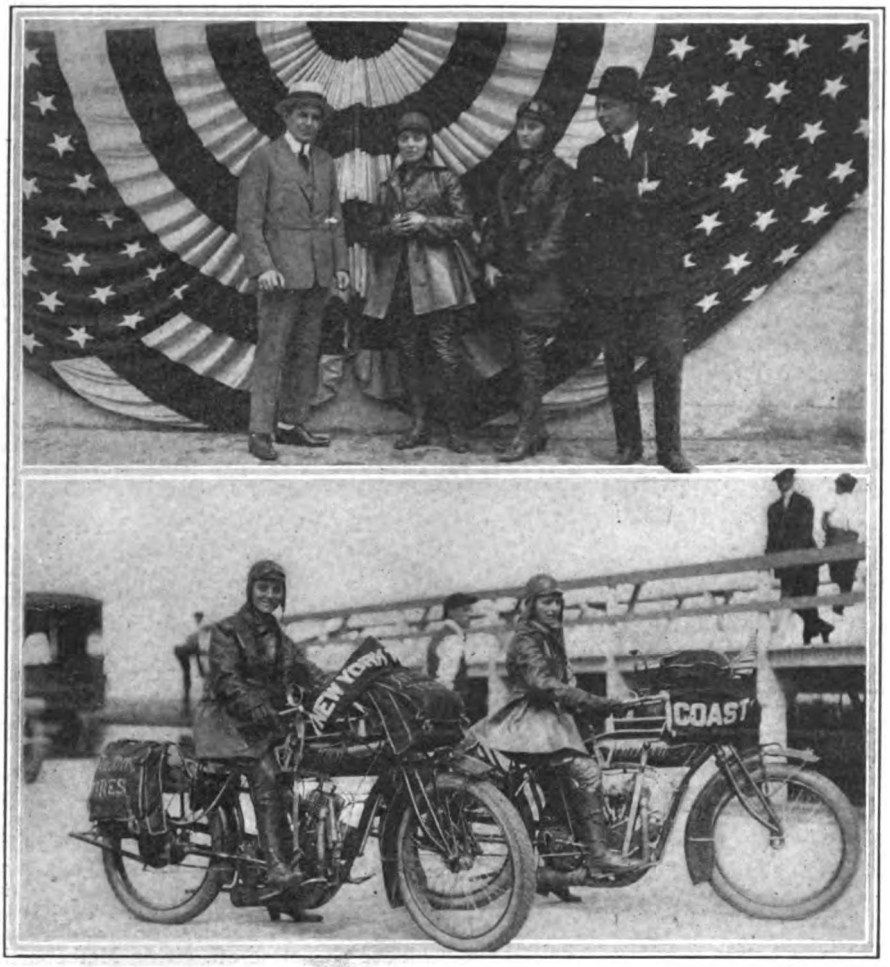
NEW YORK GIRLS START TOUR TO COAST

Misses Adeline and Augusta Van Buren, Mounting Individual Indians, Begin 3,800-Mile Trip; Expect to Average 100 to 150 Miles a Day on Their Way to the Pacific



Top, Charles E. Speaks (Left) and Stewart Slosson, of Firestone Forces, and the Misses Van Buren; Below, Ready to Start on Their Transcontinental Trip from Sheepshead Bay Speedway—They Use Firestone Tires

NEW YORK, July 5.—The first motorcycle ride from coast to coast ever attempted by women on individual machines started July 4th from Sheepshead Bay, when two New York City girls, Miss Adeline Van Buren and Miss Augusta Van Buren, tackled the 3800-mile test on Indians. They expect to ride from 100 to 150 miles a day through July and August and return to New York in time for the opening of school when Miss Adeline Van Buren will resume her duties of teaching in the New York City schools and her sister will return to her position of correspondent in a business office.

This ride grew out of their strong interest in preparedness and National efficiency and is undertaken to show that the gentler sex may be relied upon to perform many duties ordinarily expected from sterner hands. They have in mind such a nerve-trying task as despatch carrying in time of war, and, having become proficient riders in the past three years, decided to undertake a trial for which they had had some preparation.

They were born and brought up in New York, attending the elementary and high schools of Manhattan. Regarding their outdoor life Miss Adeline Van Buren, who is the directing spirit on this trip, says:

"From childhood we have always been interested in athletics. My father trained us in all the different sports. When I was only seven we had a punching bag and boxing gloves and were taught to box and wrestle with my brother.

"Later we participated in short distance speed running. My sister is an exceptionally clever ice skater. My favorite sport was swimming. Each year we had a different fad, taking up canoeing and horseback riding in turn. Naturally we finally turned to motorcycling. It has supplanted all other sports and now reigns supreme as it has for three years."

For the road they have adopted a riding dress consisting of leather coats, riding breeches and leather leggings. The Misses Van Buren are two years apart in their ages, Miss Adeline being 22 and Miss Augusta 24.

Both are refined in appearance and they expect to show the brothers and fathers of other girls that ladies can ride and still not lose their most valuable asset, their femininity.

The motorcycles used by the Misses Van Buren are both equipped for the cross-country tour with Firestone tires, of which the fair riders speak in the most enthusiastic terms. "We are very well satisfied with our mounts and their equipment throughout," commented Miss Adeline, "but we feel that our tires deserve special mention. We have selected them because of what we consider their ideal combination of all the qualities that should be found in tires that are going to be subjected to very hard usage."

PINEAU ANNEXES FEATURE AT HAMILTON

HAMILTON, O., July 4.—C. F. Pineau, Flying Merkel, won the 25-mile pro. feature in today's meet, his time being 33:54. E. Streifthau, Indian, was second. L. S. Taylor, Indian, was injured in a collision with Maldwyn Jones, Harley-Davidson, and had his leg broken. He was leading when the accident occurred.

The 10-mile pro. race went to Streifthau in 13:31 with Jones second and "Doc" Back, Excelsior, third. Lee Taylor, Indian, won the second event, a five-mile pro., in 6:18 with Maldwyn Jones second and Pineau third.

COLE STARS AT COSHOCTON MEET ON JULY 4

COSHOCTON, O., July 4.—Cole, Indian, captured the 10 and 15-mile pro. races at the local half-mile track today. His times were 13:22 and 20:36 respectively. Cupps, Excelsior, was second in both events. Sprague, Indian, took third money in the 10-mile, while Berlin, Indian, took a like place in the longer event.

In the country riders five-mile, Gunnion, Indian, won, with Ross, Pope, second, and King, Indian, third. Time, 7:16.

DAY, ON POWERPLUS, BEATS SPECIAL AUTO

TACOMA, Wash., July 4.—Thirty thousand spectators cheered the victory of Ray Day, Indian Powerplus with full equipment, over W. Aubry on a fast automobile at the Speedway today. Day was given a one lap handicap. He made four laps of the two-mile track at the rate of 75 miles per hour.

$1,000 PURSE FOR DETROIT 200-MILE RACE.

DETROIT, Mich., July 3.—A two hundred mile relay race, two men to a team, will be staged by the Interstate Racing Association Company on the local track here on July 9. One thousand dollars in prize money will be hung up, and there will be three five-mile heats preliminary to the feature. Many of the prominent factory riders are expected to participate, and the promotors expect to realize a large crowd as a result of the live-wire publicity work now under way.

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HARKINS WINS NEW BRUNSWI

Indian Rider Covers 840 Miles Amid Heavy Rain in Second A Cramer Second and R. S. Woods Third—Steele T

Top Row, Left to Right, Orrie Steele, Indian Featherweight, Winner of Lightweight C Cleveland. Inset, Oscar Harkins, Winner on Indian; Below, E. Y. Mantz, Harley-Davidsons; Willard Leach and H. De Hart,

NEW BRUNSWICK, N. J., July 3.—At 2.30 a. m., "Pete" Harkins on his 1915 Indian splashed into the home check on his fifteenth lap, or 840th mile, 12 minutes late. He was declared the winner of the second annual elimination run of the Indian M. C. of this city. Fifteen minutes behind him, Les Cramer on a 1916 Indian rode into second place, soaked to the skin. With Cramer came E. J. Mills, Indian, technically out of the contest from the fourth lap on, but riding because this type of contest was his idea of a good time.

R. S. Woods, 1916 Harley-Davidson, was awarded third place, having checked [illegible] 14 laps, and giving up due to the impassable condition of the roads, he [illegible] skid-chains.

Harkins came within 11 miles of the record of last year, but his elapsed time [illegible] better, 35 hours 30 minutes, which [illegible] remarkable for the conditions under which the riders competed were mu more severe, they riding under a blazi hot sun in dusty and rutted roads the be ter part of the time. This was later ma worse by a young cloud-burst that ma a quagmire of the clay-roads that had be negotiated in the dark, and it was th state of affairs that put an end to the co test.

Harkins won three silver cups, but h awards were protested by R. S. Wood who claims that he did not follow t course on what proved to be the final la

Orrie Steele, Indian Featherweight, w the Lightweight Cup, nearly as large his machine, while M. A. Biles, Indi sidecar, won the Sidecar Trophy.

Eliminations began after 112 miles been completed, Spurgeon, Cleveland, one of the few survivors of the Worce 24-Hour Run, going out first, due to s that rendered him hopelessly late.

NEW MOTORCYCLE CORPS OF 71ST A CRACK SQUAD

Well-Officered and Completely Equipped Body of Riders Attached to 71st Regiment, N. Y. N. G., Are Prepared to Demonstrate Motorcycle's Value in War Service

NEW YORK, July 1.—As announced briefly in last week's issue of MOTOR CYCLE ILLUSTRATED, the 71st Regiment of the New York National Guard enjoys the distinction of organizing the most completely-equipped automobile and motorcycle machine gun company to be sent to the Mexican border. Thanks to the enthusiasm and intelligently directed energy of Captain Ernest Schroeder and Lieutenant Hoffman Nickerson, the State of New York will be represented at the front by a machine gun company consisting of four officers and fifty-three enlisted men, with no less than seventy-one motorcycles, including sixty-three solo machines and eight vans. At least four, and possibly eight of the motorcycles will be fitted with machine guns. In addition, the company will be equipped with four forty horsepower lightly armored automobile roadsters.

Only High Class Men

The organization of this company offers a splendid opportunity for patriotic riders who wish to enlist in the country's service. There is only a limited number of vacancies, and Captain Schroeder desires to fill these with as high-class men as he can possibly find. Although orders to leave for the front are momentarily expected, there may be still time for enlistment and those wishing to do so should call immediately at the Seventy-first Regiment Armory and ask for Captain Schroeder or Lieutenant Nickerson.

Firmly convinced of the possibilities, in actual warfare, of the motorcycle machine gun company, and despite the fact that no provision is made by the State or the Government for furnishing cycle equipment for such a company, Captain Schroeder and Lieutenant Nickerson in a few hours raised sufficient money to purchase seventy-one machines. Through Lou Gutterman, who is a member of the company, and who will accompany it to the front as First Sergeant, the order was placed with the Reading Standard Company and all the machines have already been delivered. The eight vans will be used to carry ammunition and extra gasoline and oil. The solo machines will serve as escort for those carrying the machine guns and their riders will be equipped with a pistol, also a rifle strapped to the machine to be used in the event of fighting afoot.

The company will consist of four officers and fifty-three enlisted men as follows: Captain, first lieutenant, two second lieutenants and the following non-commissioned officers,—First sergeant, supply sergeant, chief mechanic, two mechanics, five sergeants, six corporals, two cooks and two buglers, together with eight first-class privates and twenty-four privates. Inasmuch as this is the first completely organized company of its kind, and as the necessity of motorcycle machine gun companies is almost sure to be demonstrated, the members of this company have an excellent chance for advancement in the direction of commissions in the other companies which are likely to be formed later on.

Among the qualifications for enlistment are the following: A height of at least five feet six inches and weight at least 130 pounds; a grammar school education is required, and high school graduates and college men are preferred. Applicants must be experienced riders or chauffeurs and mechanics, and otherwise qualified to pass the regular army examinations.

Those who make up this new company will be splendidly officered. Captain Schroeder is an ex-Army man of eighteen years' experience and ten years as a commissioned officer. He has seen service in the Philippines and also the Spanish-American war.

Lieutenant Nickerson, Assemblyman representing the 27th District of New York City, is a Harvard graduate, a motorist and well known tennis player and general athlete. He was connected with the Boston First Corps Cadets and spent last summer at the Plattsburgh Camp. Both are splendid fellows and determined to make a success of their new company.

TO BUILD NEW DIAMOND CHAIN PLANT

Indianapolis Company Will Erect Building of Four Stories With 150,000 Square Feet of Floor Space on Recently-Acquired Tract

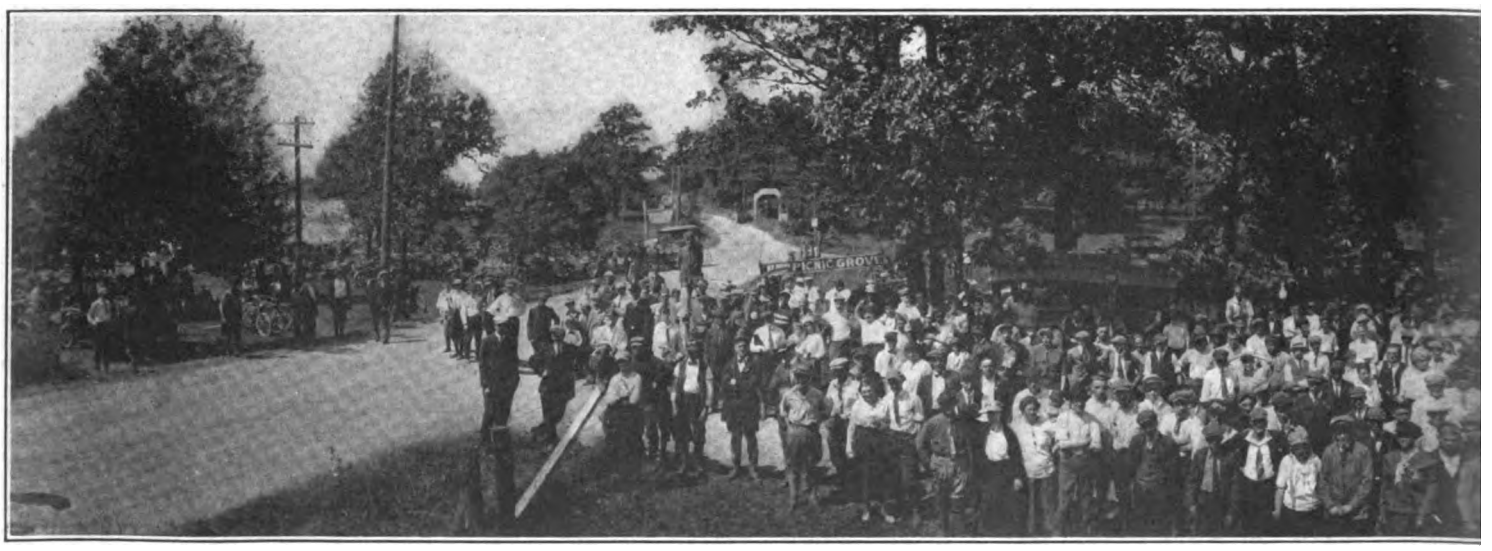
INDIANAPOLIS, Ind.—The Diamond Chain and Manufacturing Company announce that they will immediately begin the erection of a complete manufacturing plant on the six-acre tract of land which they acquired four years ago, located on Kentucky avenue, six blocks from the Soldiers and Sailors Monument in Indianapolis.

The plans contemplate a concrete structure containing four stories with 150,000 square feet of floor space. The main building will be 380 feet by 60 feet with two "L's" 100 feet long, making the entire frontage 700 feet. The additions will be the powerplant and auxiliary buildings.

The buildings and new equipment will double the present plant and capacity, which will be operated intensely until the new plant is completed, making no break in present production, which is being rapidly increased over the capacity during the past few months.

The plans, specifications, engineering and construction will be done by Westinghouse, Church, Kerr & Company, W. I. Ballentine acting as consulting engineer for the Diamond Chain and Manufacturing Company.

THIS BUNCH AND A LOT MORE ENJOYED THINGS AT PI(



Nearly 5,000 Assembled at Diamond Lake, Ill., for Feast and Fun Event Promoted by Quartet of

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F. A. M. ENDURANCE RUN IS SCENIC RIDE

Good Roads Prevail on Practically All of 550-Mile Two-Day National Contest from Albany to Convention City—Schedule of 22 Miles Per Hour Decided Upon

By D. R. HOBART
Pathfinder, F. A. M. National Endurance Run

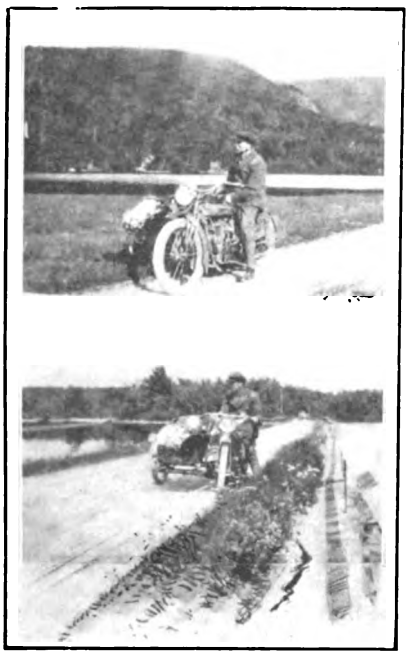
PROVIDENCE, R. I., July 2.—Final decision has been made as to the course, controls, etc., of the F. A. M. National Endurance Run from Albany to this city on July 24 and 25. Several alterations of the course have been made, but the roads, with but few exceptions, are good, and there will be no difficulty in adhering to the 22-mile per hour schedule which will prevail throughout. Taking in the Berkshires and the White Mountains on the first day, and the New England coast on the second, it is a scenic ride par excellence.

Instead of going north from Greenfield, Mass., through Brattleboro and Bellows Falls, Vt., the run will continue as far as Bernardston on the original course, then pass through Northfields, Hinsdale and Winchester to Keene, N. H. and thence northward to Newport via Gilsum, Marlow and Lempster. The night stop will be at North Conway, N. H., instead of Fryeburg as originally laid out.

Albany to Pittsfield

The start will be made at Albany from the market place, at 4 a. m. on Monday, July 24. The first leg of the morning course will be to Pittsfield, Mass., over good roads. It might be noted right here that this route is a standard automobile "trail" and is marked with a red band on trees and poles at short intervals, so that the rider merely has to "follow the red" to get to Pittsfield. Past Lebanon Springs, the Taconic Mountains are ascended and the main part of Pittsfield is passed through with the first control at the Allyn Farm gateway, two miles out. This control will be in charge of J. A. Foizie, the Harley-Davidson man in Pittsfield, and his aides. The distance is about 37 miles.

The second leg will be to North Adams and east to Greenfield, 58 miles. The section to North Adams is macadam, generally good, passing Pontoosuc Lake, with an ascent of Mt. Greylock and fine views all the way. From North Adams the road leads over the Hoosac Mountain up a "roller coaster" ascent of about 5 miles,



Top, at Crawford Notch, Control on First Day; Below, Passing Moose Pond

easily taken on top by solo mounts. This is followed by a descent of nearly 10 miles, through the Berkshires. The turns are sharp in this section and care must be taken in negotiating them. Charlemont, Shelburne Falls and Shelburne are then passed through and there is a check at the square in Greenfield.

From Greenfield to Keene, the next leg, is 38½ miles over fairly good roads. This section is prominently marked with a blue band. The cities of Bernardston, Northfield, East Northfield, Hinsdale, Winchester, Westport and East Swanzey are passed through and the control of Keene will be at the railroad station on Main street. This check will be in charge of C. C. Wilber, Harley-Davidson agent. From Keene, the riders will pass to Newport, noon control, 35½ miles. The control will be at the town hall. Luncheon will be at Child's restaurant, opposite the control, and will cost 35 cents.

The first leg in the afternoon will be to Franklin, 34 miles, passing Sunapee Lake. Pick up and follow the black to Potter Place (22 miles), then follow green and blue to Franklin. Check will be at the Franklin garage, in charge of C. P. Stevens. From Franklin, the White Mountain Trail will be followed through Hill, Bristol, past New Found Lake, Plymouth, into the White Mountains over rolling grades with good roads. A check will be established at the Old Man of the Mountain, 59 miles, and time will be allowed to see this wonder of Nature. Continuing the famous Echo Lake will be passed on the right, past the Twin Mountain House and through the Bretton Woods, all fine roads. A control will be located at the Crawford House, just above the Crawford Notch, 3 miles beyond Bretton Woods station.

Through Crawford Notch

At the Crawford control, brakes will be examined, as the descent through the Notch is along winding roads with hairpin turns, along a deep ravine. Caution is desirable in traversing the Notch. The route, also marked by sign-posts and tree bands, continues through Bartlett, Glen, and Intervale to North Conway, N. H., the night stop.

...MC OF CO-OPERATIVE DEALERS' ASSOCIATION OF CHICAGO

...dies, but the Cameraman Could Only Get Those Seen Above. The Woods Were Full of the Others

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The control here will be at the Sunset House. Dinner, night's lodging and breakfast have been arranged for at the Sunset House, the cost in all being $1.50 per head. This ends the first day's run, 310 miles. Arrival will be about 7 p. m.

The start will be made at 8 a. m. on Tuesday, July 25, for Providence, R. I., 240 miles. The first leg will be through Redstone, East Conway and Fryeburg to Bridgton, 25 miles, with a check in that town, then on to Naples, Me. There is a rough stretch of several miles—real endurance stuff—near Naples. The contestants will pass Moose Pond and Long Lake en route. From Naples, the route avoids the main highway (to Poland Springs) and passes through South Naples, (sign "Portland") and around the west and south shores of Sebago Lake to Standish, Gorham and Westbrook. The roads are varying in this stretch, but are mostly good. Portland is 70 miles from North Conway. The Portland control is at the Oaks, opposite the Power House on Forest avenue. It is in charge of E. G. Haggett, Indian agent.

Leaving Portland, the main automobile route to Portsmouth, N. H. will be followed, with the exception of a detour to Old Orchard Beach, through Saco and Biddeford, Kennebunkport, Wells, Ogunquit, York Beach, York harbor and village, Kittery Beach to Portsmouth, the noon stop. A control will be established here by members of the Bay State M. C. of Boston. The run will then continue to Newburyport.

From Newburyport, the run will continue through Rowley, Ipswich, South Hamilton, North Dublin, Beverly, Salem, Swampscott, Lynn and Cambridge to Boston. The Boston control will be at the Harvard bridge, as arranged at present, under charge of George Holden and the Bay State M. C. From this control the run will pass along the Fenway, a picturesque section of the Hub, and ride to Providence, 50 miles away. All roads from Portland to Providence are good.

It is suggested that contestants have plenty of oil during the White Mountain section of the trip, as considerable hand pumping may have to be done. Through this district, and also on the second day's run, there will be no lack of fuel stations, but oil stations are not so numerous.

Chairman Swenson and the writer covered this course with a sidecar at an average speed for the 550 miles, of 27.6 miles per hour, so that the regulation 22 miles per hour will not be difficult to sustain at any point of the course. Route maps of the run will be issued by Chairman Swenson to all contestants, and the Chairman will personally oversee the start at Albany on July 24.

CONVENTION OFFICIALS HAVE BUSY WEEK

Endurance Run and Tours Chairmen Are Right on the Job and Entry Blanks Will Soon Be Ready—Crown Hotel Is Headquarters

PROVIDENCE, R. I., July 4.—During the past week, B. A. Swenson, chairman of the general committee for the F. A. M. convention, has been very busy. In the early part of the week, in company with D. R. Hobart, of **Motor Cycle Illustrated,** he covered the course of the National Endurance Run and arranged details as to controls, while during the remaining three days he has been busy with badge-makers and printers. The entry blanks for the big run are now being printed and will be distributed in a few days.

Chairman Swenson has appointed Clarence J. Loftes to be chairman of the endurance run committee, with headquarters at 522 Broad street. Mr. Loftes urges all who desire to enter to do so at once, as everything must be in hand by July 20 and the intervening time is short.

The result of the pathfinders' run over the course has been that several parties from this city have gone out to follow in their footsteps, among these being Edward Lutz, manager of the Motorcycle Supply Co. in Pawtucket. Lutz with seven others left on July 2 with a camera and will show some good pictures of the scenery all along when he returns. The party returned this afternoon.

Jes Campbell, who has charge of the touring parties, has written that entry blanks will be ready this week. He reports that Hal Noyes in Springfield, and Elliot Holton, in Newark, N. J., are making good progress in arranging details. Lightweights will be included in the tours, and not in the endurance run.

Miss Margaret Gast, the noted motorcyclist, visited Chairman Swenson yesterday, and the outcome will probably be some form of entertainment by her for the convention Friday visit to Rocky Point.

The Crown Hotel will be official F. A. M. headquarters. Secretary G. B. Gibson, who was in the city last week, has consulted with Chairman Swenson, and a large room in the Crown hotel has been arranged for, off the lobby with entrance on a side street. This will be the headquarters room. A grill room in the basement will be fixed up for the use of members who desire a less expensive place than the regular dining rooms, and one where they will be more at home.

The B. F. Goodrich Company is now getting out a special map of the course.

SWENSON GIVES ENDURANCE RUN RULES

Chairman of F. A. M. Program Announces Two Classes for Albany-Providence Contest on July 24 and 25—Entry Fee Is $5

PROVIDENCE, R. I., July 3.—B. A. Swenson, chairman of the general committee for arranging the F. A. M. Convention, announces the following general rules for the National Endurance Run of July 24 and 25, Albany to Providence:

There will be two classes, amateur and professional. The start will be made from Albany at 4 a. m. with four riders despatched every minute. Western Union time will be official. The schedule will be 22 miles per hour. Each contestant will be credited with 1,000 points at the start from which will be deducted any penalties inflicted. An allowance of two minutes either way will be made for variation of watches.

Penalizations

Penalizations will be: one point for each minute early or late at each control; if over 60 minutes late at any control, two points for each minute late. Checking stations and controls will be marked by a blue flag with F. A. M. and Providence emblems thereon. Controls and checking stations will close 60 minutes after last entrants are due. If contestants arrive after checking station or control is closed, authentic report must be secured from reliable party at control or check, which shall include time, location and signature, address and two witnesses. Any contestant will be disqualified who uses other than the motive power of his machine or his own muscular energy.

Contestants are earnestly requested to

THIS IS CLAFLIN'S HIGH PERCENTAGE TEAM

Salt Lake City, Utah, Indianites Who Carry Chieftain Lon's Badge in Commercial League Baseball Series. They Are Now in Second Place, with Rating of .667

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comply with rules of the road and accord all due respect to the rights of others, and it is assumed that the riders will exercise the best judgment in the use of the open muffler, etc. These rules are supplementary to the rules of the F. A. M.

Entries close at 12 noon on July 20. The fee is $5. Post entries will be received by the chairman of the endurance run committee not later than 12 midnight July 23-24. The post entry fee is $7. C. J. Loftes, of 322 Broad street, Providence, is the chairman.

The contest is open to all members of the F. A. M. If entrant is not a member of the F. A. M., application and the necessary fee may be enclosed at the time entry is made.

SOUTH AFRICAN ROAD RACE WON BY INDIAN RIDER

THE South African veldt was the scene of a well-contested road race on April 30 reports of which were recently received by the Hendee Manufacturing Company. An Indian sidecar team defeated another American sidecar outfit by 36 minutes over a road course of 214 miles. Several streams had to be forded and the road was about as rough as could be found in the Colony. The course was from Durham through Maritzburg and Ladysmith and return to Durham.

The Indian driven by Jordan, with Z. Tasker as sidecar passenger, started 15 minutes later than its rival and finished in seven hours and 38 minutes.

ARTISTIC SPLITDORF WATCH FOB FROM "DIXIE DAN"

ADVERTISING Manager D. R. Walls, of the Splitdorf Electrical Co., is adding to his already well-recognized popularity these days by distributing an unusually attractive Splitdorf watch-fob. A neat metallic in gold plate, with a circle of purple enamel surrounding the Splitdorf trade mark giant, is suspended from a tidy black leather strap.

The Splitdorf trade mark is so skilfully worked into the design that the result is a fob which even the most conservative motor enthusiast will be pleased to carry. "Dixie Dan" hasn't announced the number of these fobs that are available but it is safe to say that his supply will soon be exhausted, no matter how many he has ordered.

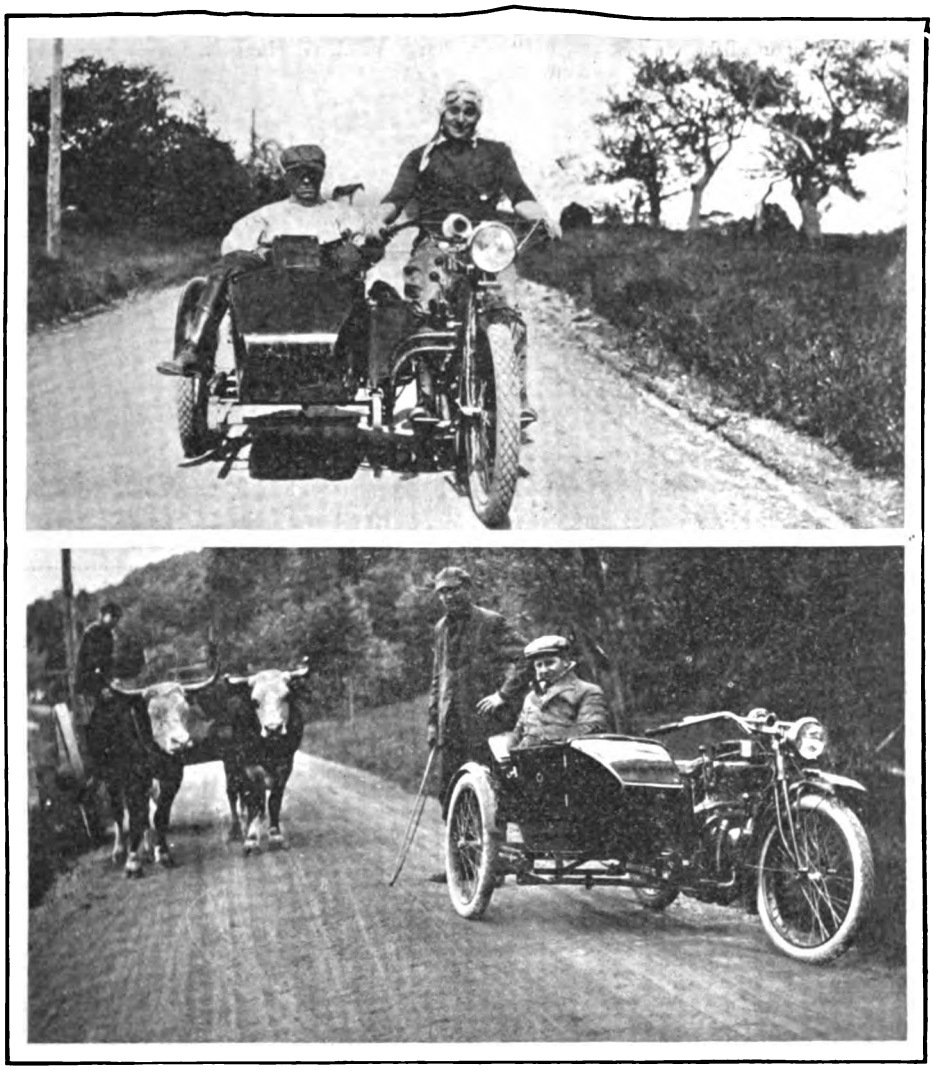
BOSCH NEWS IN SILHOUETTE

The Bosch News for June is a silhouette number, the illustrations throughout being in keeping with that idea. Among the feature articles are "A New Bosch Trophy" referring to the cup which will be given by the Bosch Company to the motor cycle driver making the best average performance for the season; "Special Bosch Sidecar Attachments," with illustrations of machine, and other matters of interest to motorists in general.

WHEELER & SCHEBLER CHANGE

INDIANAPOLIS, Ind.—The firm name of Wheeler & Schebler, the well-known carbureter makers, has been changed to the Wheeler & Schebler Carbureter Co., Inc., the change being effective July 1.

THESE BRAVES ARE STRONG FOR *THE SIDECAR*



Two Views of the Third-Wheeler in Pastoral Surroundings

THE lower photo shows Hal Noyes enjoying life on his sidecar during a recent New England trip. "Lamp the ox-team and then give my Indian sidecar combination the once-over," requests Noyes. 'Ain't that a hop from the old days to the present minute? Well, I guess yes."

The upper picture shows Ralph Fannon, of Appleton, Wis., in the saddle and Edward J. Nelson, of Manitowoc, Wis., in the sidecar. Fannon rode home with his Indian after closing the college year at the University of Maine, and Nelson traveled with him from Bangor, Me., Springfield, Mass. Nelson then bought a new Indian and rode homeward. Nelson has been riding since 1904 and says he prefers a motorcycle to a motor car because there is more fun in piloting the two-wheeler.

STILL GETS EFFICIENT SERVICE FROM 1911 EXCELSIOR

GRAND RAPIDS, Mich., July 4.—How long can a motorcycle be run and still be expected to give good service? Is five years enough? There is one enthusiast in Grand Rapids who doesn't think so, especially insofar as it applies to his machine.

Early in 1911 Judd Heth purchased one of the first twin sevens put on the market by the Excelsior company. He rode it for two years and then it began a round of nearly a dozen owners, but in the windup came back to Heth and he now rides it all the time and thinks it is in as good condition as ever. It has been in the hospital plenty of times but seems to have a constitution sturdy enough to overcome the many hard knocks it has had. It has been in several strenuous endurance contests.

How many miles has it been run? Nobody knows; but it's thousands and then some.

PROVIDENCE M. C. WILL HAVE 200-MILE ROAD CONTEST

PROVIDENCE, R. I., July 4.—The Providence Motorcycle Club is arranging for an endurance run to be held on Sunday, July 16. John G. Edwards, secretary of the club is in charge. The trip will be to New Britain, Conn., and return, about 200 miles. Suitable prizes will be awarded and the contest will be open to all.

It is expected to leave Providence at 8 o'clock in the morning and the riders will go through Chepatchet, Putnam, Williamantic, Pomfret, Hartford to New Britain, arriving there at 1 o'clock. The start for home will be made at 2 o'clock the same route being used, returning at 7 o'clock in the city.

Local riders and others are looking forward to the event, which promises to be one on a huge scale.

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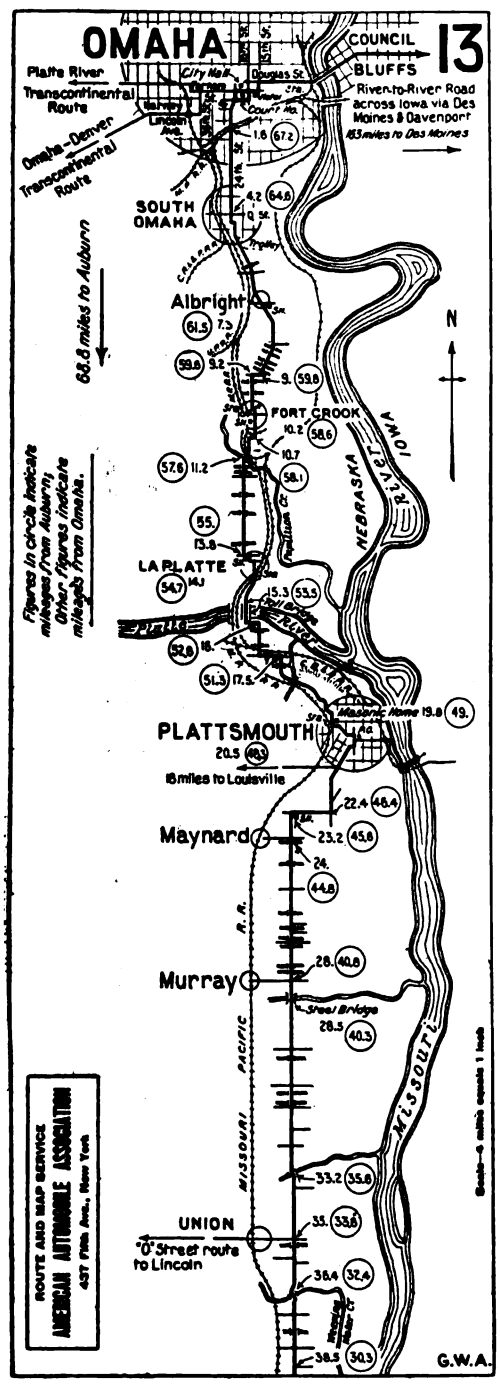
The Story of a Strategic Bridge

by ROBERT BRUCE

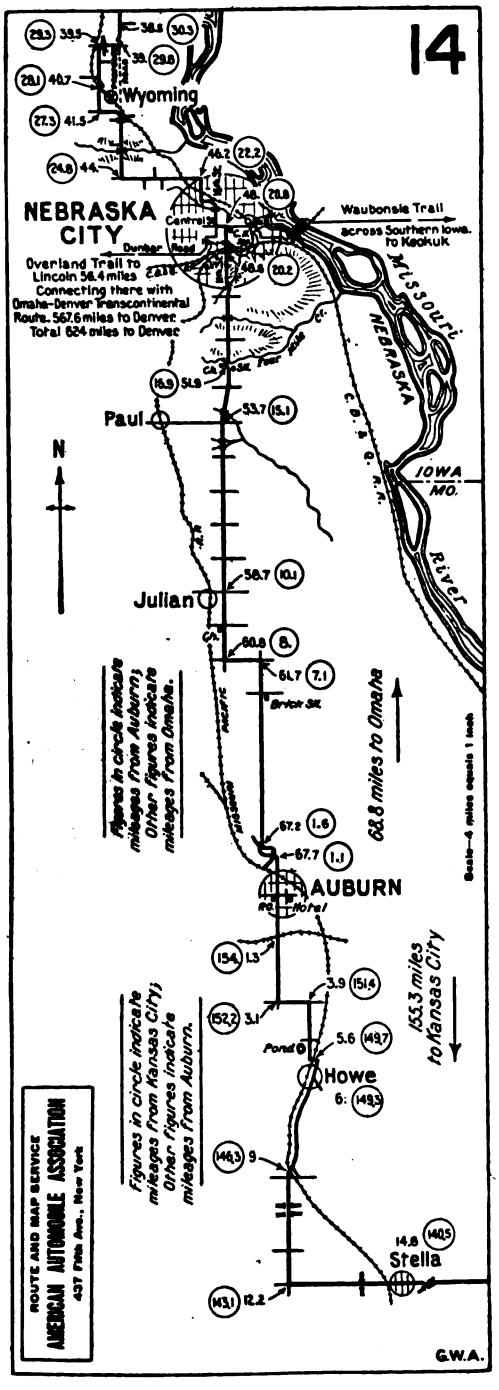


The Bridge That Shortened a "Transcontinental Route" Is the One Across the Platte River at the Mileage Figures "15.3" from Omaha.

WHILE new long-distance routes are being laid out all the while, great progress is being made in improving and standardizing the older ones, especially that pioneer transcontinental line, the "Trail to Sunset," from Chicago through Omaha, Kansas City, Trinidad, Santa Fe, Phoenix, San Diego and Los Angeles to San Francisco. This, by the way, is the only route that the eastern tourist can ordinarily start as late as September, and plan to cross all the way by road to the Pacific coast without risking cold weather, or even snow, in the mountains on the northern and central routes.

The present distance from Chicago to Los Angeles via the "Trail to Sunset" is 2,797.7 miles; formerly it was 2,817.2, the saving of 19½ miles having been effected by the building of a strategic highway bridge across the Platte River in Nebraska, 15.3 miles south of Omaha and 4½ miles north of the town of Plattsmouth. A glance at the route map (No. 13 in the upper right-hand corner), will show the location of this comparatively new but important bridge, near the junction of the Platte and the mighty Missouri. The larger half-tone illustration gives a good idea of the bridge itself, the toll-house and an automobile that has just crossed. Many motorcycle tourists use it also, and all who have passed over it will instantly recall the locality.

When the original survey of the route was made, it was necessary to start nearly west from Omaha, through South Omaha, Fort cross the Platte at the town of Louisville, thence through Weeping Water, zigzaging back toward the river through several small towns to Auburn, Neb., 88.3 miles from Omaha. This not only cut Plattsmouth and Nebraska City off the route, but made necessary a number of turns in the prairie country, some of them none too easy for the stranger to identify. But upon the completion of this bridge, the route changed to go nearly south from Omaha, through South Omaha, Fort Crook and La Platte, crossing



The Important Town of Nebraska City, Neb., Was Put on the "Trail to Sunset" by the Building of the Plattsmouth Bridge Over the Missouri.

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the bridge shown in the illustration to Plattsmouth, Nebraska City and Auburn, a distance of only 68.8 miles. This not only saved 19½ miles, but provided an easy, practically direct route within a short distance of the Missouri River all the way.

In point of time the saving is greater than might appear from the figures, as the 224 miles between Omaha and Kansas City are now frequently covered in a day, whereas the additional 19½ miles, over a circuitous route with many turns, usually made it necessary to stop overnight on the way. Recently an association has been formed, principally among the business men of the river towns, to develop and promote what has since been formally called the "Omaha-Kansas City scenic route." A great deal of improvement work is in progress, especially the building of concrete culverts and bridges, the road is already well graded and "dragged" as needed. It is the purpose of this association to keep this route in good condition at all times; and as a result an increasing amount of through travel is going over it.

While the saving of time and mileage by the building of the Plattsmouth bridge is in itself an exceptional case, it is only typical of the rapid improvements constantly being made on the trunk-line route in the central and far west. Within the past five years several complete transcontinental routes have been linked up out of what were formerly almost isolated roads, mostly without signboards and very difficult for the stranger to travel over. The time required for a long cross-country trip has easily been cut in half, and will be further reduced as present and prospective improvements are realized.

The Bridge That Shortened the "Trail to Sunset" 19½ Miles, and Put Plattsmouth and Nebraska City, Neb., on the Omaha-Kansas City Through Line

NEW CLUB IS FORMED IN WASHINGTON

WASHINGTON, D. C., June 24.—Growing out of a feud or near feud which has been taking place between the two motorcycle clubs which Washington has been blessed with for the past few years has come one grand organization, the Washington Motorcycle Club, which came into being on Sunday last, June 18. The new organization came as a direct result of the disbanding of one of the older clubs which resulted in the prime movers for the new body calling a meeting on Tuesday night, June 13, when it was decided to interest all the riders hereabouts and cement the new organization on Sunday last. For the purpose a run was announced to Boonsboro, Md., 65 miles out of Washington, where arrangements were made with a hotel where the meeting was held. Some 25 riders took part in the run and became charter members of the new Washington M. C.

August Zimmerman, well known in Washington motorcycle dealers' circles, was chosen to head the new organization temporarily, and G. D. Cochrane assumed the post of vice-president. J. McL. Seabrook was elected secretary-treasurer.

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JANKE WINS DODGE CITY GRIND

(Continued from page 16)

are holding tenaciously to their positions during the nineteenth lap. Then Johns' compensator begins to slip; Stokes and Wells Bennett, both on Excelsiors, edge by him, leaving the Wigwam man in sixth place.

Duels for Position

The contest for first place between Clymer and Janke is a very pretty one, but even more keen is that between Stokes and Bennett for fourth position. Twenty laps pass—and Stokes is in fourth place; twenty-one and Bennett has shot ahead of him. Yet another and Stokes, all in, is trailing Wolter. And in the meantime Boido has visited the pits with tire trouble and has gotten under way once more.

A roar from the grandstand calls everybody's attention that way at the end of the twenty-fourth, and you get an "eyeful" of the deputy sheriff who has got mixed up with Hilliard coming into the Excelsior pit, much to the dismay of that official. The spectators see that in the collision the sheriff has lost part of his trousers and the crowd laughs hilariously.

Pit Visits Increase

Two more laps go into history without the slightest change in the first four places and no details of greater importance other than pits are visited by Bennett and Don Johns. Dave Kenny, Indian, follows pitwise in the twenty-eighth, and Johns, having made one circuit again, heads in the Indian repair camp, while Stokes is seen riding to the Excelsior pit. The latter had been running fourth right behind Wolter.

Carbureter trouble bothers Harry Brant during his thirtieth circuit and he stops on the back stretch. Unfortunately, he cannot get his bus rolling again and Harry is called out. Wells Bennett, who has been burning up the track for the past few laps in fifth place, grabs opportunity by the forelock when Stokes is at the pit and climbs by Wolter into third berth. And still there is no change among the leaders.

Clymer Rides Consistently

The scorer has gotten into the habit of checking Clymer off as regularly as clock work every minute and a half or thereabouts; and he catches a glimpse of Janke a small fraction of a second afterward, as Janke follows every twist and turn of the premier rider in an effort to keep Clymer's pace.

And now, with the thirty-fifth lap passing into history, the news is spread about that Johnston's illness proves to be a very serious and the game youngster is, against his will, forced out of the great race.

But the spectators' attention is again drawn to the track as the motors flash past; and suddenly the grandstand reverberates with lusty cheers as Glenn Stokes gets under way. That joy is short-lived, however, for Stokes again steers for the pits at the completion of the 38th lap with a ruptured tank.

Excelsiors Creep Upward

The scorer is chalking lap forty-one, forty-two and forty-three, and then as the spectators' eyes wander back to the track, they see the two Harley-Davidson leaders, Clymer and Janke, beginning to allow the gap separating them from Wolter and Bennett, to grow smaller. These Excelsiorites, holding third and fourth places, uncork a roar of approval from the grandstand.

But Clymer and Janke lap the bunch on the fiftieth round and the chief timer megaphones the news that Clymer's time for the century circuit is 1:11:45, which is 2 minutes and 25 seconds faster than the time made by Carl Goudy last year. The crowd goes wild over the announcement and the steel throats of 1,000 Klaxons bear evidence that Clymer's feat is keenly appreciated.

Wolter Hangs On

In the meantime pit folks are kept busy replacing tires and making small adjustments. And suddenly the chief interest of the crowd is focussed on the timely display of generalship on the part of Joe Wolter, who, although lapped by speeding Harley-Davidson riders, has succeeded in getting into Janke's pace, and what is more is very cautiously making sure that he will not be shaken off.

Uneventful laps then follow and in the sixty-fourth circuit Joe Wolter still hangs on tenaciously. But the breach is widened on the sixty-fifth circuit. And as competition for first place between Janke and Clymer becomes keener, Wolter continues to lose their pace.

Armstrong Out of It

For a brief instant Janke assumes the leadership in the 70th lap, only to be displaced again by Clymer in the next lap. Such is their great burst of speed that they again lap Wolter in the 72d turn. When the cheering dies down, the 25,000 fans present learn with sorrow that "Red" Armstrong, who piloted his Indian into the pit a few laps ago, has encountered trouble of a sort that can't be fixed up in time for him to start again.

Announcement is then made that "Spot" Bruggerman, Excelsior, who slid by the pits in his effort to stop on his 72d lap and then pushed back again, has been disqualified and will not start again.

Three laps more and some one is yelling, "Man down!" Paul Gott, Harley-Davidson, some one says, was seized with cramps on his 77th lap and could not straighten up in time to avoid a spill. And a few minutes more the crowd sees Gott carried in, apparently badly shaken up but not seriously injured.

Don Johns comes walking in slowly when Gott has been safely stowed away in a cot in the Harley-Davidson camp and declares that 78 laps is all he will do.

Clymer Still Ahead

All this while Clymer is still in the lead and sets the pace when half the triple century is over, his time for the one hundred and fifty miles being 1 hour, 50 minutes and 41 seconds. Janke is clinging closely to him, and Wolter is in third berth, though a lap behind the leaders. And as Clymer checks in the 78th turn the scoreboard still shows that only Janke has not been lapped.

At that stage of the race Wolter has been lapped once; Walker, Indian, has covered 75 laps; Sam Correnti, Harley-Davidson, 74; Harry Crandall, Harley-Davidson, 72; Ray Weishaar, Harley-Davidson, 70, and Bruggerman, Excelsior, 70.

Janke Takes the Lead

Clymer's leadership terminates for a space in the 81st lap, when his rear tire blew and he slides crabwise home to the Harley-Davidson pit, leaving the pacemaker's task to his teammate, Janke. Clymer thus loses two laps and when he comes back he is running in third place, two laps behind the leader and one lap back of Wolter, now the second man.

Clymer, however, is making up for lost time on his speeding bus, and by the 95th circuit is only a half lap behind Wolter, and is coming up strong.

The time-keeper announces that Janke has covered 200 miles in 2 hours 27 minutes and 22 seconds, or at an average speed of better than 82 miles per hour. Hardly has the leader passed the two-thirds mark when Wolters ambles home for gas and oil, and Clymer, taking advantage of the Excelsiorite's stop, rolls into second position, and in two more turns again assumes the lead, as Janke follows Wolter's suit.

Clymer-Janke-Wolter

Again Wolter and Janke get going, and once again the trio begin to cross the tape

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on even terms as to distance, with Clymer slightly in the lead, Janke on his heels and Wolter trailing.

A couple of bad-news bearers from the pit come to visit the press stand and report that plug and carbureter trouble have eliminated Harry Crandall on his 89th lap, and Correnti's broken gas lead put him out after completing 91 turns of the course.

But the crowd's first cry of real despair goes up when Clymer fails to pass the tape on the 110th lap, and investigation later proves that a broken inlet valve has overtaken the speediest contestant of the day and put him out of the running.

Now Janke goes to the fore, and with Wolter begins to round the turn with a monotonous regularity. Ray Weishaar, who had completed 109 laps while the leaders rolled up 115, landed safely in third berth without a great deal of competition. Gradually but steadily Janke begins to creep up and widen the breach between him and Wolter, while "Speck" Warner on an Indian, who has been keeping steady pace through the entire race, creeps up on Weishaar, and finally wrests that coveted position from him, while the leader is whirling round the oval for the 124th time.

Janke Laps Wolter

On the 131st lap, Janke succeeds, after a stiff battle, in lapping Wolter and in making his leadership certain and unchallenged. Round after round the two front-rank riders hold the same relative positions, Janke checking in first every time, with Wolter a lap behind, Warner seven laps to the rear in third place, and Weishaar ten laps back of Janke.

On his 147th lap, Warner fails to check in, and Weishaar hops into his place before "Speck" can nurse his mount back to the pits for a change of plugs.

And then came the supreme moment of the race. Janke and Wolter receive the checkered flag amid a deafening din, before the Indian pilot can again get running. Janke flashes cross the tape, with Wolter behind, and Weishaar, Warner, Gene Walker and Graves stringing out in the rear in that order. When the last rider has shot past, the timekeeper announces that Janke's time of 3:45:36 is better by over ten minutes than that made by Otto Walker, Harley-Davidson, last year at Dodge City.

FLASHES FROM THE FRONT

FORT WORTH, Texas, claims the honor for having brought the greatest number of riders form over a 500-mile distance, 35 having turned up at the track to cheer on Al Hilliard, the Excelsior rider, and Sam Correnti, Harley-Davidson. Most of the Texans came by motorcycle.

Interest was somewhat intensified by a little side bet of $5 between "Speck" Warner and Don Johns as to which would make the best mileage showing in the race.

Wells Bennett, the Excelsior man, rode out from the Coast in five days flat on a stock twin, and entered as Carl Goudy's team-mate.

The "magneto trio"—Mike Toepel and Jack Neis, of Splitdorf, and Eugene Trefy, of Bosch, were on hand early, and were all with the "soup" insofar as it was in their control.

Messrs Culp and Napier did the honors for United States tires, with the capable assistance of L. A. Brown, of Kansas City; J. J. Watt, of Oklahoma City, and M. Jordan, of the traveling staff.

Goodyear, with every machine shod with Blue Streaks, was on hand in force. At the pits were Messrs. Brunswell and Thomas, while Messrs. Ritchie from Akron, and also from Kansas City, assisted by Horace Jenkins and Jack Cameron, did the "glad hand" work.

And still speaking of tires, there were M. Walker, of the B. F. Goodrich forces, and S. R. Meeks and Harry E. Hawes, of the Firestone factory, with P. B. Talbott, of the Kansas City Firestone branch, all right on the job.

That "two by twice" swimming pool, which Dodge City boasts of, cleaned up enough during the meet and practice days to lay off for the rest of the season. Everyone was in the pool every night.

Bob Perry on Sunday found himself a victim of misdirected effort. With characteristic thoroughness he applied himself to his laundry work, only to discover that he had industriously washed Glenn Stokes' sweater instead of his own.

Sort of out of the swim, but a first-class spectator was H. J. Krackowiszer, of the Cleveland forces. Everyone who was not otherwise engaged tried the little "two-stroker," including Joe Wolter, who went back to town on it Sunday to have a bit of machine work done.

About the first folks on hand were the Harley-Davidson boys, who checked in on Wednesday of last week.

Harry Brant, of the Harley-Davidson team, kept the folks on the anxious seat. He was due on Thursday from Portland, Ore., but got mixed up with the wrong train at Denver, and never reached the trackside until late Sunday night.

Morty and Mrs. Graves, with Dave Kenney, of the Indian team, began to make the Harvey House rich on Wednesday. They had the able assistance of Messrs. Toepel, Neis, Krackowiszer and Ted. Hastings.

On Thursday the Indian factory boys arrived and began to make things hum, while on Friday night most of the Excelsior men exercised their pens on the Harvey House register.

Chairman Johnson, of the F. A. M. competition committee, with Merwin, his youngest son, blew in on Sunday morning. Following them came W. J. Ash, of the Chicago Cycle Supply Co., and Walter W. Whiting, who "Harley-Davidsoned" over from Denver in 10:45 flat.

They appeased "Bill" somewhat by making him clerk of the course, but he had hoped to find that package well iced up upon arrival, and on that score was inconsolable.

It wasn't so much the fact that Pliny Simpson got the refereeship which he had hoped for, if not expected, but that Pliny failed to collect a very important package from the Rock Island depot on Saturday. This made "Bill" Ash good naturedly snub Pliny all Sunday.

Hard luck attended the best efforts of the "road manicurists," who endeavored to roll the adobe down into decent shape. An auto served fairly well as a roller to work down the most bothersome soft spot, but, despite their best efforts and two tank wagons of oil, which were accidentally wasted, the riders proclaimed the course two seconds slower than last year.

Pre-race dopesters who tried to pick a winner from the practice showings had their work cut out for them, for, after all, it was anybody's race right up to the last minute. Machines and riders were about evenly matched.

Mrs. Ray Weishaar rode in on Sunday from Wichita with Fred Darigrand as sidecar passenger.

Frank Rodger, who takes care of the publicity for the Harley-Davidson, began immediately upon his arrival to put the race on the map via the newspaper route. Frank kept the papers both far and near well informed, and got considerable publicity for the big event.

Just about every member of the First Battalion, Massachusetts Signal Corps, which had a four-hour stop-over at Dodge City on Friday night, went out to give the track the once-over. They went away, sadly debating the chances of this rider and that.

Newby Brothers, handling Thor, Henderson and Flying Merkel at Kansas City, were on hand passing out suitably-engraved pencils.

P. E. Zimmerman, of the Excelsior, came in on the first train Monday morning, as did Mrs. "Speck" Warner and her mother.

Bill Ottoway, who put the finishing touches on the Harley-Davidsons at the pit,

(Continued on page 54)

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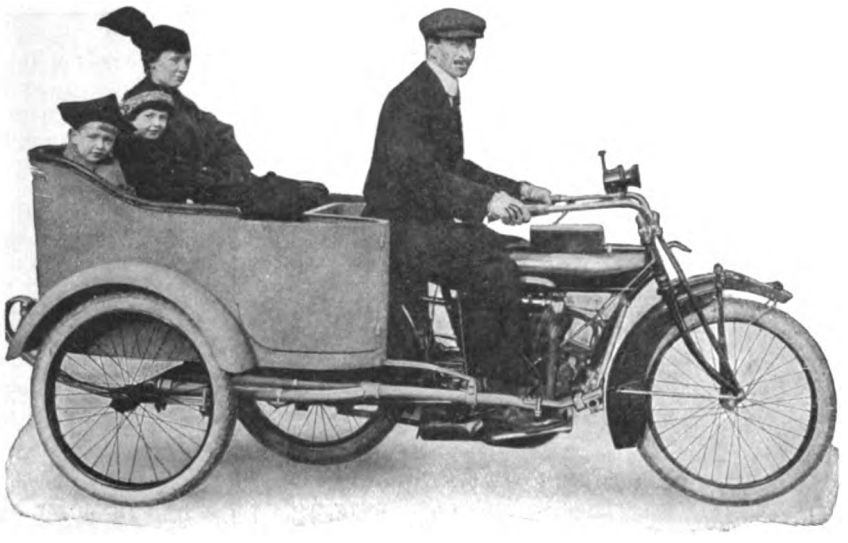
Repeat Orders Coming Fine

Merit wins! The first thousand of CYGNETS have so thoroughly delighted their owners that dealers are crowded to fill orders. Every day brings special delivery letters and telegrams reading: "Send .... Cygnets by **express,** as buyers are waiting." You, too, are bound to feel this pressure—so be prepared. And experience shows that nearly eight of every ten CYGNET sales mean a new motorcycle sale—**two profits** instead of one.



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By Way of Emphasis—

On top of its recent mountain climbing feats, the other day a Thor in Dayton, Ohio, ran against the classiest field of riders ever assembled. This group included such stars as Creviston, Jones, Pineau, Mathews, Johnston, Luther, Taylor, Verril, Weishaar, Morrison and Streifthan.

What happened? Simply this: Rider Marks on his powerful Thor opened up! Whizzz!!! Away it went around and around the track and shot in an easy first!

This victory, together with other recent Thor feats, is convincing evidence that when you want to ride or sell a terrifically powerful and enduring motorcycle, you will ride or sell a

Thor

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THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS

A Talk By Graton & Knight Belt Makers

AS the largest belt makers in America we believe in belts and know that the belt is the logical drive for the coming popular motorcycle, the Lightweight Motorcycle.

We suggest belt drive for Lightweights because we know it is the right drive when the belt is right; we stand back of that belief too, because we know that there is a big field for a good Lightweight using belt transmission.

We invite all interested in the motorcycle of the future—the Lightweight—to consult with us. Dealers or manufacturers who have belt problems to solve will be given every attention—we do not so much seek orders for belts, but desire to post those who want to know the advantages and possibilities of belt transmission using the

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CROSS-COUNTRY MOTOR ROUTE IS ONLY FAIR

Harding and Edison Had Few Delays but Experienced Pretty Hard Going on Trip from Los Angeles to New York

Edison and Harding on Their Arrival in New York

NEW YORK, July 1.—L. S. Harding and Andrew C. Edison, who drove a Henderson sidecar combination from Los Angeles to New York by way of advertising a feature photo-film entitled "Civilization," report that the machine gave them no trouble on the way over. As told in the June 25 issue, they left Los Angeles May 9 over the Santa Fe Trail. They crossed the Mojave Desert and then traveled through Arizona and New Mexico on the way to Denver, Col.

They struck the Lincoln Highway from Denver to Omaha, Neb., and then followed the River-to-River road from that city to Chicago. After leaving the riders had rain most of the time. They waited in Chicago four days for the skies to clear and finally had to continue in the rain. They stopped six days in Detroit and paid a visit to the Henderson factory.

From Detroit to Toledo the roads were bad, no end of mud being encountered. From Toledo to Buffalo, N. Y., the roads varied between good and bad. From Buffalo to New York City the roads are reported as almost uniformly good, but on that leg of the trip they had two blow-outs.

The riders left New York a day or two ago for Portland, Me., where they will close their trip. Their latest report showed that they had covered 4700 miles. A large number of side trips were made.

The tourists consider the cross-country route pretty bad as a whole, and report the Lincoln Highway as poor. Lincoln Highway improvements are now under way in Arizona and New Mexico.

FIRESTONE LIBERAL WITH MILITIA EMPLOYEES

Patriotic Policy Adopted by Tire Company in Allowing Substantial Sums to Guardsmen Who Have Answered Country's Call

AKRON, O., July 2.—The Firestone Tire & Rubber Co. has issued the following to its employees with reference to the arrangements that have been made to assist those who have been called out to join the National Guard units:

"Until further notice, and in no case to extend beyond the period that the National Guard is acting under call by the U. S. Government, this company will allow the following compensation to its employees enlisted in the National Guard:

"Employees enlisted on or prior to June 1, 1916, and who have been in continuous service of company three or more years, full wages less all money received from State and National Government.

"Employees in continuous service of company between one and three years, two-thirds of wages less all money received from State or National Government.

"Employees in continuous service of company less than one year, one-half of wages less all money received from State or National Government.

Employees who enlist after June 20, 1916, will be allowed wages as follows:

Those in continuous service of the Firestone Company three or more years, full wages less all money received from State or National Government.

Those in continuous service between one and three years, two-thirds of wages less all money received from State or National Government.

Those in continuous service between six months and one year, one half of wages less all money received from State or National Government.

Those in continuous service less than six months, no allowance.

The average wages earned per month for three months prior to enlistment will be amount allowed piece workers.

THREE MORE GET PRIZES IN MEMBERSHIP CONTEST

WESTBORO, Mass. — Secretary-Treasurer G. B. Gibson, of the F. A. M., announces three additional winners in the membership prize contest, which started on May 7. These are B. H. Bond, of Huntington, Ind.; William R. Jacobs, of Wilmington, Del., and Carl J. Turner, of Dodge City, Kan.

Bond gets the prize for the greatest number of applications recommended for the week of June 11-17, his number being 9. Jacobs led in the week of June 18-24, with 5 applications, while Turner had the largest number recommended for the week of June 25-July 1, an even 20.

CHICAGO AND FRISCO AFTER 1917 F. A. M. MEET

WESTBORO, Mass.—Secretary-Treasurer G. B. Gibson, of the F. A. M., has received an invitation from Secretary Webb of the San Francisco, Cal., Convention League for the 1917 F. A. M. meet. He has also received another invitation of like character from the Chicago, Ill., Chamber of Commerce Convention Bureau.

RACING INTEREST GROWING

KANSAS CITY, Mo., June 26.—As a result of the interest being taken in the building of the new track at Kansas City, the dealers are preparing for a big season in motorcycles and bicycles. E. B. Saufley, of the Saufley Supply Company, recently received an order for a big-valve Excelsior which a local rider intends to use on the tracks about Kansas City.

ANOTHER TRACK FOR PRINCE

KANSAS CITY, Mo., June 26.—Jack Prince is promoting a new track at Kansas City, near 85th street and Prospect avenue, and according to his associates, a lumber man and a real estate promoter, he will stage automobile, motorcycle and bicycle races. The track is now under construction and will be a mile and an eighth oval. Mr. Prince still has his board track at St. Joseph but it has not been formally opened this season.

SIDECAR BUGLER GETS RECRUITS

KANSAS CITY, Mo., June 26.—When the Third Regiment of the National Guard of Missouri was called to camp with the expectation of being sent to the border very soon, it was found that the Kansas City regiment lacked enough men to bring the organization up to war strength. The regiment then opened recruiting offices. The best work in this line has been done by Ross Landes, salesman for Charles Hanson, the Indian agent. Mr. Landes is an expert bugler and decorating his sidecar with flags and signs and patriotic emblems he has been gaining many recruits for the regiment by sounding calls on the streets.

SCOTT TAKES INDIAN

PASO ROBLES, Cal.—Alger B. Scott has just been appointed Indian agent in this city. His initial order, placed with C. Will Risden, is for a Powerplus, a sidecar and a Featherweight.

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DOMESTIC AND EXPORT CYGNET ORDERS HEAVY

BUFFALO, N. Y.—Orders for Cygnet Rear Cars, both for export and domestic orders, have been rapidly on the increase of late and the manufacturers regard the showing so far this season as eminently satisfactory. Although the company shipped its first car in January of this year there is hardly a civilized country in which Cygnets are not now being satisfactorily used, and reports to the factory indicate that the adaptability of the rear car to the needs of the public is practically unlimited.

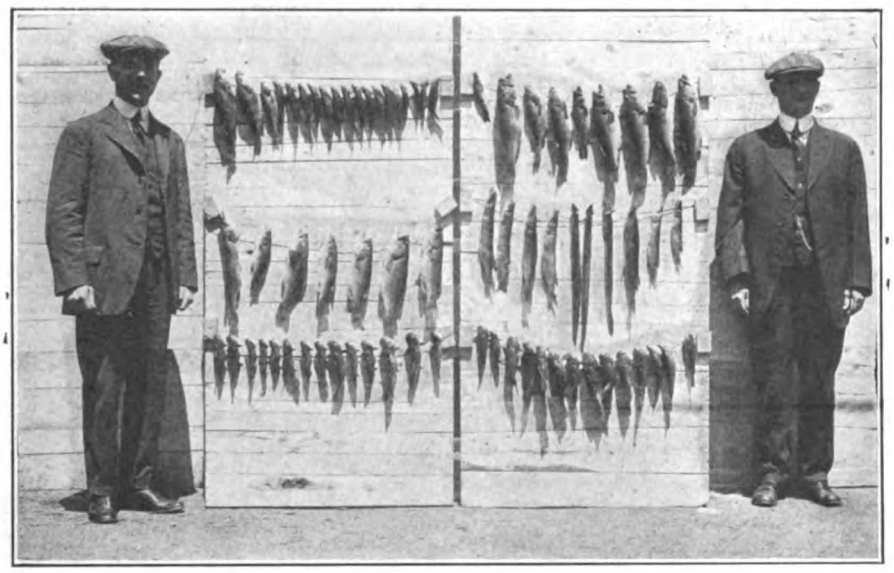
DISPLAY RACKS FOR PENNSYLVANIA TIRES.

JEANNETTE, Pa., July 5.—Special display racks for Vacuum Cup tires and each of the Three Star line of bicycle tires have been gotten up by the Pennsylvania Rubber Company. The racks are striking and decorative, being printed in colors, and will not buckle, bend or collapse. They are substantially constructed of the strongest 15-ply waterproof cardboard.

As shown in the illustration, the tire is inserted in the slot of the rack, the two firmly supporting each other, thus obviating unsightly brackets and braces. The racks, with tires inserted, can be placed in prominent position in the dealers' windows, on the floor or counters of the store. They are most compact and occupy but little space.

WIGWAM FISHERMEN AT ANNUAL POW-WOW

Indian Outing Club Holds Two-Day Angling Competition and the Losing Team Pays for a Dinner; Fishing Scores Kept by Points



General Superintendent Loose, Red Captain, and Production Superintendent Spencer, Blue Captain, with Catch Taken by Both Teams

SPRINGFIELD, Mass.—Indian Outing Club of the Hendee Manufacturing Company held its annual fishing contest June 24-25, at Congomond Lake, Southwick, Conn., where the Indian Camp is located. The members were placed on contesting teams, one of which, called the Reds, was captained by General Supt. T. L. Loose, while the other aggregation, named the Blues, was led by Production Supt. Charles A. Spencer.

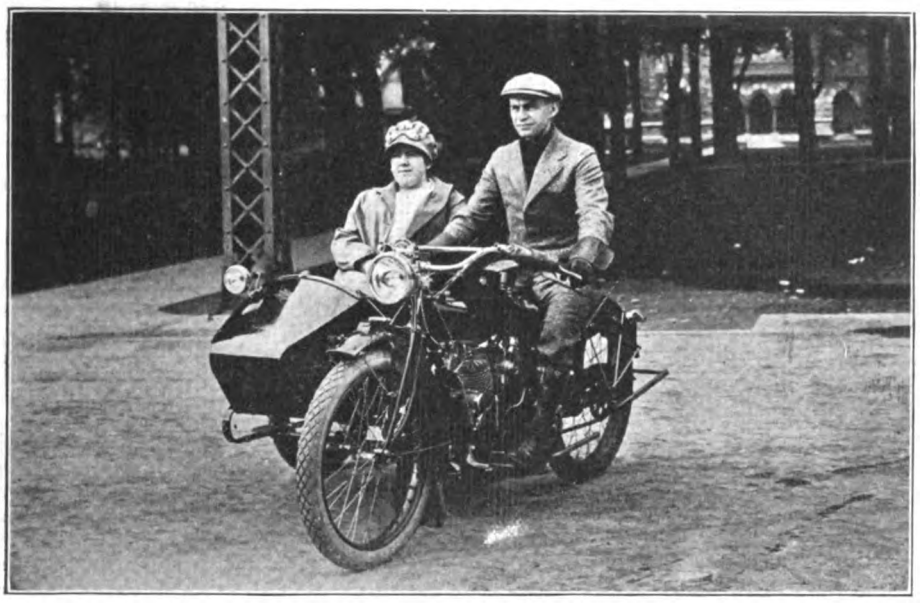
The first line was cast shortly after noon on Saturday, and the fishing continued until noon on Sunday, after which the contestants returned by motorcycle or sidecar to the State street factory, where the fish were weighed in, and the score computed by a point system which allowed a certain number of points per pound of the several varieties of fish caught.

Victory this year went to the Blues, who had a score of 880 points as against 528½ points for the Reds.

As is the annual custom, the losing side spread a banquet for the winners at the Highland Hotel, which took place on the Tuesday following the contest. An excellent menu was disposed of, after which Captain Spencer, of the winning Blues, served in the capacity of toastmaster and led a merry pace in the quip-chasing which brought nearly every man to his feet before the evening was over. Out of the raillery which sped around the table, there finally arose a challenge, voiced by Captain Loose, of the losing Reds, which resulted in the scheduling of another contest by the same teams.

The fishermen and their guests who were present at the banquet were Charles Gustafson, H. C. Lewis, Carl Modig, H. E. Madden, L. D. Chapin, H. S. Barrows, J. D. Stephens, J. H. O'Brien, B. F. Humphrey, J. B. McNaughton, W. Langland, George Hall, H. A. Smith, N. H. Smith, C. F. Johnson, F. Adams, Charles Spencer, Walter Morrison, E. W. Bjorkland, A. A. Anderson, E. O. Redfield, J. A. Popp, J. J. Toomey, F. DeCormier, H. C. Shaw, George Parker, T. Mohrien, J. Diegle, George Dowd, P. C. Johnson, J. Abrahamson, W. Shields, E. W. Jackson, T. L. Loose, C. Duggan, W. Kelley, F. J. Weschler, E. R. Johnson, C. Hinckley.

TOURISTS FROM BATH, N. Y., ENJOY A LONG TRIP



Floyd and Mrs. Cox with Indian Outfit Used on Tours

NEW YORK, July 3.—Floyd Cox, Indian representative in Bath, N. Y., dropped in at the office of **Motor Cycle Illustrated** today for a friendly call and also to let it be known that he is making a motorcycle tour with several companions. Mr. Cox is driving a Powerplus Indian and has as his sidecar passenger Claude Gilbright. The third member of the party is Clarence Hill, who is using a solo Indian.

Mr. Cox and party left Bath on July 1 and made the run to Albany in 13 hours. At that point they boarded the boat for New York. After taking in the races at Sheepshead Bay they will start on Wednesday for Boston. On the way up they will stop off at Springfield, Mass., and make a trip through the Hendee factory.

Mr. Cox belongs to the new school of hustling motorcycle dealers and believes that one of the best ways for an agent to advertise his machine is to ride it himself and keep it on the road. Mrs. Cox accompanies her husband on many of his tours.

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The Plug with the Green Jacket

If you've the motor, we've the right plug for it.

SPLITDORF ELECTRICAL CO.
NEWARK, N.J.

Look for the name SPLITDORF on the Green Jacket, which is hexagonal in shape. Refuse imitations or "just as good" substitutes. The SPLITDORF Trade Mark appears on every SPLITDORF PLUG. and the Trade Mark carries the SPLITDORF GUARANTEE

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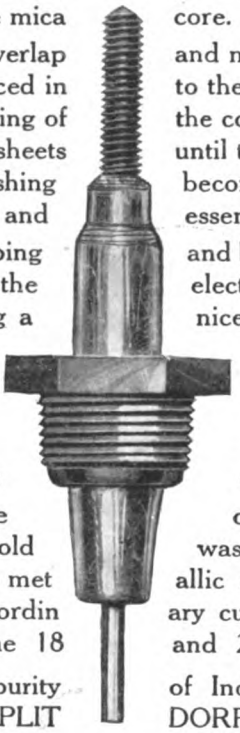
The laterally wound mica core is the dominating feature of SPLITDORF SPARK PLUGS from the actual usage standpoint. The distinguishing green jacket, while adding a finish to the plug, really serves as a protection to the mica core — and it is the mica core insulation that places SPLITDORF PLUGS in their position of supremacy.

Automatic machinery accounts for the conversion of sections of solid round steel into finished shells, and likewise the bushings and spindles, but the human equation enters more strongly into the most interesting and important process of wrapping and completing the mica core.

The sheets must overlap and must be built up preparatory to being forced in to the bushing. Machinery takes care of the setting of the core in the bushing and compressing the mica sheets until the mica between the spindle and the bushing becomes as solid as though it were one sheet and essentially homogeneous.

Trimming and shaping and boring for the electrode and riveting home the electrode, are all precise operations, demanding a nicety of exactitude only possible with the most complicated automatic machinery, but the lateral packing of the mica cores in SPLITDORF Spark Plugs is a feature that gives them their pre-eminence in the hardest usage.



The Laterally Wrapped Mica Core

There is no chance of oil seeping through, as in the case of the old washer process, and even were it possible for a metallic substance to get between the layers, no ordinary current could possibly puncture through the 18 and 20 layers used.

Flexibility and purity of India ruby mica are great points in SPLITDORF Plug construction. Skilled operators scale it to sheets of marvellous thinness — the process is long and costly, but the results achieved in manufacture and usage warrant the outlay.

It is never necessary to throw a SPLITDORF Plug away — the whole core and bushing can be easily removed. The whole plug, as a matter of fact, is simplicity itself in the taking apart for inspection, renewal or cleaning.

There are no acute angles in the shell, and this enables it to be easily and thoroughly scoured. A little gasoline and a piece of coarse cloth will invariably remove all carbon and renew the mica core.

Look for the name SPLITDORF on the Green Jacket, which is hexagonal in shape. Refuse imitations or "just as good" substitutes. The SPLITDORF Trade Mark appears on every SPLITDORF PLUG, and the Trade Mark carries the SPLITDORF GUARANTEE

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SUPPLEMENT TO MOTOR CYCLE ILLUSTRATED

THE BICYCLING WORLD

FOUNDED 1877

ALL THE BICYCLE NEWS EVERY WEEK

JULY 6, 1916

WAR DOES NOT INTERFERE WITH VELODROME ACTIVITIES IN ITALY

Scenes at Milan Track: 1—Motor-Paced Riders on Banked Turn. 2—Exciting Moment in Race. 4—Bordoni, Crack Motor-Paced Rider. 5—Sivocci, Best Rider at Milan. 7—Start of Scratch Race.

Motor-Paced Race. 3—Finish of Handicap Finish of Motor-Paced Race.

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These seven boys are enjoying life in just the way that every boy in your town hopes to enjoy himself this summer

Where there's one boy with a bicycle there are hundreds of them without—and every one a prospect. The

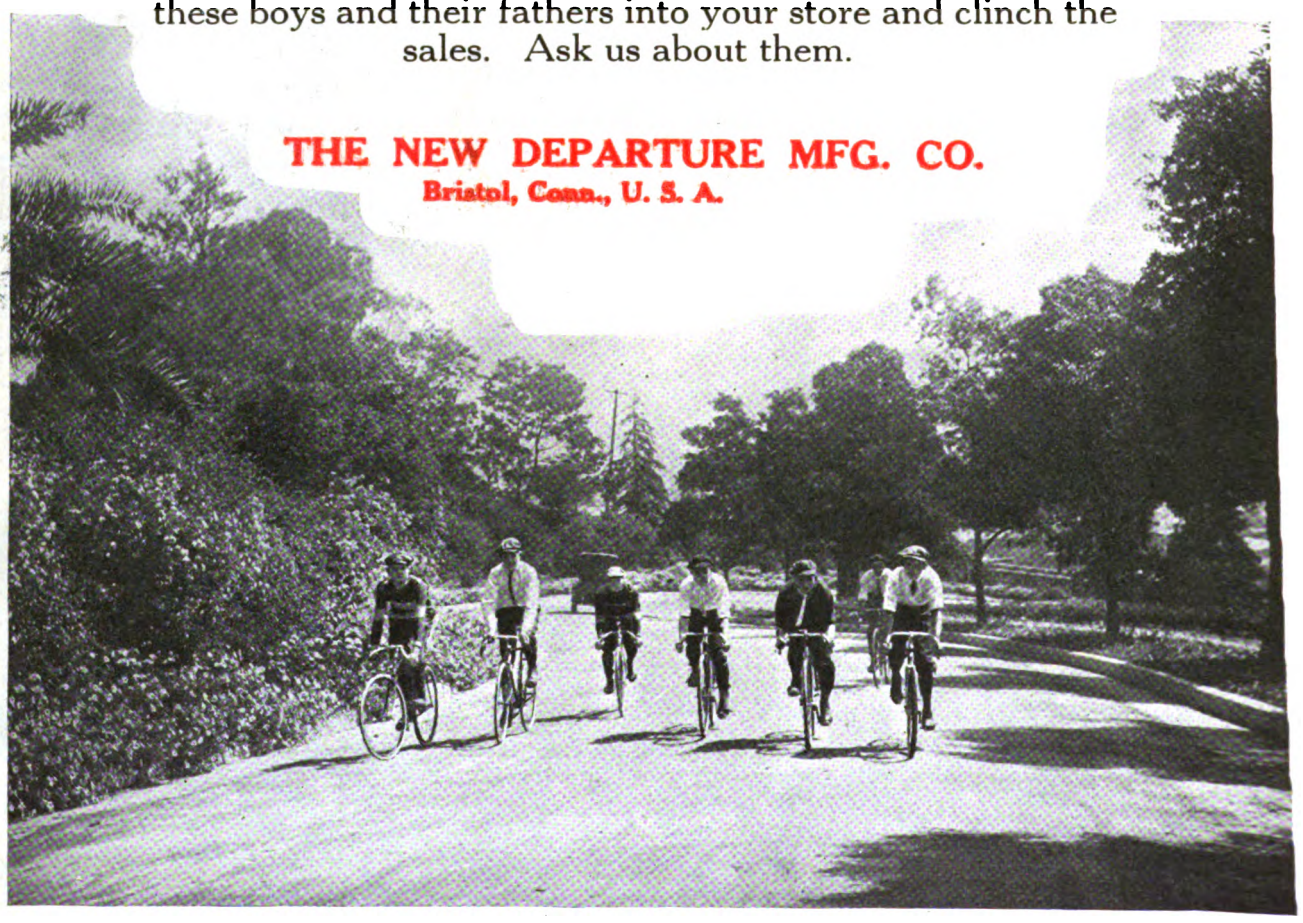
NEW DEPARTURE COASTER BRAKE

will turn these prospects into buyers.

The boys like it, its beauty of finish, the way it works, nothing to get out of order, nothing to do but ride all day and coast half way. And fathers know that the New Departure never fails, that it has made the bicycle the safest vehicle on the road. All in all, the New Departure can be made your best salesman.

Then too, we have ready for you a big lot of new sales helps that will bring these boys and their fathers into your store and clinch the sales. Ask us about them.

THE NEW DEPARTURE MFG. CO.
Bristol, Conn., U. S. A.



Mention of Motor Cycle Illustrated is always appreciated by advertisers.

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THE BICYCLING WORLD
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DEPARTMENT OF MOTORCYCLE ILLUSTRATED
"ALL THE BICYCLE NEWS EVERY WEEK"

BOB SPEARS AGAIN BEATS CHAMPION KRAMER

Takes Two Out of Three Heats in Two-thirds Mile Match Race—Dupuy Humbles Cavanagh in Brassard Race—Eddie Carroll Shows Fine Form in Amateur Ranks

NEWARK, N. J., July 3.—For the second time this season, Bob Spears, the lanky Australian, succeeded in defeating Frank Kramer, the national champion, in a match race. Spears turned the trick at the Velodrome in Newark on last Sunday, defeating the champion in two out of three heats of a two-thirds mile affair. Spears won the first heat and the last one, Kramer taking the honors in the second.

Rides Around Kramer

Spears' best performance was in the first heat when he had to ride around Kramer to win. It is very seldom that any cyclist succeeds in riding around the champion, but Spears did it yesterday although his margin of victory was only one of inches. He came with a great burst of speed in the home stretch and nipped the "pride of East Orange" at the tape. Kramer won the second heat riding from in front. Spears tried hard to overtake and pass him but was not able to turn the trick. In the third and deciding heat, Spears got out in front and remained there right to the finish. This time it was Kramer who was giving chase and he was unable to ride around the fast going Australian.

It was a great performance for Spears to beat the champion and any cyclist who can turn the trick is always treated to a great ovation. Spears, of course, was no exception and the Velodrome rang with applause for him.

Grenda's Rough Riding

Alfred Grenda came pretty near inciting the fans to riot in the ten mile open for the professionals, which was won by Reggie McNamara after a hard ride. Grenda, McNamara and Jackie Clark entered the last lap on practically even terms, almost riding abreast. There was a battle for the lead as they swung into the first turn and Grenda using his elbows to advantage sent Clark sprawling. Oscar Egg and Marcel Dupuy, who were coming fast, went down also. Grenda finished second but was disqualified for rough riding. The fans hooted and jeered at him while one spectator went further than this and threw a "pop" bottle at his head; luckily it missed its mark. John Bedell finished third and Menus Bedell was fourth.

Frank Cavanagh, who has been reaping a harvest in the Brassard races every Sunday, was beaten by Marcel Dupuy, the speedy little French rider. Dupuy opened a substantial lead on the last lap and Cavanagh quit in the home stretch.

In the two mile invitation for the professionals, Lloyd Thomas, better known as "Cat," was a winner by a length and one half over John Bedell. Jake Magin got third place and Willie Hanley finished fourth. The entire quartet were closely bunched at the finish.

Carroll Wins Pursuit Race

In the amateur ranks, Eddie Carroll, of San Francisco, won the Australian pursuit race which was the feature event on the card for the simon-pures. Carroll passed

Bob Spears

Gus Lang after riding 3 miles, 2¼ laps. Ben O'Sicky, of Cleveland, was third and William Spencer, the Toronto boy, who has beaten Carroll twice in pursuit races, finished fourth.

Edward Byron, of Australia, won the two-thirds mile handicap for the amateurs. He had an allowance of 20 yards. William Spencer, who started from the same mark, got second place, while William Beck with a hundred yard handicap was third.

C. B. Soper, of Newark, won his novice in a half-mile race with C. A. Coffey second. The summaries:

Half Mile Novice (Amateur)—Won by C. Soper, Newark; C. A. Coffey, Newark, second. Time, 1:23⅘.

Two Mile Invitation (Professional)—Won by Lloyd Thomas, San Francisco; John Bedell, Lynbrook, L. I., second; Jacob Magin, Irvington, third; Willie Hanley, San Francisco, fourth; Charles Piercey, Australia, fifth. Time, 4:00.

Two-Thirds Mile Handicap (Amateur)—Won by Edward Byron, Australia (20 yards); William Spencer, Toronto (20 yards), second; William Beck, Newark (100 yards), third; Eric Paetz, Germany (60 yards), fourth. Time, 1:17

The Brassard Race, at One Mile (Professional)—Frank Cavanagh, Newark vs. Marcel Dupuy, France. Won by Dupuy. Time, 3:00⅗. Last eighth mile, 0:12⅘.

Two-Thirds Mile Match Race (Professional)—Frank L. Kramer, East Orange vs. Robert E. Spears, Australia. Won by Spears. First heat won by Spears. Time, 1:58. Last eighth mile. Second heat won by Kramer. Time, 2:11⅘. Last eighth mile, 0:12⅘. Third heat won by Spears. Time, 2:03⅖. Last eighth mile, 0:13⅘.

Half Mile Handicap (Professional)—Won by Charles Piercey, Australia (55 yards); Gordon Walker, Australia (55 yards), second; Lloyd Thomas, San Francisco (55 yards), third; Floyd Krebs, Newark (70 yards), fourth; Reginald McNamara, Australia (scratch), fifth. Time, 0:54⅘.

Australian Pursuit Race (Amateur)—Won by E. J. Carroll, San Francisco; Gus Lang, Irvington, second; Ben O'Sicky, Cleveland, third; William Spencer, Toronto, fourth; Eric Paetz, Germany, fifth. Time, 8:10⅕. Distance, 3 miles, 2¼ laps.

Ten Mile Open (Professional)—Won by Reginald McNamara, Australia; John Bedell, Lynbrook, L. I., second; Menus Bedell, Lynbrook, L. I., third; Harry Kaiser, Bronx, fourth; Edward Madden, Newark, fifth. Time, 21:04⅕. Alfred Grenda, Australia, finished second, but was disqualified for rough riding.

HUDSON WHEELMEN WILL STAGE BIG MEET

BAYONNE, N. J., July 5.—Several handicap events are being planned for the meet of the Hudson County Wheelmen to be held on the Boulevard here on August 30. The number of events and the distance of each have not been decided, but the officials of the Hudson Wheelmen promise that there will be variety aplenty. They expect to find 200 riders entered and are now completing arrangements with the county commissioners to keep the course free from all traffic while the meet is in progress. Several races have been held by the Hudson County Wheelmen this season, each of which proved highly successful, due to the large number of new clubs which have sprung up in this section.

BRIDE MAY INCREASE SALES

LOS ANGELES, Cal., July 1.—Julius Smith, manager of Edwin F. Merry's store in Los Angeles, is doing some tall hustling to get a whole lot more than his share of sales of the 1916 million bikes. Julius has a special incentive now. A few days ago he was married to Miss Frances Whitcomb, formerly of Minneapolis.

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KANSAS CITY DEALERS HAVE NEW OFFICIAL STAFF

KANSAS CITY, Mo., June 26.—The Kansas City Bicycle Dealers' Association met at the motorcycle establishment of W. Bell, recently, and elected officers as follows: President, H. Vetten, manager of the bicycle department of the Schmelzer Arms Co.; secretary, R. V. Cusack, manager of the bicycle department of the Richards & Conover Hardware Company; treasurer, C. B. Chaeffer, buyer for the Bunting Hardware Company.

This association will endeavor to promote interest in the bicycle business in Kansas City by giving a great deal of its attention to races and to bettering the sport for the local riders.

BICYCLE MEN TO EXHIBIT AT REGULAR SHOWS

Meeting of Bicycle Manufacturers Held in Buffalo—Publicity Plans for 1917 Discussed—President Schack Is Host at Luncheon

BUFFALO, N. Y., July 1.—That the bicycle manufacturers will exhibit with the motorcycle makers at the shows to be held in Chicago and New York on the dates chosen by the latter, was decided upon at the meeting held today at the Lafayette Hotel by the Bicycle Manufacturers' Association. With President H. S. Wise in the chair and H. M. Huffman acting as secretary, two lively sessions were held at which important business matters were thoroughly discussed.

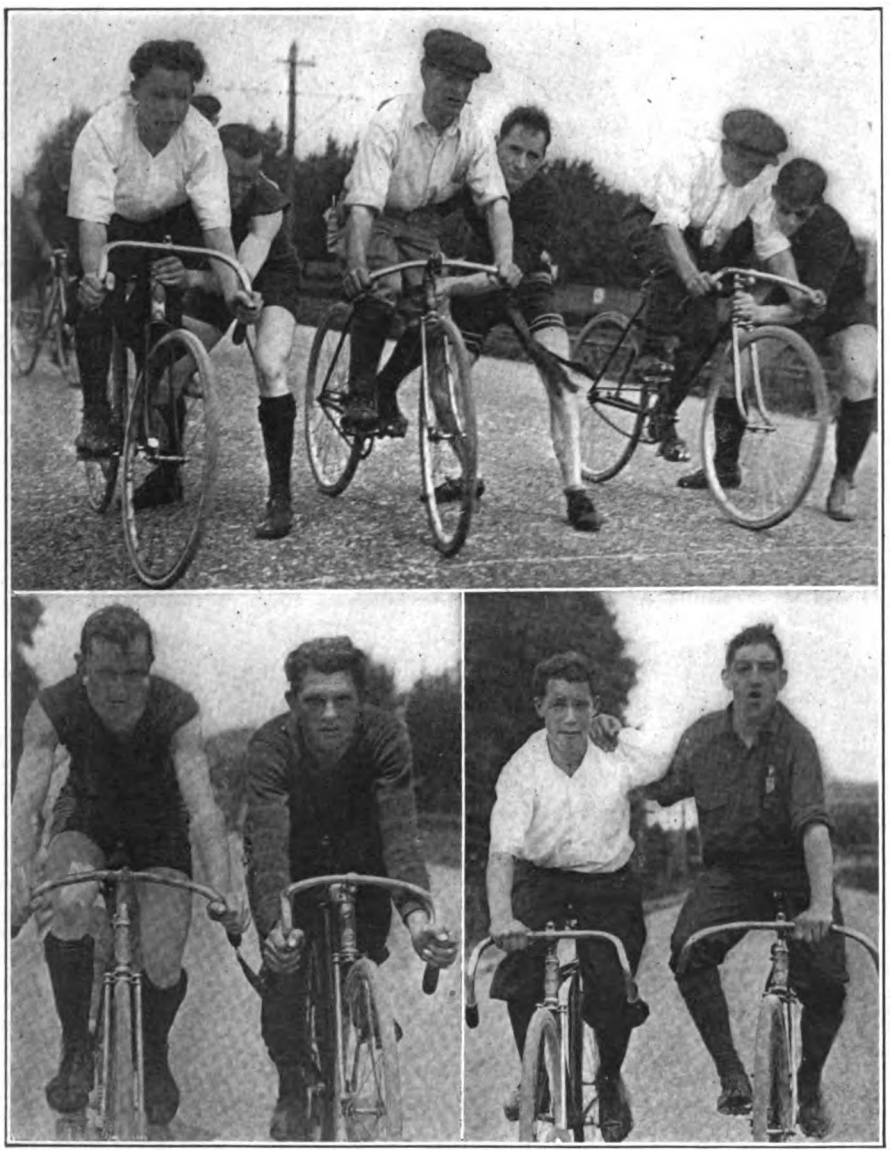
Preliminary plans for bicycle publicity during 1917 came up for consideration, though no definite action was taken. The excellent work of the "Million Bicycles" committee was highly commended and unanimously endorsed by the bicycle makers.

Adjournment was called at one o'clock for luncheon, at which Mr. Schack acted as host. This role is no new one to the president of the Emblem company and he played his part in his usual bountiful manner.

The meeting reconvened at 1:30, and after discussing other vital subjects it was voted to adjourn until the meeting of the Allied Trades Association at Atlantic City in August.

Those present were: H. S. Wise, Miami Cycle & Mfg. Co.; J. P. Fogarty, Westfield Mfg. Co.; P. P. O'Horo, Excelsior Cycle Co.; Ignaz Schwinn, Arnold Schwinn & Co.; W. G. Schack, Emblem Mfg. Co.; P. P. Pierce, Pierce Cycle Co.; E. J. Lonn, Great Western Mfg. Co.; Col. F. T. Huffman, Davis Sewing Machine Co.; H. M. Huffman, Davis Sewing Machine Co.; Fred. L. Brown, Pierce Cycle Company.

CRESCENTS STAGE HANDICAP RACE ON THE FOURTH



Above, Start of the Limit Men in the Ten-Mile Crescent Handicap. Below, (1) Sanborn and Leishaar, Time Prize Winners; (2) Doersch and Wright, Place Prize Men

BALTIMORE, Md., July 4.—The glorious Fourth was fittingly celebrated in Baltimore by a ten-mile handicap road race, promoted by the Crescent Bicycle Club. The day was fine and the course perfect. Walter Doersch, riding from the six minute mark, proved to be the winner, Wilbur Wright finishing second, and John Henkel third. Fred M. Sanborn, Crescent Bicycle Club, riding from scratch, accounted for the first time prize, George Leishear of the Woodlawn Cycle Club getting second prize.

Wm. H. McAvoy, who also rode from scratch, spilled near the halfway point, but remounted and won the fourth time prize. The race was run over a two and a half mile straightaway course on Park Heights avenue, which was in splendid condition, none of the competitors being put out of the running by punctures. Summary:

	Time	Hdcp.
1—Walter Doersch	28:56	6 mins.
2—Wilbur Wright	28:15	5 mins.
3—John Henkel	28:20	6 mins.
4—Rudolph Leimbach	28:32	5 mins.
5—W. K. Upton	27:58	4 mins.
6—John G. Stricker	28:17	4 mins.
7—George Leishear	27:20	1 min.
8—Wm. T. Wright	31:30	5 mins.
9—G. Gochnauer	30:58	4 mins.
10—F. M. Sanborn	27:00	Scratch
11—Wm. H. McAvoy	28:06	Scratch
12—L. M. Sanborn	29:01	2 mins.
13—Lester Nickles	40:36	6 mins.
14—R. Sanner	42:55	1 min.
15—W. W. Shaw	42:40	7 mins.

TIME PRIZE WINNERS.

Name. Club.	Time.
Fred. M. Sanborn—Crescent	27:00
George Leishear—Woodlawn	27:20
W. K. Upton—Woodlawn	27:58
Wm. H. McAvoy—Crescent	28:06
Wilbur Wright—Crescent	28:15

PORTUGAL WANTS U. S. BICYCLES FOR ARMY USE

A LETTER from representatives of the government of Portugal, A. Mahony & Amaral, of Lisbon, with office at 253 Broadway, New York City, states that they are desirous of securing bicycles for the use of the Portuguese army. American manufacturers are invited to correspond with them. Their letter follows:

"Gentlemen—As subscribers to **Motor Cycle Illustrated,** I hope that you will be kind enough to let us know if you are acquainted with any manufacturer of bicycles who is building a model of bicycle suitable for the use of the army, as we have an inquiry on this line from our government.

"Anticipating our thanks, we are,

"Yours very truly,

"C. MAHONY & AMARAL,

"Per Luiz Rembado."

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FACTORY ADDITION FOR BUFFALO METAL GOODS

BUFFALO, N. Y., July 5.—The Buffalo Metal Goods Co. broke ground this week for a new addition to its plant. This new factory building is being erected to take care of the increased business, which for some time past has been threatening to overflow the present accommodations. It will be similar to the present building in general construction. Machinery was ordered some time ago for this extension.

CAUGHT CYCLE THIEF

LOUISVILLE, Ky.—Clyde Berry, manager of the Cycle Shop, on Third street, was instrumental in the arrest of Clarence Dudley, of New Albany, Ind., who endeavored to sell Berry a bicycle which the latter had sold to a messenger boy on the previous day. Berry called the police and Dudley was captured in the store.

PRIZES STILL NEEDED FOR CONVENTION RACES

Surre and Morehouse Send Out Second Appeal for Atlantic City Racemeet Prizes; Want Record List of Entries for Big Event

ERIE, Pa., July 2.—A second appeal has been issued by Messrs. Morehouse and Surre, constituting the arrangement committee of the Cycle Trades Convention at Atlantic City, for prizes to be used in connection with the bicycle road races which will be a feature of the trade meeting. The appeal in part is as follows:

"We wrote you some time ago, requesting that you contribute something towards the prize list for the road races to be held at Atlantic City during the Cycle Trades Convention and, thus far, we have received quite a number of prizes but not nearly enough to make these races a success.

"The only way to do this, is to have a large number of entries and in order to secure these, we must have a large and attractive prize list. Prizes are not coming in nearly so fast as they did last year, and we thought that possibly the matter had been overlooked by you.

"Some of the manufacturers are under the impression that if they have donated prizes for the races promoted by the "Million Bicycles" committee, these will take care of convention races also. Such, however, is not the case. The "Million Bicycles" committee is a separate and distinct affair, and the prizes it is soliciting are not for the road races to be held at Atlantic City during the convention.

"Please notify C. E. Morehouse, c|o The Standard Co., Torrington, Conn., or W. J. Surre, c|o Continental Rubber Works, Erie, Pa., of any action you take in this direction and send the prizes to the Haverford Cycle Co., Atlantic City, N. J."

TISDALE PROVES THAT QUALITY COUNTS

Sumpter Pope Dealer Has Made a Specialty of High Grade Wheels; Sells 700 Westfield Bicycles a Year

Interior View of H. L. Tisdale's Store in Sumpter, S. C., and (Below) a Glimpse of the Repair Shop and the Facilities for Storage

SUMPTER, S. C., July 3.—That quality tells in the bicycle business as well as in any other line, has been adequately demonstrated by H. L. Tisdale, who handles Pope and Westfield-made bicycles in this city. Mr. Tisdale has been in the bicycle business for well nigh a score of years and during all that time he has laid special emphasis on selling high priced, better quality bicycles, with the result that at the present time practically all of the 700 machines which he puts out in the course of a twelvemonth are of the better grade.

It may make some of the less progressive dealers sit up and take notice, or if they are "doubting Thomases" raise their eyebrows to learn that Mr. Tisdale thinks nothing of putting from 15 to 20 of the highest priced Pope bicycle products in the hands of his customers in the course of a day; this, of course, during the good season. A fair proportion of Mr. Tisdale's customers are drawn from among the working class, especially from the plant of the Dixie Magneto Co., which only goes to prove that the first class workman is better satisfied with high class products than with something which is less than that, despite the difference in cost.

Has Big Stock on Hand

Handling Columbia, Cleveland and Crescent wheels, Tisdale believes in stocking up on these to the full capacity of his showroom and it is rarely that he has not at least 50 or 60 bicycles on hand. The repair end of his business is a source of great profit and it is the usual thing for him to have 40 or 50 bicycles in his repair shop at a time, keeping two repair men busy for the greater part of the year.

WILEY WINS 50 MILE RACE AT POINT BREEZE

PHILADELPHIA, Pa., July 1.—George Wiley, the Syracuse Flyer, won the fifty mile motor-paced race at the Point Breeze Velodrome last Thursday night, after one of the most sensational battles ever witnessed by local fans. Menus Bedell, of Long Island, finished second, and Victor Linart, of Belgium, third. Clarence Carman, who was the favorite in the event, came in fourth, after riding a remarkable race for twenty miles. He was forced to retire because of puncture and chain trouble. The time for the race was 1 hour, 3 minutes and 21 3-5 seconds. In the early part of the feature the pace set by Wiley was terrific, the five miles between the fifteenth and twentieth mile being covered in 5 minutes and 2 seconds.

LOEB IS BUSY

LOUISVILLE, Ky.—Max Loeb, the Market street bicycle dealer, is managing to keep good and busy on sales of new bicycles and also on repair work. Loeb also recently disposed of two good second hand motorcycles which he had taken in.

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DAYTON POWER BICYCLE ON COMMERCIAL VAN

Outfit Built by M. Worksman, New York, Which Is Giving Satisfaction to Small Manufacturer in Distributing Product Locally and in Suburbs

DECKS ARE CLEARED FOR SAN JOSE RELAY

SAN FRANCISCO, Cal., July 2.—Plans are now nearing completion for the thirty-mile relay race to be held at San Jose, July 9, under the auspices of the California Associated Cycling Clubs. There will be six men on each team who will contend for the cup offered by the United States Tire Company, which has now been in the possession of the Garden City Wheelmen for one year, three wins being necessary to secure permanent ownership of the trophy. Tryouts are now being held by the New Century Wheelmen, Olympic Club, Samson Wheelman, Sacramento and Garden City Wheelmen, to determine the teams which will sport their colors in the big race.

JENKINS, VETERAN CYCLIST, DIES SUDDENLY

LOUISVILLE, Ky., July 2.—Charles H. Jenkins, of this city, once a noted bicyclist, was stricken with heart trouble while attending a convention in Atlantic City last week and died. The body was brought to Louisville for interment. At the time of his death Mr. Jenkins was 54 years old.

Back in the eighties he won national fame as a cyclist when racing claimed the interest and attention of thousands. On July 4, 1882, at Louisville, in a five-mile relay race, he aided a team in winning the championship of the United States. Four days later at Baltimore, he won the fifty-mile open track event, one of the star events of the season.

32-YEAR-OLD BIKE RETURNS

NEWFIELDS, N. H., July 3.—Jas. A. Spead, a local bicycle dealer, now has a 60-inch Columbia high wheeler at his store, which he sold to a customer in 1884. It was used much in the days of the old high wheel, but was finally discarded. It was discovered a few months ago by Spead, who immediately purchased and put it on exhibition in his establishment.

WANTS BICYCLE TRACK FOR SAN FRANCISCO

SAN FRANCISCO, Cal., July 2.—Frank Carroll, San Francisco manager of the Goodyear Tire & Rubber Company, has just received a letter from Hans Ohrt, asking if some action can not be taken toward securing a bicycle racing track in San Francisco. He says the eastern riders are all enthusiastic over the idea of having a meet in San Francisco, and a big affair could be pulled off if it were only possible to get a suitable track.

WILEY DEFEATS WALTHOUR IN REVERE RACE

BOSTON, Mass., July 1.—Covering the 25 miles in 35 minutes, 53 2/5 seconds, George Wiley romped home the winner of the motor-paced race which was a feature of last Wednesday night's program. Bobby Walthour, the old boy from Atlanta, finished second, while Leon Didier was third. Didier was in the lead for the first five miles, when tire trouble put him in the rear. The time made was the fastest for the Revere track this season.

The five-mile professional was one of the best races of the evening, Ned Chanler, the colored rider, just nipping Tim Sullivan, of New Haven, at the tape. L. C. Rollins, of Everett, landed in third place.

The races at the Revere saucer are now drawing record crowds.

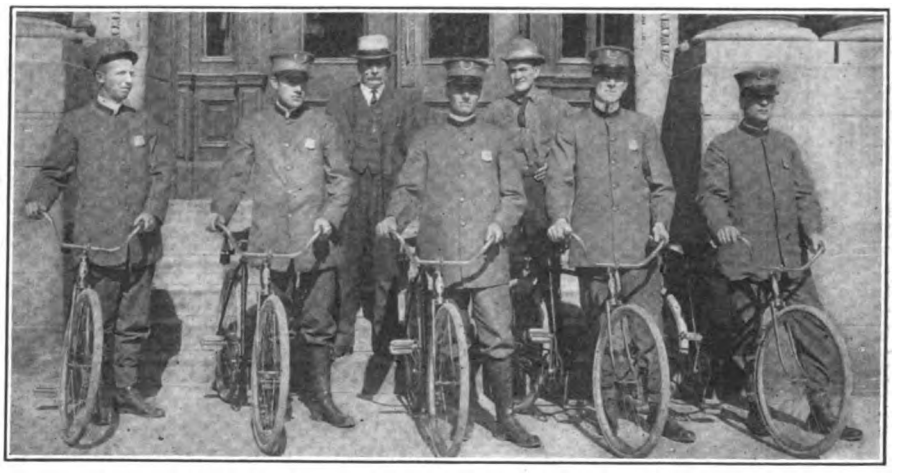
BALTIMORE BICYCLISTS RESPOND TO MILITIA CALL

BALTIMORE, Md., July 1.—The bicycle athletes of Baltimore, in common with those of other cities, have not been slow to respond to their country's call. Three members of the Crescent Bicycle Club, S. Roland Bishop, Thomas W. Baker and Wm. H. McAvoy, have reported for duty as members of the National Guard. Bishop is a corporal in Company M of the Fifth Regiment; Baker is a sergeant in Company K and McAvoy is a private in the Naval Militia. In addition to these three, Walter V. Iglehart is also in the employ of Uncle Sam, being a special dispatch-bearer between Baltimore and the camp at Laurel, Md. His ability to cover the ground quickly on his bicycle makes him a valuable man for this service.

CYCLEMOTOR EXPORT BUSINESS IS INCREASED.

ROCHESTER, N. Y., July 3.—The Cyclemotor Corporation of this city reports that foreign business in the Cyclemotor continues at a rapidly increasing pace. On an average of fifty of the motor attachments are being shipped monthly to Holland, while nearly forty a month are going to Portugal.

MOUNTED BICYCLE SQUAD OF SALT LAKE CITY, UTAH



This Division of the Mormon City Police Department Was Started Recently When Five Pierce Bicycles Were Bought from the Bicycle Supply Co.

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Announcement

To the Bicycle Trade

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Our Policy and Purpose.

Since the Bicycling World was absorbed by MOTOR CYCLE ILLUSTRATED, the bicycle trade has not had effective representation through a separate, live and wide-awake bicycle journal, equal to all its opportunities, and qualified to faithfully record and give proper publicity to the wonderful work now being done by the Million Bicycles Committee.

The trade needs a booster paper, one well able to keep pace with those trade boosters whose mark is a million bicycles a year.

As a result of eighteen months' experience, we have determined to our satisfaction that the exclusive bicycle dealer demands a journal devoted entirely to the promotion of the best interests of the bicycle business.

Therefore, our decision to separate the old Bicycling World from Motor Cycle Illustrated and issue the former bi-weekly beginning the Saturday succeeding the Atlantic City Convention of the Cycle Trades, that is to say, on Saturday, August 5th. There will be no change whatsoever in Motor Cycle Illustrated.

We believe we understand the trade's requirements, and intend to adopt a high standard of quality in the publication of the separate Bicycling World. In the first place, the new journal will be printed throughout on coated paper, particularly to make a fine impression upon the merchant who is not now selling bicycles, but is a good bicycle dealer prospect.

And to interest new and high-class merchants in the sale of bicycles will be our constant and most important endeavor. We shall make a special effort to interest the sporting goods dealer and the hardware merchant.

We shall prove to them that selling bicycles is a good and profitable business. And we shall do all in our power to create enthusiasm in the heart of the already bicycle dealer, through a journal which will not be too trady, but whose every page, lavishly illustrated and beautifully printed, will supplement in a most effective way the remarkable work which the Million Bicycles Committee is now doing.

On the following page are samples of the articles which will appear in the forthcoming issues of the new BICYCLING WORLD, which will be issued every two weeks under the direct supervision of a business and editorial management which thoroughly understands the bicycle trade. In other words, this work will be done by men who know how. Their knowledge is the result of years of experience. They intimately know everybody of consequence in the trade. They are active, progressive and enthusiastic.

The BICYCLING WORLD is necessary. It's going to be your paper as well as ours. We propose to make it so intimate that you will have a certain affection for it, and read it with as much interest as the smallest dealer in the country. It will appeal to everybody in the bicycle trade, and everybody who can be interested in bicycles. It will be a trade paper without trade prosiness, a journal which will breed enthusiasm and good cheer from cover to cover, and it will be dressed up as handsomely as a trade paper can be.

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A Line On Our Method.

Specimen articles to appear in the forthcoming issues of the BICYCLING WORLD:

BOY SCOUTS AT WORK

A simple drill.—How the bicycle is making boys into manly men.

THE BICYCLE FOR THE Y. M. C. A.

Some suggestions for dealers how to popularize the use of the bicycle among members of the various Young Men's Christian Associations in their town.

BICYCLING FOR GIRLS

A delightful sport for pretty women. They are all taking it up everywhere.

THE MESSENGER BICYCLIST

It means increased efficiency and economy, as well as a satisfied boy.

DOCTORS PRESCRIBING

A form of economical exercise over which physicians are enthusiastic. Some of the reasons why.

HOW TO ARRANGE A LOCAL RACE

Dealers, there is no better way to keep up local interest than through a bicycle race in your home town. How to go to it.

PORTRAITS OF THE MONTHLY CHAMPIONS

Cycle speedsters who carried away the honors during the past month or so.

FACTS EVERY DEALER SHOULD KNOW

How to go about trade building. Who are your prospective customers. Safe and unsafe installment methods. Interesting the parent in bicycles for his children. A series of bicycle sales letters. Also suggesting how to make the best use of them. Creating enthusiasm in your prospects.

EDUCATION THROUGH THE BICYCLE

How the senses are developed by riding. The brain and the eye, as well as the boy getting good development.

THE BICYCLE FOR BUSINESS PURPOSES

Any dealer can develop sales of bicycles to be used in commercial pursuits. The way to do it.

THE LATEST THINGS IN BICYCLE ACCESSORIES

EDITORIAL COMMENT OF THE LIVE WIRE SORT

WHY A BICYCLE AGENCY IS A GOOD BUSINESS ASSET

BOOST AND IT WILL BUILD UP YOUR BUSINESS

Finally, The BICYCLING WORLD will be a powerful factor in the splendid movement which will ultimately make possible a million bicycles a year. The BICYCLING WORLD and the Million Bicycles Campaign will be as one. They will succeed together.

Respectfully,

J. LEO SAUER, Editor.

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Bicycle Dealers, Hardware and Sporting Goods Merchants

In a recent issue, the New York Times said:

"Bicycling is again attaining prominence in the world of sport. Devotees of this splendid recreation have watched with enthusiasm the renewed activities this spring and summer. There have been many road races which in number of entries equalled many events in the halcyon days of the sport. There have been 200 men at a time pedal to win, and better yet, they know that brighter days are in store for bicycling during the remainder of the year.

"And this is as it should be. There is no more entertaining amusement than a trip through the country on a bicycle. It is fine exercise, and invigorating. A plentiful supply of money is not needed. It is one of the cheapest, and still one of the most enjoyable of sports. Its return to popularity is deserved."

Bicycle Has Come Back.

Mark you, Mr. Dealer, this is not reprinted from a trade paper, but from a big and unprejudiced daily. The handwriting is on the wall—the bicycle has come back, and everybody acquainted with trade conditions believes that it has come back to stay. It's to make it stay that we have decided to separate the Bicycling World from MOTORCYCLE ILLUSTRATED, and issue the Bicycling World every two weeks, on Saturdays, as a separate, EXCLUSIVE bicycle journal.

The Bicycling World, the first number of which will be issued August 5th, will have no rival in promoting the best interests of the trade and in arousing enthusiasm in behalf of the sport. The Bicycling World will be conducted and edited by a staff which thoroughly understands cycle trade conditions, and knows the men in it. The result will be a live, vigorous and independent paper, issued just often enough to be right up-to-date, just the sort of journal a bicycle dealer or a hardware or sporting goods merchant interested in bicycling will want to read.

Only $1.00 a year—26 issues—If you subscribe now

If you are already a bicycle dealer, or even contemplate handling bicycles, you will need and will enjoy the Bicycling World from its very first re-issue. You will find it an accurate, faithful and competent guide to trade conditions. You will say, when you receive your first copy: "That's just the paper I've been looking for."

Yes, it will be your paper just as much as ours. It will be particularly valuable because of our purpose to give effective publicity and the heartiest kind of co-operation, to the splendid work which the Million Bicycles Committee is doing. The Bicycling World will be constructive; it will point the way to better and bigger things in the trade. The opportunities are there, and the editorial staff of the Bicycling World will make the most of them.

Now Is the Time to Subscribe.

By subscribing now, you will get the benefit of the low $1.00 a year subscription rate. Just pin a dollar bill to the subscription blank below, after carefully signing your name and address, and mail it today to

THE BICYCLING WORLD

13 Park Row **New York City**

The Bicycling World,
13 Park Row, New York.

Enclosed find $1.00 for a year's subscription—26 issues—of the Bicycling World, beginning with your first issue, in August.

Name.....

Street and No.....

City and State.....

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BICYCLES ARE PLAYING PROMINENT PART IN ALLIES' BIG DRIVE

The Photograph at the Top Shows a Body of French Bicycle Scouts on Their Way to the Front. Below Are Seen a Group of Italian Soldier-Cyclists in the Trentino, One of Whom Is Using the Field Telephone to Communicate an Important Message to Headquarters

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SWIFT PEDALING FROM BALTIMORE TO PHILLIE

Account of Interesting Trip Over 208 Miles of Varying Country Accomplished in Two Days; Delayed by Showers

By FRED M. SANBORN

ALTHOUGH the distance between the two cities is not great, the rider making the trip from Baltimore to Philadelphia will find that he traverses all sorts of country and views all kinds of scenery. I have never had this impressed on me more forcibly than on a recent trip to Philadelphia, after covering the 108 miles of hilly, rolling, and level roads that make up the route.

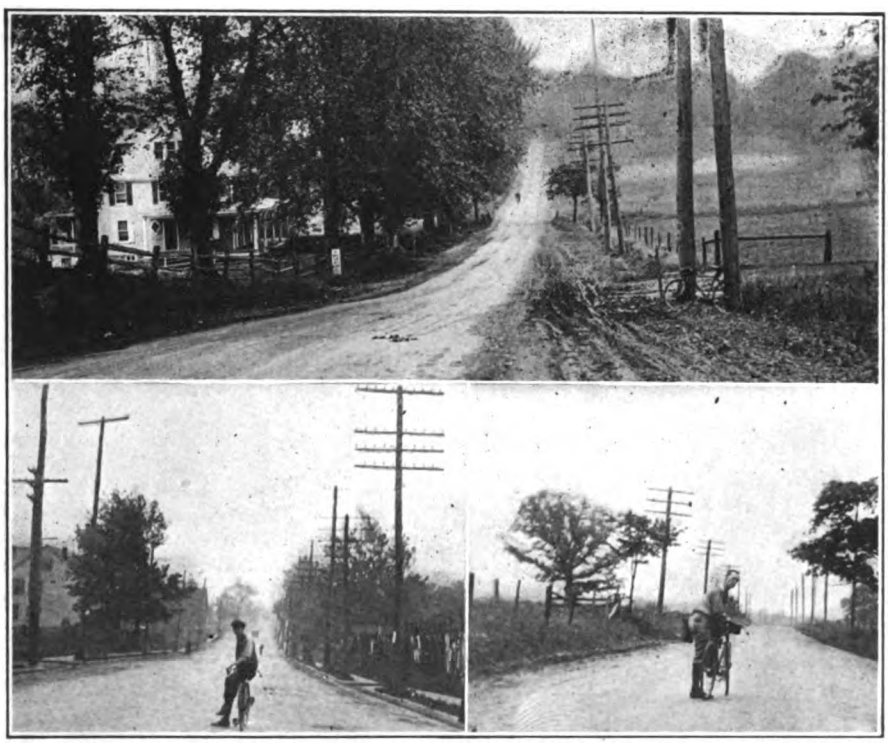
I had intended to start at noon, but owing to some unforeseen delays was not able to get away till 2 p. m., and I had arranged with my friend in Philadelphia that he start at about the same time and meet me halfway. I determined to "beat it" in order to make up the lost time. The first twenty-five miles of the route, Baltimore to Belair, are very hilly and the road passes through a prosperous and fertile farming section, lots of truck-farming being done near Baltimore; but the eighteen miles from Belair to Havre De Grace are much different, the country being mostly level and much of it being used for grazing cattle and horses.

Paced by Motor Bus

I made fast time pedaling to Belair, reaching there in an hour and forty minutes, and had the good luck to catch a bus going to Havre De Grace which paced me all the way to that point in an hour, so that I covered the first 43 miles in two hours and forty minutes. Thinking that I was now up to my schedule, I rode more leisurely from this point, crossing the Susquehanna River on the old toll bridge for a dime (automobiles, by the way, pay $1) and, proceeding over a succession of steep hills, pass through the fifteen miles of barren and desolate stretches of stunted woodland, relieved by a clearing here and there, to Elkton.

Easy Riding from Newark

I ate lunch here, and seeing no signs of my friend, kept on over the splendid State road to Newark, N. J. From Newark on, for a good many miles, the country is almost as level as a table—the fine, well-cultivated farms seem on every side affording quite a contrast to the barren woods left behind. Approaching Wilmington the road becomes a bit more rolling and continues smooth, with the exception of a few miles after leaving this city. Hard plugging was required to reach Chester.



Snapshots Taken on Sanborn's Journey to Philadelphia: Above, Rolling Road in Pennsylvania. Below (1) Leaving Chester Behind and (2) Approaching Newark

The route through Chester is remarkable, the streets being as flat as a floor and splendidly paved with vitrified brick, wooden blocks and asphalt for nearly eight miles. Leaving Chester the cyclist encounters what I consider the finest toll road I have ever seen, known as the Chester Pike. This runs for six miles, from Chester to Darby, and is as smooth as glass, and well maintained, holes in the pavement being unknown. The grades, too, are easy. Darby is practically on the outskirts of Philadelphia, although the traveler has still some ten miles to go to reach the City Hall.

Warmly Greeted by Friend

I had not that far to ride, however, my friend living in the western part of the city, and I was certainly glad of it when I reached there at 11 p. m., after having ridden for three hours in pitch darkness. Will Yorke (who I might mention, is one of the few "real" bicycle riders in "Phillie") welcomed me warmly, and my reception was worth the long ride. He explained that he had ridden as far as Wilmington when it started to rain and returned home.

The next morning dawned dismally, rain coming down pretty steadily and stopping about ten o'clock.

I determined to take a chance and started out, only to hop off after going less than a mile to replace a rubber plug that had become loosened. It was soon fixed, and I continued with no more trouble than that occasioned by dodging showers now and then till I neared Havre De Grace, when observing a big black cloud coming up, I hit up my best speed, but to no avail.

Then the Rain Came Down

Just as I reached the north side of the river the rain came down in torrents, forcing me to take shelter beneath a railroad bridge crossing the road. The rain soon ceasing, I continued my way homeward without further incident, reaching home at 8.30, safe, sound and dry.

BICYCLE TAGS TELL INTERESTING STORY

HUTCHINSON, Kas., July 3.—The "I told-you-so" triumph which is being enjoyed by the local dealers over City Clerk Metz is not making that official all uncomfortable. He estimated that 2(bicycle tags—the city fathers here demanded that every machine be numbered—would be more than enough for the season. But the dealers, feeling the brisk call for bicycles this year, told Metz that "he had the wrong dope."

And sure enough! The two hundred tags went like hot cakes. Then one hundred more were ordered. These, too, were gone in less than no time. "We have ordered still two hundred more," confided City Clerk Metz to one of the dealers yesterday, "and the way people have been coming in asking for them, I expect we'll get a couple hundred additional." Even though Metz "had the wrong dope" and the dealers are grinning, he isn't worrying for he feels that the bike deserves its great popularity.

PROVIDENCE WILL HOLD SECOND ANNUAL RACE

PROVIDENCE, R. I., July 4.—The second annual bicycle road race, under the auspices of John Montecalvo, a dealer in bicycles at 129 Spruce street, will be held on Sunday, July 9, over the course at Auburn known as the Reservoir-Park avenue course.

There will be two races, one an 8-mile novice handicap and the other a 16-mile amateur handicap. The first race will start at 2 o'clock

A liberal number of prizes will be awarded, these having been donated by various dealers in motorcycles, bicycles and accessories. The time cup will be donated by Montecalvo. In the event of rain, the races will be held on the following day, Sunday. The entry fee for the big event is $1 and for the smaller one, 50 cents.

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HOW TOLEDO (O.) SPORTING GOODS CO. INTERESTS LADIES IN CYCLING

At the Left Are Shown Members of Bicycle Club Recently Formed by the Company; at the Right Appears Department Store Display with Bicycle—An Idea Suggested by the Proprietor of the Sporting Goods Establishment

HAMILTON FINDS IT'S A BICYCLE CENTER

With 100,000 Population, Canadian City Has 10,000 Bicycle Riders —Business Is Fine in All Cycle Lines

HAMILTON, Ont.—It is estimated by Hamilton motorcycle and bicycle dealers that this city of 100,000 people is one of the bicycle centers on the North American continent. There are, roughly, 10,000 bicycles in use here, which means that one out of every ten persons rides a wheel. According to the figures of local tradesmen there are also 300 motorcycles in operation in Hamilton.

Indian Business Doubled

When interviewed a few days ago by the Canadian representative of **Motor Cycle Illustrated**, Nelson Chambers, the pioneer agent in Hamilton handling the Indian, declared that his business this year had doubled that of 1915 already. Everybody in Hamilton is prosperous, and some of the working men are making from $6 to $8 per day in local factories, which is reflected in Chambers' business. A good demand has arisen for Indian bicycles. According to Mr. Chambers the motorcycle business has been handicapped through the scarcity of good mechanics. He had advertised for a mechanic for three weeks, and did not receive one application for the job. In previous years an advertisement for three days brought scores of applications. No dealer had been able this year to build up a stock of second-hand motorcycles.

In spite of good business both members of the firm of Sturgess Brothers, agents for Excelsiors and Hendersons, have enlisted in the army. Harry Sturges is now with the Royal Flying Corps, and Bert Sturgess has joined the 129th Infantry Battalion. The affairs of the company are now being conducted by the chief mechanic of the repair department.

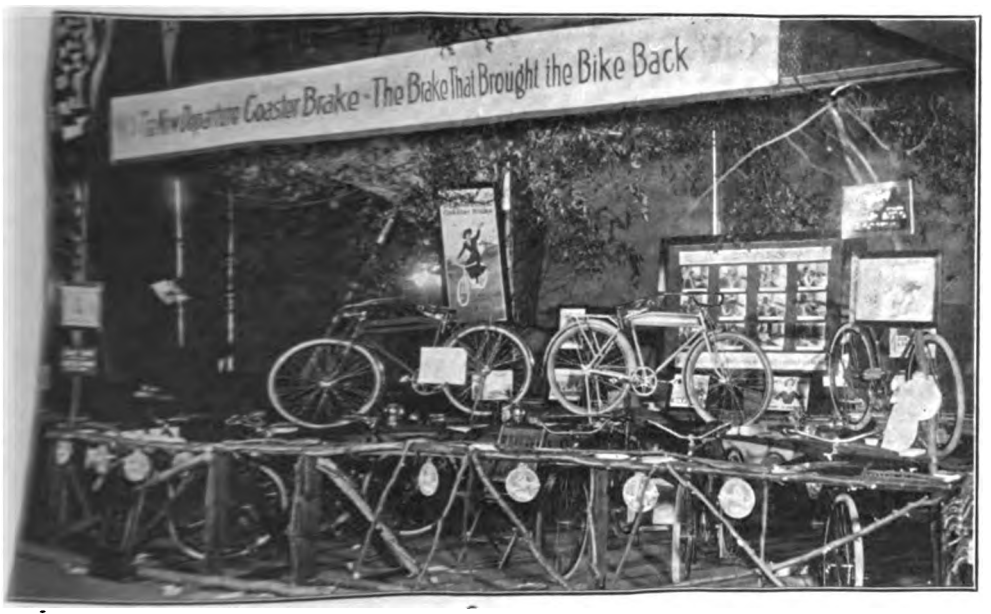
E. J. Dixon, a representative bicycle dealer and an officer of the Hamilton Bicycle Dealers' Association, figured that he had sold twice as many bicycles this year as he had disposed of in 1915. Motor attachments for bicycles have not sold well, however, he declared, because the prices, with duty added, were a little high. Bicycle deliveries were very slow, as the manufacturers had not apparently anticipated such a demand. Many women also desired to become wheelwomen, but the lady model bicycles were difficult to obtain from the factories. With a little boosting, hundreds of women would become converts to cycling, he believed, but there was really little attempt to sell to the women because of the scarcity of open-frame models.

Slow Shipments Handicap

Webb & Underhill, who took over the bicycle business of Dan Allen last winter, have made good progress this season, although they, too, complain of slow shipments from the factories. They could sell more wheels if they could keep larger stocks on hand.

The Wentworth Cycle Works, representing the Harley-Davidson motorcycle, have also secured a good share of business this year and they are preparing for even bigger things next season.

FEATURING COASTER BRAKE AT SPORTSMAN SHOW



Original Exhibit Staged by the Kaufman Bicycle Store, of Pittsburgh, Pa., at a Recent Show Held in the Smoky City

WILL TOUR TO YELLOWSTONE

WESTFIELD, Mass., July 2.—Two more riders have joined the ranks of transcontinental bicycle tourists. Myron Hulse, on a Crescent bicycle with a two-speed coaster brake, and Ed. Norton, on an Iver Johnson, have just left their native town, Hartford, Conn., and will make an attempt to pedal out to Yellowstone Park. They are carrying a dog tent, cooking utensils and other camping equipment on luggage carriers.

ACMES IN TWO RACES

BRONX, N. Y., July 2.—The Acme Wheelmen held their fourth set of cork and brassard races on the Pelham Parkway, over twenty-five riders participating. L. Hartman, from the limit mark, came in the winner of the cork race, just beating out Goebetz and DeBruyn, who finished in that order. Messner won in the Class A Brassard, beating Grundig; while Marcello licked Markey in the Class B.

DAYTON B. C. OUTING

DAYTON, Ohio, July 2.—Wednesday last the Dayton Bicycle Club held its first outing of the season at Halycon Heights, Englewood, Ohio. Games and contests of all sorts were participated in.

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BITS OF GOSSIP PICKED UP AT DODGE CITY CLASSIC

(Continued from page 35)

tried out an air-cooled plug of his own design. It is fitted with radiating fins at the end to keep the electrodes cool.

Goodyear, Excelsior, Harley-Davidson and Indian pennants made the hotel lobby and dining room most attractive to the eye.

Joe Wolters rode the gamest race of the day. During the last 100 miles he hung on just by sheer grit, for he was suffering great pain from an exhaust-scorched foot.

A new machine for Boido arrived the night before the race, and he burned midnight oil getting it into shape.

Crandall and Johnston of the Harley-Davidson team were under the weather at the start, and Harry Brant sadly needed practice on the track.

The Dodge City race for 1917 is assured, Secretary Turner having already paid a sanction fee to Chairman Donovan.

Dave Kenny, astride an Indian, was still running when the race was called, with but a few laps to go.

On the 103rd lap, the leading trio, Clymer, Janke and Wolter, sped past the grandstand neck and neck.

All of the twenty-one entrants qualified by turning a lap in 1:36, or better, on the first trial.

Alfred LeRoy, the legless and one-armed cripple, who is making a trip around the country on a special Harley-Davidson outfit, dropped in to see the race. He has already covered 5,500 miles of his proposed trip.

About the busiest men about town were Carl Turner and Hiram Burr of the Speedway Corporation.

Wm. Joerling was chief checker with eleven assistants, while Henry Miller, with as many helpers, kept the times right.

Hilliard, with his foot still game from a fence encounter he received last week at Columbus, O., fought an uphill battle only to be forced out when he had reached fourth place at the 250th-mile post. First his tank burst, causing him to lose five laps when the race was still young, then the gas lead broke, setting him back a few more rounds. Then the gas pipe clogged, and the bunch went by him for another gain. But he plugged ahead until his rear shoe blew out on the back stretch.

Floyd Clymer, Harley-Davidson, was the first rider to get to the track, arriving at Dodge City on the Thursday before the race. And incidentally it is said to have been the first time he ever straddled an eight-valve Harley-Davidson.

Harry Crandall held number thirteen in the race. "No. 13 is a hoodoo!" he mocked with a grin. "I should say not. Thirteen is a dandy number. You never have to leave thirteen out on my account."

Ray Weishaar and Wells Bennett were two of the most popular boys on the track. Both are natives of Wichita, Kan., and their fellow staters took great pride in that fact.

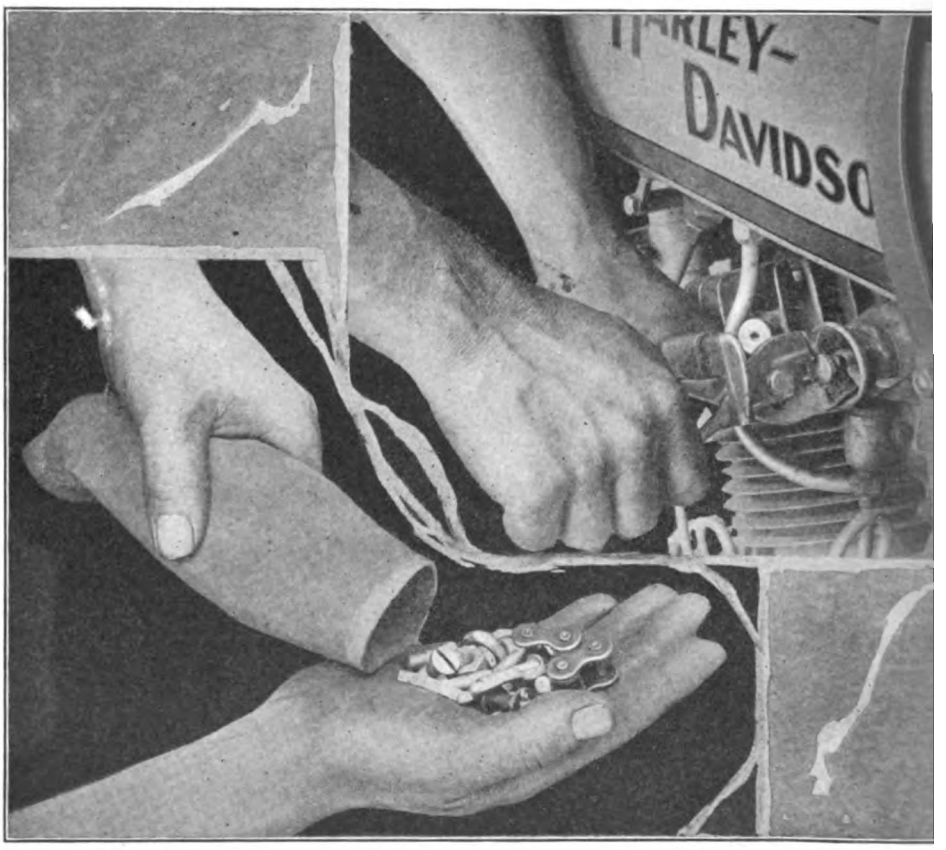
"I still need more rooms!" was the unofficial slogan adopted by J. R. McClure, secretary of the Industrial Club, long before the day of the race.

The Cowboy band which entertained the visitors had been practising assiduously for nearly a week. "Corner" concerts were held for several days preceding the big race, and the lips of every one of the "horn blowers" were in fine condition on the day of the triple century grind.

RUBSCH WANTS COMBINATION RUN TO NEEDLES

LOS ANGELES, Cal.—George Rubsch is boosting for a motorcycle run to Needles or Phoenix, to be in the nature of a combination long distance race and endurance run, with the finish at the same place and time as the big annual beach picnic of the Los Angeles Motorcycle Club

TWO USEFUL KINKS FOR THE VACATION RIDER



ONE of the most convenient ways of carrying chain parts and small screws so that they will be right at hand and at the same time kept from injury or dirt, is that suggested by Frank B. Rodger, of the Harley-Davidson Motor Co. Rodger's stunt consists of forming a holder from a section of inner tube, one end being closed by vulcanization. The end section of an old butt-end tube is fine for this purpose. The open end of the holder or bag formed thus can be folded over and held in place by a rubber band or by string. The parts within are easily dumped into the hand and will stay clean, instead of having to be fished for amid the grime which is inseparable to many tool boxes. They will also not rattle as when they are kept in a metal box.

Another of Rodger's ideas relates to t removal of the air valve casing on t Schebler carbureter, when it is necessa to change the tension on the air val spring. This spring is inside the carburet and the adjustment is made by turning nut on the inner end of the shaft.

The later models of Schebler have a be mouth on the air valve casing, with t hexagon of smaller diameter than the b The older models had a large hexagon the projecting part of the casing. To c viate the use of a wrench, Rodger sa time by inserting the jaws of a pair flat-nose pliers inside the casing, and w their edges abutting against the ribs with On a wrench being applied to the pli close to the joint, the casing can be eas and quickly removed and replaced.

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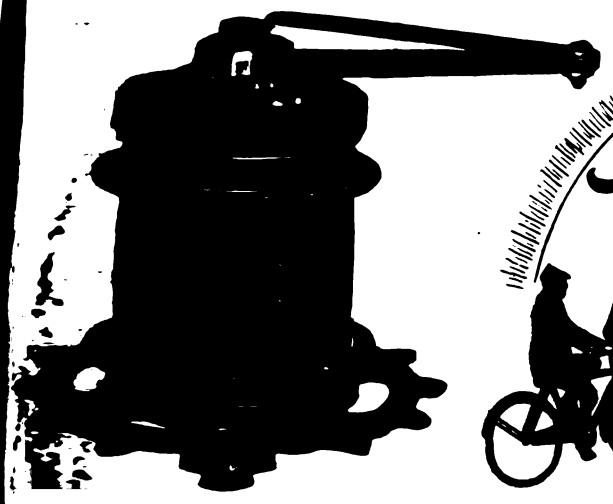

e Mecca of Bicycle Safety

he rider is becoming educated. He is beginning to realize that to he "say-so" of every dealer is somewhat hazardous, because some sad to relate, do not always consider the riders' interests ahead own profits. The result is that now and then the rider who asks MORROW is given something "just as good"—and the whole trade suffers. Riders nowadays, however, are learning to ask for, upon, accept no substitute for, the MORROW, because they MORROW supremacy.

pse Locking Front Hub

s little device can be sold to every e of your customers. It is not only the ost perfect, the simplest and most in- nous guard against the bicycle thief, but it is still another powerful talking point for the bicycle salesman. The wheel fitted with a "Thief Cheater" is hard to steal, but easy to sell. You can get it on your allotment if you insist.

Morrow

With its big braking surface, the largest of any bicycle brake made, the MORROW gives wonderfully free coasting and yet an equally marvelous check when needed. More ball bearings are used in the MORROW than in any other bicycle coaster brake. No less than 24 quarter-inch balls are used in the MORROW.

Learn full details of the ECLIPSE products from our literature. Free for the asking.

Eclipse Machine Company

ELMIRA, N. Y., U. S. A.

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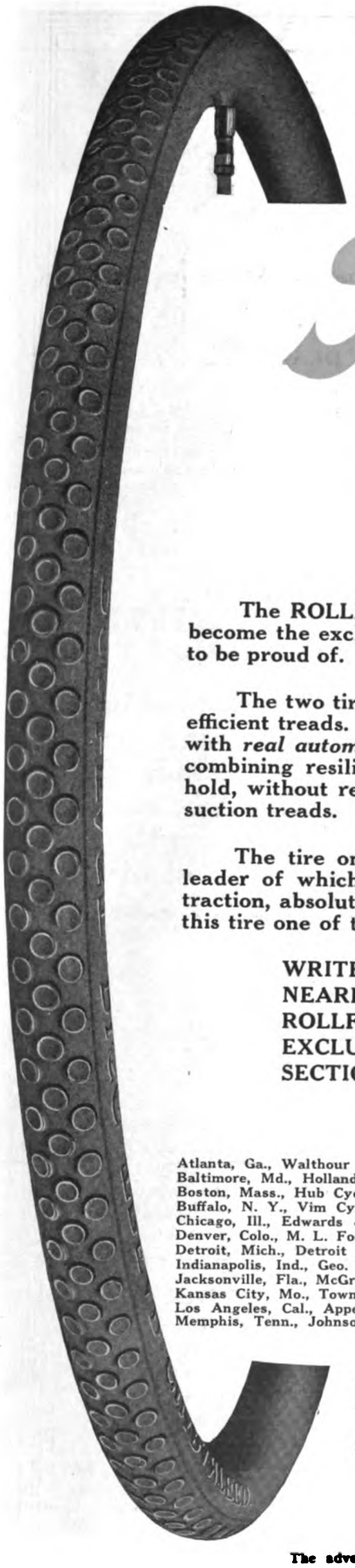

The Two Big Guns of the Rollfast TRADE MARK -made to last Line

The ROLLFAST Line is a remarkably complete one. When you become the exclusive ROLLFAST dealer in your town you have a line to be proud of.

The two tires shown here are strictly new and very handsome and efficient treads. The tire on the left is made of red rubber throughout, with *real automobile tire fabric.* It has wonderful riding properties, combining resiliency with just the proper amount of suction grip to hold, without retarding the wheel turn as is common with deeply cut suction treads.

The tire on the right is our famous CHAIN CUP TREAD, our leader of which we are justly proud. The combination of perfect traction, absolute non-skid protection and classy appearance has made this tire one of the heaviest sellers of the year.

WRITE FOR MORE INFORMATION TO YOUR NEAREST DISTRIBUTOR. REMEMBER, THE ROLLFAST AGENCY BRINGS WITH IT THE EXCLUSIVE SELLING AGENCY FOR YOUR SECTION.

ROLLFAST DISTRIBUTORS

Atlanta, Ga., Walthour & Hood.
Baltimore, Md., Holland, Baden, Ramsey Co.
Boston, Mass., Hub Cycle Co.
Buffalo, N. Y., Vim Cycle & Hardware Co.
Chicago, Ill., Edwards & Crist Mfg. Co.
Denver, Colo., M. L. Foss.
Detroit, Mich., Detroit Cycle Supply Co.
Indianapolis, Ind., Geo. H. Westing Co.
Jacksonville, Fla., McGraw Bros.
Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y. Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
Philadelphia, Pa., Geo. W. Robb.
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry.
San Francisco, Cal., Appeal Mfg. & Job. Co.
Syracuse, N. Y., The Olmsted Co.
Tacoma, Wash., Washington Cycle Sup. Co.
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.

Harwaco Rubber Works Co.

Office, Church and Murray Streets

New York

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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In the Dealer's Realm

HARD WORK BUILT WALTERS' TRADE

Father and Sons in Butler, Pa., Kept Plugging Along and Made Sales Under Most Adverse Business and Road Conditions—How First Indian Was Sold

By FRED GOHS

NINTH IN A SERIES OF SUCCESS STORIES ABOUT DEALERS

L[illegible] and steady uphill struggling [illegible] odds which might daunt a less [illegible] man has brought success to G. [illegible] Indian dealer in Butler, Pa. [illegible] is of that kind which demanded [illegible] and an unwavering devotion [illegible] practice of dealing fairly with every- [illegible] he had both. He heads the [illegible] G. H. Walter & Co., of which the [illegible] partners are his sons, C. S. and H. R. [illegible]

[illegible] years ago, G. H. Walter [illegible] business in a small way in But- [illegible] manufacturing town. Indian [illegible] and supplies were the main line [illegible] repairing helped out during the [illegible]. Business in Butler was [illegible] and spasmodic, owing to [illegible] complete dependence upon [illegible] manufacturing plant. Walter, [illegible] faithfully along, making [illegible] for his family and rearing [illegible] comfort.

The Company Is Formed

[illegible] the time arrived when the [illegible] enough to assist their father [illegible] They applied themselves [illegible] soon becoming expert bicycle [illegible] and salesmen. With their ad- [illegible] seemed to take on new [illegible] of the new energies and [illegible] which they brought as their [illegible] and soon the "& Co." re- [illegible] efforts, for they went into [illegible] with their father.

[illegible] in a recent interview, told [illegible] motorcycle sale was made by [illegible] somehow, the future of the mo- [illegible] never been very strongly [illegible] the Walter brothers. An [illegible] had reached them every [illegible] beyond devouring its contents, [illegible] apparently nothing more to do. [illegible] for one thing and there [illegible] no prospects among the young [illegible] But one day late in [illegible] the boys' opinions on the [illegible] to be revised.

The First Inquiry

[illegible] an unobtrusive little fellow, [illegible] teens, stepped into the Walter [illegible] asked whether motorcycles were [illegible] H. R. Walter replied that they [illegible] they didn't have one in the [illegible] then. He then showed the [illegible] the catalog and went over the [illegible] with him. The prospect then [illegible] might take the catalog home, to [illegible] assented, not that he figured the prospect as a future buyer, but just to be accommodating. He warned the prospect to bring it back for it was the only one in the store.

An hour later, the lad returned with the catalog and also an order for a motorcycle —one of the 1907 "camelbacks"—upon which he made a cash deposit. That machine was the first machine that appeared in Butler, and it created quite a stir. Let it be added here, that this same lad who bought the first machine in Butler, two years later bought a loop frame which was the first of that style that the town ever saw.

Going After Them

Well, that first sale—made so unexpectedly and late in October—roused the Walter boys to the realization that right in their own town lay the opportunity for expansion which they had been wishing and hoping would some day come their way. To be sure a single sale was not the sure index of an existing market, but it was an indication that there *might be* a market if they got out and did their level best to create one. The fact that a fellow knowing fully the condition of the roads in the vicinity of Butler came in and *asked to buy* a machine indicated that to some extent the objections to poor roads would be overcome if the man who became interested in the motorcycle could be made to think that he could get full enjoyment out of his machine, in spite of the limited circumstances existing about him. Anyhow, the Walter brothers got the idea and they immediately set out to test it.

H. R. Walter

They got among the fellows of their town and hustled. They made it their business to acquaint every fellow within reach with the fact that motorcycles existed, what they looked like, what they would do in the way of pleasure and business, and with every other fact that could possibly operate to interest those to whom they carried their message. They talked Indian as fervently as a small boy plays "Indian"—although of a different kind.

They Sell Twelve

The following spring, 1908, a demonstrator machine was obtained, and the ceaseless hammering of the Walters was renewed with even greater vigor. The results of their efforts was the sale of about a dozen machines, not to mention the arousing of considerable interest upon which they were later to cash in.

Then came the panic year of 1909 in which sales dropped back to three machines. However, with the economic situation more nearly normal, their undaunted efforts brought about a big jump in sales for the year 1910, that is, it was a big jump for a small town like Butler where the riding conditions were far from attractive. From then on the number of machines put out by G. H. Walter & Co. increased steadily, reaching finally in 1915 the high mark of thirty-two.

Studied Selling Methods

Each year that the Walter brothers have been in the motorcycle business they have been students of progressive selling methods. They have always made persistent use of the dealer helps which have been sent to them from time to time by manufacturers and each year their application has been rewarded by an appreciable increase in sales and profits. In all the campaigning that they have done, they have held faithfully to certain fundamental principles of salesmanship and to these they attribute a large part of their success. A square deal to all is one of these. Hence, they have a large and faithful following of Indian riders who swear by the Walter boys.

With eight years of successful motorcycle selling behind them, the Walter [illegible] determined to make their showing

for 1916 a record-breaker. They started after every man in town. They used the telephone and it brought excellent results. "We call a man up," said H. R. Walter, "and make a date with him. At the appointed time we are there with a sidecar demonstrator and he gets a ride. We explain things during this ride—even to each small detail of the machine's operation. Then we keep everlastingly after him.

"We ride him every chance we get," he continued. "Then he gets the fever and eventually sells himself. That's our system, and we find it unusually successful. But the whole secret of it is keeping everlastingly at him and then treating him square after he is sold."

As proof of the genuine worth of the selling methods of G. H. Walter & Co. there stands the undeniable index of its success in an increase in sales thus far in 1916 amounting to over 100 per cent. Enthusiasm, hard work, and right methods have won out for them, and their record may well be held up as an example of progressive salesmanship.

SELLS THREE HENDERSONS IN ONE DAY

SAN FRANCISCO, July 1.—The Motorcycle Sales Company, local agent for the Henderson, had quite a run of business last Saturday, when sales of three new Henderson machines were closed in the one day. Mr. Laudenclos of this company is confident of an active fall trade.

Tennant Lee of Los Angeles, Henderson distributor, who has been riding through the northern California towns, made sales in nearly every town he struck last week. He is now riding through the San Joaquin district.

CAN'T GET ENOUGH SILENT GRAYS, SAYS FRASER

SAN FRANCISCO, Cal.—Manager Fraser, of the local branch of the Appeal Mfg. & Jobbing Co., has just returned from a short trip to the Los Angeles office. He says business is holding up in good shape and that, although he anticipated the needs of the trade as far ahead as possible, he still finds it impossible to keep up with orders. The carload now due has been sold out for some time.

THIS RIDER NEGLECTED TO SETTLE HIS BILL

CLEVELAND, O., June 27.—Dealers and riders are requested to keep a lookout for Edgar H. Dubois, late of 1414 Walnut street, this city, who left the city June 23 with a 17 model big-valve short-coupled Excelsior, the motor number of which is A-398. Dubois's license number is 14920. The machine carries an E-N tandem. There is still a large amount due the Haverford Cycle Co.'s branch, where the machine was bought, and information should be sent there. It is believed that Dubois and a tandem passenger headed for Detroit or a Canadian point.

KIPP TAKES ON DOUGLAS

TORONTO, Ont.—The H. M. Kipp & Company, Limited, Toronto Indian agents, have secured the sales privileges for the Douglas motorcycle, formerly handled in Toronto by W. Porter. A shipment of three motorcycles has already been received and further deliveries have been promised in spite of the demands of the British War Office. The Kipp company now handle the Indian, Douglas, Tiger and Dayton for the Toronto territory. Mr. Kipp reports the sale of a large number of Tiger and Dayton motor-bicycles to enthusiasts of outside points.

TRADE ASSOCIATION FORMED IN ROCHESTER

ROCHESTER, N. Y., July 3.—The Rochester Cycle Trades Association was formed here last week by the cycle dealers of this city, its chief object being to popularize the two-wheeler locally for commercial and pleasure purposes. The publicity campaign of the association will be ably handled by C. Pippincott, G. Miner and F. B. Towner.

DRAPER HAS HIS TOWN "BOTTOM UP"

SANTA CRUZ, Cal., July 2.—Draper, the motorcycle man of Santa Cruz, seems to have a cinch on the business of that community. He is the only dealer in that popular summer resort, and has agencies for the Excelsior, Harley-Davidson and Indian lines, in addition to which he is ready to take orders for any make of machine desired. He is giving good service and has made his establishment a popular resort both for local riders and visitors from other points, of whom there have been a great many this summer.

MOTORCYCLES IN SHANGHAI

In a recent consular report from Consul General Thomas Sammons, at Shanghai, China, it is stated that there were 27 more motorcycles licensed in the international municipality in 1915 than in the preceding season. The taxes on motorcycles in the municipality are $3 per quarter.

Over 11,000 Miles

On Vitalic Tires!

What ordinary bicycle tire could come anywhere near that record? None! It took VITALICS to do it.

Out of over 60 tires used during a period of 25 years by Dr. F. S. Cate of Florence, Cal., the Vitalic was the only one to reach anywhere near this mileage. Among the 60 tires used were the *very best* of other makes, a number of them much higher priced than the Vitalic. But Vitalics ran *more than three times* the average mileage of the seven next best makes of tires used (based on an accurately kept mileage record sworn to before a notary).

It is this unmatched *mileage* which Vitalics are giving wherever used that proves beyond question their unequalled standard of construction; highest quality of rubber instead of the cheaper grade put in ordinary tires; two plies of heavy *motorcycle* fabric, frictioned with pure rubber, instead of common bicycle fabric; an extra heavy inner tube of pure white rubber.

Write for the testing section and examine these features of construction thoroughly.

VITALIC TIRES
TRADE MARK
For Bicycles

Dealers—

Think what you could do with a tire like that!

There isn't any room for doubt—Vitalics have proved their supremacy over **all** other bicycle tires wherever comparison has been made.

Thousands of dealers rely on the Vitalic to make their tire profit. Once introduced, it easily brings a better price than ordinary tires, and always sells over and over again to the same trade, because it never disappoints.

Write for attractive Display Material and Dealer Helps.

Continental Rubber Works
1718 Plum Street, Erie, Pa.

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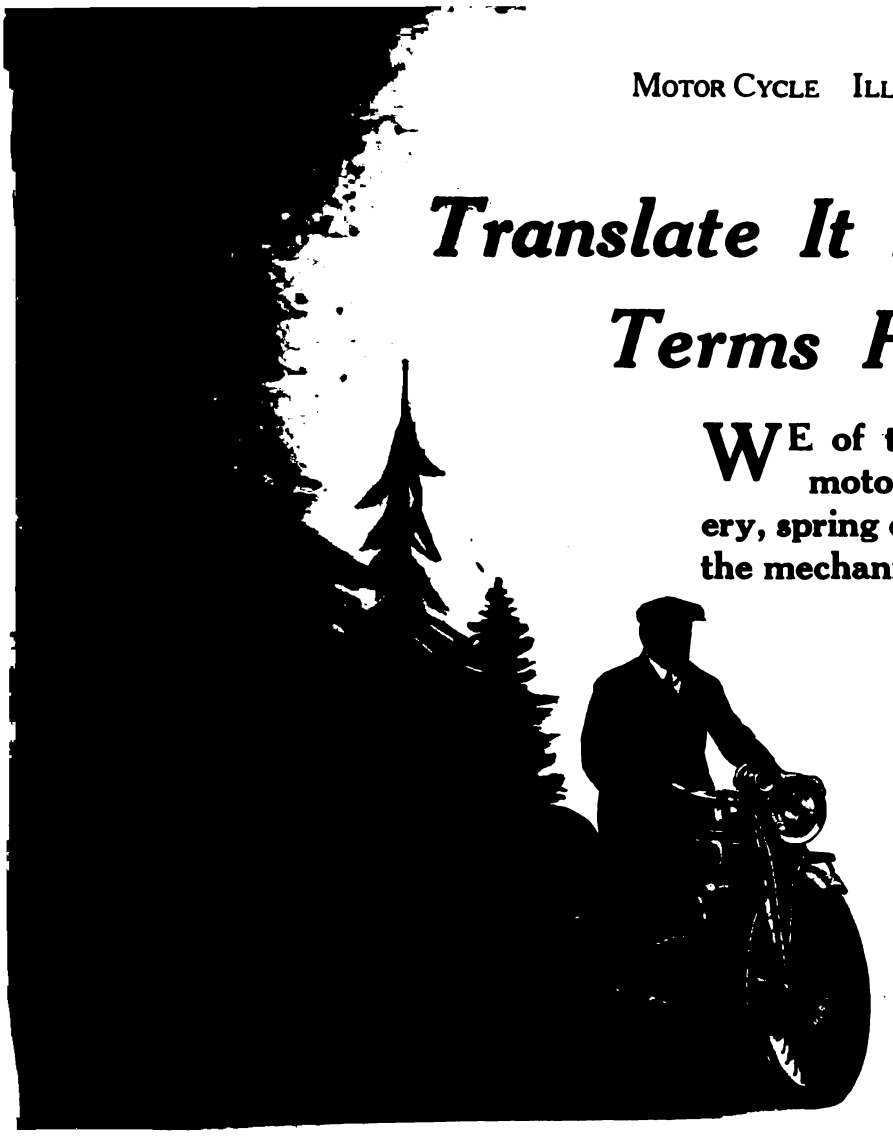

Translate It Into Terms He Understands

WE of the trade are apt to think of a motorcycle in terms of power-delivery, spring construction, gear control and all the mechanical details.

But to your average prospect these things are often not important unless translated into terms he understands.

That the Pope overhead valve motor delivers a maximum of 18 h.p. may mean much or nothing to him. But when you tell him it will carry him easily up the steepest hill in the neighborhood—that with it he can travel at the rate of a mile a minute, if he wishes—that it will run 60 or 65 miles on a gallon of gas—you are giving him facts that he can grasp at once.

He wants to be told that with the

Pope Three Speed Twin and Side Car

he can take his wife or friend to a point sixty miles away in two hours or so—that the Pope spring suspension and spring fork give automobile comfort—and that the three-speed construction gives automobile control.

He is interested in the noiseless operation, the cleanliness and the absolute dependability of the Champion of the Hills. Go over these points in a way he'll understand—then demonstrate them on the road.

Try this with your next prospect and see how quickly he becomes a customer—not only for a Model T-16 but for a sidecar and all the fixin's.

Westfield Manufacturing Company

(Successors to the Pope Mfg. Co.)

11 Lozier Ave., Westfield, Mass.

Largest Manufacturers of High-Grade Bicycles in the World.

Makers of Columbia, Cleveland, Tribune, Rambler, Crescent and Pope Bicycles.

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It's Better All Around

—in the long run or in the short run, on rough roads or smooth roads, in sun or rain, heat or cold, day after day, mile after mile, trip after trip —whichever way you take it, it's better—the

CORBIN-BROWN SPEEDOMETER

"The Speedometer of absolute accuracy."

And this isn't because we say so, but because it has proved it so; actually proved it through service. This is the kind of speedometer you want.

SPECIFY IT!

Your dealer will show it to you. Catalog on request.

The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

HERTWICK & WEILHEIMER DISSOLVE PARTNERSHIP; WEILHEIMER IN NEW STORE

FRESNO, Cal.—The old established firm of Hertwick & Weilheimer, who have been handling the Indian motorcycle for years, has been dissolved. Johnnie Hertwick will continue to do business at the old stand, handling a full line of sporting goods, bicycles, fire-arms, etc. Louie Weilheimer, the junior partner, who has been the promoter of the last two successful motorcycle meets in Fresno, has taken over the agency for the Indian for the valley, and has equipped a fine store, having in the rear a complete motorcycle garage and many original features.

The workroom proper is partitioned off so that the public will be excluded, but provision has been made for a little tinkering by anyone who wishes to do a little work of his own. A bench with some tools and a roomy place to work in has been reserved for this.

Special attention has been given to the display window by Mr. Weilheimer. He has remodeled the entire front of the building to conform to his own ideas as to window space, and one glance at it reveals the fact that he knows how to deliver the goods. Large, spacious windows well filled with everything in the sporting line, including several Indian machines, makes a strong appeal.

NO SLUMP IN "X" SALES

PHILADELPHIA, Pa.—While it is often assumed that motorcycle sales fall off materially at this time of year, the Haverford Cycle Company apparently does not anticipate such conditions during the present season, as they have just instructed the Excelsior company to continue shipments at the rate of a carload of Model 17-3 machines per day to Philadelphia and the same number per day, made up of several models, to be furnished the different branches of the Haverford Cycle Company.

PHILADELPHIA, PA.

WM. G. RHODES, Reading Standard Agent for Philadelphia, and Charles Humphreys, of Philadelphia, were visitors at the R. S. factory quite recently. While in that city they were acting as secret timers for the Philadelphia Motorcycle Club during the recent run.

THE U. G. I. CO., of Philadelphia, has recently been conducting an extensive advertising campaign, featuring a quick service which that company rendered during the 24 hours of each day. This company uses the R. S. machine exclusively and have 160 machines in every day service. Thus far they have ordered 70 additional R. S. machines this season. After making comparative tests they have found the motorcycle to be the most economical method of delivery known.

Many other gas companies throughout the country are adopting the motorcycle in their service department, and the R. S. Company reports business exceedingly good in that line.

HOEGEE OPENS RETAIL DAYTON STORE

W. H. HOEGEE COMPANY, of 133 South Main street, Los Angeles, have openel a new retail store for Dayton motorcycles and bicycles in the heart of the Motorcycle Row at 911 South Main street. Al. Glodt is manager of the store. A fine line of clothing and accessories is carried in addition to the Dayton. The wholesale distribution of the Dayton and the accessories carried by Hoegee will continue to be handled from the main store at 138 South Main street, where William Larissey has general charge of the cycle department.

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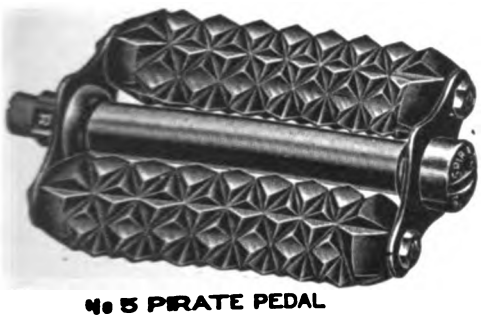
FROM NEW HAVEN TO MIDDLETOWN
ON A

Miami Power Bicycle

C. F. Pineau, on a regular stock Miami Power Bicycle, left New Haven, Conn., at 11 A. M. May 24th and arrived at Middletown, Ohio, at 4 P. M. May 30th—1102 miles actual running time, 65 hours—average, 17 miles per hour. Gasoline used, 8 1-5 gallons—average, 134 miles per gallon. No mechanical trouble or adjustments of any kind. First part of trip through the Berkshires, last part of trip over muddy roads in pouring rain. The "Miami" used on this trip had already covered over 1800 miles.

Thousands of Miami Power Bicycles are doing good, hard, steady work all over the country every day.

The Miami Cycle & Manufacturing Co.
Middletown, Ohio



No 5 PIRATE PEDAL

Two Pedals That Are Immensely Popular

Their design and construction assure strength and comfort. Especially is this true of the No. 5 PIRATE, whose deep corrugated rubber cushions are not only soft to the feet, but absorb shocks and keep the feet from slipping.

The No. 4 STANDARD is a new addition to our large and comprehensive line of Rat Trap Pedals. It is strongly made, well designed and gives a splendid foot hold.

No. 4 STANDARD RAT TRAP PEDAL

The Standard Co. *Torrington Connecticut*

Manufacturers of

Diamond "E" Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals. Screw machine products.

We are boosers for "One Million Bicycles in 1916"

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ELISCO

Light Gauge, Cold Rolled

Steel Tubing

Unequalled for Mechanical Accuracy and Finish

Made under the "Elisco" process by automatic machines which combine six operations in one, and ensure a degree of uniformity and finish hitherto unobtainable.

We are still able to make reasonably prompt delivery of 18 and 20 gauge tubing in most sizes from 7/16 inch to 2 inch outside diameter.

Let us submit samples and quote prices.

The Elyria Iron & Steel Co.

East 131st Street Cleveland, Ohio

Chicago Office, 1243 Peoples Gas Building
Atlanta, Georgia, Office, Candler Building

SAN FRANCISCO, CAL.

JOHN M. BAUMGARDNER, San Francisco Indian dealer, says an unusual number of sidecar outfits have been sold this season, and they seem to be gaining in popularity, especially for family use. A lot of people, he says, are beginning to learn that a good sidecar is an easier-riding vehicle than most automobiles, and this fact sells a good many machines that would not be sold otherwise.

THE DAYTON motor bicycle has started off with a bang at the little town of Fortuna, Cal., where the first demonstrator appeared last week. Fred Simons, a dealer of that town, was in San Francisco a few days ago to visit W. E. & W. H. Jackson, the Dayton distributors, and took the chance to make the closer acquaintance of the motor bike, which he had formerly seen only in illustration. As a result he took home a demonstrator, which he sold almost the minute it was off the car, and he took a deposit on a second the next day. He is now waiting for another, as the Jacksons are all out of stock and are awaiting a lot that will be shipped this week.

EDWIN F. MERRY, distributor of the Excelsior, says the sale of the lightweight "X" has picked up noticeably during the last few weeks, especially in the San Joaquin valley. This he attributes to the fact that a lot of the younger riders are earning money during their school vacations with which to buy the long-coveted machines. Mr. Merry reports the arrival this week of two carloads of bicycles, which will put him in a strong position in that department for some time to come, and the shipment is especially welcome, as everybody is having difficulty in getting further deliveries.

THE COLD AND WINDY WEATHER of the last few weeks, worse than usual for this time of year, has rather put a damper on the local motorcycle game, and several dealers report sales nothing extra; though the season still compares favorably with former years, and business is keeping up well in most parts of the country.

THOR dealers are taking a great deal of interest in the new 17 model Thor, the first shipment of which, due to arrive about the first of July, is very anxiously awaited.

THE local store of the Appeal Manufacturing & Jobbing Company has just received a car of bicycles, which were badly needed, and are expected to move out very fast.

ROBERT K. LARSH, factory service representative of the Davis Sewing Machine Company, is making a visit to the Dayton distributors along the Pacific Coast. He is now in southern California, where he will spent about three weeks, and will later spent a fortnight with W. E. & W. H. Jackson in San Francisco, going north from here.

ERIC CHEMNITZ, formerly motorcycle salesman for Johnson's sporting goods house at Stockton, Cal., has joined the force of W. E. & W. H. Jackson of San Francisco, for whom he will cover the San Joaquin valley.

READING, PA.

C. E. WILLIAMS and the Barbour Bros., of Hopeville, N. J., have recently paid a visit to the Reading Standard factory while on a prolonged pleasure trip throughout the country. These boys are great motorcycle enthusiasts and take extensive trips throughout the vear.

Mr. Williams is a newly appointed Reading Standard Agent for Hopeville, and has disposed of a large number of machines this season.

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THIS MUCH IS CERTAIN

Electric Lamps and an "Exide" Battery furnish the most efficient and reliable light for motor cycle use

"Exide" Battery, Type 3-ZA-5 with cable type terminals

You no doubt realize the numerous advantages of electric light for motor cycle use.

The reliability of an electric lighting system is of course dependent upon the storage battery which furnishes the current.

The "Exide" Battery, type Z, especially designed for this service, is a quality-product, manufactured and backed by the oldest and largest battery maker in the country.

The battery is contained in a one piece, three compartment vulcanite case, having heavy walls and substantially re-enforced.

It is fitted with a one piece cover, having a flange which fits around all sides of each compartment.

The "Exide" Battery is equipped with a flood proof filling plug which overcomes slopping and spilling, and also limits the amount of water that can be poured into a cell to the exact amount needed to replace that lost by evaporation. The result is a clean, dry, and attractive battery.

Motor cycle dealers and users should write us at once and secure the name of the "Exide" Distributor nearest them.

THE ELECTRIC STORAGE BATTERY CO.

PHILADELPHIA, PA.
1888-1916

New York, St. Louis, Boston, Cleveland, Chicago, Atlanta, Rochester, Detroit, Washington, Pittsburgh, Denver, Los Angeles, San Francisco, Seattle, Toronto

Ball Bearing; Long Wearing

Do You Know How?

It is often necessary to write a word or phrase exactly in the center of the paper. It is simple on the L. C. Smith & Bros. typewriter. Do you know how?

Do you know the best way to insert a large number of sheets of paper and carbons at the same time, so that the edges will all come even?

Do you know how to "half-space" so that you can write in an extra letter and still have the work look well?

Do you know why the use of the Variable Line Spacer increases the life of the platen?

Do you know what can be done with our Variable Line Spacer that can not be done with any other?

Do you know the best way to insert a sheet of paper?

Do you know how to "front feed" envelopes?

If you cannot answer "yes" to all these questions, it will pay you to send for the booklet—"*The Silent Smith.*" It's yours for the asking. Drop a card to

L. C. SMITH & BROS. TYPEWRITER COMPANY Factory & Home Office, Syracuse, N. Y.

Branches in all Principal Cities

Full Line of Standard and Silent Models

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IWIN JACOBS HIGH-SCORES IN JACK PINES RUN

(Continued from page 20)

end of the noon hour, he laid the machine gently on its side, stood firmly on its thorax and tried to pry the bias out of the fork, straightening it enough so that he was able to continue.

The last man to arrive was Vandenberg, Excelsior, who checked in just as the last of the others was ready to leave for the afternoon trip. His oiler had been holding him up persistently, but he stopped at the noon control long enough to fix it, so that from this time on he expected to "roll to it" strong.

After leaving the noon control, most of the riders lost a few more points before they got to Roscommon, for the roads grew worse if anything. Sand was tastefully interspersed with corduroy road and marsh, so that when they weren't sloughing in the deep powdery stuff they were bumping the cross logs and fighting to keep out of the deep, slimy pools in the ditches.

Baker and Jacobs showed their mastery of hard road riding by making this stretch on time. Most of the others were close, though Vandenberg and Long were of course quite late because they had delayed so long in Houghton Lake to fix up their machines.

The last few miles into Roscommon were fine ging, with a hard gravel road winding among the thickets of short, dense evergreen. The song birds trilled their songs from the underbrush to the accompaniment of the deep bass purr of the motors.

The thick green carpet of grass was sprinkled with white clover blossoms and wood flowers that grew by the roadside. The scent of the pine needles struck pungently in the nortrils of the riders as they hurried along.

Such stretches as this put all the joy back into life again after the terrible battles in the sand that had been fought earlier in the day, and though this good stretch didn't last long it was enjoyed to the limit while they were on it.

The riders checked at the Roscommon House, the chief hotel, and then sallied north again with their helms set for Alpena, the night control—and with many another long hot siege of loose, powdery sand and sticky swamp mud to be conquered before they reached that point for a well-earned night's rest.

HELPS THE TIRE REPAIR MAN

HUNDREDS of vulcanizers have asked for the new Goodyear Manual of Tire Repairing. One of them has this to say about the book:

"I think it is a great help to any one just beginning to work at tire repairing. I know that it has helped me a great deal, because since I have read the Manual through, I have more confidence, and also know that my work has improved."

Any vulcanizer who has not received his copy of the Manual should write to Dept. P, The Goodyear Tire & Rubber Co., Akron, Ohio.

"A DAY WITH THE INDIAN MACHINE GUN"

A NEW folder headed "A Day with the Indian Machine Gun" is now being distributed from the Springfield factory. It shows seven striking views of the latest Indian machine gun motorcycle outfit, in various phases of field activity, and also embodies descriptive matter relating to the machine gun combination and its capabilities.

The folder also expresses the willingness of the Hendee staff to confer with military officials at any time relative to adapting the Indian motorcycle to angles of army service, for which special designs have not so far been worked out.

ACTIVITIES ARE MARKED AT HENDERSON STORE

LOS ANGELES, Cal.—The Henderson store in Los Angeles has been completely re-arranged with accessory counter and shelves near the front of the store. F. A. Sutphen has taken another step in advance in the matter of window dress, having framed the machine in a figured cretonne drapery, which adds a great deal to the appearance of the display. Mr. Lee, one of the proprietors of the Henderson Motorcycle Sales Corporation, is again traveling in the northern part of the State, and reports good business conditions and interest in the 4-cylinder machine. He has just appointed Steam Vulcanizing Works agent for the Henderson at Vallejo.

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are all looking for a more economical, quicker means to efficiently cover their districts and call on their customers.

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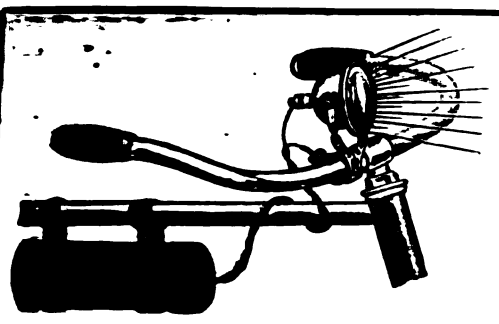

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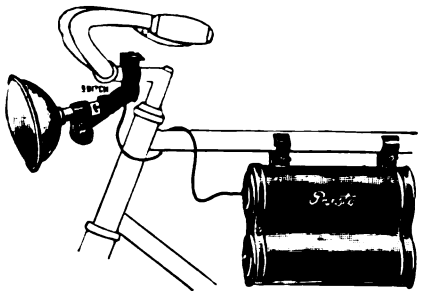

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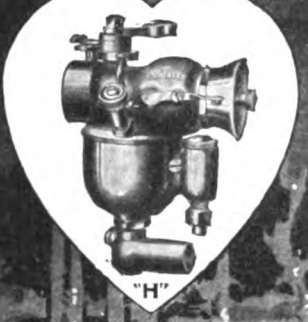

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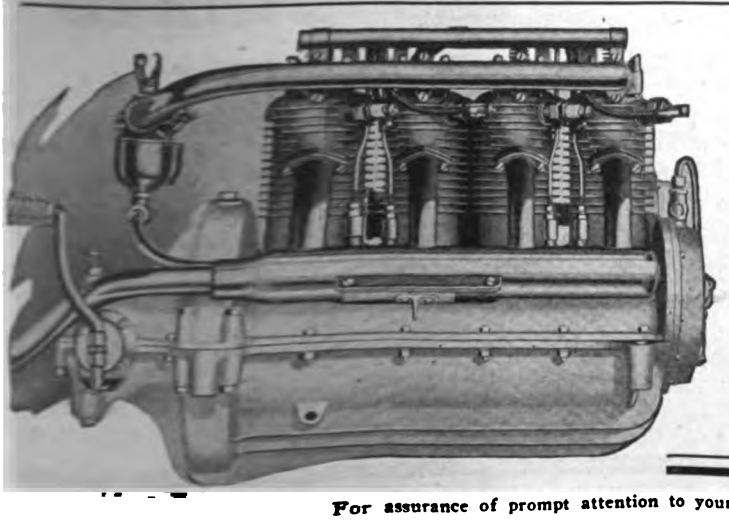

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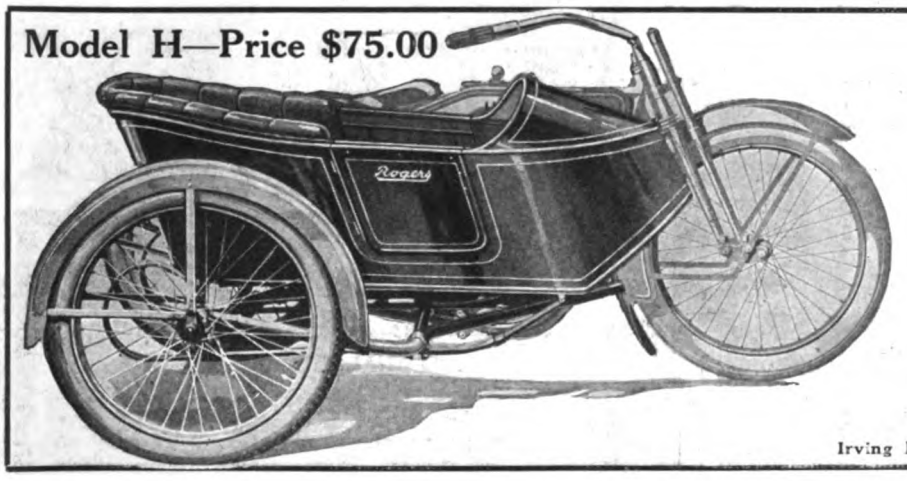

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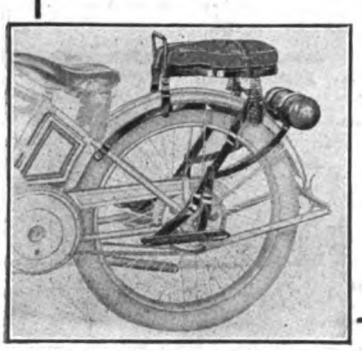

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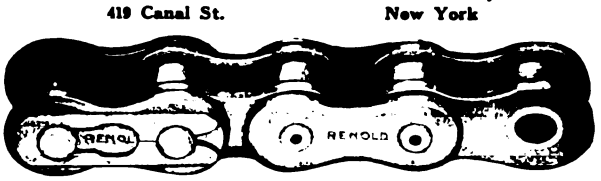

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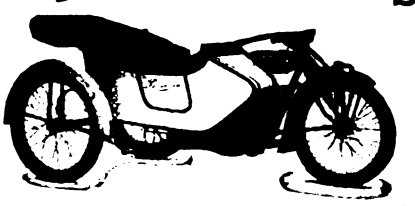

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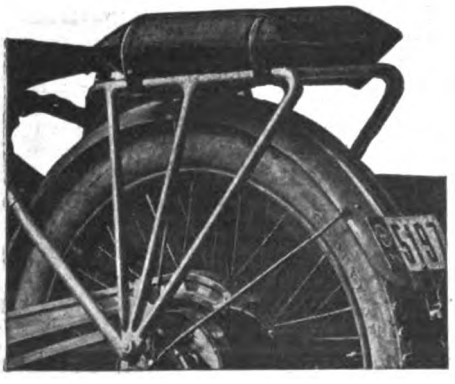

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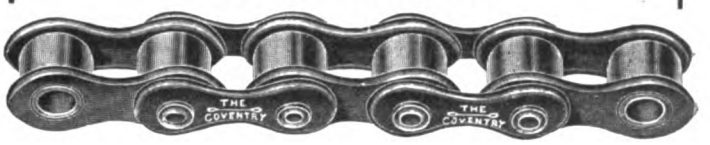

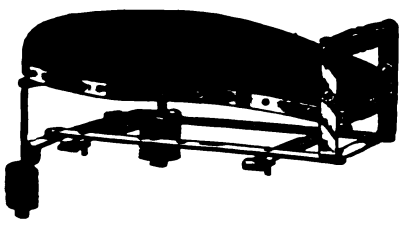

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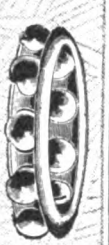

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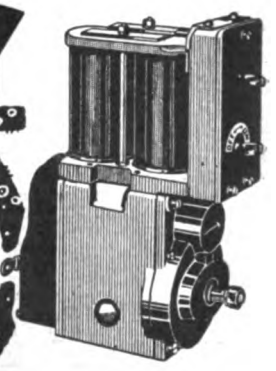

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1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
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Where SERVICE is the Byword
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THOR MOTORCYCLES
Complete stock of parts, over-night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN,
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WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

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All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
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INDIAN MOTOCYCLES
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Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

NEW JERSEY

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
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MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
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Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
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Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON. Reg. F. A. M.
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The finest line ever offered, at the lowest prices, and if you don't get our list you'll be the loser. Machines from $30 up, and every one guaranteed.
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Largest Cycle and Motor House in the West

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Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.
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NEW YORK SERVICE STATION
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Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
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Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

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FOR SALE

TWIN CYLINDER motorcycles with clutch and magneto chain drive in Excelsiors, Indians, Harleys, Thors, Popes, Merkels, Readings, Yales. 1912 models, $60; '13s, $85; '14s, $110; '15s, $150; 2-speed, $175; 3-speed, $200; payable half cash, balance 5 months. Side cars, $30, $40, $50. Dunham, new, $60; Rogers, new, $75. Knight Motor Co., 1123 Locust street, St. Louis, Mo.

HENDERSON, four-cylinder, brand new 1915 single-speed, $195. Brand new two-speed, $225. Act quick if you want a bargain. L. J. Mueller, 3311 Woodland Ave., Cleveland, O.

POWERPLUS INDIAN, three-speed, cradle frame; just like new; $225. Write Ben Isham, Mt. Vernon, Ind.

FOR SALE—1916 Harley-Davidson twin roadster, has been run 400 miles; equipment consists of Pyrex-O tank and headlight. Corbin-Brown speedometer and racing bars. Best cash price takes same. In fine condition. E. K. Haward, Ogdensburg, N. Y.

FOR SALE—1916 3-speed EXCELSIOR Demonstrator, A1 shape, electric lights and horn. $235. Will ship for $25 deposit, balance C. O. D. A. F. Deubenmer, Philmont, N. Y.

FOR SALE—Motorcycle repair business including the following items: engine, lathe, drills, [illegible] air compressors, enameling ovens, gasoline tanks, oil tanks, brazers, tools of all kinds; also parts for several makes of motorcycles. Will be sold very cheap. Address Best's Garage, Waverly, N. Y.

FOR SALE—CHEAP TO QUICK BUYER at $75.00, one Cygnet Rear Delivery Van, to fit Indian; investigate this offer at once. J. B. Flory, Lancaster, Pa.

FOR SALE—Harley twin speedster and Harley single two-speed, 1915 models, been run only few miles, in perfect condition; never in spill. Will sell speedster for $135 and single two-speed for $125. Ship for $15 deposit each, balance C. O. D. subject to examination. R. C. Smith, Burt, Iowa.

FOR SALE—A number of Indian carburetors complete with manifold, good as new, were taken in exchange for other makes; price $4.50. H. Rauer, 193 Belmont avenue, Haledon, N. J.

FOR SALE—Sidecar outfit: Pope two-speed twin with Majestic gunboat sidecar, in fine shape, only $200. Pope twin with Eclipse two-speed, almost new; new casings; big bargain; $150. Pope roadster, very fast; first class shape; bargain at $150. Terms, $25 down, balance C. O. D. Address Emery-Corwin Co., Belleville, Ill.

OLD ESTABLISHED motorcycle, auto supply business on Lincoln Highway, Philadelphia, Pa., doing $45,000 a year business; store with fixtures, office supplies, equipped shop, gas engine, lathe, welding outfit, etc.; complete stock, goodwill and fixtures; rent low; any kind of lease; valuable agency for well known motorcycle. Sell on account of health. For further particulars address S. W. G., 1525 Blavis street, Philadelphia, Pa.

HELP WANTED

WANTED—EXPERT REPAIRMAN and locksmith as partner in established bicycle and motorcycle business; must be able to invest some capital. Boye, 24 E. Ferry St., Buffalo, N. Y.

WANTED—A few young fellows with experience in bicycle and motorcycle parts to wait on the trade. City Supply Co., 56 Warren street, New York.

POSITION WANTED

SALESMAN WANTS POSITION with manufacturer or manufacturers' agent. Experienced in the cycle trade. At present with large jobber in western New York. Commission basis considered on A-1 proposition. E. H., care of MOTOR CYCLE ILLUSTRATED.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—A Corbin-Brown Speedometer, head only, state condition and price wanted. W. S. Irwin, No. 606 Fourth street, S. W., Canton, Ohio.

THE CYCLE AND MOTORCYCLE FACTORY, MAGNAT-DEBON, 69 Cours de St. Andre, at GRENOBLE, FRANCE, desires to receive offers from American houses, for all the articles pertaining to this line of manufacture, viz.: "Tubes for frames, handlebars, hoop irons for rims, cranks, pedals, hubs, spokes, nuts, various connections, pressed and punched parts, aluminum cases, pistons, cylinders, cast (fly) wheels and all the accessories entering in the manufacture of bicycles and motorcycles." Please make offers and state whether these parts can be made on special models. Magnat-Debon, 69 Cours de St. Andre, Grenoble, France.

WANTED—EVERY LIVE AGENT TO HANDLE OUR MONOGRAMS FOR MOTORCYCLES. Write for particulars. Western Motorist Accessories Co., Cheyenne, Wyoming.

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FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

WORTH MORE Berling Magneto DOES MORE

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.

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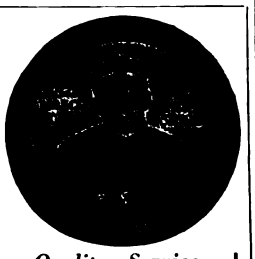

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THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

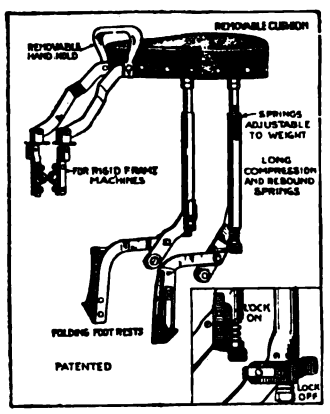
NEW CATALOG NOW READY
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.



Stoll Combination Tandem
No. 2
Price complete $11.00

FOR YOUR COMPANION

COMFORT adds more real pleasure to the vacation than any other one thing. You can be sure "she" is **comfortable** and safe if your machine is equipped with a

STOLL TANDEM

"The tandem that suspends the passenger on long, enclosed springs, working in oil."

Nothing has ever equalled Stoll Tandems for comfort and Service. They are sold by nearly all the leading jobbers and dealers.

The Stoll Mfg. Co., Denver Colo.

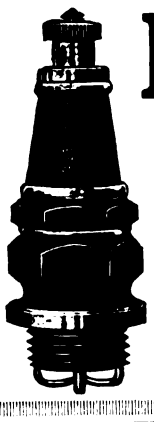
Price $3.25

For a loud warning, durability and appearance, the

HANDPHONE

is unequalled.

Automobile Supply Mfg. Co., Inc.
220 Taaffe Place, Brooklyn, N. Y.



Benton

"The Case-Hardened Plug"

If you would dodge spark plug trouble for the rest of your natural riding career—if you would learn the true meaning of absolute confidence in spark-plug performance — ask your dealer to give you a pair of BENTON PLUGS. You'll be surprised — agreeably.

WRITE FOR LITERATURE

L. F. Benton Co., Vergennes, Vt.

"DUCKWORTH" CHAINS

Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

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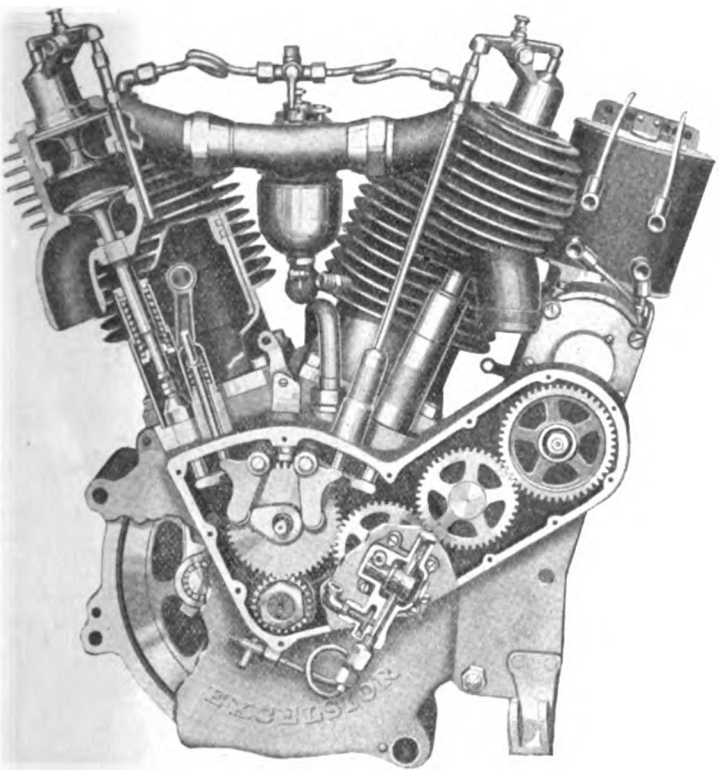
ALWAYS MAKES GOOD

EXCELSIOR
ULTRA POWER MOTOR



The Greatest Motorcycle Engine Ever Built

Its Supremacy in Power and Dependability repeatedly proven

Speed far in excess of any other stock motor and defeated only on a few occasions by eight valve racing motors built for and limited to track uses only.

Absolutely unapproachable for sidecar, touring and heavy duty service.

The dealer will be glad to show you or we will mail you catalogue with full description on request.

Excelsior Motor Mfg. & Supply Company
Office and Factory, 3703 Cortland Street, Chicago

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BLUE

GOODYEAR
AKRON
Bicycle Tires
Guaranteed

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STREAKS

Good-bye Street Car!

IF WE can get the bicycle dealers of America to explain the significance of these three words to the Straphangers of America, there will be fewer crowded street cars and many more happy bicycle riders.

And your own bicycle business will probably double.

As for tires, Goodyear Blue Streaks are the only standardized tires on the market—one tire, one price, one guarantee.

Do you see how this standardization eliminates confusion on the part of the tire buyer? Do you see how it enables you to carry a smaller stock of tires because you need carry only *one* style and *one* size?

Because it takes less money to stock one tire, Blue Streaks, you are left more capital for other lines.

Buying the Blue Streak way is prudence, foresight, good business. It is the way of over 10,000 bicycle dealers who are now Goodyear Bicycle Tire Dealers.

Write for particulars concerning this Goodyear square deal policy—or better still, ask the Goodyear salesman.

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
AKRON
Bicycle Tires
Guaranteed

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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HARLEY-DAVIDSO

Fourth of July victories on mile and half-mile tracks should not be overlooked because of the overwhelming importance of the cleansweep on the two-mile speedway at Sheepshead Bay and the two-mile dirt track at Dodge City. The Harley-Davidson with good riders is a consistent winner in all kinds of competition.

In the midst of the congratulations on again winning the Dodge City race—breaking all records right straight through from 3 miles to 300 miles—and on making a cleansweep at Sheepshead Bay—the F. A. M. Two Mile Championship—1st, 2nd, 3rd, 4th and 6th in the 100-mile—1st, 2nd and 3rd in the 10-mile—"etc., etc."—we must stop to write down in history that a lot of good fellows in other places were—at the same time on the Fourth—riding the Harley-Davidson to victory.

Boise, Idaho, and Bellingham, Wash., were the two western-most states where there were race meets of importance. At Boise on a mile track the Harley-Davidson ridden by Williams won the 10-mile races for stripped stock in 9:25 and 8:50 respectively and in the 10-mile race for fully equipped machines brought home the bacon in 10:30. The fastest mile of the day was made by Williams, 50 seconds—on a Harley-Davidson of course. Frank Joyce and his Harley-Davidson romped home at Bellingham against big valve and short coupled machines of other makes.

At Grand Island, Neb., the Harley-Davidsons had further two-mile track opportunities. They finished 1st and 2nd in the 15-mile club race, and in the 25-mile free for all against eight valves again finished 1st and 2nd. Lewis Stotts on a Harley-Davidson was the big winner at Temple, Tex., taking all three events July 4.

In the half-mile track races at Greenville, O., Smith on a Harley-Davidson got a poor start, but picked up all the other contestants one by one and beat them all over the finish line. The above races were with pocket valve Harley-Davidsons.

And the four valve? Lou Crist was doing things at Pittsburgh while the eight

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CONSISTENCY

valves were cleaning up at Dodge City and Sheepshead Bay. On the half-mile track at Pittsburgh he not only won but in the 10-mile was pitted against four valve and ported machines, and in the 5-mile reduced the track record from 5:57 to 5:53 3/5.

At Baltimore on the Fourth the title to the 2-mile State championship of Maryland was won by Freddie Tiemeyer on a Harley-Davidson. Gus Heinz, Harley-Davidson, won the 5-mile sidecar race, and in the 10-mile sidecar race it was Paul Mammock 1st and Gus Heinz 2nd, both on Harley-Davidsons. "They all inhaled Harley-Davidson gray smoke today at Moundsville," was the introductory sentence of a telegram announcing that Lawrence Keys and his Harley-Davidson were still on the job.

At West Virginia, in the races which were held July 8, Keys won the 5-mile, 10-mile and 5-mile handicap, and in the 5-mile time trial he lowered the track record by 2 seconds. The 3-mile sidecar race was won by Beyers, also on a Harley-Davidson. July 9 was a big Harley-Davidson day in Nebraska, the riders on Gray machines winning 1st, 2nd and 3rd. In the 50-mile State championship, on the half-mile dirt track at Nebraska City, Pete Petersen won the race in 1:16:35. Ray Roland was second in 1:20:18, and Otto Remer 3rd, in 1:20:27:

The Harley-Davidson can be counted on always. It is the motorcycle for you.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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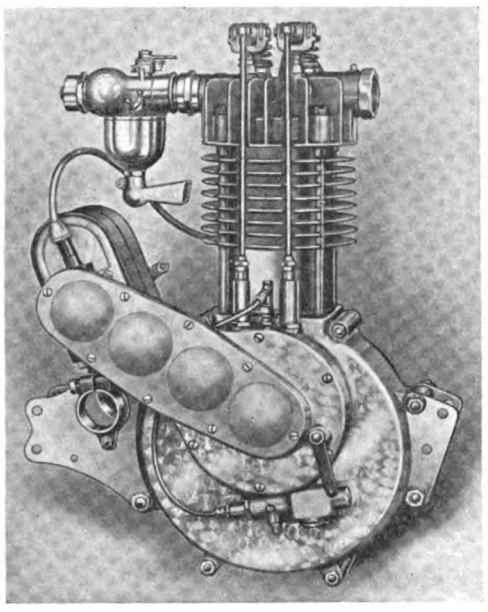
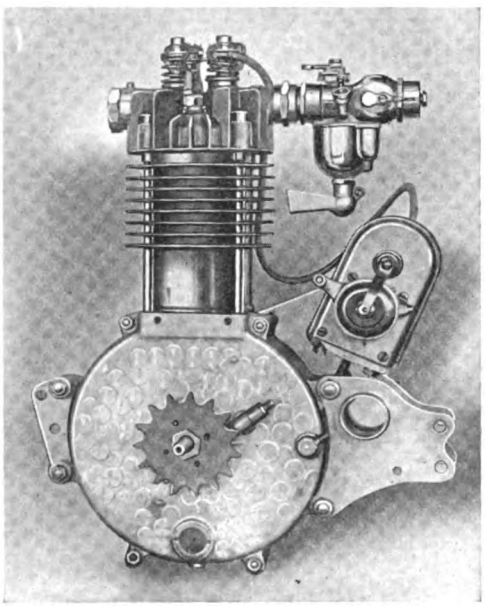
Simple as A-B-C



Right-hand View



Left-hand View

The Powerplant of the *Pope* Big Single

The simplicity of the Pope single cylinder motor influences many new riders to choose Model M-16. Their timidity about things mechanical vanishes when they see how few and how easy to get at are the parts of this single's powerplant.

In this model they gain extreme simplicity without sacrificing power, speed or comfort. The M-16 motor develops from seven to ten horsepower, it speeds up to fifty-five miles an hour and it is equipped with the famous Pope rear suspension and spring fork that protect rider, tandem passenger and motor from shocks and vibration.

The Pope Big Single has achieved a reputation for conquering hills and pulling through bad spots that leave many twins helpless. It is recommended by its light weight, big gasoline tanks and low price.

If you haven't a Model M-16 on your floor, get one today. It will pay you.

Westfield Manufacturing Company

(Successors to the Pope Mfg. Co.)

11 Lozier Ave. Westfield, Mass.

Largest Manufacturers of High-Grade Bicycles in the World.

Makers of Columbia, Rambler, Cleveland, Tribune, Crescent and Pope.

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U. S. Gov't Chooses Blue Streaks

There doesn't seem to be a doubt as to the National Government's preference in tires.

Goodyear Aeroplane Tires were long ago adopted as standard equipment for aeroplanes used by the United States Army and for the land machines of the United States Navy.

Goodyear Truck Tires were specified on 167 Packard Trucks recently purchased for the Army Service.

Goodyear Blue Streaks were the specified tires on the 51 Indians sent with the Army into Mexico.

Such a tire verdict seems to be proof positive of the sturdiness and dependability of all Goodyear Tires and justifies your belief that Blue Streaks are the best motorcycle tires made.

The Goodyear Tire & Rubber Co.
Akron, Ohio

GOODYEAR
AKRON
Motorcycle Tires

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United States Tires Win

On July 4th at Sheepshead Bay, Richard Buttlar won the 25-mile New York State Amateur Motorcycle Championship in 18 minutes and 34 seconds. Buttlar also won the 10-mile Amateur Motorcycle Championship in 7 minutes and 35 2/5 seconds. These records were made on a Harley-Davidson motorcycle equipped with United States Tires.

On the same day I. F. Jacobs won the Jack Pine Endurance Run at Grand Rapids, Michigan, on an Indian Motorcycle equipped with United States Tires, thereby winning the title of F. A. M. National Road Champion, which prize was at stake for the first time.

These records prove the amazing speed and endurance qualities of United States Motorcycle Tires both for track and road work.

If you want thorough tire satisfaction on road or track, use United States Motorcycle Tires.

United States Tire Company

'Nobby,' 'Chain,' 'Studded,' 'Corrugated' Motorcycle Tires

1790 Broadway - - New York

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Vol. 12 **July 13, 1916** **No. 2**

EIGHTEEN MANUFACTURERS JOIN NEW ASSOCIATION

Membership of Motorcycle and Allied Trades Association Is Brought Up to 42 by Inflock of Trade Folk Who Realize Its Import—All Show Enthusiasm for the Movement in Membership Applications and Promise Whole-Hearted Support

NEW YORK, July 11.—That baby association which was born in Milwaukee the middle of last month and christened the Motorcycle and Allied Trades Association, is fast acquiring its full growth as more and more of the cycle trade folk are brought to a full realization of its aims and purposes and the immediate possibilities of their accomplishment. During the last week eighteen new members allied themselves to the original 24 manufacturers by whose efforts the body came into being. Included in the number are two motorcycle manufacturers—the Reading-Standard Co. and the Schickel Motor Co. The other sixteen are parts and accessory producers.

The newcomers and their expressions of approval accompanying their membership applications follow:

Stevens & Co., New York—"Always in sympathy with any movement that will tend to assist in the popularity of either the bicycle or motorcycle."

Can Count on Eclipse

Eclipse Machine Co., Elmira, N. Y.—"You can count on us to do everything we can to boost and stimulate the motorcycle business."

Reflex Ignition Co., Cleveland, Ohio.—"We assure you that if we can be of any use in the way of lending influence to the betterment of the motorcycle business, we will be glad to do so."

Seiss Mfg. Co., Toledo, Ohio.—"You can count on us as members of this association."

Schickel Motor Co., Stamford, Conn.—"This company will be very glad indeed to lend its name and support to the objects and purposes of the Motorcycle and Allied Trades Association."

The Silvex Co., New York, N. Y.—"We are pleased to co-operate in a policy of uplift in the motorcycle business."

Ericsson Mfg. Co., Buffalo, N. Y.—"We are certainly interested in every movement which will increase the sale of motorcycles and we are glad to endorse the efforts of this association."

THE FORTY-TWO M. & A. T. A. BOOSTERS

CHARTER MEMBERS

Henderson Motorcycle Co.
United States Tire Co.
Motor Cycle Illustrated
Splitdorf Electrical Co.
Wheeler & Schebler
Rogers Mfg. Co.
Hendee Mfg. Co.
Goodyear Tire & Rubber Co.
Firestone Tire & Rubber Co.
Graton & Knight Mfg. Co.
Motorcycling & Bicycling
Aurora Automatic Mchy. Co.
Champion Spark Plug Co.
Harley-Davidson Motor Co.
A. O. Smith Co.
Excelsior Motor Mfg. & S. Co.
Cleveland Motorcycle Mfg. Co.
The Standard Welding Co.
Emblem Mfg. Co.
The Electric Storage Battery Co.
Cyclemotor Corp.
Davis Sewing Machine Co.
Westfield Mfg. Co.
A. B. Coffman

NEW MEMBERS

Stevens & Co.
Peter A. Frasse & Co., Inc.
The Harry Svensgaard Sales Corp.
Empire Rubber & Tire Co.
Herbert F. L. Funke Co., Inc.
Emil Grossman Mfg. Co., Inc.
The Federal Rubber Co.
The Standard Co.
Haverford Cycle Co.
Frank Mossberg Co.
Reading Standard Co.
Ericsson Mfg. Co.
The Silvex Co.
The Schickel Motor Co.
Seiss Mfg. Co.
The Reflex Ignition Co.
Eclipse Machine Co.
A. Schrader's Son & Co., Inc.

Reading-Standard Co., Reading, Pa.—"We shall be glad to be considered as a member of this association."

Frank Mossberg Co., Attleboro, Mass.—"We note the purpose of this association and believe it is a good idea. We will be glad to be identified with this big movement."

Haverford Cycle Co., Philadelphia, Pa.—"We are glad to do anything in our power to help the motorcycle business."

The Standard Co., Torrington, Conn.—"We are interested in this promotion work and assure you of our desire to do our share."

Federal Rubber Co., Cudahy, Wis.—"We are in accord with the aims and purposes of this new association and you can count on us for such support as may be necessary to promote its best interests."

Emil Grossman Mfg. Co., Brooklyn, N. Y.—"We are pleased to add our name to the list of manufacturers who are members of this association."

Funke Pleased to Join

Herbert F. L. Funke Co., Inc., New York, N. Y.—"As we believe that the Motorcycle and Allied Trades Association is a step in the right direction, would be very pleased to join and give you our assurance that we will do everything within reason to boost the game."

Empire Rubber & Tire Co., Trenton, N. J.—"We are with you heart and soul."

Harry Svensgaard Sales Corp., Detroit, Mich.—"We are intensely interested in the work of the Motorcycle and Allied Trades Association in promoting motorcycle sales and we will be glad to assist in every way possible."

Peter A. Frasse & Co., Inc., New York, N. Y.—"We realize the importance of this movement and gladly identify ourselves with it."

A. Schrader's Son., Inc., Brooklyn, N. Y.—"We are glad to see that you are organizing to push the sale of motorcycles and shall be pleased to have you use our name in connection with this beneficial movement."

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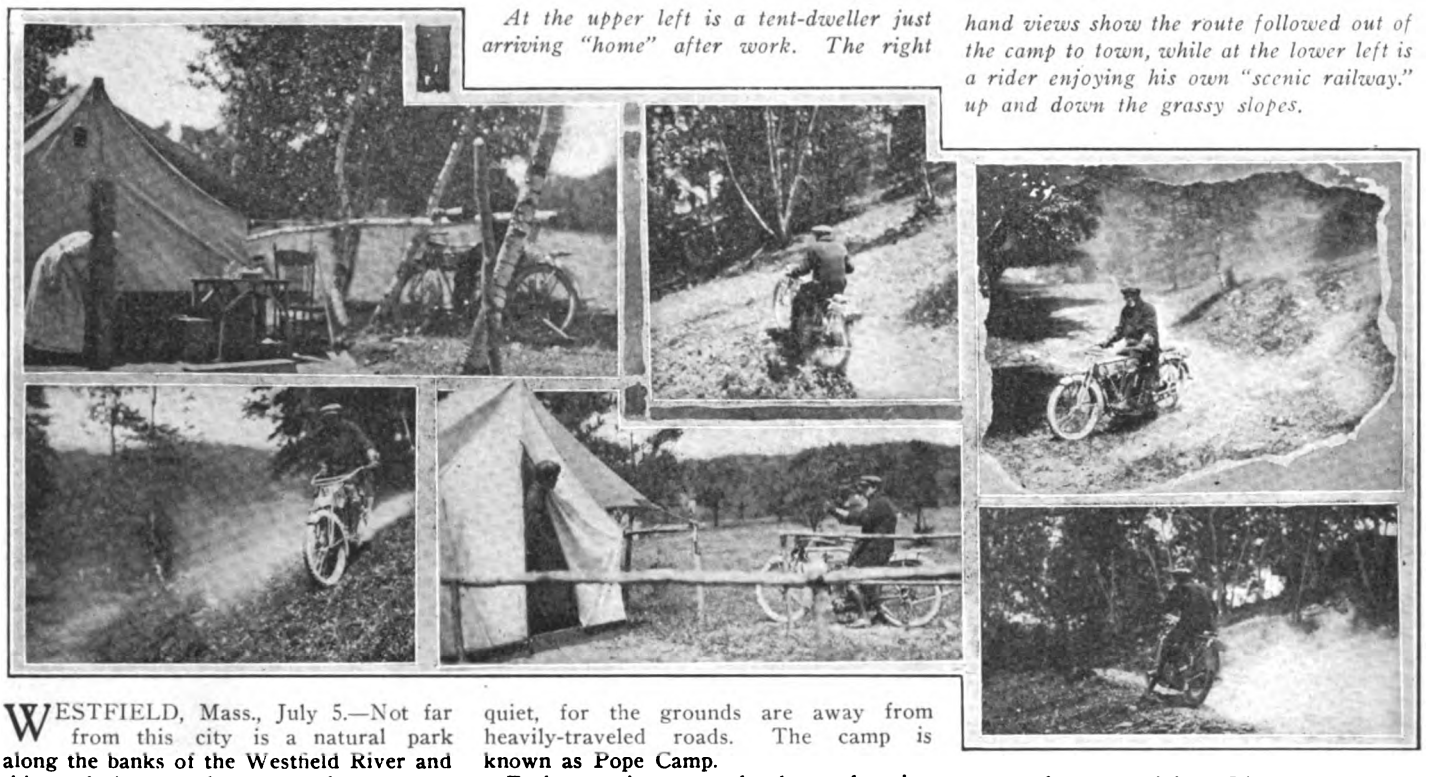
WESTFIELD MEN ENJOY LIFE AT POPE CAMP

Employees of Veteran Cycle Company Establish Summer Colony Under Canvas and Use Their Motorcycles to Travel To and From Work Each Day



At the upper left is a tent-dweller just arriving "home" after work. The right hand views show the route followed out of the camp to town, while at the lower left is a rider enjoying his own "scenic railway." up and down the grassy slopes.

WESTFIELD, Mass., July 5.—Not far from this city is a natural park along the banks of the Westfield River and this park is now the scene of a summer camp of a number of the boys from the Westfield Manufacturing Co. On the gentle slope toward the river are to be seen numerous canvas homes, some with rustic fences and gardens and flower beds, and others not so pretentious. There is good drainage, abundant wood and water and quiet, for the grounds are away from heavily-traveled roads. The camp is known as Pope Camp.

Each morning sees the boys chugging merrily to work on their Popes, while their families are left to the boating, fishing and other pleasures of camp life. Each noon and evening sees the Westfield workers back again, enjoying the vacation of their lives.

On holidays, this novel camp is the scene of great activity. Riders are everywhere, chasing each other about the flat sections, doing stunts on their Popes up and down the slopes and starting for town on errands. The unanimous opinion of the crowd is that nothing can beat life in Pope Camp, and that motorcycles made this life possible.

PROVIDENCE GOODYEAR IN NEW QUARTERS

PROVIDENCE, R. I.—Manager Smith, of the Goodyear Tire & Rubber Company, has taken up new quarters in this city. with a larger amount of floor space for display and storage. He has taken a store for a salesroom adjoining that of the Dodge Automobile Co., with a cellar for shipping and storage purposes. His private office is right on the sales floor.

There are conveniences for shooting tires into the cellar after adjustments have been made by means of an incline, while another chute carries the stock to another level. As the Goodrich firm is occupying a block nearby, this has become the tire center of Providence.

WANTS ADVERTISING FOR CONVENTION PROGRAM

PROVIDENCE, R. I., July 11.—B. A. Swenson, chairman of the committee of arrangements for the F. A. M. Convention, is sending out an appeal to manufacturers and others for advertising in the big souvenir program. The program will measure 6¼ by 9¼ and will consist of 48 pages. It will be well illustrated.

OPTICAL EXPERT FOR CHICAGO EYE SHIELD

President Malcolm Obtains Services of Dr. Brenneke to Head Optical Department—Luxwell Goggle Is Latest Offering

CHICAGO, Ill.—President Malcolm, of the Chicago Eye Shield Co., in line with the firm's policy of meeting the optical wants of every motorcyclist, has obtained the services of Dr. Herman Brenneke as head of the company's optical department.

Dr. Brenneke has been head of the optical department of the Fair Department Store in this city for 14 years and is an expert opticist. He will devote much time to the development of glasses for the acetylene welding trade as well as for motorists.

The latest goggle from the Chicago Eye Shield firm's plant is the No. 129 "Luxwell Goggle." This is being furnished in a 12-carat gold mounting and may be had with amber, amber-green and smoked lenses. The retail price for this goggle is $3.50 and it has all the earmarks of a $5 goggle.

The firm has won its appeal in the suit instituted against it by the F. A. Hardy Co., of Chicago. In the lower court the decision went in favor of the Hardy company, but on appeal the Chicago Eye Shield Co. had the verdict returned in its favor, the court claiming that the goggle made by the latter firm did not infringe upon the goggle made by the Hardy company. The Chicago Eye Shield Co. is therefore now free to manufacture this goggle.

SEND SPANISH TELEGRAM TO LATIN-AMERICAN AGENTS

MILWAUKEE, Wis.—As further evidence of the care taken by the Harley-Davidson Motor Company to keep its agents posted on all important doings in the cycle field is a telegram in Spanish sent out on July 6 by the Latin-American Department of the company. This telegram gives the results of the Dodge City and Sheepshead Bay races of July 4, and was despatched to all Spanish-speaking agents of the company throughout the world.

WAKEFIELD MEET FOR JULY 15

READING, Mass.—The card of races which were to be held at the Wakefield track in this city this week, has been postponed until Saturday, July 15 at 2 p. m.

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HEAVY MOTORCYCLE REGISTRATIONS IN MASS.

BOSTON, Mass.—Figures which have just become available show that 8,314 motorcycles have been registered in Massachusetts for 1916, as compared with 7,704 which were listed for 1915. Registrations throughout the first six months of the current year were unusually large, and the state authorities were very favorably impressed by the readiness of motorcyclists to comply with state requirements.

The total receipts for motor registrations this year are well above the million mark, the exact figures being $1,232,164.63. For the first six months of last year the receipts did not quite reach the million mark.

SHAMOKIN DEALER LINING UP VOLUNTEERS

SHAMOKIN, Pa.—Walter Rhodes, of Shamokin, has been notified by military officials that his co-operation will be appreciated in the enlistment of a company of motorcycle owners for volunteer war service. It is unlikely that this squad will be called upon unless Uncle Sam has more serious trouble with Mexico, but Mr. Rhodes will proceed to line up his riders as fast as possible. As soon as he received the communication asking his assistance, he got in touch with a number of motorcycle enthusiasts and received a favorable response in nearly every instance. Rhodes has received instructions from the military officials which will assist him in acquainting the motorcyclists with army requirements.

About twenty motorcyclists of Shamokin will probably be enlisted for the new company, and an offer to co-operate with army officials has been sent to Major-General Charles M. Clement, at Mt. Gretna.

WHAT RIDERS ARE DOING FOR KANSAS ROADS

TOPEKA, Kan.—That motorcyclists are doing their share toward keeping up the county roads of Kansas is indicated by the fact that $13,332 has been paid by riders of the two-wheelers within the past year for registrations. This money will be devoted exclusively to the improvement of roads, and officials were somewhat surprised to find that motorcyclists were playing such a prominent part in the building and maintenance of highways.

The total license fees paid by motorcyclists for the past year amounted to $17,776, of which $4,444 went to the state and the balance to road funds of the various counties from which the licenses had been issued. Licenses were issued for 8,888 motorcycles in all.

SHERIDAN COPS GET MOUNT

SHERIDAN, Wyo.—The police department of this city has purchased a Harley-Davidson three-speed motorcycle with sidecar. It will be used for traffic and other purposes.

A NEWSY HOUSE ORGAN

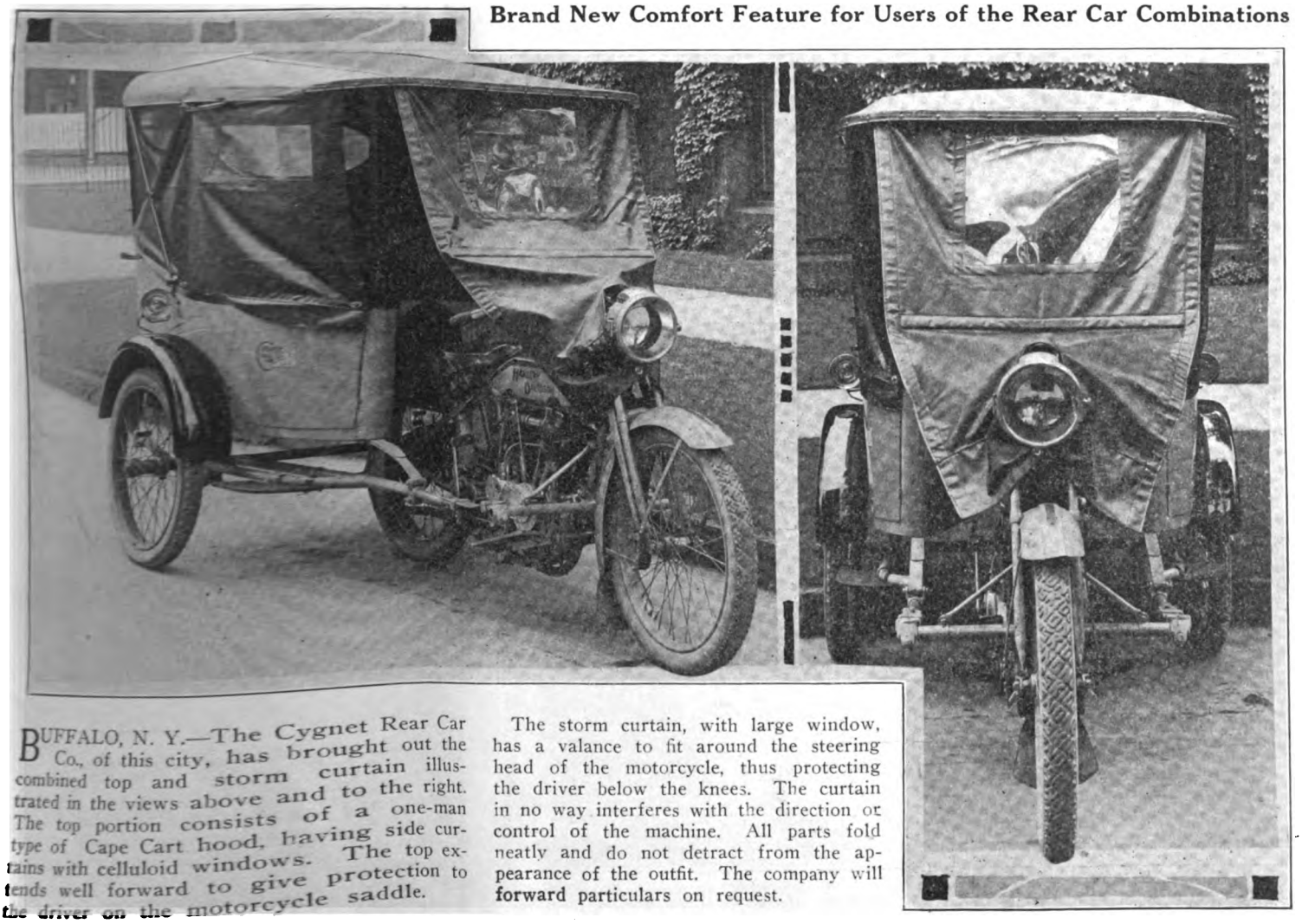
The June number of the *Tire Merchant*, the snappy house organ published by the Continental Rubber Works, of Erie, Pa., carries a number of unusually attractive half-tone illustrations. Both automobiles and bicycles figure in the pictures, and all in all the paper is one that should prove interesting to trade men. The first page illustration is one of the most attractive, along bicycle boosting lines, that has appeared in a long time.

3,266 LICENSES IN NEBRASKA

LINCOLN, Neb.—Secretary of State Charles W. Pool has issued 3,266 licenses to motorcyclists in this State so far this year, and says that the demand is still continuing. During June, 250 motorcycle licenses were issued. 1916 is the first year of registration under the present law.

GIVING WEATHER PROTECTION FOR CYGNET ENTHUSIASTS

Brand New Comfort Feature for Users of the Rear Car Combinations



BUFFALO, N. Y.—The Cygnet Rear Car Co., of this city, has brought out the combined top and storm curtain illustrated in the views above and to the right. The top portion consists of a one-man type of Cape Cart hood, having side curtains with celluloid windows. The top extends well forward to give protection to the driver on the motorcycle saddle.

The storm curtain, with large window, has a valance to fit around the steering head of the motorcycle, thus protecting the driver below the knees. The curtain in no way interferes with the direction or control of the machine. All parts fold neatly and do not detract from the appearance of the outfit. The company will forward particulars on request.

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RUBBER EXPORTS TO U. S. SHOW BIG INCREASE

IN a recent report to the Bureau of Foreign and Domestic Commerce, Consul G. H. Pickerell, of Para, Brazil, states that exports of crude rubber to the United States from Para during the month of April totaled 3,718,991 pounds as compared with 2,603,860 pounds for March. From Manaos for April there were 1,871,256, while for March, 1,533,736 pounds went to this country.

In February 296,575 pounds of crude rubber were shipped to American ports from Iquitos, Peru, while April shipments from the same port to this country totaled 620,238 pounds.

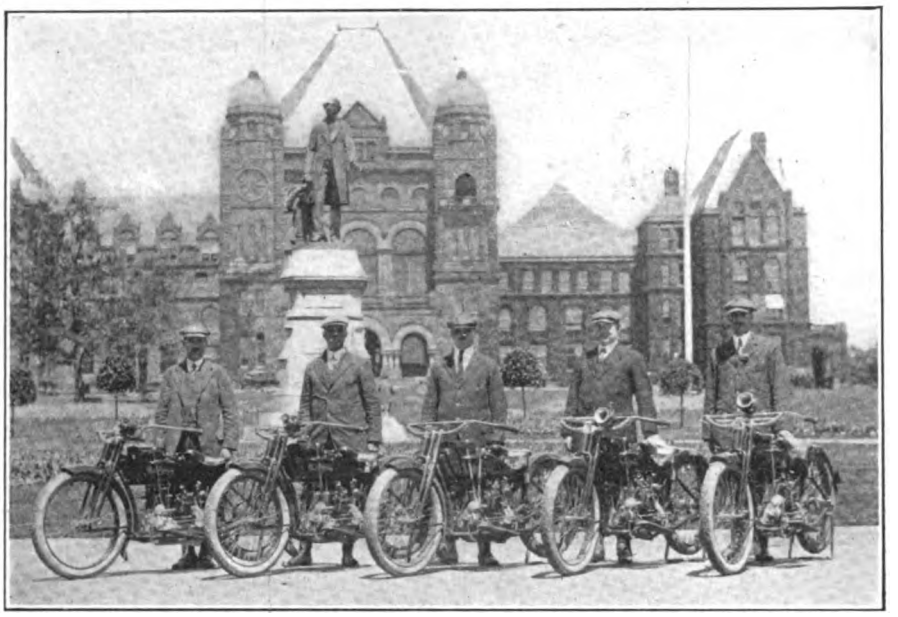
KEYSTONERS FORM A COMPANY

HARRISBURG, PA.—Twenty-five members of the Keystone Motorcycle Club of this city have volunteered to serve in a motorcycle company in the event of hostilities with Mexico. Their names have been filed with Col. Finney at Mt. Gretna. The list is still open, and riders who wish to line themselves up with the Harrisburg patriots are requested to make their intentions known without delay.

BERNARD IS COMMISSIONER

PRESIDENT A. B. COFFMAN, of the F. A. M., has appointed Harvey A. Bernard to be State Commissioner for Pennsylvania, dating from July 3.

TORONTO POLICE ADD SIX HENDERSONS TO SQUAD



Five of the New Hendersons and Their Police Riders at Queen's Park

TORONTO, Ont.—The City of Toronto has purchased six Hendersons from Percy McBride, local dealer. These will be used by the traffic squad within the city limits.

The Toronto officials figure that one motorcycle patrolman can do the work of four footmen, and therefore estimate that the six motorcycle men will be equivalent to 24 ordinary police constables. The shortage of men in the police department, due to so many being at the front, makes this efficiency particularly important, and there is plenty of work for the motor-cops.

UNCLE SAM CO-OPERATES WITH TOURISTS

U. S. Department of Customs Extends Non-Bonding Period For British and Canadian Motorcycle Visitors to 21 Days

NIAGARA FALLS, Ont.—Notification has just been posted regarding another new concession for international touring motorcyclists. According to the announcement here, the United States Department of Customs has decided to extend the non-bonding period for British and Canadian motorcycles entering the States at the ports of Niagara Falls or Buffalo, Rochester and Ogdensburg from ten to twenty-one days. This conforms with the free touring privilege of three weeks granted by the Canadian Department of Customs recently.

It is understood that the American department will soon take the necessary action to grant the twenty-one days' unrestricted stay in the United States to Canadian motorcyclists entering the American Republic at other ports along the border.

According to an announcement by W. A. McLean, Deputy Minister of Highways for Ontario, this Province intends to abolish the use of even registration permits in connection with the temporary stay of American tourists in Ontario. Since license reciprocity was arranged between Ontario and some twelve American States, American tourists have only been called upon to fill out a permit form, a copy of which was surrendered upon departure from the country.

THE CLEVELAND GETS A MILITARY TRY-OUT

W. S. Bouvier, Arthur Chapple and G. H. Hallock, of 1st Armored Battery at Camp Whitman, Peekskill, "Feeling Out" the Lightweight

UTICA WILLING TO HELP

UTICA, N. Y.—Major H. J. Cunningham has asked the Utica Chamber of Commerce for co-operation in acquiring a Harley-Davidson sidecar machine gun outfit. The Utica men agreed at once to lend their aid, and it is practically certain that subscriptions will be forthcoming at once to cover the cost of the motorcycle combination.

"WOULDN'T BE WITHOUT IT"

Editor, Motor Cycle Illustrated:

I have read your magazine for four years, and have never missed a copy. I wouldn't be without it—either as a dealer or a rider.

T. A. W. Hoff,
Salem, N. J. Hoff & Loveland

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SPEED EVENTS ON THE F. A. M. CHAMPIONSHIP CARD AT PROVIDENCE, R. I.

WEDNESDAY, JULY 26

One-mile National Amateur Championship; medals, value $75; 1st, 2nd, 3rd.
Ten-mile National Amateur Championship; medals, value $75; 1st, 2nd, 3rd.
Five-mile Rhode Island State Championship, Pro.; three cups or merchandise prizes.
Fifty-mile National Amateur Championship; medals, value $75; 1st, 2nd, 3rd.
Twenty-five-mile National Pro. Championship; medals, value $75; cash, $50, $25 and $10.

SATURDAY, JULY 29

One-mile National Pro. Championship; medals, value $75; cash, $25, $10 and $5.
Two-mile National Amateur Championship; medals, value $75; 1st, 2nd, 3rd.
Twenty-five-mile National Amateur Championship; medals, value $75; 1st, 2nd, 3rd.
Ten-mile Pro. Sidecar; cup or merchandise prizes, three places.
Five-mile National Championship; medals, value $75; 1st, 2nd, 3rd.
Fifty-mile Open Pro.; cash, $250 to winner, $100 for second, $50 for third, $25 for fourth and $10 for fifth place.
All entries close on July 24. Post entries will be double fee and no entry will be accepted after 12 noon on July 27 and 29. Entry fee is $1 per event.

MISS GAST TO BE FEATURE AT PROVIDENCE

Champion Lady Rider Will Perform at Rocky Point Motordrome for Benefit of Visitors on Outing Day—Has Won Many Medals

Miss Margaret Gast, the "Flying Merkel Star"

PROVIDENCE, R. I., July 11.—As one of the big features of the F. A. M. Convention, to be held in this city in the last week in July, motorcycle enthusiasts the country over are to have an opportunity to see Miss Margaret Gast, the champion lady motorcyclist of the world. Miss Gast is riding at Rocky Point, the popular summer resort near Providence, this summer, on her Flying Merkel, and is trying to persuade her manager to allow her to give several free performances as a compliment to the visiting officials and delegates of the F. A. M. on the outing day—Friday, July 28—of the convention to Rocky Point.

Miss Gast's performance is made in a small motordrome or well, in which she rides at top speed and performs a number of hair-raising stunts. She uses a single cylinder Flying Merkel for this purpose, and smiles all the time during the exhibition. Here attraction is one of the most sensational ever seen in this part of the country.

Some idea of the nature of Miss Gast's performance will be gained when it is realized that some of the more timid spectators quit the motordrome before she finishes, stating that they don't wish to see her killed or badly injured. Many have done this at Rocky Point, and Miss Gast says she appreciates their doing so as it proves she is not playing a bluff game. She has about 100 medals won in motorcycle competitions with male riders on the flat and on saucer tracks.

HIGHFILL WINS DOUGLAS-TUCSON ON MERKEL

TUCSON, ARIZ.—Ernest Highfill, riding a Flying Merkel single cylinder, won the Douglas-Tucson 140 mile road race on July 4 in 3:20:46. Frank Barnett, of Douglas, on a Harley-Davidson, came second in 3:32:20. Howard Reynolds, Indian, was third in 3:59:27. Reynolds was followed by Bill Cox, Harley-Davidson, ten seconds later in point of time. The last man to finish was Leo Ortman, New York, on an Indian.

Highfill got first money and $25 extra for being second man into Bisbee. Barnett got $50 for entering Bisbee first in the race. Ortman got a consolation prize of $10. There were 13 starters and ten finishers.

Highfill used Bosch magneto, Splitdorf plug, Goodyear Blue Streak tires, Troxel saddle, Renold chains, Schebler carbureter and Musselman brake. Barnett had Wright plugs, Bosch magneto, Kelly-Springfield and Firestone tires, Troxel saddle, Duckworth chains, Schebler carbureter and Harley-Davidson brake. Reynolds used Dixie magneto, Splitdorf plugs, Goodyear Blue Streak tires, Duckworth chains, Schebler carbureter and Troxel saddle.

PLANNING MANY HELPS FOR MOTORCYCLE DEALERS

CHICAGO, July 9.—A fruitful meeting of the Dealers' Betterment Committee of the Motorcycle and Allied Trades Association was held here July 7, Chairman Charles E. Speaks, of the Firestone Tire and Rubber Co., presiding. Those in attendance in addition to Mr. Speaks were: C. B. O'Hare, Aurora Automatic Machinery Co.; E. J. Muller, Harley-Davidson Motor Co., and Frank G. Effinger, A. O. Smith Motor Co.

The committeemen threshed out at length a number of interesting plans which will be presented in detail at the meetings to be held in connection with the Cycle Parts Convention in Atlantic City. The members of the Dealers' Betterment Committee have kept in close touch with one another since the recent Milwaukee meetings, and were able to get down to work effectively when they met in Chicago on July 7.

No details are obtainable at this time concerning the plans of the Dealers' Betterment Committee, owing to the fact that all proposals will be tentative until they have been approved by the Executive Committee. It is stated, however, that much progress has been made, and that the report to be submitted at Atlantic City will be indicative of much practical work done by Chairman Speaks and his associates.

THOUSANDS OF MOTORCYCLES IN USE BY ALLIES

TORONTO, Ont.—Flight Sub-Lieutenant Tommy Webber, formerly a red-hot motorcycle enthusiast of Toronto and now a member of the Royal Flying Corps, has returned to Toronto to act as an instructor at the local aviation school. Lieut. Webber, who was injured last spring, declares that military motorcycles are used by the thousands in both France and England. The British War Office has adopted the Indian, Triumph and Douglas. The output of the Rudge-Whitworth works goes to the Belgian army in France and the Royal Flying Corps is equipped with the "P. and M."

"A motorcycle gets many a scout or despatch carrier out of a tight hole," declares Lieutenant Webber, who is probably home for keeps.

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DONOVAN TELLS THE WHY OF DODGE CITY

Chairman of F. A. M. Competition Committee Says That All Around Enthusiasm and a Few Other Things Make Kansas Town Logical Scene of America's Classic

By JOHN L. DONOVAN

THE fellow from the big city or from anywhere near the big city can't seem to appreciate the reasons why a small town of perhaps 5,000 or 5,500 inhabitants like Dodge City can stage and successfully stage America's annual motorcycle classic, if it is not for a fact the motorcycle classic of the world. Especially unappreciative is he, when he realizes that this little Kansas town is hundreds of miles from anywhere; that the nearest real city to it is Kansas City, and that a full night's ride away.

When these Kansas boys first proposed staging a 300-mile race at Dodge City over three years ago, I was inclined to laugh at them and in the correspondence which followed their initial request, I told them flat-footed that the thing was impossible. And then followed an invitation to me to come down and look Dodge City over and size up the track; to get their "slant" on the subject generally.

Became Enthusiastic

And I did. I made a special trip down that neck of the woods, met up with the committee which stages the meet and even before I had half seen the town, I began to feel a bit of their enthusiasm. Somehow or other the spirit seems to be in the air. The folks behind the race are genuine enthusiasts. The people in the town are full-fledged motorcycle fans and Kansas folks for hundreds of miles around Dodge City are not less so. That is the underlying reason for the success of the Dodge City race. They all work together, every body is boosting and there is not the slightest friction.

When I arrived in Dodge City just before dusk on that initial trip, the boys got a machine and ran me forthwith out to the track. And a sorry looking affair it was; scarcely 20 ft. wide and on that first night, having been well drenched by a downpour of rain, the mud seemed almost bottomless. That tempered the enthusiasm they had instilled in me—in fact it almost nullified it—but not so with them. They invited me to come out and take another look at 11 o'clock the next morning before passing final judgment. And I did.

I was some surprised, I must confess, for what had been "adobie" mud the night before, had been baked by the morning sun into a substance resembling concrete. You could not chip it with an axe and they sped a couple of machines around the course to show me that it was practically dustless. So, with their promise to widen the course sufficiently to render the track safe, I gave my consent and the first race went off without a hitch and proved a money maker. And even bad weather did not diminish the enthusiasm of these Kansas fans enough last year to make the second annual race a financial failure. And blessed with fine weather this year and with competition of the keenest sort which made it any man's race from start to finish, the third annual race which has just been run has proved the best ever.

I fully believe that Dodge City has proved its ability to handle America's motorcycle classic as it should be handled, and with 20,000 people watching the speed boys, as they did on July 4, some coming as far as 500 miles to see the race, it is safe to say that this little city in the middle west is the logical place to stage the affair. If other reasons are called for, there is the dustless and fenceless track and a three-year accidentless record without a rider, official or spectator hurt in the slightest way. And enthusiasm! They are so full of it that they have already paid their sanction fee for the 1917 contest.

OLIVER CABANA TO ENTERTAIN DEALERS

President of Buffalo Specialty Co., Who Is Also a Breeder of Prize Cattle, Will Play Host at His Pine Grove Farms near Buffalo

BUFFALO, N. Y., July 10.—An unusual treat for cycle dealers in Buffalo, Niagara Falls, Lockport and surrounding territory has been planned by Mr. Oliver Cabana, Jr., president of the Buffalo Specialty Co., who will take his trade friends on a tour of his Pine Grove farms, located about 13 miles from Buffalo, on Wednesday, July 12. The guests will meet at the office of the Buffalo Specialty Co. at noon and will be taken out to the farms in automobiles, where lunch will be served. When the lunch has been disposed of the tour of inspection of the farm will be started.

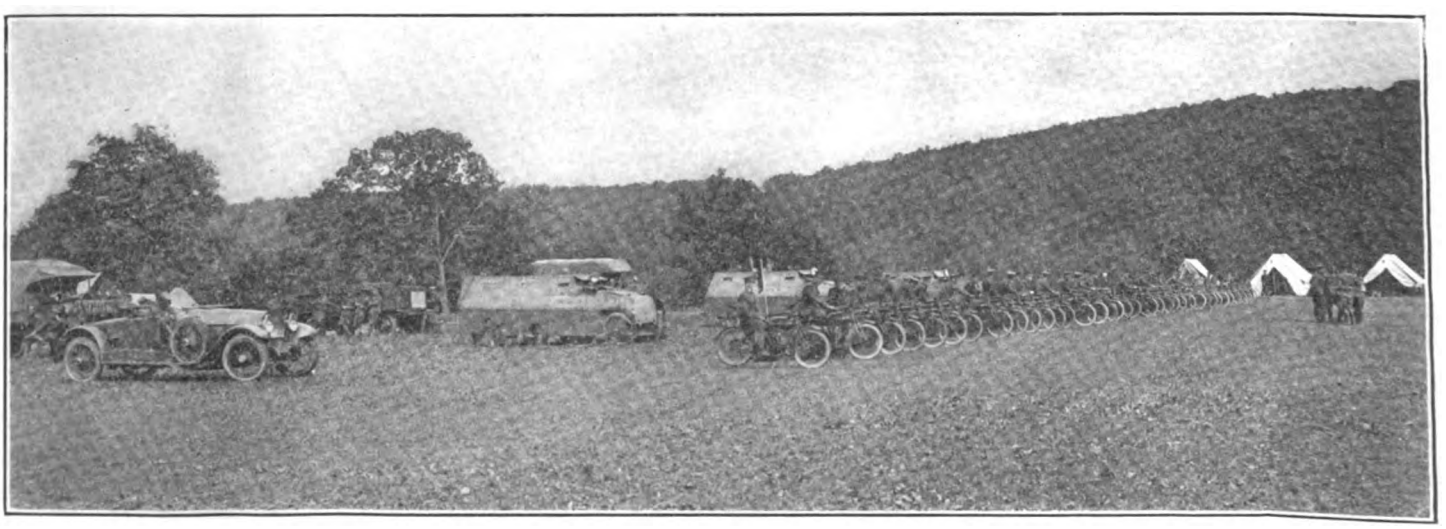
Mr. Cabana is widely known as a breeder of prize cattle, and in order to keep up his standard of blue-ribbon stock he has equipped Pine Grove farms with everything that could possibly contribute to its success. He is the owner of some of the highest priced cattle in this country, including Rag Apple Korndyke 8th, ranked as the greatest bull in the world. Another aristocrat of the Cabana farms is Albina Josie, champion of the world for amount and quality of milk, whose value is placed at $10,000. There is a certain quartet of cows on the Cabana farms with a higher official standing than any other four cows in the world owned at one farm, and throughout the whole long list of Pine Grove cattle the same high standard is adhered to.

A feature of the Pine Grove farms is the milking system, thousands of dollars having been spent to make the whole plant sanitary.

LUDLOW WON THE HILL-CLIMB

T. C. Butler, Jr., manager of the motorcycle department for C. Will Risden, Los Angeles, Cal., calls attention in a letter to the fact that **Motor Cycle Illustrated** credited Wells Bennett with winning the recent hill-climb at San Diego, and points out that the climb really was won by Fred Ludlow, who used an Indian.

ONE OF UNCLE SAM'S STRONGEST MOTOR AUXILIARIES



Motorcycle Section of 1st Armored Motor Battery, N. Y. N. G., on Parade at Peekskill, N. Y.

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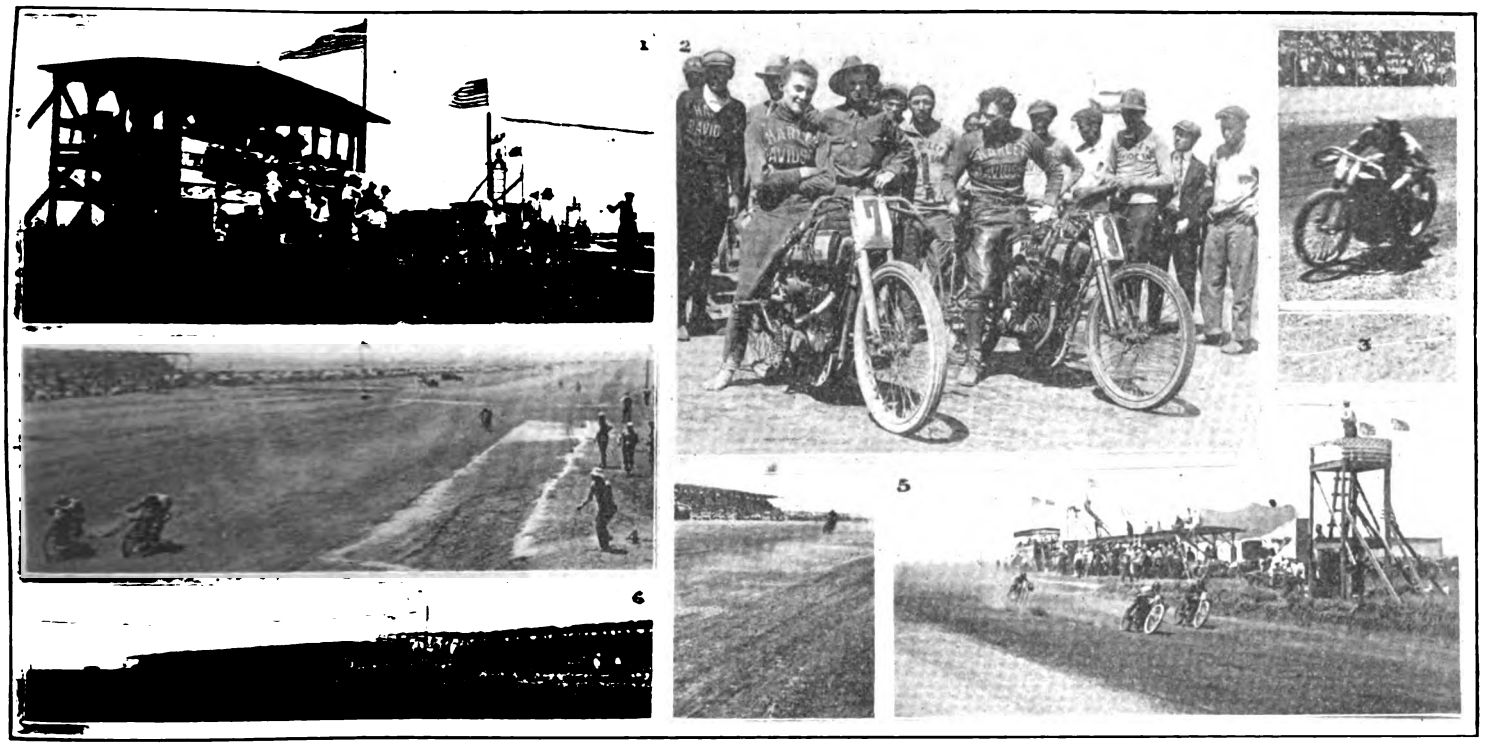
VISUALIZING THE RUNNING AND THE WINNING OF THE DODGE CITY RACE



1, Timers and Checkers Stand and Score Board; 2, Irving Janke and Ray Weishaar (on Machines) with Austin W. Burges, Harley-Davidson Texas Traveler, Between Them; 3, Janke at Speed; 4, Janke Leading Clymer Past Grand Stand; 5, A Speed Brush Past the Pits; 6, Janke Receiving the Checkered Flag

LABOR DAY MEET FOR SHEEPSHEAD

NEW YORK, July 11.—Pointing to the Independence Day meet at the Sheepshead Bay track as a motorcycle achievement of the first water sort, both from the angle of good sport and financial return, the Sheepshead Bay Speedway management goes a step further than merely hinting that Labor Day, September 4, will witness the staging of a similar racemeet. If things go according to the tentative program, a prize purse of $3,000 will be hung up for the occasion with "primes" of $100 for each record shattered. It is planned to organize tours from nearby cities to the seaside track, as was done on July 4th.

FIRST CONVENTION MEET ON JULY 26

PROVIDENCE, R. I., July 11.—A change in the date of the first day's racemeet at the Narragansett Park Speedway has been announced by Chairman B. A. Swenson. The meet will be held on Wednesday, July 26, and not on the day following as originally announced.

The stores in the city will close on July 26, which is one reason for the change of date. A bigger attendance at the races will therefore be looked for.

Gene Walker, Indian, Fifth in the Dodge City Race, Whose Photograph Was Not Available for the "Winners' Row" Accompanying the Story Last Week

CYCLEMOTOR RIDE TO HAMILTON

TORONTO, Ont.—Three factory men of the John T. Wilson Company, Toronto, original manufacturers of the Cyclemotor, recently took a trip over the rough roads between Toronto and Hamilton, a distance of forty-five miles. In spite of detours because of road construction work and several badly-rutted highways, the wandering trio made the dash in three and one-half hours.

A recent local purchaser of Cyclemotors was H. E. MacDonnell, an official of the Dominion Express Company, who bought one motor for himself and a second for his son's bicycle. These men each own an automobile but they have been using the Cyclemotor-equipped bicycles to a considerable extent.

PETITION TO OPEN YOSEMITE

SAN FRANCISCO, July 9.—A good many riders in San Francisco are talking about prospective trips to Yosemite, planning to start some time within the next month. The Valley is still closed to motorcycles, but the machines can be stored at El Portal, leaving a 14-mile stage ride. It is hoped that enough signatures can be secured to the petition to have the park opened by next year.

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CREVISTON WINS 200-MILE RELAY AT DETROIT

Indian Rider Is Victor with Verrill as Partner in Interstate Association Feature—Also Bags Five-Mile Preliminary

DETROIT, Mich., July 10.—The Creviston-Verrill pair won the 200-mile relay race which was the feature event of the Interstate Racing Association meet at the Detroit track yesterday. The winners' time was 2:52:52 1/5. Creviston came across the tape at the finish for the team. Both rode Indians.

The Hilliard-Wolters (Excelsior) teams came in second in this race, with the Millen-Ellis (Indian) pair third and the Kemp-Whittler (Henderson) team fourth. Nine teams were entered in the big event. Creviston took the lead at the gun, with Gene Walker, Indian, next, and Glenn Stokes, Excelsior, third. Crevvy led till the 35-mile mark, when Perry, Stokes' partner, came on and passed the Indian speedster. There was much see-sawing, until at 59 miles Joe Wolters was ahead.

At the century mark Creviston again came to the front and was never in danger of being passed. Wolters finished for his team in second place and Kemp in third.

Creviston took the five-mile pro. opening event in 4:08, with Gene Walker, Indian, second. As the contestants in the relay were all top-notchers, the attendance was huge. The track was in first-class condition.

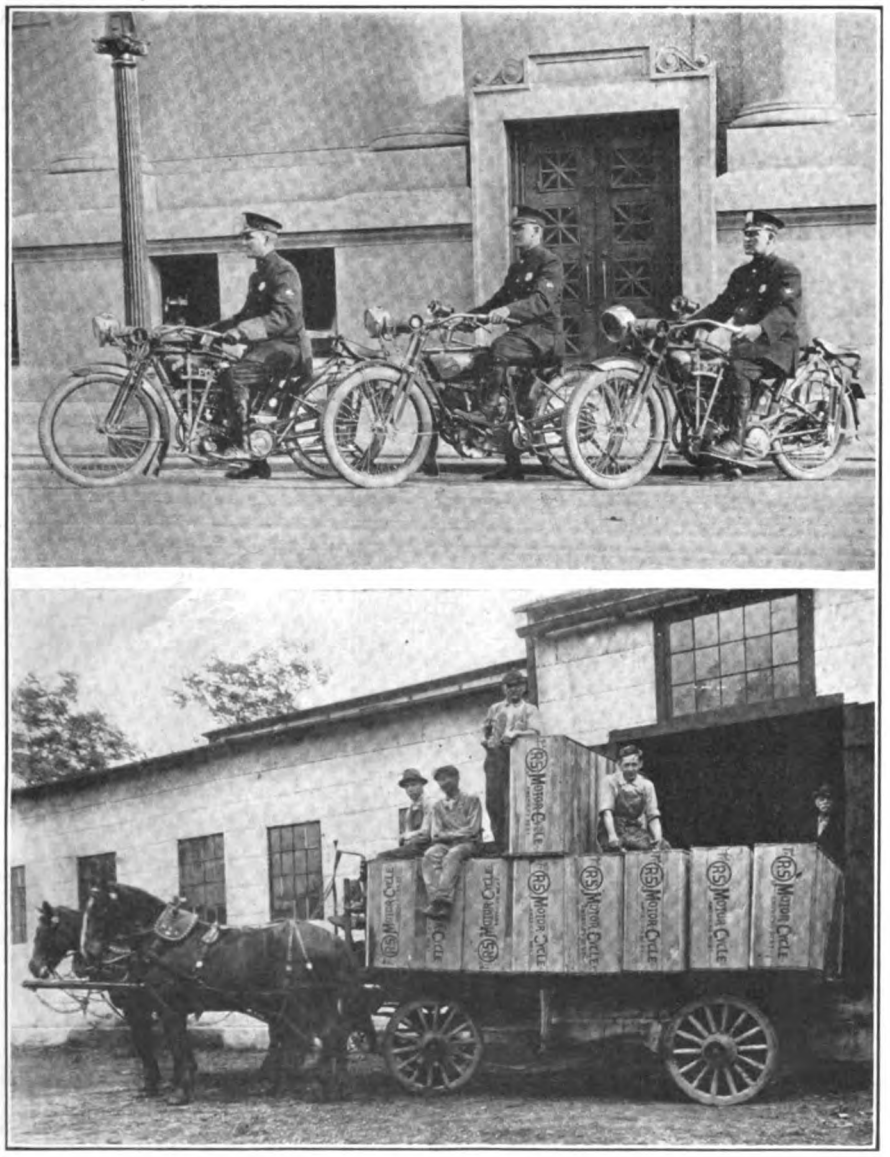
GIBSON SIMPLIFIES MATTERS FOR F. A. M. DELEGATES

WESTBORO, Mass.—With a view to simplifying the work of his office, Secretary G. B. Gibson, of the F. A. M., has adopted a new scheme for keeping track of club delegates to the forthcoming national convention. He is sending out slips notifying the various clubs of the number of delegates to which they are entitled, and if a club is to send representatives to the convention it is only necessary to fill out the slip and return it to the secretary. Should the club be unable to send a delegate, no action at all is required.

In past years Secretary Gibson has sent out credentials to all the F. A. M. clubs, but a great many of them were never used. By the new system all the clubs will be given proper attention and there will be no lost motion in the secretary's office.

Clubs desiring to send delegates to the convention are requested to advise Secretary Gibson of the delegate's name without delay, by using the slip referred to. The slips now being sent out will be recognized as credentials, and will entitle the holder to vote at the business sessions.

PICTURE PROOFS OF READING-STANDARD PROSPERITY



Upper Picture, Trio of Reading-Standard Mounted Police Belonging to Night Squad in Reading, Pa.; Below, Part of a Shipment of R-S Models for Australia

MORE RUN AND TOUR DETAILS ARE ARRANGED

PROVIDENCE, R. I., July 11.—Convention and endurance run details are occupying B. A. Swenson and his aides these days. The endurance run and race meet blanks have been issued to a large number and more are being sent out each day. Chairman Swenson is completing plans to have an automobile to convey the officials of the endurance run over the course on July 24 and 25. An automobile tire company has offered to donate the use of the car and it may be accepted.

A great number of applications have been received for both the endurance run and the race meets. M. M. Counsel, Vermont F. A. M. Commissioner, will act as tour director from St. Johnsbury, Vt., and vicinity. He is now procuring checkers to be stationed at the Profile House and Crawford Notch controls on the big run.

The official flag for the run will be a pennant with the words "Providence" and F. A. M. and symbol thereon. These flags are now being made up.

The order for the Bosch Trophy has been placed with the Gorham Mfg. Co. in this city and designers are now working on it.

LEMEN, ON INDIAN, STARS AT ROBINSON

ROBINSON, Ill., July 5.—Torrence Lemen, riding an Indian, won the 10 mile open, the 25 mile and unlimited pursuit races in the first meeting ever given in this part of the country, on July 4. His time for the 10 miles was 13:16; for the 25 miles, 33:12 and for the 27 miles ridden in the pursuit, 36:52. H. D. Humfry, Indian, won the 15 mile consolation in 20:25.

Chester Tipton, on an Eagle, came second in the 10 mile. L. E. McClintock, Indian, took third place in the 10, and second money in the consolation. Russel Field, Indian, was second in the 25 mile, while William Rilland, Excelsior, got third place in the 25 and the consolation.

MAY GIVE GUN TO TROOP

PROVIDENCE, R. I.—Citizens of this city have offered to give Troop A, Cavalry R. I. National Guard, a motorcycle machine gun outfit, and Governor Beeckman has asked the War Department for permission to buy the gun from the Springfield arsenal.

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HERE'S JUST A SLANT AT PIERCE HOSPITALITY

Upper Left, C. Cramp, W. J. Surre, of Continental Rubber Works and H. N. Condict of Motor Cycle Illustrated; Right, William Emerson of Buffalo Metal Goods Co. and W. J. Surre; Lower Left, Percy Pierce Flags Fred Brown; Right, Messrs. Pierce and Brown Discussing Pierce Bicycle

GASOLINE PRICES TO DROP IS RUMOR

WASHINGTON, D. C.—While the result of the Federal Trade Commission's inquiry into the gasoline situation is still a matter of conjecture, the rumor is going about that the forthcoming report will arraign the big oil interests on the score of what is stated to be a system of price-control. It is believed that the release of the report will be followed by a reduction in price of fuel to a more reasonable figure.

STANLEY GILLARD DIES IN SOUTHERN CALIFORNIA

DENVER, Colo.—Stanley Gillard, branch manager in this city for the Goodyear Tire & Rubber Company, died in Southern California recently, after a long illness. He left the branch in this city over a year ago to live in the milder climate of California and conducted his managerial duties from the latter location.

Stanley Gillard was one of the original Dunlop Tire men in this country. Following the settling of affairs of the Dunlop firm, Gillard went with the Hartford Rubber Works and still later came to Denver with the Goodyear interests. He was an ardent cyclist and motorist as long as his health permitted and his loss is mourned by his many friends.

TELLING OF FRASSE'S 100-YEARS' GROWTH

"ONE Century in Business" is the title of a most interesting and intructive book issued by Peter A. Frasse & Co., Inc., of 417-421 Fulton street, New York, which traces the growth of this firm from the original establishment of Henri F. Frasse, at 95 Fulton street in 1816 down to the present day. The book relates, among other details, that the founder of the thriving firm of the present day, made the clockwork for the torpedoes of Robert Fulton, as well as the model for the engines of the *Clermont*.

Shortly after Henri Frasse set up in business for himself as a watchmaker and machinist, he commenced importing small tools from Switzerland, his native home, and thus established the root of the machinists' supply trade in the United States. The record is then traced page after page down to the present location in a modern fireproof structure, with a delineation of the picked staff which conducts the present Frasse affairs. The book is finely illustrated with portraits and views and gives an excellent idea of the size and scope of the various Frasse plants. It was prepared under the supervision of C. W. Oliver, advertising manager.

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With which is now incorporated

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PEDERSON WINS CHAMPIONSHIP AT OMAHA

OMAHA, Neb., July 10.—Carl Pederson, riding a stock single cylinder Harley-Davidson, won the 50-mile State Championship race at Nebraska City yesterday, in 1:16:35. Roy Roland, Harley-Davidson, was second, and Otto Ramer, on a similar machine, third. The three Harley-Davidsons were shod with Firestone tires and had Bosch ignition.

Roland, who hails from Lincoln, won the five-mile event in 6:25, with F. C. Clark, of Nebraska City, second, and Pederson third. Birdie Lutz, of Omaha, on an Indian 4-valve, won the time trial, covering the mile in 1:18, with Pederson next and Dan Reader, Thor, third.

BURDICK STAR AT NORWICH MEET ON JULY 4

NORWICH, Conn.—Burdick, riding an Indian, captured two five-mile races and the final at the meet in this city on July 4. His times for the five miles were respectively 6:05 and 6:10. Palazzo, Harley-Davidson, won the 10-mile race in 13:07 and the three-mile sidecar event in 4:40.

Steves, Indian, got two second places and two thirds. Baldwin, on a similar mount, took one second, a third and a fourth.

AN ATTRACTIVE JULY ISSUE

GOODRICH activities in the motor vehicle and bicycle lines are treated in picture and print in the July issue of *The Goodrich*, the house organ of the B. F. Goodrich Co., of Akron, O. War scenes at the Mexican border and an excellent article on the loss occasioned by uncertain business methods are features of this issue. Two pages are devoted to the reminiscences of Conn Baker, a veteran bicyclist.

MULTIBESTOS DIVIDEND

FRAMINGHAM, Mass.—The Standard Woven Fabric Co., maker of Multibestos brake and clutch linings, has declared a semi-annual dividend of $3 a share, payable July 1, to stockholders of record on June 30.

GUARD AGAINST SPEEDERS

TORONTO, Ont.—Tourists who have imagined that the curves in the new Hamilton-Toronto boulevard, which is rapidly nearing completion, had been straightened out in order to provide a speedway between the two cities have been rudely shocked by the announcement that the Hamilton-Toronto Highway Commission had arranged for the placing of a squad of motorcycle patrolmen on the new cement highway in order to catch speeders. The speed limit of twenty miles per hour is to be rigidly enforced.

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O'RYAN DISPLACES TROOPERS FOR MOTORCYCLISTS

Two Privates of First Armored Motor Battery Will Serve General as Orderlies; Both Motorcycle Couriers and Machine Gun Squads Are Rounding Into Fine Shape at Peekskill

By CORPORAL ARTHUR G. CHAPPLE
Special Representative of Motor Cycle Illustrated

PEEKSKILL (N. Y.) Mobilization Camp, July 9.—Nothing very exciting has developed here today for the members of the First Armored Motor Battery, but our motorcycle boys are constantly pounding over the roads and hills on their machines and getting hardened for service. We are also working our motorcycle machine gun squads regularly, and it is only fair to say that they are rounding into excellent shape.

Some of the boys are still carrying dispatches for the Headquarters Staff. Before coming to camp, and since, the motorcyclists have been consistently busy and the battery as a whole has measured up to all expectations.

May Go to Border Soon

There is a rumor—and how the boys do pass it along!—that we are slated to leave for the Border in a few days, but no one here can tell positively. At any rate, we are hoping for the best.

Lts. Hubbell and Starr, both former officers of Troop A, are busy these days getting used to their new gasoline mounts.

Commissary Sgt. Sanger now has the mess kitchen staff fully organized and we are getting regular army "eats."

Privates Dresser and Converse have been transferred from the Motor Battery to General O'Ryan's staff as dispatch orderlies and leave for the Mexican Border with their motorcycles immediately. This marks another advance for the motorcycle as these riders displace six mounted troopers who have been acting as orderlies to the general's staff.

Riders Well Cared For

Army regulations require that each corporal be responsible for his squad's comfort, appearance and loyalty to their oath, and Corporal George Peabody is establishing a record by his efforts to keep his squad from missing the many comforts left behind when the mobilization call came.

Private Marcus Munsell has donated a new 90 h. p. Crane-Simplex car to be fitted with an ammunition supply body and used as a supply unit for the motorcycle machine gun section. This means that the boys behind the motorcycle guns will always be well taken care of in the matter of ammunition.

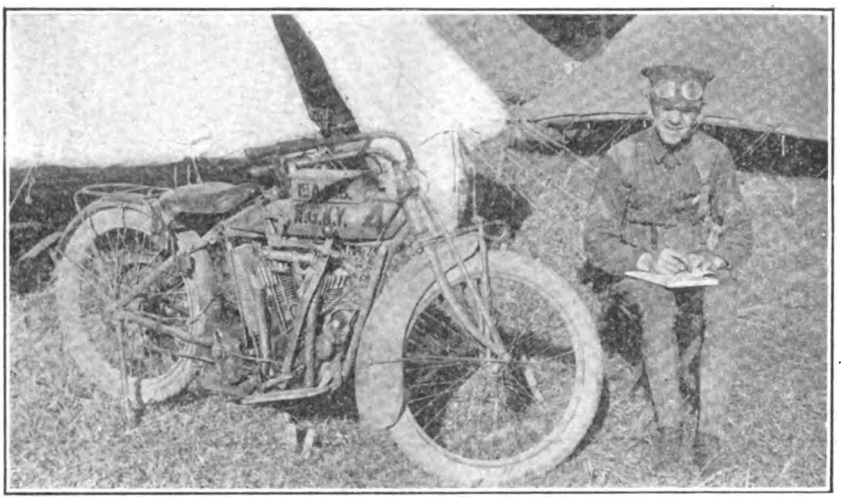
The First Armored Motor Battery, with its 50 motorcycle riders and five armored cars, the latter mounting machine guns and carrying eight men to each car, arrived at the camp on Thursday, June 29. Immediately upon our arrival we got into position on the camp grounds with tents, field kitchens and motor supply trucks.

The entire command, comprising 160 men, came over the roads as a unit and under their own motor power. While it is impossible to speak definitely, it is believed that this arm of the service will see service at a very early date, either along the border or in Mexico. It is the intention to use the Motor Battery, or parts of it, to make flying dashes into Mexico if it becomes necessary to resort to such tactics in order to protect American property interests over the line.

That our motorcycle boys have been of great value as dispatch bearers for the various commanders of the New York National Guard units is attestd by the fact that they have covered hundreds of miles over all kinds of roads and never failed to deliver the goods. Some of the lads have been on duty for 48 hours without a break. Last Friday and Saturday many a tired and dusty motorcycle courier chugged into camp after hard trips between New York city and the State camps. In spite of the terrific pace demanded of the motorcyle couriers and the various risks involved the injured have been very few. Corporals Harry Wilson and J. Deckert are laid up after combats with farm wagons at sharp turns.

The first night in camp the boys were tired and all hands were under covers before "taps" sounded; what's more, they were up again at daybreak. The camp has already established a reputation for its businesslike appearance, with its motorcycles lined up in a long straight row on the company street.

Nicknames have been tacked to the various aisles between the tents, such as Gasoline Alley and Carbureter Row.



Corporal Chapple at Peekskill Camp Preparing One of His Newsy Letters for Motor Cycle Illustrated; "Nothing Much Is Happening Here," Bulletins Chapple—and Then He Proceeds to Write a Crackerjack Article on How the Motorcycle Boys Are Contributing to the Efficiency of the Empire State's Military Organization. Watch for His Articles.

ANOTHER LIST OF RIDER-PATRIOTS

"READY AT ANY TIME"

Editor Motor Cycle Illustrated:—

Of course I wish my name enrolled with the others to help out our Uncle Samuel if necessary. I have been riding machines since May, 1912, and now have a 1915 three-speed Indian with sidecar. I hope to own several more before the U. S. needs men as volunteers, but am ready at any time that men with dependent families are needed to swell the numbers.

R. P. FISHER.

Holcomb, N. Y.

"I WOULD NOT HESITATE"

Editor Motor Cycle Illustrated:—

Your "Serve Your Country" article noticed for the second time. I would not obligate myself for service under ordinary circumstances, but in case of emergency would be only too glad to offer myself for service. I have a new three-speed Pope due here in a couple of weeks, which I will always keep in the best of shape. Again I state that I would not hesitate to try and serve my country, but only in face of National Peril.

Yours respectfully,
EUGENE MANGIN.

Biloxi, Miss.

"TO SERVE MY FLAG"

Editor Motor Cycle Illustrated:—

I am ready to serve my flag and will be glad to have my name on the list. I have had military training at Agricultural and Mechanical College of Texas.

J. A. McMICHAEL.

DeKalb, Texas.

"PUT OUR NAMES DOWN"

Editor Motor Cycle Illustrated:—

Please put our names down on the list

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of motorcyclists who are willing and ready to serve our country. We ride respectively a Henderson and a Harley-Davidson.

Yours truly,
RICHARD J. AUNE.
52 Selden Avenue, Detroit, Mich.
WALTER E. BERGER.
36 Selden Avenue, Detroit, Mich.

"READY TO RESPOND"

Editor Motor Cycle Illustrated:—
Should Uncle Sam call, he would find me as ready to respond as my faithful Powerplus.

ALFRED A. AMIRAULT.
16 Crest Avenue, Revere, Mass.

"GLAD TO OFFER SERVICES"

Editor Motor Cycle Illustrated:—
I should be glad to offer my services with my 1916 Harley-Davidson and sidecar, if needed.

RALPH JOHNSON.
55 Holly Street, Lakewood, N. J.

"WILL JOIN THE COLORS."

Editor Motor Cycle Illustrated:—
I am ready to join the colors via motorcycle.

RAY BOSHER.
2014 Tenth Avenue,
Huntington, W. Va.

"DRIVE MACHINE GUN OUTFIT"

Editor Motor Cycle Illustrated:—
I noticed your item on motorcycles for army use. I would say that I would not only be willing to serve in case of war and being called upon, but that I would at once like to get a job of driving a motorcycle machine gun outfit.

Yours truly,
CYRIL C. BABIONE.
Fremont, O.

"PUT MY NAME ON LIST"

Editor, Motor Cycle Illustrated:—
I am ready to serve my flag in the event of national peril, with my 1916 three-speed Harley-Davidson and sidecar. Put my name on your list.

LEE J. SHIELDS.
Crawfordsville, Ind.

"I SURELY WILL GO"

Editor Motor Cycle Illustrated:—
I got hold of a copy of Motor Cycle Illustrated the other day and noticed the article asking for names of riders willing to enter active service in case of trouble with some foreign power. Add my name to your list, for I surely will go if they take me and the occasion of a call for volunteers ever comes.

My machine at present is a three-speed Indian twin, of 1915 model.

ROBERT S. BEATTY.
1112 Reddour Street,
Pittsburgh, N. S., Pa.

OVER 11,000 TONS OF RUBBER IN MONTH'S IMPORTS

WASHINGTON, D. C.—Rubber shipments from South America and the Straits Settlements during the past few months have assumed huge proportions. During the 31-day period, from May 19 to June 19, no less than 22,675,150 pounds reached to various ports of the United States for the manufacture of tires and other rubber goods.

Barely two seasons ago the entire imports of rubber into this country per annum were less than the imports of a single month of 1916. Indications point to still larger amounts for the future. The Straits Settlements now supply about 80 per cent of the rubber imported into the United States, while the Brazilian imports are way below normal. Crude rubber lists at from 60 to 70 cents at present.

DELAY AT GATES PREVENTS HOLDING CONVENTION

SHEEPSHEAD BAY, N. Y., July 7.—A lamentable hitch in the arrangements for the New York State F. A. M. Convention and race meet on July 4, resulted in such a lengthy delay at the gates of the Speedway during the morning that it was impossible to hold the convention at all. Riders and delegates who arrived in ample time for the stated opening at 10 a. m. could not get into the Speedway, and many refused to attend the meeting when they were finally permitted to enter almost at noontime. This was the only thing to mar the day's program.

Commissioner George Ellis has not as yet announced the place and date of the reholding of the State Convention.

GUTERMAN HURT IN MOTOR BUS COLLISION

NEW YORK, July 10.—Lou Guterman, the well-known veteran motorcyclist, was the victim of a collision on Lafayette street, this city, yesterday. Guterman was driving the Reading Standard combination with A. Radliem as passenger when a sight-seeing car shot out of a side street and struck the outfit, wrecking it badly. Guterman was spilled and broke some small bones in his hand, but is now well on the road to recovery. The passenger is still in the doctor's hands.

FLXIBLE SALESMEN MEET IN ANNUAL CONFERENCE

LOUDONVILLE, O.—The annual convention of the sales force of the Flxible Sidecar Company was held in this city on June 27. Before going into executive session, a visit was made to the site of the new factory. This was followed by a trip through the present factory.

The mapping out of the sales campaign followed, after luncheon was served. General Manager Hugo H. Young directed the convention throughout.

FINDS MACHINE INVALUABLE IN GETTING RECRUITS

Sergeant Gibson and His Recruit-Getting Motorcycle Outfit

MACON, Ga.—Sergeant F. B. Gibson, of the U. S. Army Recruiting Service, has been using his 1916 Harley-Davidson machine during the past two months to get new men into the Army, under the direction of Lieutenant Height, the officer in charge of this service in Macon. He covers on an average of 100 miles per day in his work, and when the photograph shown above was taken had just returned from a two-day trip in which he rode 295 miles.

The sergeant says that the lettering on the tank does much to impress prospective recruits of the up-to-dateness of the Army. He is endeavoring to get a picked squad of recruits from among riders in the vicinity of this city and form them into a motorcycle squad. He says that the Harley-Davidson is invaluable in his work and has been the means of bringing many men to enlist who could not have been otherwise reached.

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Doings on the Pacific Coast

FRISCO RIDERS ENJOY TRIP TO SANTA CRUZ

Many Participate in Run Through Scenic District Over Smooth Boulevard; Games and Swimming Feature Outing

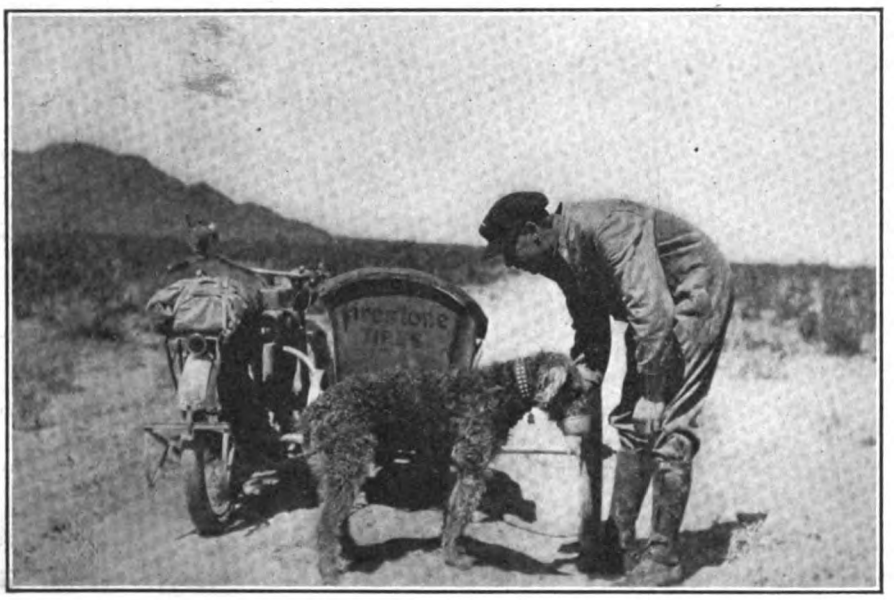
SAN FRANCISCO, Cal., July 2.—The country between this city and Santa Cruz is a real motorcyclists' paradise, according to the members of the San Francisco M. C., who participated in the recent run to the city down the coast. Some forty machines left this town, to be joined by a party of twelve riders from Gilroy and as many more from San Jose. Some of the riders went down the night before, and not a few speed fans "hit it up" and got into Santa Cruz an hour before the crowd.

But most of the way the riders remained together, the Frisco boys easily completing the trip in three and one-half hours. After luncheon the crowd enjoyed an afternoon at games and swimming on the beach, most of them staying until 5 p. m.

The San Francisco cyclists returned over the new boulevard which crosses the summit back of Los Gatos, a perfect road all the way, passing through some of the prettiest country in the state. From the summit the outlook on one side is over the Santa Clara valley and the whole San Francisco Bay, and, from the other, over Monterey Bay and the ocean beyond a great panorama of wooded hills.

With fine weather this run was, therefore, very much enjoyed, especially as it was not marred by punctures, spills or other accidents, the jinx remaining at home.

FIRESTONE RIDER REMEMBERS HIS DUMB FRIEND



Stewart Slosson, of the Firestone Coast Staff, Giving His Airedale Mascot a Drink on a Recent Southern California Trip

SAN FRANCISCO TRADESMEN KEEP HUSTLING

SAN FRANCISCO, Cal.—Mr. Z. Barton, manager of the local branch of the Thor, is back from his trip through Santa Clara, San Benito and Monterey Counties on his motorcycle. He says that the roads were fine except on the stretch along Monterey Bay between Slainas and Watsonville which was deep sand. Business was fair, he reports, and lots of money is being circulated in the fruit country where the dealers are getting ready for a big increase in sales within the next two months.

Barton rides a motorcycle because he likes it; because it get him to his destination conveniently and without loss of time and finally, because it is good business.

EFFORTS were made to get all the motorcycle houses in San Francisco to shut up shop July 3, giving their employees a chance to get away for three days; but some of them felt that they could not give their customers proper service if that was done, and as a result most of the stores were open. The only ones closed all day were John H. Baumgardner and Fred H. Bente.

ROBERT K. LARSH, service man from the factory of the Davis Sewing Machine Company, has just arrived in San Francisco, and will make his headquarters for a few days with W. E. & W. H. Jackson, the Coast representatives. This is the first time a service man from the factory has been sent so far west, and his coming is regarded as evidence of the growing importance of this territory.

THE fact that the motorcycle business in California is in a healthy condition is shown by the June registrations with the State motor vehicle department, the number of motorcycles licensed during that period being 1,215.

MR. ANGWIN, of the Motorcycle Sales Company, has been at Marysville, going for the races July 3.

EMPIRE STATE BOYS LEAVE COAST FOR THE EAST

SAN FRANCISCO, Cal.—John Bruns, of Port Jervis, and Jack Slee, of Poughkeepsie, N. Y., have left San Francisco on Harley-Davidsons for a cross-country trip to New York. They are taking the Valley route, and expect to reach New York City in about twenty days. Bruns is the lad who rode from the New York Y. M. C. A. to San Francisco last summer on a bicycle. The two riders are known as the Mutt and Jeff of cycledom. Bruns is 6 feet 3 inches tall, and Slee rears skyward just 4 feet 7 inches.

INDIAN SIDECARS IN DEMAND

SAN FRANCISCO, Cal.—A. Freed, head of the Pacific Motorcycle Supply Co., distributing the Indian in this city, is doing a big business in sidecar combinations this summer and reports unprecedented popularity for the third-wheel attachments. He also says that there is a large demand for sidevans. Back orders are now piled up, amounting to nearly a carload, according to Freed, and he has been anxiously awaiting for two cars of new machines which were lost somewhere between Springfield, Mass., and Chicago a short time ago and are not yet located.

INVITED TO PARADE

SAN FRANCISCO, Cal.—The New Century Wheelmen have been invited to parade in the San Francisco preparedness procession, which is slated for July 22. The club has accepted the invitation and expects to have about 75 riders in line.

GIRLS BECOME CLUB MEMBERS

TUCSON, Ariz.—The Tucson M. C. of this city has voted 13 girls into membership, the nominations and voting being received with enthusiasm on all sides. It is believed that this is the largest lady membership in any motorcycle club.

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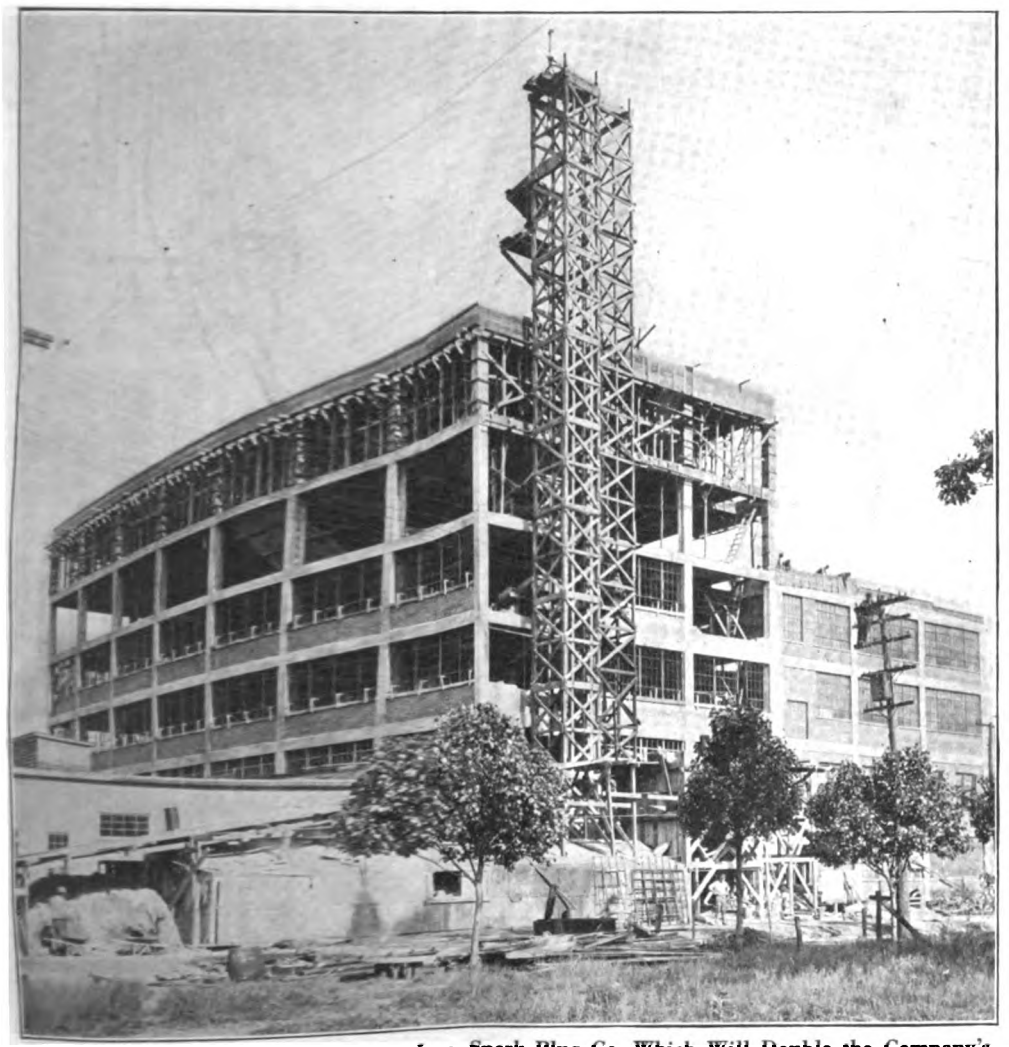
With the Manufacturers

HOW CHAMPION SPARK PLUG CO. HAS GROWN

Output of Toledo Company Is Now Nearly 15,000,000 Plugs Per Year and New Buildings Will Greatly Increase Facilities



New Addition to Plant of Champion Spark Plug Co. Which Will Double the Company's Already Large Output; It Will Be Finished Soon

TOLEDO, O.—From the small output of a plant which had its home in a down-town office loft with 3,000 square feet of floor space to three huge buildings with a capacity and actual production of 55,000 Champion sparkplugs a day, is the story of slightly less than five years' growth of the Champion Spark Plug Co., in this city. In 1911 the modest loft was in use; in 1912 a one-story factory building was erected, with a floor space of 8,000 square feet; in 1915 another four-story building, four times the size of the first structure, was erected immediately beside it. That year, the firm produced over 7,000,000 complete plugs.

It is figured that the production for 1916 will be about 15,000,000 sparkplugs, at the present day rate. But orders have come in to such an extent that this number will not supply the demand, so that with admirable foresight early this season, President R. A. Stranahan and Treasurer F. D. Stranahan planned an addition of six stories, now under way, which has again doubled the floor space of the Champion factory.

Gives Increased Output

In the new building, from 75,000 to 100,000 plugs can be turned out per day. Between 1,400 and 1,500 employees will be engaged in their manufacture. Immediately adjoining the new addition is another new building for the drawing of steel. This department will process all steel used in making Champion plugs, about 40 tons a day.

The lower floor of the building, measuring 140 x 190 feet, will house 150 multiple-spindle screw machines, countless secondary and finishing operations and special apparatus. The second floor will be given over to the manufacture of gaskets, mica insulators, terminals, etc. Every modern improvement in the manufacture of such parts is used in the various departments.

Production Increased 100 Per Cent.

A fair conception of the size of this department may be had when one learns that nearly 2,000,000 parts are assembled here each day. With the added facilities in the new building, this number will be doubled. The third and fourth floors will be devoted to assembling the metal parts with the insulators. Every minute 105 complete plugs are at present being turned out, and in the new building this production will be increased 100 per cent. On the fifth floor of the new addition will be a modern restaurant with a seating capacity for 250 people. For more than a year the firm has conducted a successful dining-room for employees, hence the establishment of the larger restaurant.

Offices will occupy the entire sixth floor, with a passenger elevator operating at all hours of the day. Directly across the street from the main building are the engineering and experimental departments, with two electric pyrometers constantly in service for testing and developing new plugs. The Champion folks claim that with the exception of several of the largest automobile makers, no other plant in the country has a testing and developing department equal to this.

Other Buildings

The chemical laboratory is completely equipped for all kinds of analyses. There is also a modern garage with 10 automobiles for plant service and testing out. Alongside the inspection building will be erected a recreation structure. This will contain handball courts, pool tables, bowling alleys and shower baths. The Champion company boasts already of fast baseball and basketball teams, and in the new building contests between various departments will be encouraged in bowling, etc.

STARR LEAVES POPE TO GO WITH SCALE CO.

WESTFIELD, Mass.—Only a few miles Starr has resigned his position as assistant sales manager of the Westfield Mfg. Co., and become associated with the eastern selling organization of the Toledo Scale Co.

During the many years that Mr. Starr has been connected with the cycle trade he has not only won a host of friends but has obtained recognition as one of the trade's strongest boosters. Before leaving the Pope headquarters, he was presented with a handsome leather brief case and a pair of diamond cuff-links by his co-workers.

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FAIR PRICES AND QUALITY GOODS

Experience Proves That in Most Cases the Price-Cutter Could Obtain the Full Rate by Standing Firm and Using Better Salesmanship; Why It Pays to Boost the Quality Product; Some Observations Based Upon Actual Experiences

By A. W. PARRY

"I Guess It's Worth the Difference," Said the Buyer, "You Can Put 'er on the Bus for Me."

KEEN and unbiased observers of conditions in the cycle and accessory trades assert that price-cutting is an increasingly serious problem, and also point out that in ninety per cent of cases where it is resorted to it is unnecessary. In other words, the dealer who cuts his price could in nearly every instance obtain the list price for his wares by employing improved methods of salesmanship and holding out for his legitimate profit.

No motorcycle dealer slashes his profits simply for the sake of building up a cut-price reputation. He does it because he believes that unless he follows such tactics some one else will under-figure him and take his business. But the fact remains that the most successful dealers in the country today are those who stand by their prices; they are not afraid of price-cutters, so the theory that the price-cutter gets the bulk of the business must be erroneous.

Motor Cycle Illustrated is unqualifiedly against the cutting of prices, because sooner or later the practice is bound to hurt the dealer.

The hard-working dealer makes a mistake when he puts too low a price on his goods or his labor. He errs again when he offers a two-dollar article to a patron who is able and willing to buy a four or five-dollar article. The following article, based on actual investigations, deals with those two points.

NOT long ago the writer happened to be in a motorcycle salesroom in a Southern city when a boy approached the counter to pay for a slight repair on his bicycle; the proprietor handled both motorcycles and bicycles.

"How much?" asked the lad.

"Fifteen cents," was the dealer's reply.

The boy had a quarter in his hand. He had paid a quarter for that kind of job before, and expected to pay that price again. Incidentally, twenty-five cents was the price agreed upon by the dealers' association of that town for such a repair job.

The lad received ten cents in change and went out,—taking with him the dealer's profit on the job. My sympathy went out to that dealer immediately, for I saw that he was a hard worker and a well-meaning chap,—and I also saw that he was operating on the wrong policy.

After introducing myself to the dealer, I said: "I thought the dealers in this town all charged a quarter for such a repair job as that boy had."

"The other dealers do," he answered, "but I can't."

"Why not," I continued, "don't you do as good a job as any of them?"

"It isn't that," was the explanation, "but everybody that comes here has the idea that this is a sort of junkshop and they expect to get things more cheaply than elsewhere."

"When did you first notice that folks were getting that impression?" I asked.

"It's been coming on for a long time,—and now it has just about reached the limit."

"Why don't you put your foot down and stop it?"

"I'd go out of business if I did. People expect me to cut prices all to pieces and if I stood out for my just profits now they'd go somewhere else."

All of which was true.

But there was a time when the buyers of that town would have paid my friend just as much for a repair job or a piece of merchandise as they would pay anyone else. They must have known that he had to have some profit in order to remain in

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business, and they would have been willing to pay a fair price,—but once the price-cutting was started they took full advantage of it.

"Don't you find that the character of your trade is less desirable now than when you were getting fair prices for your goods and your work?" I asked.

"Yes," was the prompt reply. "The better class of people seem to go to other dealers. They can pay the prices asked, and do not wish to do much haggling over their purchases. Besides, the dealers who get better prices for their stuff are able to keep up bigger and brighter stores. I'm up against it no matter how you turn."

I strongly advised a general clean-up of the store and repair shop and the publication of an advertisement in the local paper stating that there would be no more price-cutting in the —— ——— cycle shop. The dealer promised to act upon my suggestion.

"I can't go on this way," he admitted, "so I might as well stand out for my honest profits."

I believe he is doing it today.

A Repair Bill Protest

In another motorcycle agency I found a rider disputing his repair bill with the proprietor. He asserted that he could have done the job himself in less time than the shop mechanic required.

"I'll buy your gasoline for a month if you can prove that claim," said friend dealer, smilingly. "You're a good sport, I know, and I'm willing to prove that I'm game also. I don't allow my mechanics to loaf over a machine, and I charge only a reasonable profit for the work done here. I know this charge to be O. K. and I'm willing to prove it.

"You don't want slip-shod repair work on a good machine like yours; you don't want to get 50 miles out on the road and then find that I have given you a cheap job; you don't want to have your machine thrown together so that it will deteriorate faster than normal. Now, do you?"

"Well, maybe you're right," admitted the rider. "I suppose it's worth something to have your guarantee on the work."

"You bet it is," asserted the dealer, "and in order to stand behind my work I have to charge a fair price,—a price that I am willing to prove is fair."

"All right, Joe, old scout," said the rider as he started for the door after paying his bill, "you always stand out for what's coming to you but I feel safer with my machine in a reputable shop than if I had it where I knew I was getting a cut-price job, so I'm going to quit kicking."

Firmness and Tact

That dealer had just the right system. He was as firm as rock about the price of that repair job, but he held his ground in such a way that the rider's good will was retained. What's more, that rider went out with increased respect for friend dealer and his methods. He'll say a good word for that shop when opportunity offers.

I was in a motorcycle and bicycle shop ten days ago when a youth entered and asked for a bicycle pedal. The proprietor reached up to a shelf at once and took down a box of pedals.

I was in another motorcycle agency a week ago when a rider,—evidently not long in the game—entered and said he wanted a horn "or something of the kind." The visitor was neatly dressed and sensible-looking.

The proprietor showed him a warning signal of a rather old type that sold for about $1.50, and after glancing about the salesroom inquiringly the rider "guessed that would do the work for him."

But he wasn't satisfied, that much was evident. He reached into his pocket for money, still gazing rather questioningly at the horn and then around the salesroom.

Then I butted in.

"Have you ever considered one of these horns?" I interrupted, tapping the show-case over a $5 product. "A whole lot of the boys are using them, they stand up well under long wear and they certainly look well on the motorcycle."

"That's more along the line of what I had in mind," assented the visitor. "Let's see that one."

The horn was taken out of the case and the rider tooted it a few times and looked it over carefully.

"How much?" came the query finally.

"Five dollars," said the dealer.

"I guess it's worth the difference," said the buyer quietly, "you can put 'er on the bus for me."

"That man not only bought the higher-priced horn without argument, but I could see that he was somewhat hurt by the fact that he had been offered the lowest-priced horn in the store at first. He had been under-valued, and that's not a pleasant sensation.

"You should have offered that buyer the best horn you had in stock at first," I said to friend dealer, "and then let him come down to a lower-priced one if he wanted to."

"I believe you're right," agreed the dealer. "There's no harm in showing the best product I have in stock, even if I feel that the buyer is going to buy something at a lower price in the end. I misjudged that man, but I won't make a mistake of that kind again."

Pedal Expert Gives a Lesson

A well-known and capable staff official of a company that makes many thousands of pedals yearly told me of an incident in which he figured. It fits in well right here.

He was in an agency when a youth entered to buy a pedal. The dealer showed him a thirty-five-cent product and the patron bought it. When the youth went out the pedal expert asked if that was the best pedal the proprietor had in stock.

"It's not the best I have," was the retort, "but it's the best that fellow will pay for. I know my trade pretty well."

"I'd like to try an experiment if you don't mind," said the pedal expert. "Let's have a pair of your best pedals, the kind you sell at about seventy-five cents."

He took the pedals and crossed to the opposite side of the street where the youth was preparing to put the newly-purchased pedal on his bike. A short sales talk followed with the dealer watching from his doorway. Then the bicyclist decided to take the seventy-five-cent pedal instead of the thirty-five-cent one.

"On a good machine like yours it is a shame to use one new pedal of high quality and one old battered one," remarked the pedal expert. "Why not put 'em both on new. You'll feel better about it in the end and you'll know that you have the real goods under your feet."

"I'll take both of them," assented the rider. "You have the right dope."

That's all there was to it, and the dealer threw the extra silver into the cash register with a grin.

"I guess I haven't been making the most of my sales opportunities," he remarked, "but you can bet that I'm going to be a little more enterprising in the future."

These little reports of actual occurrences in motorcycle agencies are given to prove my opening contentions: that the dealer

(Continued on page 50)

YOU ARE ENTITLED TO FAIR PRICES, MR. DEALER

¶ To maintain your reputation for repair work and for reliable goods, you must have a reasonable profit. If you cut that profit you must cut your service also — or lose money. You don't want to fall down on your service, nor should you be obliged to lose money. Therefore you must have a fair price on your work and on your goods. You can get it.

¶ If other dealers in your town are cutting prices, you need a dealers' association. Start one. It may not go with a bang at first —but start it. You'll get results. Then fix your prices on a fair basis. Your patrons will be better satisfied, because they'll know they are paying for dependable goods and repairs—that you can afford to stand behind all that you sell and do.

¶ Never sell a mediocre product when you can put out a better one. The sale of a quality product means a better honest profit for you and better service and longer satisfaction for the buyer. Grade your stock, of course, and sell the lower-priced article when necessary, but talk quality goods and you'll never go wrong.

——

NEXT WEEK

"A Place for Everything; Everything in Its Place."

ANOTHER DEALERS' ARTICLE

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In the Commercial Field

TELL THESE TRADESMEN ABOUT COMMERCIAL MOTORCYCLES

Stationers
Artificial Flowers
Artificial Limbs
Artists' Materials
Bakers
Produce, Commission
Butchers
Grocers
Milliners
Shoe dealers
Shoe Repairers
Clothing
Tailors
Dyers, Cleaners
Druggists
Painters, Decorators
Laundries
Upholsterers
Cigar Manufacturers, Jobbers
Corset Manufacturers
Costumers
Dressmakers
Dry Goods
Electric Sundries
Fish Dealers
Florists
Fur Dealers
Haberdashers
Sporting Goods
Hardware
Harness Makers
Jewelers
Leather Goods
Music Stores
Newsdealers
Phonograph Dealers
Rubber Goods
Rug Cleaners
Rug Weavers
Salesmen
Towel Supply
Wall Paper
Weather Strips
Window Shades
Yeast
Fruit
Candy
Coffee and Tea
Department Stores
Art Glass Manufacturers
Auto Repair Service
Livery
Tire Service
Awning Manufacturers
Bag Manufacturers
Barber Supplies
Collectors
Messenger
Auto Accessory
Dental Supplies
Medical Supplies
Dog Hospital
Humane Society
Flower Boxes
Film Exchanges
Gardeners
Locksmiths
Lunch Rooms
Picture Framers
Piano Rolls

COMMERCIAL SALES ADD TO SOLIDITY OF MOTORCYCLE TRADE, SAYS J. B. CLARKSON

Well-Known New Zealand Distributor, and Representative of the Excelsior, Explains Why Application of Motorcycle to Business Life Is Keeping Up Buying Activity in Spite of War

IN spite of the heavy demands made upon the young men and the resources of New Zealand and Australia by the European war there has been little or no falling off in the call for motorcycles, largely due to the fact that three out of five motor two-wheelers sold in those countries are intended for commercial or general utility service.

This is the most significant point made by J. B. Clarkson, of Wellington, N. Z., one of the best known and most influential figures in international motorcycle circles, in the interview printed below. Mr. Clarkson admits that the number of New Zealanders who buy motorcycles for purely pleasure purposes is negligible, and asserts that the demands of the utility field alone will keep his firm very busy throughout the season.

In brief, it is the commercial motorcycle field that withstands the heavy drains of the war—remaining a solid, dependable branch of the cycle business—while the purely pleasure sales are hardly worth considering. This point is presented for the serious attention of dealers in the United States. It is by no means an argument for slighting the possibilities of pleasure sales, but is the strongest kind of a plea for more systematic and enthusiastic activity in behalf of the motorcycle as an adjunct to the many-sided and boundless business life of the nation.

"AFTER a number of visits to the United States and quite carefu consideration of cycle conditions here, it strikes me that the greatest lack at present is serious attention to commercial motor cycle business," said Mr. J. B. Clarkson, of the Clarkson Company, Ltd., o Wellington, New Zealand, in an interview a few days ago at the office o **Motor Cycle Illustrated.** Mr. Clarkson has been in this country about month, during which time he conferred with the Excelsior Motor Mfg. & Supply Co., at the factory in Chicago, concerning his firm's allotment o Excelsior motorcycles for the year.

"I don't mean to say that you are entirely neglecting your utility field, continued the energetic New Zealander, "for on all sides I note evidences c increasing activity in that direction, but I am merely stating the facts whe I say that our commercial business in New Zealand and Australia is abou 75 per cent. stronger than yours.

"It is the rule here at present to sell motorcycles and bicycles for purel recreation purposes, while such sales are certainly the exceptions in ou country. Our people are keen about the buying value of money, and whe they invest in a motorcycle they know, in nine cases out of ten, just ho they are going to get their money back with big interest. They may c some pleasure riding, on the side, as you say, but primarily they purcha their motorcycle with a view of making it a part of their workaday live

"I do not mean to say that the heaviest part of our sales involve the use of vans, understand, but rather that our machines are used by inspectors, solicitors, real estate agents, collectors, officials, and all the great variety of workers who find it necessary to cover considerable ground in performing their duties. We sell quite a few motorcycle vans, it is true, but by far the great number of our machines are in use by m who ride them solo. You would really surprised if you could understand the e tent to which motorcycles have thus be applied to the business life of our countr It seems that there is hardly a branch activity to which the motorcycle cannot

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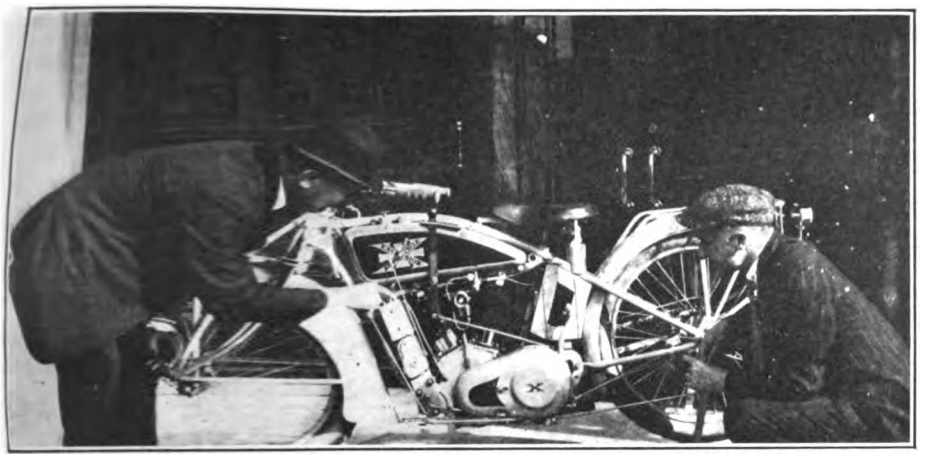


J. B. Clarkson (at Left) Discussing Striking Features of Model 17 Excelsior with Sales Manager Fred Mathis at the Factory

applied, if only the dealer operates along the proper lines and the public can be brought to a full realization of the motorcycle's wonderful adaptability.

Trade Is on Sound Basis

"At the present time so many of our young men are with the fighting forces in Europe that the motorcycle industry would be rather hard hit if it were not for the great demand for commercial motorcycles. You see, we have our trade on a sound basis by working up the interest in the utility motorcycle, and in spite of all the strains now imposed upon the country we are going to sell as many motorcycles this year as in any previous season. We do not expect any falling off. That ought to be a good point for American dealers to consider,—the stability that comes with proper and consistent attention to the commercial motorcycle. We feel that our efforts to popularize the commercial two-wheeler have paid us very well indeed.

Will Sell 1,000 Excelsiors

"We are confident that our sales of Excelsior motorcycles this year will total not less than 1,000. This includes lightweights as well as the heavier models. Three hundred of the little fellows were on the ocean when I left home and I assume that by this time they are making a name for themselves in New Zealand and Australia. Some idea of the standing of the Excelsior in New Zealand will be gained from the fact that, owing to the difficulty of shipments, we had no spare parts for these machines last year,—and we did not need them. When a firm that sells hundreds of machines of a certain make can get along without spare parts for that make it certainly means that the machines must be giving remarkable service.

"There is one angle of our motorcycle field that will no doubt surprise students of the trade in the United States,—we have comparatively little of the social and pleasure spirit that seems to be quite strong here. I can explain that condition partly in this way: When a man has used his motorcycle every day throughout the week in a commercial or semi-business way he is not so much inclined to take his mount out for a long run over the week-end. Thousands of our riders practically live on their motorcycles, and the purely social aspects of riding therefore do not appeal to them strongly.

"We have some sporting events, of course, such as hill-climbs and reliability trials, and our boys go in for them very keenly. They do not care so much for racing in general, or for the so-called endurance run. They love to tune their machines up to the last minute and then compete on a close technical basis. They demand that every little twist and turn of the contest be officially observed, so that in the end there is no doubt as to the best machine and rider coming out on top.

"I do not know that your motorcycle field in the United States can be cultivated as intensively for commercial sales as ours has been; I am not sure that the utility end of the industry can ever be brought uppermost in your country—it is possible that your pleasure riders will always be in the ascendancy—but I do honestly feel that every American cycle dealer should turn at once to his commercial possibilities and make the most of them. It strikes me that your country had wonderful possibilities in that direction, especially when you consider that you are able to sell good motorcycles at much more moderate prices than we can,—considering our shipping costs and the duty."

Mr. Clarkson is about to sail for Europe and will return in about a month to cross the United States and take ship for New Zealand.

CYCLIST GOT ORDER THRO' IN QUICK TIME

MYSTIC, Conn.—The motorcycle proved its military value in an emergency once again, when the commanding officer at Fort Wright, N. Y., needed supplies badly from the Connecticut State Arsenal, the other day. The executive officer found that trains could not be depended upon to get the requisition through in time, so Sergeant James Chadwick volunteered to carry the order to the arsenal, in Hartford, on his Harley-Davidson.

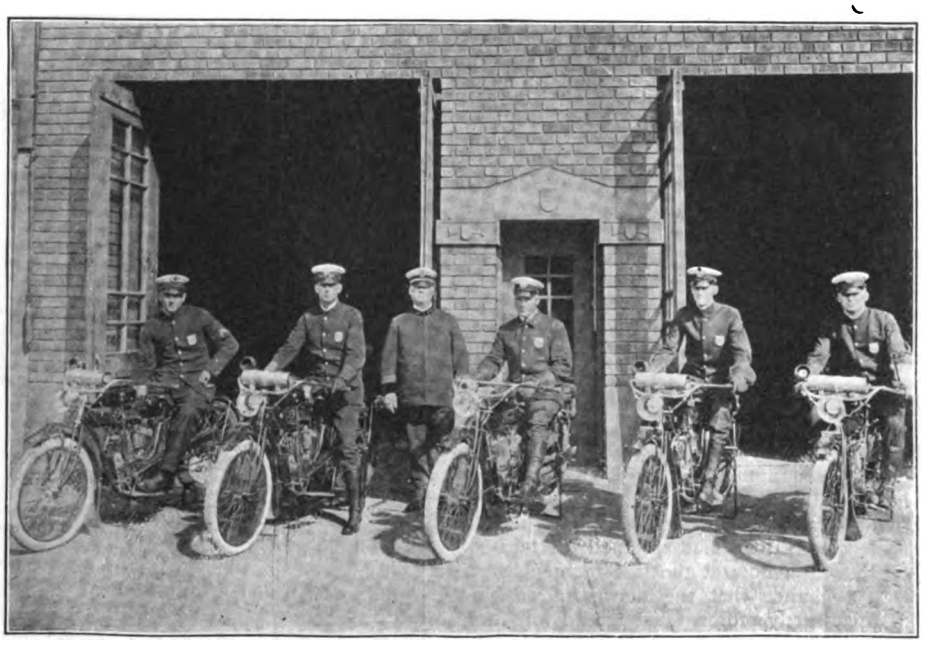
Leaving the fort on the Government ferry at 11:30 he arrived at New London by 12:22 and rode into Hartford at 2:53. Leaving Hartford at 3:20, Chadwick reached New London at 5:30 and ferried across to the fort. He had no trouble on the trip.

1,330 LICENSES RECORDED IN KENTUCKY

FRANKFORT, Ky.—Commissioner of Motor Vehicles Byars recently issued a statement giving the records of licenses granted to motorists during the first six months of 1916. A total of 1,330 motorcycle licenses, amounting to $5,205.22 was recorded.

While this is not a very large number of licenses for a State, it is probably far below the number of machines in actual operation, as outside of the principal cities riders are not bothered much about their licenses.

TOLEDO'S NEW LINEUP OF MOTORCYCLE COPS



These Five Indian Mounts Have Just Been Put into Service by the Police of the Ohio City; The Union Supply Co. Furnished Them

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JIMMY ROURKE'S VACATION TOUR

The Daring Motorcyclist Starts Off to Deliver a Message on His Machine and Fights His Way Through in Spite of the Conspirators' Attempts to Check Him—He Arrives Safely at Washington and Saves the Situation

PART II

By PAUL J. BAILEY

"Rourke's Revolver Swung Up and the Sharp Report Rang Out"

IN the first installment, Jimmie Rourke, a motorcyclist, who is seeking a hotel after the day's run, is assaulted by thugs and is rescued by an army officer, for whom they mistake him. They both go to the officer's room and during the night the army man is attacked and wounded. He entrusts Rourke with a belt containing an important message and tells him that it must be delivered by a certain time to officials in Washington. Rourke consents to carry the message and gets under way.

IN the room next to the lieutenant's, a small, swart figure crouched silently, with his ear pressed against the panel, listening intently to the sounds that filtered dimly through. Occasionally he glanced at the clock on the wall, and an evil smile flitted over his face as he saw that the day had begun when the critical meeting at Washington would take place.

Suddenly he grew tense and excited as a new sound came to his ears. Conway had become conscious. The swarthy little man cursed venomously under his breath, for he heard Rourke volunteer to substitute for the wounded messenger. The plot of the conspirators had seemed certain of success, and now at the last moment there was a chance that the nerve and daring of this sturdy motorcyclist would foil their efforts.

Hastening to his accomplices, he warned them and they rushed to the garage just in time to see the motorcyclist launch himself down the street on the start of his wild ride to carry the message to Washington.

But they could still block him, they thought.

Their confederates in towns ahead could be warned of Rourke's coming, and he could easily be detained. Only eight hours for him to cover 280 miles of road if he was to reach Washington on time, and there should be many ways of delaying hi sufficiently to prevent delivering the me sage on time.

"Twisting and Turning Through the Woods"

Hastening to a telegraph office they se a message to a confederate in a town 1(miles ahead on the road to Washington- a message in private code, "Bedga lmna dsan motorcycle 7624 kliff."

Delivered to a thin, sallow, bearded ma in the other city, it aroused him to e: cited activity. Hastily summoning a ha dozen of his men, by telephone and me sengers, a consultation was held and t party embarked in two automobiles a left in separate directions, the leader a two men starting to meet Rourke and t other party going on in the direction Washington to intercept him later if got past the conspirators at this point.

At a Breathless Pace

With the motor roaring its song speed under him, Rourke sped over t highway at a breathless pace. He flew o the good roads with the speed of an e press train, plowed through long stretch of deep sand like a boat cuts the water, t powdery sand being thrown in a flying spr for yards on each side.

Opening the throttle he hurtled up t hills like a rocket, flashed over the cre and swept down the slopes with undimi ished speed. Round the bends of the ro he roared at full speed, sliding sidew in breath-taking skids that threw up sho ers of dust and loose gravel from the f ing wheels, but with the skill of long e

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perience he kept the machine under control, righted it masterfully after sliding around the turns, crouched over the bars, plunging steadily on.

Dawn was breaking as he sped into a little town 100 miles from the city where he had left the lieutenant. Shutting off his motor he drew to a stop in front of a garage to refill the tanks of his machine, risking no delay from having his fuel supply exhausted on a country road.

At the same time a big touring car approached from the opposite direction and its occupants gazed intently at the license number on the motorcycle, the driver nodding knowingly to the others as the car stopped.

Watching Rourke with apparent carelessness the three men from the automobile casually approached him as he directed the garage attendant in filling the gasoline tank. Their eyes fastened on the leather pouch at his belt, their glances exchanged signals, and just as the last of the gasoline was gurgling into the tank of the motorcycle the three dark-faced strangers sprang upon the motorcyclist.

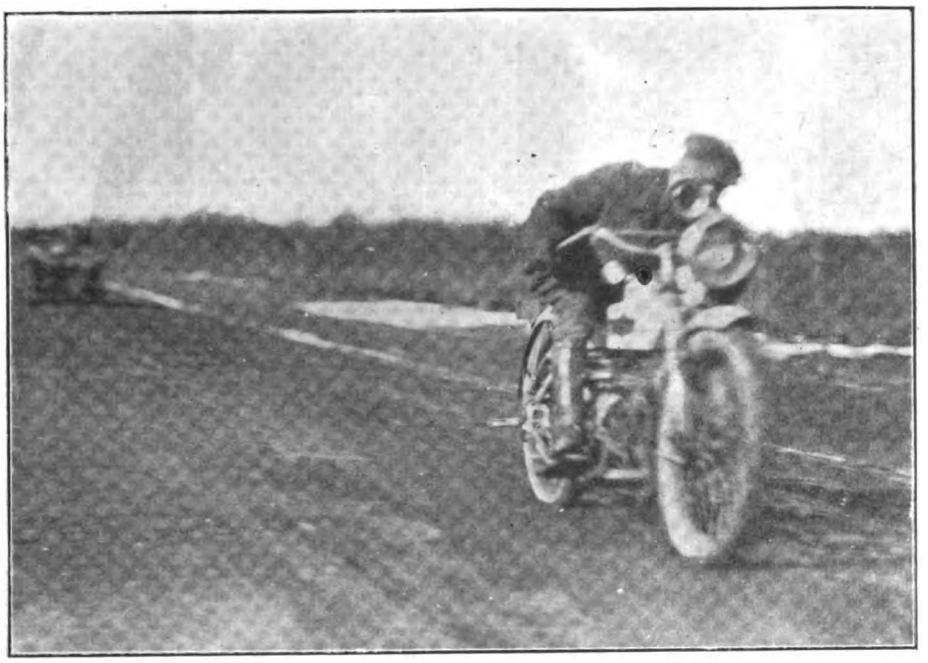
While two of his assailants rained blows upon Rourke and overpowered the garageman, the third whipped out a knife, deftly cut the pouch loose from his belt and snatching it in his fingers darted toward the touring car. The other two immediately ceased their attack, ran to the automobile. The driver banged in the clutch and they sped away.

His Fighting Blood Rose

For a moment Rourke was dazed, both by the blows he had received and by the unexpectedness of the attack. Then his fighting blood was up and he vaulted into the saddle and opened the throttle to the limit as he headed his motorcycle after the flying touring car.

The exhaust belched flame in a steady jet and the growl of the four cylinders merged into an unbroken bass roar as the speedometer hand moved up to 40, 50 and 55 miles an hour, swung past the 60 and 65 miles figures, and then trembled toward 70.

The automobile was a powerful, speedy machine, but it was no match for the swift two-wheeled Nemesis that was on its trail.



"Rourke Opened the Throttle and Bent Over the Bars"

With the wind screaming in his ears and the road flying underneath in a blur of gray, Rourke drew up on the speeding car. A shower of grit and sand thrown by its rear wheels stung his face as he shot up behind it, then he drew alongside, steering with one hand while the other sought the revolver in the bolster.

The driver was crouching over the wheel, his eyes intent on the road and every faculty concentrated on coaxing the last ounce of speed from the big car. Rourke's revolver swung up and the sharp report rang out above the thunder of the motors.

Again he fired.

Then the touring car lurched wildly and slackened its speed; and as he shot ahead of it Rourke caught a glimpse of the driver slumped down in the seat limply, the man at his side bending over and grasping the wheel to keep the machine in the road.

Slapping on the brake Rourke skidded to a stop and turned to run back to where the car had halted half down in a ditch.

"One Man Jumped from the Machine and Fled into the Bushes"

One man dodged down behind the body of the car and opened fire on the motorcyclist with an automatic pistol, but the other, abandoning the front seat, jumped from the machine and fled into the bushes. But not before Rourke recognized him as the one who had snatched his pouch.

While the man seemed covered behind the motor car, Rourke darted after the sallow, bearded figure fleeing through the bushes. A bullet clipped the twigs a foot from his head and he answered with a shot as the figure of the other showed for an instant through an opening in the bushes.

The sallow man broke through the foliage into an open spot some 20 yards wide and dashed madly for the concealment of the brush on the other side. Dropping grimly on one knee Rourke took careful, deliberate aim and fired, and the flying figure plunged forward to the ground, his face convulsed with pain as his hands clutched his hip where the bullet had shattered the bone.

The Pouch Once More

Covering the fallen man with his revolver Rourke advanced upon him, extending his left hand significantly. With a snarl the other man drew the leather pouch from his coat pocket and flung it at Rourke, who caught it deftly, slipped it into his pocket, picked up the pistol that his quarry had dropped in his fall, then ran back to where the motorcycle stood.

As he reached the machine a yell of rage floated to his ears from the automobile standing 50 yards behind, and a bullet whistled past. With a mocking laugh he gave the motorcycle a shove, vaulting to the saddle as the motor started running. A rumble sounded from the automobile motor and looking back Rourke saw that the man who had concealed himself behind the car had apparently regained his courage and ran the machine up onto the road again. He started after Rourke, steering with one hand and firing wildly with the pistol in the other.

(Continued on page 42)

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INDIAN

CREVIS
ON IN
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AT DE

Look over the recent issues of the prominent trade papers, note how consistently Indian has been winning all over the country—not in a few spots but everywhere, track and road alike!

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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WINS!—

ON AND VERRILL IANS WIN THE E RELAY RACE ROIT!

HENDEE MANUFACTURING COMPANY

(Largest Motorcycle Manufacturers in the World)

Springfield, Massachusetts

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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Catching the Public Eye

HOW TO MAKE THE MOST OF SEASONAL OPPORTUNITIES

Simple and Effective Design for a Motorcycle Vacation Window

By G. A. SMITH

In Charge of U. S. Rubber Company's Window Displays

GRASPING seasonable opportunities is a well-known factor in good methods of advertising, and no less is it true of the window display, window trimming being one of the best methods of advertising and one which can be greatly strengthened through timely displays if you will only grasp the opportunities offered.

With all the different occasions throughout each year, the dealer has an unusually wide scope to introduce new schemes in the way of featuring merchandise; but in order to do this in a thorough and practical manner the dealer must use a little ingenuity to be able to prepare a creditable showing for the event. This is a very simple matter if you only stop to think and make use of the materials closely related. These, when worked up into a decorative idea in the shape of a setting, are bound to create and inspire an interest in the merchandise on display. It is by the show window that real comparisons in the different stores are drawn. The public is naturally interested in attractive displays. It is not so much the merchandise displayed as the manner in which the goods are shown that attracts or fails to do so.

Striking the Keynote

In fact, the dealer or display man must be awake to all opportunities offered in the way of special features for exploiting his merchandise. He must also be able to create ideas that are fitting to the occasion. He must be in sympathy with his work and through his keen understanding of what is wanted be able to sound the keynote of the psychological moment which will start public interest vibrating.

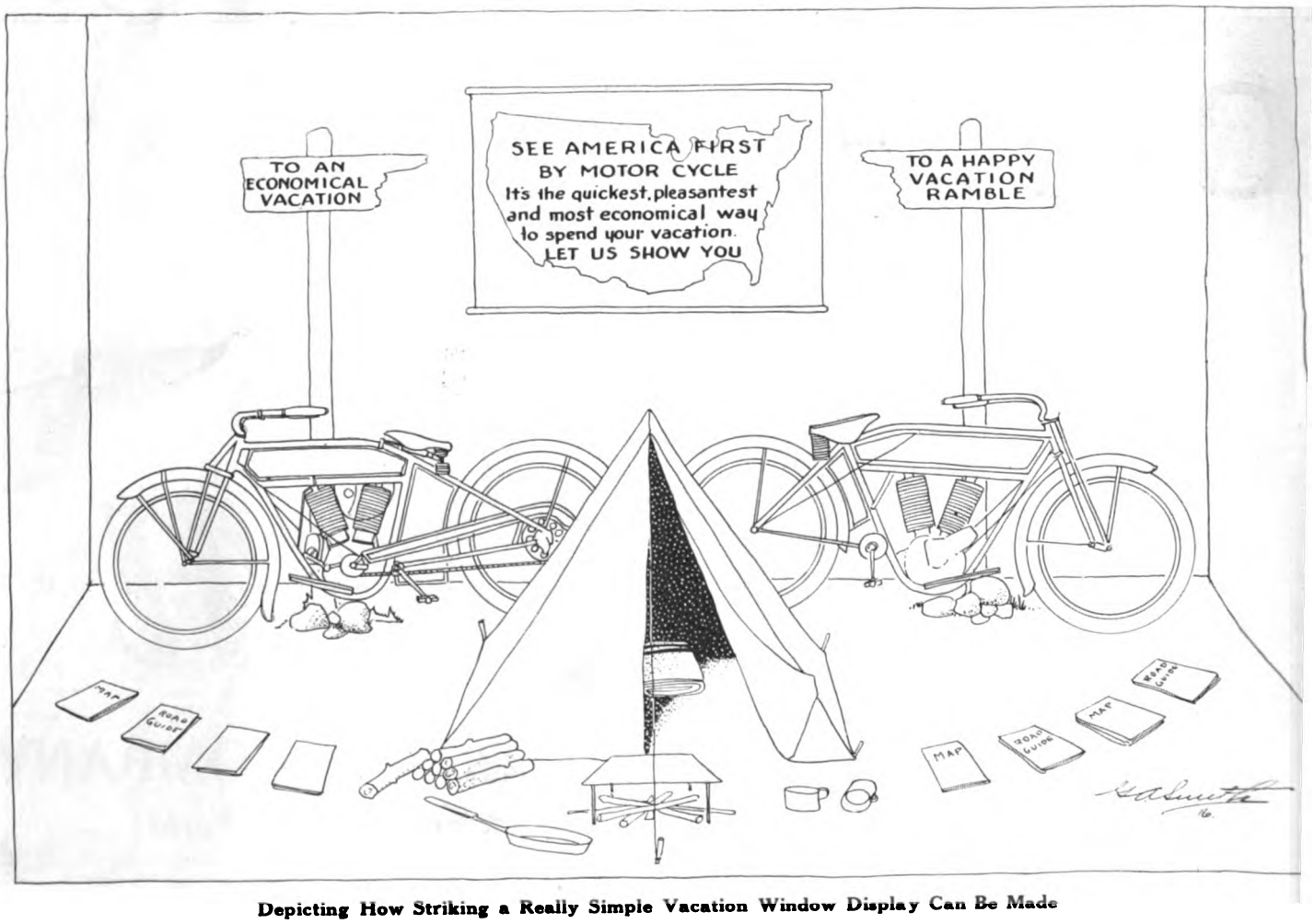
The most effective displays of merchandise for the vacationist are those in which the merchandise is shown amid settings which strongly suggest the uses to which the merchandise may be put.

With vacation time now at hand, an unusual opportunity is offered the dealer to feature his goods appropriately.

The all-important step to be taken in a display of this sort of merchandise is that which will introduce the vacation spirit into the display and suggest the need of vacation requisites to the beholder. Thus the vacationist is often induced to make his plans for the necessary outfitting in advance of the going-away period.

If you merely place the goods in the window in hackneyed forms, any old way,

(Continued on page 50)



Depicting How Striking a Really Simple Vacation Window Display Can Be Made

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THE BICYCLING WORLD
FOUNDED 1877
DEPARTMENT OF MOTORCYCLE ILLUSTRATED
"ALL THE BICYCLE NEWS EVERY WEEK"

C. R. C. A. ON THREE-DAY TOUR TO PHILADELPHIA

Eight New Yorkers Cover 323 Miles on Trip Down the Jersey Coast to the Quaker City; Sandy Roads and Sultry Weather Test Stamina of Riders; Sight-Seeing Stop at Atlantic City

By SYLVAIN SEGAL

1, Resting After a Bite to Eat; 2, Waiting for the Others to Catch Up; 3, At Start, St. George, N. Y.; 4, Line-Up at Atlantic City; 5, Over Stony Road in Philadelphia; 6, Leaving Princeton, N. J., on First Day

NEW YORK, N. Y., July 11.—When dawn spread its uncertain rays over the big town on the morning of July 2 and revealed the gilded hour hand of the old City Hall clock slowly creeping toward the future five, a party of eight cyclists, neatly attired in conventional bicycle costumes, broke the sepulchral quiet of narrow Nassau street with happy songs and cheery whistling, bound for Philadelphia on a triple century ride.

Little would weary pedestrians have wondered at this exuberance of joy at such an early hour of the morning could they, like the merry wheelmen, have conjured up in their minds a picture of the exhilarating sport held in prospect by the annual three-day tour of the Century Road Club Association.

Meeting the Missing Link

As the riders neared the ferry to Staten Island and swung into Broad street, they vociferously hailed the "missing link," the ninth man who completed the party. But it was not until the paddles of the boat began to churn the water and the chilly breezes of New York Harbor swept the decks that the wheelmen considered the journey really under way.

Billy Winquist squirmed into his coat. "Gosh, it's cold," he muttered. But Georgie Steppello didn't seem to mind it at all; he pulled a magazine out of his pocket and started to read a detective story. Ray Caldwell and his brother Joe were peering into the green waters of the harbor looking for sharks, while Willie Knecht and Harry Aron were swapping fishing yarns. Syl Segal, however, was in his usual serious mood, and since he was to accompany the tourists only as far as Princeton Syl gave both Carl Brohm and Pete Brock "rock-bottom" advice gathered from his wide experience in century riding, admonishing them to keep an eagle eye on the fellows and "to see that they behave themselves properly, for," he added, "you've got some 325 miles to cover."

The ferry soon brought the riders to Tottenville, Staten Island; they mounted their machines and in a jiffy were at the dock of the boat which was to take them to Perth Amboy, New Jersey. Reaching the Jersey side, the fellows struck out for New Brunswick, finding the roads in excellent condition and recording surprisingly good time to that point. Dayton and Monmouth Junction were the next towns on the route, and the road leading into the latter place conferred upon Caldwell the honor of scoring the initial puncture. This gave the boys an opportunity to quench their thirst at a spring found on a nearby farm.

Then the journey proceeded to Kingston where Winquist's tire "blew" and afforded another breathing spell for the party. Princeton, on top of a winding three mile grade, was next reached, and Segal, after treating the cyclists to a "farewell" soda, turned his wheel homeward, leaving the eight tourists to continue on to Trenton, the dinner stop.

Reach Philadelphia Ferry

Having fully satisfied the "inner man," the octet encountered poor roads to White Horse and Bordentown, but even this gruelling going failed to daunt the husky New Yorkers, for they reached Burlington on schedule time at 3:50 in the afternoon

(Continued on page 36)

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McNAMARA AND BYRON SPLIT VELODROME HONORS

Former Takes Five-Mile Open Professional and Wins One-Mile Team Match Race with Spears as Partner; Byron Is First in Half-Mile Amateur Handicap and Second in Two-Mile Novice

NEWARK, N. J., July 9.—Reggie McNamara, the gritty Australian professional, and Edward Byron, the fast amateur who hails from the Antipodes, divided the honors at the Newark Velodrome on Sunday afternoon. McNamara, teamed with Bob Spears, won the one-mile team match race and took first place in the five-mile open. Byron was a winner in the half-mile handicap for the amateurs and took second place in the two-mile open for the simon pures, following William Spencer, of Toronto, over the finish line.

In the team match race, Frank Kramer and Frank Cavanagh finished second, with Alfred Goullet and Alfred Grenda third. Three heats were ridden to decide the race. Spears, who did the sprinting for the Spears-McNamara team, finished first in the first and third heats, while Kramer led the way home in the second heat. In all three heats, Goullet finished second. McNamara was fined $15 in the second heat for fouling Goullet as the riders were going into the bell lap.

Lloyd Thomas opened up a big lead in the five-mile open and held it until half a lap from home. At this point McNamara overtook him and, sprinting hard for the last half lap, won the race. Goullet, who was in fourth position going into the last lap, tried hard to ride around McNamara, but did not quite have the distance to do so. If the race had been five yards longer, "Goullie" would have probably won out. John Bedell hung on to McNamara's wheel for the last half lap and got second place. Frank Corry followed Goullet in, and Bob Spears was fifth.

The Velodrome fairly shook with applause when Arthur Spencer, the youthful Canadian cyclist, beat Marcel Dupuy, the speedy French rider, in the Brassard race, at one mile. Spencer rode around Dupuy on the last turn of the last lap and beat him in the stretch by two lengths. Spencer really beat Dupuy twice, but the first time the race was re-ridden when Dupuy protested that Spencer had forced him down on the flat. The consensus of opinion was that Spencer had won on his merits, and the fans were pretty sore when the referee ordered the race run over. But when the race was re-run and Spencer triumphed over his French rival, the fans went wild with glee.

The unknown distance race for the professionals which turned out to be just two miles went to Frank Cavanagh, the big Newark rider. When the gun was fired at one mile and four laps, telling the riders that there were two laps to go, Willie Hanley had quite a substantial lead. He could not hold out, however, and Cavanagh beat him in the homestretch, with Lloyd Thomas finishing second.

In a blanket finish Tommy Smith won the half-mile handicap for the professionals from Tommy Grimm and Joe Kopsky. Kopsky died at the finish and was beaten out by Smith and Grimm.

Byron started from the fifteen-yard mark in the half-mile handicap for the amateurs and won by two lengths from William Weimar, of the Bay View Wheelmen, who had a handicap of fifty-five yards. August Lang was third. The two-mile open for the amateurs was a hard race, with William Spencer finally winning out, and Byron crossing the line second. R. C. Lipsett, of the Century Road Club Association, won his novice in the two-thirds mile novice race. The summaries.

Two-thirds mile novice (amateur)—Won by R. C. Lipsett, Newark; Tom Baker, Passaic, second. Time, 1:36⅗.

Half-mile handicap (professional)—Won by Thomas Smith, Irvington; Thomas Grimm, Irvington (55 yards, second; Joseph G. Kopsky, Newark (60 yards), third; Frank Corry, Australia (30 yards), fourth; Harry Kaiser, Bronx (25 yards), fifth. Time, 0:53⅘.

One-mile team match race (professional)—Won by Robert E. Spears and Reginald McNamara, Australia; Frank Kramer, East Orange, and Frank Cavanagh, Newark, second; Alfred Goullet and Alfred Grenda, Australia, third. First heat won by Spears and McNamara; Goullet and Grenda, second; Kramer and Cavanagh, third. Time, 2:24. Second heat won by Kramer & Cavanagh; Goullet and Grenda, second; Spears and McNamara, third. Time, 2:28⅘. Third heat won by Spears and McNamara; Goullet and Grenda, second; Kramer and Cavanagh, third. Time, 2:36⅘.

The Brassard race, one-mile (professional)—Arthur Spencer, Toronto, vs. Marcel Dupuy, France. Won by Spencer. Time, 3:10⅘. Last eighth mile, 0:13.

Half-mile handicap (amateur)—Won by Edward Byron, Australia (15 yards); William Weimar, Bay View Wheelmen, second; August Lang, Irvington (20 yards), third; Ben O'Sicky, Cleveland (45 yards), fourth. Time, 0:56⅘.

Unknown distance race, invitation (professional)—Won by Frank Cavanagh, Newark; Lloyd Thomas, San Francisco, second; William Hanley, San Francisco, third; Harry Kaiser, Bronx, fourth; Worth L. Mitten, Davenport, Ia., fifth. Time, 4:10⅘. Distance, 2 miles.

Two-mile open (amateur)—Won by William Spencer, Toronto; Edward Byron, Australia, second; Eric Paetz, Germany, third; Thomas Fitzsimmons, East Orange, fourth. Time, 4:27.

Five-mile open (professional)—Won by Reginald McNamara, Australia; John Bedell, Lynbrook, L. I., second; Alfred Goullet, Australia, third; Frank Corry, Australia, fourth; Robert Spears, Australia, fifth. Time, 10:17⅗.

TWO PROVIDENCE HANDICAPS FOR AMATEURS

T. Hendrickson, of Brockton, Wins 16-Mile Event and T. Marroce, of Providence, Captures 8-Mile; Second Annual Speed Program

PROVIDENCE, R. I., July 9.—The second annual races of amateur bicycle riders in this State and Massachusetts were held here today over the Reservoir-Park avenues granolithic course. There were a large number of entries and some keen competition.

The events, consisting of 8-mile and 16-mile amateur handicaps, were pulled off without any accident. John Montecalvo, 129 Spruce street, a dealer in bicycles, had general supervision of the program.

A. Colonna, placed at scratch in the 16-mile race, broke his chain in the first lap of that race, and was forced to repair it himself. He finished seventh, however, in the race over 34 contestants. Alfred Marciano, who finished fourth, broke a pedal in the second lap and changed wheels. Tony Lancellotti, who last year was considered one of the fastest riders in the city, met his waterloo today, finishing second in the 16-mile event. The summaries:

Sixteen-mile amateur handicap—Won by T. Henrickson, Brockton (scratch); Tony Lancellotti, Providence (scratch), second; Antimo Lancellotti, Providence (30 sec.), third; Alfred Marcinao, Providence (30 sec.), fourth; R. M. Torrey, Revere, Mass. (30 sec.), fifth; R. Greenbaum, Revere (30 sec.), sixth; A. Colonna, Providence (scratch), seventh. Time, 44 min. 44 sec.

Eight-mile novice—Won by T. Marroce, Providence; W. Cole, Taunton, Mass., second; C. Cole, Taunton, third; L. Matarese, Providence, fourth; E. Marciano, Providence, fifth. Time, 23 min. 45 sec.

Officials—Starters, E. Montecalvo, of Providence, and L. A. Barber, of Taunton. Timekeeper, J. Montecalvo.

SCRAPELLO NOSES OUT ACME SCRATCHMEN

NEW YORK.—With 20 starters facing the gun, the Acme Wheelmen staged the fifth of a series of handicap road races over the Pelham Parkway course on Sunday last, July 9. Starting with a handicap of two minutes, George Scrapello managed to lead the scratch men over the tape.

Line-Up of Acme Wheelmen on Pelham Parkway, Ready for the Gun

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LONDON CYCLE SALES SHOW GREAT INCREASE

Business Done by Agents in Ontario City Indicates Pedal Machine Has Taken City by Storm—Over 400 Now in Use—Motorcycle Business in Thriving Condition

LONDON, Ont.—The bicycle has taken this city by storm, according to statements made by representative local dealers to the Canadian news-gatherer for **Motor Cycle Illustrated.** The London agents secured excellent bicycle business during May and June in spite of almost incessant rain but with the clearing of the skies for the July-August summer vacation season they have looked forward to still greater sales this year. The motorcycle trade continues steady so that now there are about four hundred machines in operation in this city of 58,000.

Sold 98 Bicycles

"I sold 98 bicycles in May, 1916. In the corresponding month last year I disposed of 33 wheels," declared Mr. G. A. Wenige, head of the London Bicycle & Motor Company, whose store is a model establishment. "So far my bicycle business has been three times greater this year than during 1915. The bicycle is again making a big hit in London. I am selling as many motorcycles as ever also but the big jump is in the bicycle department. I cannot get wheels fast enough. In previous years I conducted a bicycle livery but I have not been able to do any renting this year because the people have bought up all my used wheels.

"I had two carloads of bicycles in stock last spring and I had only four odd models left at the end of June. In the meantime I was trying my best to get shipments from the factories. This year the bicycle business has been just as important and profitable in my case, at least, as the motorcycle trade."

Wenige is handling the same lines as before. He features the Indian and sells many Pope motorcycles which were his original stock-in-trade. He is the sales representative for Dunham sidecars and he handles Brantford bicycles.

"I believe in concentration," declared Wenige in speaking about the makes which he represents. "I believe in putting all my eggs in the one basket and then watching that basket. Too many agencies and too large territories are features to be guarded against, I believe." Wenige is doing well this year with Hendee Featherweights and Indian bicycles.

E. M. Bissett, one of the pioneer dealers of London, is trying two new lines this season and is securing great success. The two new makes are the Henderson and the Dayton Power-Bicycle. Both have created a lot of attention and Bissett is securing more sales than ever before. The London City Council abolished Sunday street cars during several months this spring and Bissett boosted the idea of riding a motorcycle on Sundays instead of walking. Many people caught the idea.

The store of W. Thompson is a busy place. Thompson is the big Excelsior booster here and the Excelsior interests here are in good hands. He recently had a new front put on his store and he is making good use of his location near the city market. Thompson also does a good bicycle trade and has a busy repair department.

Mr. F. Benson is putting a goodly number of Harley-Davidsons into commission in London. Benson is practically the only motorcycle dealer on Dundas street, the main thoroughfare, and many people know all about the Harley-Davidson. Benson is one of the oldest bicycle dealers here also.

Selling Cyclemotors

Gurd & Company look after sales of Cyclemotors. This is a new line for the company and several of the tack-weight motors are already in use.

F. W. Kerr, in East London, represents the Smith Motor Wheel with which he did a large business both last year and this. Kerr has sold bicycle-boosters to ministers, collectors, pleasure-seekers, commercial travelers and others.

There will be no motorcycle racing in London this year for the simple reason that the horsemen who control the local dirt track are jealously keeping the oval to themselves. The local dealers are arranging for the organization of a bicycle club here and the first bicycle races in London for years will be seen next September when several road races are to be staged.

MAKING THE JOB MUCH EASIER FOR DADDY

Formerly the Head of This Detroit Family Had to Pedal the Folks to the Scene of Their Week-End Picnic; Now the Motor Wheel Does It

SILVERSTEIN WINS SYRACUSE SECRET TIME RUN

SYRACUSE, N. Y.—Of the 56 starters who participated in the five-mile secret time bicycle race promoted by local bicycle dealers on Independence Day, H. Silverstein made the closest approximation of the time set by the committee for the distance when he covered the course in 37 minutes and 5 seconds. His time was just 1 minute and 50 seconds faster than the committee's time.

Morrell Murphy made the second best approximation of the time over the course which extended from the Court House to Kirk Park, while Hyman Koldin and J. Meagher were next in the order named. Tony Vendetti took first honors in the racemeet which was run on the Kirk Park track following the secret time run.

CENTURY BOYS MAKE NIGHT RUN TO SAN JOSE

SAN FRANCISCO, Cal.—The New Century Wheelmen held a club run to San Jose a few nights ago, the distance being 50 miles each way. The boys left the clubrooms at 10:30, immediately after the meeting, and everything went well until Walter Hammitt, the Century captain; Arthur Page and Harry Spence, who were setting the pace, crashed through a barrier of boards that had been placed across the unfinished highway. There was no light on the barrier.

The riders reached San Jose without further trouble, but were unable to get sleeping accommodations, owing to the fact that an old-fashioned round-up was being staged in the city. They found a hay-loft that was not occupied, however, and managed to get a few hours' sleep. They started back the next day.

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ENTRY BLANKS OUT FOR ATLANTIC CITY MEET

Complete List of Prizes Received Up to July 3 Announced by Messrs. Surre and Morehouse; 56 Manufacturers Contribute Awards

ATLANTIC CITY, N. J., July 11.—Entry blanks are now out for the races which will be held here on August 3 in connection with the Cycle Trades Convention and are being distributed by Max Sladkin, 503 Market St., Philadelphia, and W. R. Stroud, 2213 Winton St., Philadelphia. Entries close on Monday, July 31.

As was previously announced there will be four races in all, a five-mile handicap, one-mile Atlantic County championship, five-mile motor wheel race and ten-mile handicap. These events will be open only to amateurs registered with the National Cycling Association.

The scene of the race will be the Ventnor Boulevard and the course, which will require four complete laps for five miles, is to be positively cleared of all traffic while the meet is in progress. The bicycle race having the greatest entry list will be allotted the largest number of the more valuable prizes. Referee Stroud announces that there will be no time prizes, and that no entry fee will be required.

Up to July 3, Messrs. Morehouse and Surre, of the Convention arrangements committee, acknowledged receipt of the following prizes:

A. O. Smith Co., Smith motor wheel; Eclipse Machine Co., coaster brakes; Emblem Mfg. Co., Emblem bicycle; Fisk Rubber Co., bicycle tires; Corbin Screw Corp., coaster brake; Racine Rubber Co, Racine tires; Troxel Mfg. Co., six saddles; Frank Mossberg Co., assorted wrenches; Badger Brass Mfg. Co., Solar lamps; Diamond Chain & Mfg. Co., roller chains; Persons Mfg. Co., one track racer saddle; Firestone Tire & Rubber Co., two pair bicycle tires; Chicago Handle Bar Co., one Shelby bar.

Splitdorf Electrical Co., one silver cup; American Wood Rim Co., six pair rims; The Crosby Co., $10; The Standard Co., $15; B. F. Goodrich Co., two pair tires; Continental Rubber Works, Vitalic tires; Federal Rubber Mfg. Co., tires; Buffalo Metal Goods Co., brake; Davis Sewing Machine Co., 5 pair pedals; H. & F. Mesinger, saddle; New York Sporting Goods Co., one pair Palmer-Armstrong tires, Wolverine Leather Goods Co., one razor strop.

Pierce Cycle Co., one pair hubs; Spalding & Co., two jerseys; Coggins & Owens, one pair C. & O. Auto-Bike tires; Chicago Cycle Supply Co., one pair Chicyco tires; Mead Cycle Co., one pair Samson racing tires; Bearings Co. of America, $10; Hendee Mfg. Co., one Indian bicycle, $40; Rose Mfg. Co., one lamp; Kokomo Rubber Co., one pair Everlaster tires; Majestic Mfg. Co., 1 steel carrier; Empire Rubber & Tire Co., one 28 x 3 M. C. case.

Noera Mfg. Co., one-half dozen drinking cups. Indiana Rubber & Ins. Wire Co., one pair bicycle tires; Bevin Bros. Mfg. Co., six assorted bells; Seiss Mfg. Co., two horns; Elyea-Austell Co., one pair Vitalic tires; Kelly Handle Bar Co., 2 pair stems, two racing bars; Holland-Baden-Ramsey Co., one pair tires; Reading Cycle Mfg. Co., one Reading-Standard bicycle; A. Schrader's Son, one special tire gauge.

International Stamping Co., two sets side guards; Excelsior Cycle Co., one pair Deluxe tires; New Departure Mfg. Co., one gold watch, chain and fountain pen; Westfield Mfg. Co., one silver loving cup; City Supply Co., one pair De Luxe racing tires; Hawthorne Mfg. Co., one bicycle lamp and electric outfit; Twentieth Century Mfg. Co., one bicycle lamp; Pacific Motor Supply Co., San Francisco, $15; Van Cleef Bros., one bicycle repair outfit; Wald Mfg. Co., assorted carriers and baskets; National Screw & Tack Co., nipples and spokes.

WRIGHT IS FIRST IN MOTOR WHEEL RACE

JAMESTOWN, N. Y.—Ivan Wright, of this city, came in first in the Motor Wheel race of 3½ miles held on July 4 on the State Road. His time was 6:27. He won the solid gold watch fob presented by the William H. Cahn Co., Eastern representative for the Smith Motor Wheel.

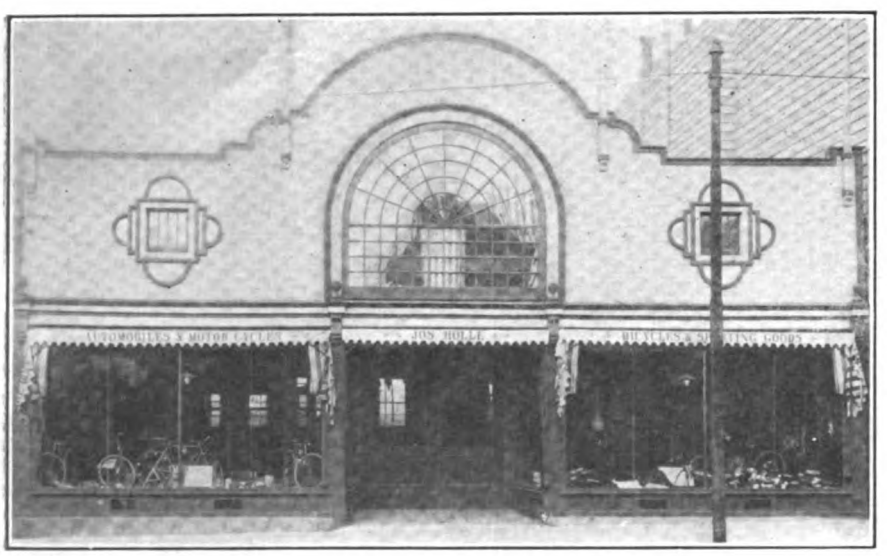
There were ten starters, although 17 entries had been received. Wright went slightly ahead at the start and kept up a good pace for the entire distance, crossing the line closely followed by most of the field.

ANTONIO LANCELOTTI WINS TAUNTON HANDICAP

TAUNTON, Mass.—Antonio Lancelotti, of Providence, R. I., won the five-mile handicap race held at the Fair Grounds track on July 4, in connection with the race meet of the Gentlemen's Driving Club. Manuel Souza, of Taunton, was second; O. Collona, of Providence, third, and August Souza, of Taunton, was fourth. Fred Marsiano, Providence; Antimo Lancelloti, Providence, and M. Slattery, Taunton, took fifth, sixth and seventh places respectively.

There were sixteen starters. M. Slattery was distance man with 300 yards, while M. Souza and A. Souza were at 200 yards. At scratch were O. Collona, Antimo Lancelloti, Egisti Cini, F. Marsiano and Antonio Lancelloti. Slattery led till the last mile, when most of the scratch men passed him. Cini fell in a collision and withdrew. A. E. Barber was starter, with George Clapp and Thomas Reilly as judges, all officials being local dealers.

AT THE SAME STAND FOR TWENTY-FIVE YEARS



Few Dealers Give Better Evidence of the Solidity of the Bicycle Business Than Joe Holle, of Frisco, Who Has Been Selling Two-Wheelers at This Fine Store for a Quarter of a Century

BELIEVE IN BETTER BICYCLES

R. H. Whitmore and Son, Memphis, Tenn., Who Do a Brisk Business in High-Grade Machines

BICYCLE IS POPULAR IN LOUISVILLE, KY.

LOUISVILLE, Ky.—That the bicycle is getting more and more popular in this city is shown by the fact that Carroll V. Robinson, chairman of the Mogul Bicycle Club, has sent a challenge to the cyclists of Frankfort, Ky., to clubs whose members are under 18 years of age. There is no limit to the numbers to compete.

The challenge was printed in the Frankfort State Journal, and it is expected that clubs in the State Capitol will soon answer Robinson's letter.

TANDEM TEAM GOES EAST

SAN FRANCISCO, Cal.—Tom J. Shea, of Windsor Locks, Ct., and William Thompson, formerly of Texas, started for the East June 19, riding tandem on a 1916 Indian Powerplus, and going by the Placerville and Ogden route. Cards have just been received from them, stating that they reached Denver on the 29th, having covered probably the worst part of their trip, with no trouble.

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BICYCLE MEN TO START GENERAL PUBLICITY SCHEME

SAN FRANCISCO, Cal.—Bicycle advertising and especially bicycle news in general has been conspicuously absent from the San Francisco papers for several years, with the exception of a fair amount of space given to the Bicycle Day last Spring. The effects of that event were so satisfactory that the local bicycle and supply jobbers have been discussing a project for starting a general publicity campaign in the newspapers, involving the allotment of some space for the featuring of bicycle news.

Nothing definite has come of it yet, but it is hoped that sufficient interest can be aroused to put the scheme through. The riders would certainly appreciate it, and there are a good many people who would ride except for the idea that nobody does it any more.

LIGENFELDER PROMOTING LOS ANGELES BICYCLE DAY

LOS ANGELES, Cal., July 2.—Eddie Ligenfelder, formerly a track star and now head of the big Goodyear tire branch in Los Angeles, is boosting for Bicycle Day in the city. Eddie put over a great preliminary announcement, getting a six column lay-out with a special cartoon on the front sporting page of the Los Angeles Times and a two-page write-up that made it look like a sure thing for July 22.

Mentioned among old timers who will be active participants are John T. Dye, Harry L. Owesney, Bill Ruess, Johnny Boss and George Cline.

Eddie is urging the trade to get behind the proposition and make it the biggest selling argument that has ever been featured in the Southwest.

A. D. T. GETS LONG MILEAGE ON EVERLASTERS

KOKOMO, Ind.—In a recent letter to the Kokomo Rubber Co., maker of Everlaster and Kokomo Kord cycle tires, John F. Dickson, a messenger from Dallas, Texas, states that his actual mileage to date was 16,574 on a set of Everlaster pneumatics.

"I bought the tires from the Cortines Supply Company, in Dallas, and have averaged nearly 100 miles daily," says Dickson in the letter. "My greatest mileage was 121 in one day and my lowest 85 miles. I am now riding the original tires which are still in good shape."

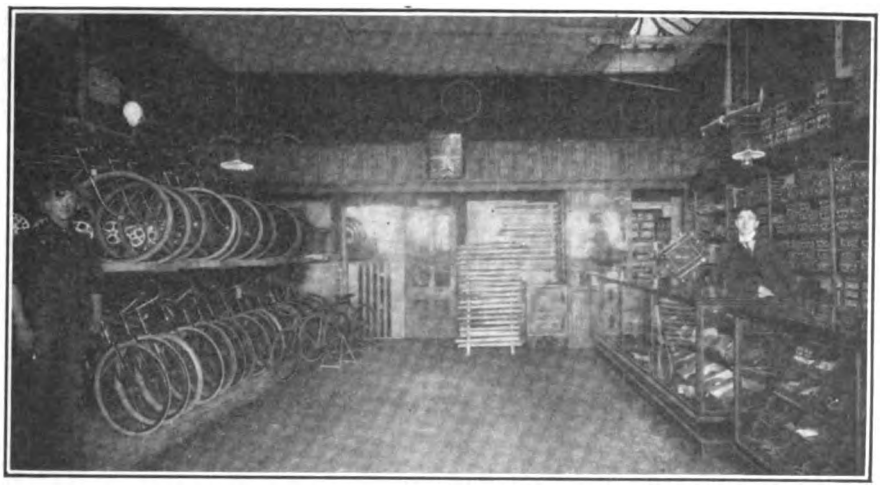
The Kokomo firm has incorporated this letter in an attractive folder recently issued to dealers.

LEVER ON SOUTHERN CYCLE TRADE

NEW YORK.—That cycle business conditions in the South, and especially in Jacksonville, Fla., are of the sort to make an optimist even of the fellow with the pessimistic tendencies, comes from Henry Lever, of McGraw Bros., Jacksonville, who dropped in to visit the D. P. Harris Hardware Co. At least a measure of the good business is to be credited to the general prosperity marking business conditions in America at the present time, according to Mr. Lever, but not a little of it in Jacksonville, at least, results from the influx of tourists which has put a whole lot of money which in former years reached Europe, in circulation in the Southern resort cities.

As far as his particular company is concerned, Mr. Lever states that it has practically doubled its business since October, 1915, and demonstrating the quality of hustle which this Southern jobber puts into the selling end quite as much as the salability of Rollfast tires, is his statement that McGraw Bros. are selling on the average a carload of Rollfasts a month. The name of the concern will be changed to the Southern Hardware & Bicycle Co. on July 1, with H. S. O'Dell and H. Lever as firm members.

A PROGRESSIVE SPORTING GOODS STORE



Interior of I. W. Houghlin's Establishment in San Francisco; Houghlin Makes a Specialty of Bicycles, Featuring the Yale and Pierce

DEVELOPING A CYCLIST'S APPETITE—AND APPEASING IT

Two Baltimore Crescents on Sunday Tour

HADDEN WINS 10-MILE RACE IN NORTH TONAWANDA

NORTH TONAWANDA, N. Y., July 8.—The ten-mile handicap bicycle road race held in this city, in which 28 riders participated, was won by Robert Hadden. Glenn Anderson finished second, while third place was taken by Thomas Welton, fourth by Lester Grainge and fifth place by Wilfred Trombley. Trombley took the first time prize, while Robert Hadden and John Mollnow took the second and third time prizes. The contestants finished in this order:

Name of Rider.	Handicap.
Robert Hadden	3 minutes
Glenn Anderson	4 "
Thomas Welton	3 "
Lester Grainge	5 "
Wilfred Trombley	scratch
Howard Meyers	2 minutes
John Mollnow	scratch
John Evans	1 minute
Robert Schultz	2 minutes
Elmer Herring	scratch
Ernest Hettmann	4 minutes
Charles Tucker	scratch
Ray Gorenflo	3 minutes
James Sauberan	2 "
Merril Towne	2 "
Dewey Miller	2 "
Albert Schnell	3 "
Spencer Carney	3 "
Peter Dekbebrumen	scratch
Kenneth Harrar	4 minutes
Leroy Urban	1 minute
Clarence Ensinger	3 minutes
Otto Korthals	3 "
George Rathgaber	2 "
Albert Rech	3 "
Louis Isreal	5 "

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C. R. C. A. ON THREE-DAY TOUR TO PHILADELPHIA

(Continued from page 31)

and then pushed on to Camden, where they met the ferry to Philadelphia.

Lodgings at a very moderate price were secured in the Quaker City, and no sooner had the tired riders "tucked away" a dinner when they "hit the hay"—all but Steppello who was still deeply engrossed in unraveling the plot of the detective story and sat up until the "wee hours of the morn" to see the villain tight in the clutches of a Sherlock Holmes.

Late Start for Atlantic City

Because no one had thought of bringing along a Big Ben, a rather late start was made for Atlantic City, the sight-seeing stop of the second day's ride. In fact, it was not until after eight o'clock that the riders left the Quaker City and, crossing on the ferry, hit the trail for Berlin, N. J. Here ice cream soda again played the role of a "life saver" and put the riders in "pedaling" condition.

The day was certainly a scorcher and riding over the sand into Hammondstown hardly improved the spirits of the party. It was ninety in the shade, and the roads for a greater part of the distance were taking a sun bath. Aron turned a pretty somersault in the sand, which was witnessed by a kind-hearted farmer, who, much relieved by the fact that Aron quickly got on his feet again, saw that the hot sun was telling on the cyclists and invited them to partake of raspberries and cream.

Rest Up at Egg Harbor

Another puncture had to be repaired on the road just out of Hammondstown and then the ride continued to Egg Harbor City, where the cyclists stopped to check up their century forms and take a well-earned rest.

Atlantic City was reached at two o'clock in the afternoon, sixty-five miles having been clicked off on the cyclometers from Phillie to the oceanside resort. A short tour was made of the city, scenic post cards were mailed home, and then the cyclists sat down to a dish of oyster stew, after which the ride was resumed on to Absecon, that town being entered at five in the afternoon.

The sandy roads into Absecon caused Knecht to spill, Winquist bumping into him and sprawling out on the sand. Fortunately neither was badly hurt. A refreshing quaff of cool water put both into fighting form again, and the journey continued without accident through Port Republic, over the swamp and rickety bridges into New Gretna, thence Manahawken and Tuckertown, where the boys, all tuckered out, decided to spend the night, having recorded one hundred and three miles for the second day.

What They Got for One Dollar

At Tuckertown Lieutenant Steppello showed his business acumen by completing arrangements while the host of the cyclists to furnish lodgings, supper and breakfast, all for the modest sum of one dollar. After supper five of the fellows sauntered around the little town and went to the movies; but Brock, Brohn and Knecht selected to retire early.

A substantial breakfast and Tuckertown was left behind at seven o'clock in the morning. Bay View loomed into view at 8:45, where ice cream again saved the day. Then Tom's River became the next objective, strong winds preventing the riders from making fast time into that village.

Strike Perth Amboy at 7:10

The lunch stop was Lakewood and then the course pointed to Asbury Park. Long Branch, Elberon and Red Bank were passed through, the cyclists resting for a while at the last mentioned point. Over the hills and sandy roads the party pedalled into Morgan and after eating a light luncheon arrived at Perth Amboy at 7:10 in the evening.

Here everyone began to show the strain of the tour and a slow pace was taken up into Annadale, the supper stop, after the cyclists had ferried to Staten Island. Saint George was reached quite late on the night of the Fourth, where the tired riders broke up into two groups, one ferrying to Brooklyn and the other to Manhattan.

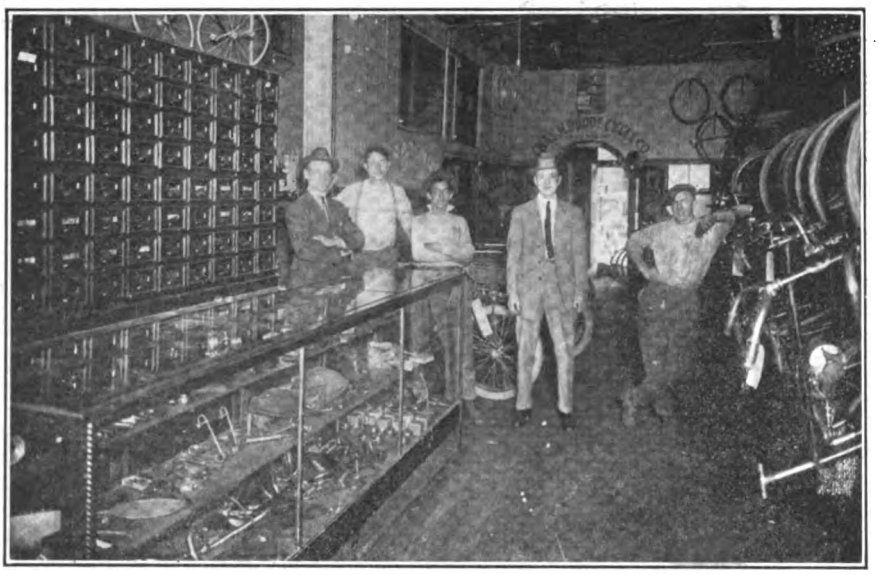
The total mileage for the three days was 323 miles; the daily mileages follows:

July 2—New York City to Philadelphia, 105 miles.

July 3—Philadelphia to Tuckertown, 103 miles.

July 4—Tuckertown to New York City, 115 miles.

"A PLACE FOR EVERYTHING AND EVERYTHING THERE"



That's the Slogan Adopted by the Chas. H. Budde Cycle Co., of St. Louis, and the Neat Appearance of the Store Speaks Well for the Efficient Staff of Men Who Translate the Slogan Into Action

MARQUART ROMPS OFF WITH C. R. C. A. POINT RACE

NEW YORK, July 9.—The weekly point race held over the Fordham Road course by the Century Road Club Association, was won by Johnny Marquart, from scratch, after a hard sprint in which he managed to nose out Eddie Jensen. V. Cestone was just behind the leading pair, and Stepello came in fourth, eight seconds to the bad.

Sattler was the leader at the half-way turn, but the mud caused by the heavy rain just previous to the race proved his undoing, causing him to skid and fall while rounding the turn. The spill retired him from the race. The distance was measured as six miles. The summaries:

1. John J. Marquart, scratch, 16 minutes 2 seconds; 2, Edward Jensen, scratch, 16 minutes 2⅕ seconds; 3. V. Cestone, 1 minute, 17 minutes 2⅖ seconds; 4. George Steppels, 1 minute, 17 minutes 10 seconds.

After next Sunday's race the run will be taken to Coney Island, and the cycle track at Steeplechase Park will be visited and a series of impromptu events will serve to while away the afternoon.

The members of the association are strong for both the pleasure and competition ends, and the Coney Island run will be one of several leading events in the former category.

HOFFMAN TAKES TWO AT SCOTTISH GAMES

SAN FRANCISCO, Cal.—Fred Hoffman, of the Olympic Club, of San Francisco, won the one and two mile bicycle races held July 4 at Shellmound Park. The races were held as a feature of the San Francisco Scottish Thistle Club's annual picnic and athletic games.

Jerry Slyerdall, also of the winged O's, sailed into second place, and Vic Spence, of the New Century Wheelmen, finished in third place. The times were fast and a large crowd enjoyed the speedwork. Summaries:

One-mile—Won by Fred Hoffman, Olympic Club; J. Slyerdall, second; Vic Spence, New Century Wheelmen, third. Time, 2:34.

Two-mile—Won by Fred Hoffman; A. Wiseman, Acme Wheelmen, second; Vic Spence, third. Time, 5:23.

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In the Dealer's Realm

WHITE RETURNS FROM TOUR TO DENVER ON HIS HENDERSON

HUNTINGDON, Pa.—W. A. White, who sells the Henderson in this city, has just finished a tour from Huntingdon to Denver, Colo., and return. His trip totaled more than 4,000 miles and was made without mechanical trouble of any sort.

White left this city in the Spring, using a 1916 two-speed model, and rode leisurely westward, stopping in various cities for a few days. He visited the big tire factories in Akron, O., then went through Indiana, and Illinois. He crossed the Mississippi at Clinton, Iowa, and traversed the Lincoln Highway to Omaha and Cheyenne. He reports roads fine through Ohio and Indiana, but rough west of the "Father of Waters."

At many places in Nebraska and Wyoming he followed a mere trail through sand and over the prairies. After spending four days in Denver he rode to Colorado Springs and then turned eastward and rode to this city by easy stages. He had four punctures as his only troubles.

On returning, White found that business had developed in a very satisfactory way during his absence. The manager who had been left in charge had worked up a number of good prospects and closed several sales. White's experience on this tour has provided him with a number of first-class selling ideas and he is getting busy closing up several sales with hesitating prospects.

AGENT STURGES OUT WITH CONNECTICUT NATIONAL GUARD

NEW HAVEN, Conn.—Shelton Sturges, the popular Indian agent in this city, is now out with the Second Infantry, Connecticut National Guard, at the Mexican border as a mounted scout. He is a non-com. in the regiment, and answered the call by President Wilson to mobilize the Guard right on the dot.

Meanwhile, Henry, Shelton's brother, is running things at the shop. He will be in charge for a few weeks, when Simon Kaletsky, Sturges' right-hand man, will conduct the business until Shelton returns. Since Shelton left, Henry and Simon have sold two new machines, one with a sidecar and one used motorcycle. Still, all hands will be glad to see Shelton on the job once more.

DANVILLE, KY.

CONN & ARNOLD, local Harley-Davidson representatives, are advertising a big sale of used motorcycles and autos, in an effort to clean up on used goods. The firm recently suffered a loss in a gasoline fire which wrecked its plant and is maintaining temporary offices at the Mahan & Bethurum garage on 4th street.

THRIVING HEADQUARTERS OF EXCELSIOR IN PATERSON, N. J.

Interior of Salesroom of Fred L. Joffee, Veteran Cycle Man, at 12 Clark Street. In Addition to Representing the "Big X" Joffee Has an Agency for the Smith Motor Wheel and a Number of High Class Bicycle Models

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No. 3 MOTORCYCLE PEDAL

No. 3 STANDARD MOTORCYCLE PEDALS

Our products comprise:

Diamond "E" trade mark brand Spokes and Nipples for Bicycles, Motorcycles, Tricycles, Velocipedes, Invalid Chairs, Sulkies, Carriages, Cyclecars and Automobiles. Pedals for Bicycles, Tricycles, Velocipedes and Motorcycles. Toe Clips for Bicycle Pedals. Emergency Axles for Pedals. Screw Machine Products.

When you buy a motorcycle, make sure that it is equipped with STANDARD PEDALS.

Most manufacturers have reasoned out that "STANDARD" EQUIPMENT means increased value on the machine.

STANDARD PEDALS are big, roomy, soft and minimize the shocks. Deeply corrugated to insure positive foot grip. Insist upon STANDARD EQUIPMENT.

The Standard Company

TORRINGTON, CONN.

We are boosters for "One Million Bicycles in 1916"

KLINES FIND VULCANIZING PLANT GREAT AID TO DEALER

LOUISVILLE, Ky.—Kline Brothers, handling the Harley-Davidson in this city, are now firm in the opinion that a vulcanizing plant is a great aid to the motorcycle dealer. They advise all dealers to install such a plant if they have the room.

Mr. Kline advances the argument that the vulcanizing plant is especially valuable to the motorcycle dealer during the winter months when sales of new machines are slack. During the summer, the dealer can build up a nice business in vulcanizing bicycle, motorcycle and automobile tires, and the latter business helps out during the months when otherwise bench warming would be about all the average dealer would find to do.

To Make It Pay

The firm took over the store of an automobile supply house nearly a year ago, and the vulcanizing plant was part of the equipment. In order to make it pay it was necessary to get automobile business, and the boys managed to get it through advertising and personal solicitation.

At the same time it was necessary to work out a system whereby this work could be done without interfering with sales of motorcycles or supplies, and at the same time not run the operating expenses up too high by employing additional men.

The following system was worked out and is being handled to advantage: The boys get to the store at 5 o'clock in the morning, but the doors are not opened for business until about 8 o'clock. This gives Herbert Kline three full hours to clean up the vulcanizing which came in on the previous day, and Pete Kline gets a chance to clean up on repair work to some extent. The consequence is that the work is nearly cleaned up when the store opens, and as business is light until 10 o'clock things are in excellent shape by that hour, The cementing is all done on the previous evening, and the tires are ready for the vulcanizer the first thing in the morning.

Routine Not Affected

Under this arrangement Herbert Kline is enabled to get out on the street and hustle for new business after ten o'clock, and the general routine is not cut into greatly by the new department. At the same time his brother has managed to get the motorcycle repairs up in good shape and is in position to be in the store and handle things himself.

Ever since first starting in business the firm has endeavored to clean up all repairs on the day they came in regardless of how late they had to stay in the evening, unless it was cases where parts had to be brought in from the factory. The result has been that the concern has established a record for service in all of its undertakings.

BELOIT, WIS.

R. S. MAXWELL, with Mrs. Maxwell, started out on July 4 for a tour of the Middle West and will be gone for two or three weeks. Maxwell is the local Harley-Davidson dealer and uses a 16-J sidecar combination for the trip.

LOUISVILLE, KY.

HARVEY BERNARD, representing the Hendee Manufacturing Company, was a recent visitor to Louisville. He called upon the Century Cycle Co., local Indian dealers.

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Smith Motor Wheel
DETACHABLE

Motor Wheel Prosperity

What the Smith Motor Wheel Is Doing for Dealers

From Frank Wheaton, dealer in Kalispell, Montana

"The Motor Wheel had a very enthusiastic reception here—created more interest than any other thing I ever saw—equal to the old days when even the elect were enthusiastic over cycles. Have already lined up a host of prospects and sold a number of machines."

From Maine to Montana and from Seattle to St. Augustine come letters brimful of enthusiasm for the Smith Motor Wheel.

Dealers everywhere are joy-riding into bigger business and easier profits.

And they're all a big happy family of money-makers.

Their biggest business booster is the Smith Motor Wheel, itself,—the spunky red motor which is the greatest self-advertiser on the roads. It wins friends everywhere and people look naturally for Motor Wheel Headquarters.

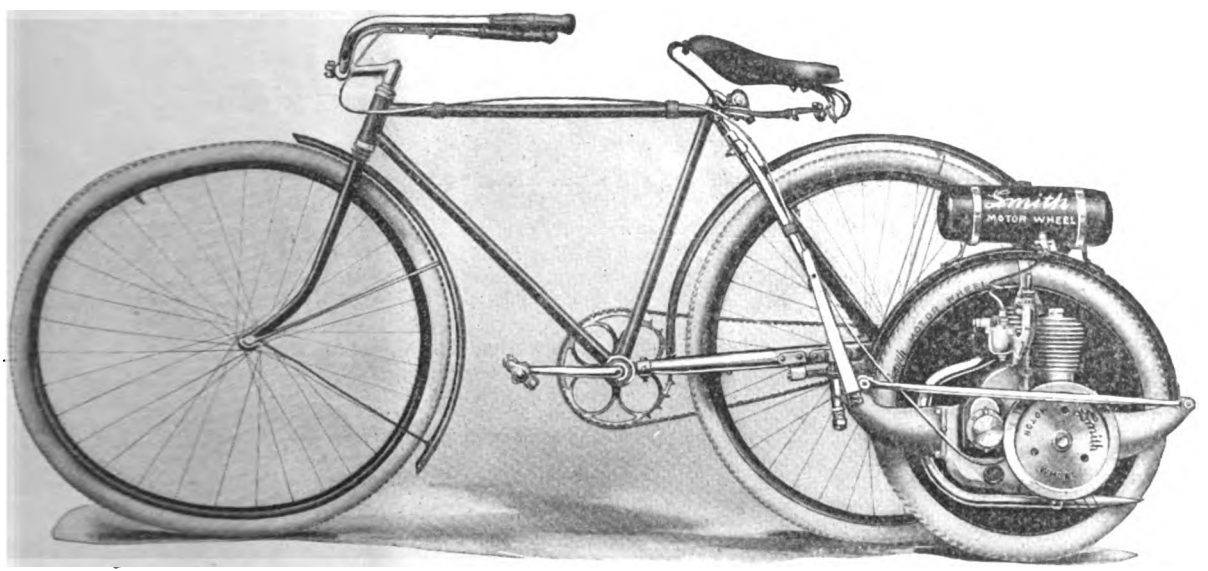
A little newspaper advertising helps link up the dealer with the big national advertising in the magazines and returns begin coming in at once.

One Smith sells another and new bicycles, tires and accessories move faster.

The Smith Motor Wheel is a lively money-maker for live dealers. We may have an opening for you. Write for particulars.

Motor Wheel Division, A. O. SMITH COMPANY, Milwaukee, Wisconsin
World's Largest Manufacturers of Automobile Parts

The SMITH MOTOR is fully protected by patents and is NOT furnished with any motorcycle or power bicycle, but only in the Smith Motor Wheel.



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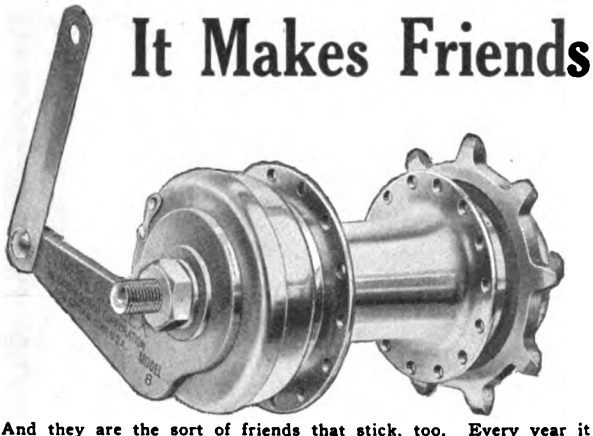
It Makes Friends



And they are the sort of friends that stick, too. Every year it makes more of them—hosts of them. Probably every bicyclist in America has heard of it. Thousands upon thousands use it—the famous

Corbin Duplex Coaster Brake

There is no deep secret of its success. Any rider that has ever used one can tell in a few words the reason for its remarkable popularity.

It delivers the service—that's all. It delivers the service and keeps right on delivering it. Its grip, smoothness of action, durability and general utility are unequalled.

That's why the majority of brake equipped bicycles carry the Corbin equipment. And that's why dealers in all parts of the country carry now, and have carried for years, the famous Corbin Duplex Coaster Brake.

Dealers: Get in touch with your jobber. Specify the Corbin when ordering bicycles. All manufacturers of bicycles furnish it. Price list and Catalog on request.

Riders: Equip the Corbin to your wheel. Investigate today. Write for catalog.

The Corbin Screw Corporation

THE AMERICAN HARDWARE CORPORATION, Successor

NEW BRITAIN, CONN.

BRANCHES: New York, Chicago, Philadelphia

Makers of Corbin-Brown Speedometers

QUEBEC DEALERS HAVE GOOD SEASON IN SPITE OF DISADVANTAGES

ST. LOUIS DU HA-HA, P. Q.—In line with the extension of the scope of the motorcycle in the United States, dealers in Quebec Province have opened the season well, in spite of a rainy spring and other disadvantages. They are of the opinion that the year 1917 will be a star season for the power two-wheeler and are intent on having reductions made for the coming year in the cost of licenses, etc.

"The season for the motorcycle is very short," says J. A. Moreau, of this city, and gasoline is high. The roads are not good, either. What with the cost of upkeep, license and registration fee, the motorcyclist with an average salary is hard put to it to make ends meet. We—the dealers—are uniting to represent conditions to the government of each Province, in order that fees may be reduced in 1917."

FRANKLIN, KY.

FRANKLIN CARRIAGE CO., has taken the agency for the Smith Motor Wheel, in addition to its line of bicycles. These lines are carried with buggies and tricycles. The bicycle business has been a brisk one and shows little signs of letting up even at this portion of the season.

WARNERKROS IN NEW LOCATION

FRESNO, Cal.—A. U. Warnerkros, the Excelsior dealer, has recently moved from his old location, due to a big fire some time ago that destroyed his store and stock on "I" street, to a large and well appointed store on "K" street, where he has everything that a modern motorcycle store and garage would call for.

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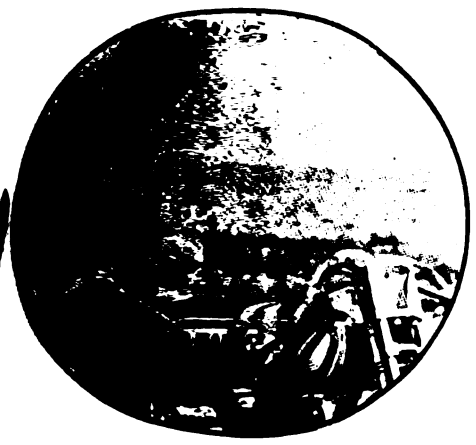

At Dodge City

Schebler

Carburetor

1st—2nd—3rd

In all speed contests, the Schebler is supreme. Every important motorcycle triumph is a Schebler victory. It is the one ideal carburetor for every day use under all conditions of service. Time and the experience of hundreds of thousands of riders have proven this.

Wherever Records are Broken You'll Find the Schebler

The Wheeler-Schebler Carburetor Co.

INDIANAPOLIS, INDIANA U. S. A.

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JIMMIE ROURKE'S VACATION TOUR

(Continued from page 27)

"Fine chance you have, Archduke," laughed Rourke as he opened the throttle and bent over the bars. The motorcycle leaped into its stride with a deep-throated roar from the quadruple exhaust, the road swept backward from the thrust of the rear wheel, and Rourke looking back a few minutes later saw the car diminished to a dust-dimmed speck in the distance, hopelessly left behind in this contest of speed.

"Fooled them that time," he muttered with a short laugh, adding as he glanced at the watch strapped to his gauntlet, "but they cost me several minutes' time that I couldn't spare very well. Guess we'll have to beat it a little faster, son."

And the miles were reeled behind him even more swiftly than before, on and on, as he flashed on his breathless course to Washington.

Twenty miles farther he sped over the summit of a hill and quickly shut off power as his eyes swept down the long slope before him. A quarter of a mile ahead an automobile stood at the edge of the road, and as he flashed into sight it turned and moved slowly straight across the highway, blocking the road, while three men scrambled out and took up positions on either side as if to make sure of no one passing.

It was the third party of conspirators.

With the quick thinking born of long experience in the saddle, Rourke's plan of action was laid out instantly. He couldn't pass the motor car, for it blocked the whole width of the road, and with his revolver empty there was no chance to fight his way through the line.

Almost upon the threatening gang, his quick eyes discerned a narrow, winding foot path that branched off the road and wandered back into the woods, turning here and there between the trees. Swinging his weight against the handlebars he turned the machine with a suddenness that skidded the rear wheel round in a quarter-circle, shot off the road onto the path, up the grassy bank and, ducking his head to avoid the twigs and branches that whipped sharply as he brushed past, he roared back along the path through the woods, twisting and turning skillfully as he followed the sinuous bends of the narrow thoroughfare.

A yell of baffled astonishment and a rain of wild shots came from the conspirators as he swung off the road, but a moment later he had disappeared among the underbrush, leaving them raging impotently at the ease with which he had outwitted them.

On through the shady woods he rolled for perhaps a half-mile, until the path brought him out into a narrow back road,

(Continued on page 44)

"He Turned the Machine and Shot Off the Road, Onto the Path"

Truing Up a Wheel

Riders are beginning to realize the necessity of "true" wheels. It saves tires—it saves bearings—and often prevents a serious accident.

Dealers who are in a position to true wheels accurately and quickly make money on this work. The

Dudley Wheel Truing Stand

enables any average mechanic to straighten up a wheel in a few minutes. **The gauge is a most valuable feature,** as it equalizes the tension on all spokes.

There are two sizes, one for Bicycles, the other for Motorcycles.

STEVENS Motorcycle and Bicycle Accessories are carried by all leading jobbers.

STEVENS & CO.
375 Broadway
NEW YORK CITY

2-STROKE Cyclemotor HIGH-SPEED

APPEALS TO ALL PEOPLE FOR ALL PURPOSES

Every bicycle rider in your city is anxious to be relieved of the fatigue of pedaling. Put a Cyclemotor outfit in your window display today and your store will at once become the liveliest spot in town.

DEALERS:—
We can show you how to double your sales and profits without increasing expenses. Ask for our paying proposition.

CYCLEMOTOR CORPORATION
Rochester **New York**

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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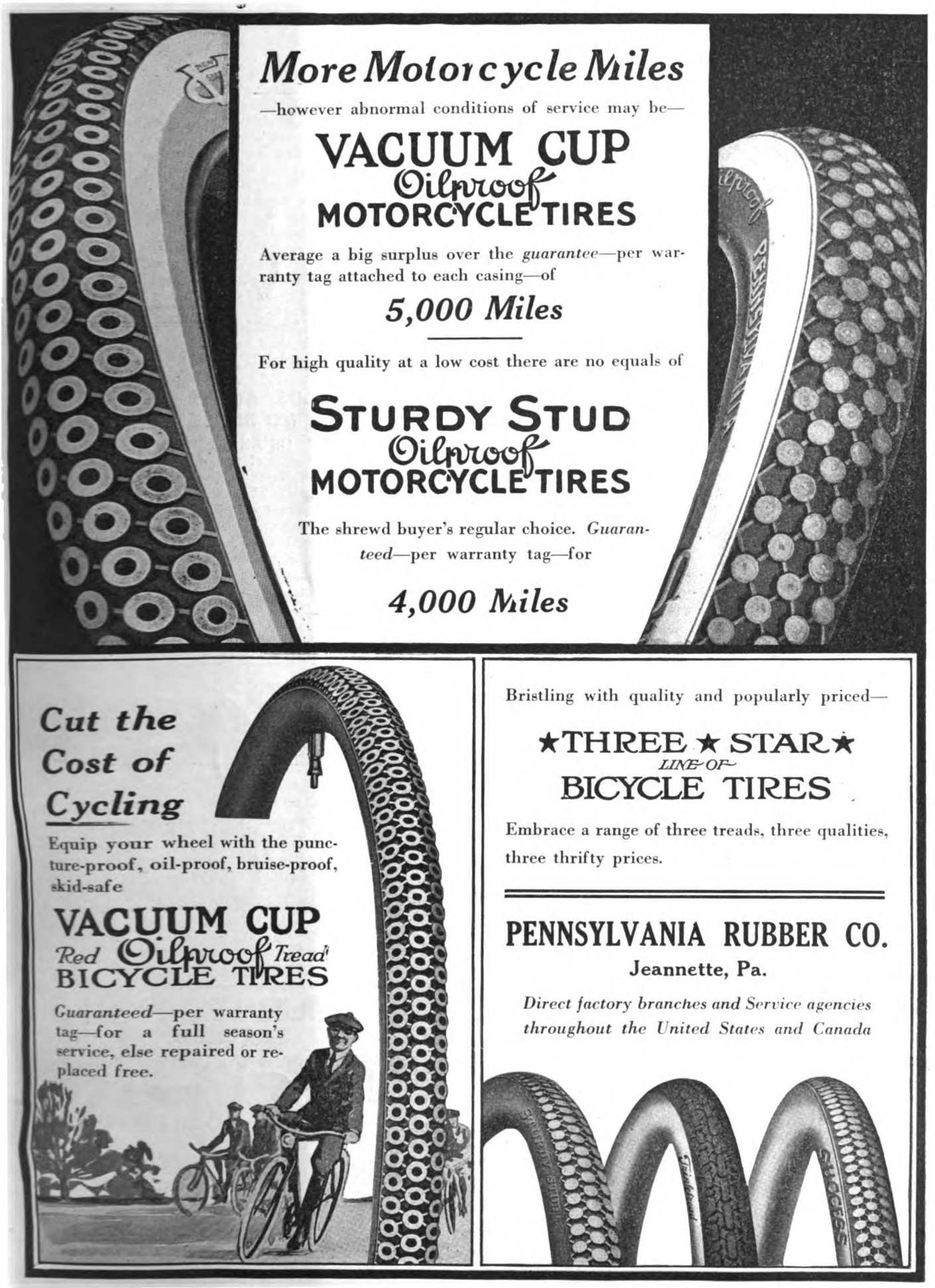

More Motorcycle Miles

—however abnormal conditions of service may be—

VACUUM CUP
Oilproof
MOTORCYCLE TIRES

Average a big surplus over the *guarantee*—per warranty tag attached to each casing—of

5,000 Miles

For high quality at a low cost there are no equals of

STURDY STUD
Oilproof
MOTORCYCLE TIRES

The shrewd buyer's regular choice. *Guaranteed*—per warranty tag—for

4,000 Miles

Cut the Cost of Cycling

Equip your wheel with the puncture-proof, oil-proof, bruise-proof, skid-safe

VACUUM CUP
Red Oilproof Tread
BICYCLE TIRES

Guaranteed—per warranty tag—for a full season's service, else repaired or replaced free.

Bristling with quality and popularly priced—

★THREE★STAR★
LINE OF
BICYCLE TIRES

Embrace a range of three treads, three qualities, three thrifty prices.

PENNSYLVANIA RUBBER CO.
Jeannette, Pa.

Direct factory branches and Service agencies throughout the United States and Canada

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(Continued from page 42)

which he followed to the main highway.

Again he looked at the watch on his gauntlet. A little more time lost. It was going to be close work—a desperate chance, but one on which he was determined to make good if it was humanly possible.

"For Uncle Sam is depending on you now, old man," he muttered to himself as he bent over the bars again and pushed the throttle open for the final dash.

A very grave group of men faced each other at the secret meeting of the cabinet at Washington. Only a few minutes remained before 11 o'clock when an answer must be given to the foreign ambassadors—and the message upon which that answer depended had not arrived. Information had been received saying that a secret messenger had been dispatched to take it to the Capitol, but he had never arrived.

It Meant War

And the only answer that the cabinet could give without the message meant war.

With a weary shake of his head the gray-headed leader of the State Department spread his hands hopelessly.

"Gentlemen, there is only one answer possible as the situation stands. And that answer means war," he said slowly.

The hour had arrived. The foreign delegation marched in solemnly. With a punctilious formality the American statesmen received them. Then there was a vacant pause before the real object of the meeting was touched. The cabinet men knew that their answer must be given then and there, knew that but one answer was possible without the information given in the missing message.

Loath to deliver this answer, they delayed by needless technicalities, empty forms, and evasions, but at last the leader of the foreign delegation insisted upon an answer.

The time had come.

Steeling himself to meet the issue, the veteran statesman who acted as spokesman for the Americans, rose to deliver his answer.

A commotion outside the entrance drew the attention of all in the room at that moment. The door burst open and a dusty, travel-stained figure, breathless with haste, but with the fire of determined purpose in his face, plunged into the room, hastened to the gray-haired man standing ready to speak, straightened up stiffly with a military salute and extended a hand holding a battered, torn and blood-flecked leather pouch.

With trembling fingers the statesman tore open the pouch, withdrew the folded sheets within, and his eyes skimmed rapidly over the pages.

A great relief lighted up his face, and a smile of deep content played on his lips as he read.

"Gentlemen, the message which I have received is the best answer that could be given you," he said slowly to the group of foreign ambassadors. "I will read it to you."

And he did.

Crisis Was Passed

The diplomatic crisis was passed with honor and satisfaction for all the nations involved. The representatives of the European nations departed after expressing renewed devotion and sincere friendship with America. The possibility of war vanished like a puff of vapor in the noonday sun. Though surprising in some of its phases the message Rourke had carried had proved the perfect solution of the problem that had so tangled diplomatic relations.

The cabinet men, of course, pressed Rourke for his story after the foreign delegation had gone, showing intense interest as he related the adventures met by Lieutenant Conway and himself, and congratulating him heartily on his success in the perilous mission.

When out in the open air again Rourke patted his motorcycle fondly, as a horseman would his favorite mount, and looked back at the big white building looming up above the green lawns.

Into his mind flitted the thought of his original plans for a quiet, leisurely vacation tour—and of the events that had just happened.

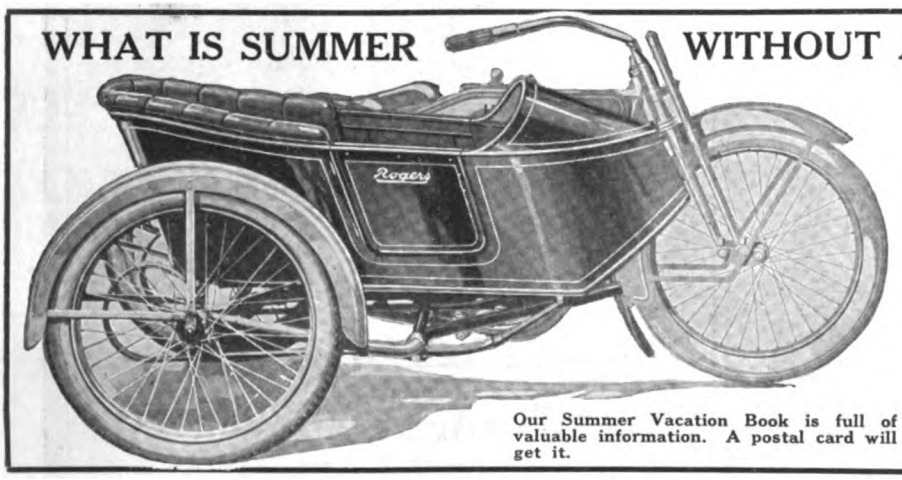
Stretching his arms wide he grinned lazily, and summed it all up in two short words: "*Some tour.*"

LOS ANGELES-BEACH RUN TO BE HELD IN AUGUST

LOS ANGELES, Cal., July 1.—The annual run of the Los Angeles M. C. to Beach will take place in August this year. The committee has already been appointed to take charge of preliminary arrangements and to see that the event is well advertised. It is figured that over 1,000 machines and close to 2,000 riders and passengers will attend, judging from past performances.

The committee in charge consists of Lester Miles (chairman), Paul J. C. Derkum, F. J. Michael and T. C. Butler, Jr.

WHAT IS SUMMER WITHOUT A



Rogers
ROGERS MANUFACTURING COMPANY CHICAGO

The enjoyment of your vacation, week end holidays, and the utility of your motorcycle is doubled when you add a sidecar.

You are wasting time, money and enjoyment without it—Why continue?

ROGERS MANUFACTURING CO.
337 West Madison Street Chicago
Irving Beck (Service Station), 1493 Fifth Ave., New York.

Our Summer Vacation Book is full of valuable information. A postal card will get it.

BE THE LEADING DEALER IN YOUR SECTION

Nothing will do more to bring this about than to establish yourself headquarters for the now CELEBRATED

A. B. C. GENERATORS

The most simple—therefore the most developed Motorcycle Electric System on the market. Claims of Superiority — Applicability — Stability — Efficiency — Durability — Flexibility and Accessibility.

New Prices MODEL B—Complete less lamps Direct Lighting $25.00 | MODEL C Batt. Charging $30.00

You don't THINK you see the road—YOU DO SEE IT. Transportation paid on retail sales.

A. B. C. GENERATORS CO., Los Angeles, Calif.

All Los Angeles Police Use the A. B. C.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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TRUE TO PREDICTION!

1916 Is the Banner Year for the

Thor

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The
Giant Twin
The Greatest Motorcycle Manufactured to Date

2
The
Light Twin
The Niftiest Motorcycle on the Road

3
The
Super-Single
The Standard Commercial Motorcycle

The three graces of motorcycledom. All built by the oldest motorcycle manufacturers in the world. (*Originators of the Rider Interest Policy*)

We are not racing bugs. We are not speed silly. We manufacture the fastest motors made but we do not hoodwink the rider into thinking he is getting a hundred-miles-an-hour when he buys a Thor simply because we win races. You get the same motor in your Thor as those in use on the track.

AURORA AUTOMATIC MACHINERY COMPANY,

GENERAL OFFICES, Thor Bldg., 1307 Michigan Ave., Chicago SALES OFFICES AND WORKS, 361 W. Superior St., Chicago
PACIFIC COAST BRANCH, 61 Fremont Street, San Francisco

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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THEFT-PREVENTION PLAN LACKS SUPPORT

Jobbers of Southern California Worked Out a Scheme to Trace Stolen Bicycles, but Sufficient Co-operation Was Not Offered

LOS ANGELES.—The plan for an effective theft-prevention campaign to prevent the stealing of bicycles, which is going on at an extraordinary rate in Southern California, has fallen through for lack of support. The jobbers subscribed considerable money and put a great deal of effort into working out a plan which was considered to be absolutely effective, but the bicycle dealers apparently did not guarantee the necessary financial support for putting it into operation.

Julius Smith, manager of Edwin F. Merry's store in Los Angeles, was chairman of the committee which worked out the plan, and the jobbers are still hopeful that the trade will eventually see the necessity of putting it into action. There is no question that the liability to theft is a great bar in Southern California to a much better sale of bicycles than is being had at present.

Briefly stated, the theft prevention plan was to establish serial numbers on all new bicycles sold by the respective dealers—the serial numbers to indicate the dealer as well as the wheel. Each dealer would stamp every new bicycle in his store with his initials, a code for his town and a consecutive number, on the cranks, forks and frames. Every stolen machine would be reported immediately by this code to the proposed Dealers' Association of Southern California, and twice a month bulletins covering all thefts would be sent out to every dealer member, to be posted in a conspicuous place in his store.

Investigation has practically established the fact that all the machines stolen in Southern California are sold in some other part of this region. It is probable that 300 a month are stolen in Los Angeles. Based on actual experience of his customers, Julius Smith offered to bet that he could have ten machines stolen in a single day.

By the identification stamp and bulletin plan it would make no difference whether a machine was sold in San Diego, San Francisco or Riverside, it would be immediately identified as a stolen machine and the dealer who sold it notified promptly.

Furthermore, to take care of the selling objection existing in the theft situation, the proposed association would allow each of the members to display a large poster, guaranteeing to the purchaser of every bicycle the protection afforded by the existence of the association and its recovery plan.

MOIST PROMOTING TOUR FROM LONG BEACH

LONG BEACH, Cal.—Charles Moist, representing the Indian here, is interesting a number of husky riders in mountain touring. Moist himself is frequently seen on the long jaunt on his Powerplus, taking in the fishing at Big Bear Lake among other things. He was one of the first to catch a limit at this lake.

FRASER STRONG FOR COMMERCIAL SALES.

SAN FRANCISCO, Cal., July 9.—Mr. Fraser, San Francisco manager for the Appeal Manufacturing & Jobbing Company of Los Angeles, is starting an active campaign for larger sales of Harley-Davidson commercial solo side-car outfits. He is convinced that there is a great field in this line, which has so far been practically untouched by the motorcycle dealers.

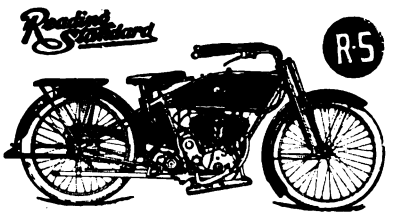
His aim at present is to stir up the retailers to an appreciation of the possibilities of the motorcycle and to give them some suggestions as to how they can get results in their particular business. He has just received a new carload of motorcycles, but has orders booked ahead from his dealers for nearly two cars.

K. C. RIDERS FORM OUTING CLUB

KANSAS CITY, Mo., July 8.—As a result of the interest developed by the outings of the Indian riders in Kansas City, a club has been formed which is known as the Indian Outing Club with headquarters at the Wigwam of Charles Hanson, who is the guiding spirit of the organization. R. J. Millard, has been elected president; Frank Archer, vice-president; Albert Hanson, secretary, and Ross Landes, treasurer. The Indian bunch, especially the sidecar users, have been enjoying weekly spins into the country.

Have You Investigated the

R-S



Have you compared it, feature for feature, with the other makes? Didn't you find it far in advance of the others in every constructive detail? Emphatically YES. The R-S is built by men who KNOW, in a factory where modern ideas and modern facilities prevail. The result—a thoroughly modern machine acknowledged to be the Finest Motorcycle in the World.

Write for catalogue.

Reading Standard Company
501 Water Street, READING, PA.

The Largest Gasoline Cars in the World are fired by Splitdorf Plugs

The 300-H. P., self-propelled, McKeen gasoline rail cars are used for most difficult service in Australia, Mexico and the United States. The high efficiency of these great gasoline cars is another testimonial for the

SPLITDORF SPARK PLUG

With the Green Hexagonal Jacket

Ninety per cent. of all engine troubles are due to faulty ignition. Seventy-five per cent. of them can be remedied at once and forever by the use of Splitdorf Plugs.

These plugs are practically indestructible, positively gas and oil tight. They are as nearly soot-proof as a plug can be. Dozens of times they have run 20,000 to 30,000 miles without ever having been cleaned.

Made in all sizes and in types to suit every car, motorcycle, motor truck, motor boat, aeroplane, tractor, and stationary gasoline motor. Write for Splitdorf Directory which tells which plug to use in *your* motor.

Splitdorf Plugs sell for one dollar everywhere. If you can't get them from your dealer, send to us for them.

Splitdorf Electrical Co.
Newark, New Jersey

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Prest-O-Lite For Motorcycles

The Choice of Experienced Riders

Everywhere the experienced motorcyclist uses Prest-O-Lite. Notice the mounts shown below—Prest-O-Lite equipped Harley-Davidson motorcycles recently purchased by the Police Dept. of Rochester, New York.

Prest-O-Lite is used by more riders than all other systems combined. You can get it on any motorcycle you buy.

Prest-O-Lite gives perfect riding light; is simple and trouble-proof, and not injured by jolts and bumps. Prest-O-Lite will not fail in emergencies—it's as sturdy as your motorcycle itself.

From a money standpoint, Prest-O-Lite costs less to buy and less to use. It needs no attention you yourself cannot give easily and inexpensively. An attractive combination is "Prest-O-Lite, a lamp and a good mechanical horn." Ask your dealer about it.

DEALERS: Start the rider right with Prest-O-Lite. Every equipment combination you sell like the above makes a friend. You give the rider the most for his money in brilliancy, reliability and economy.

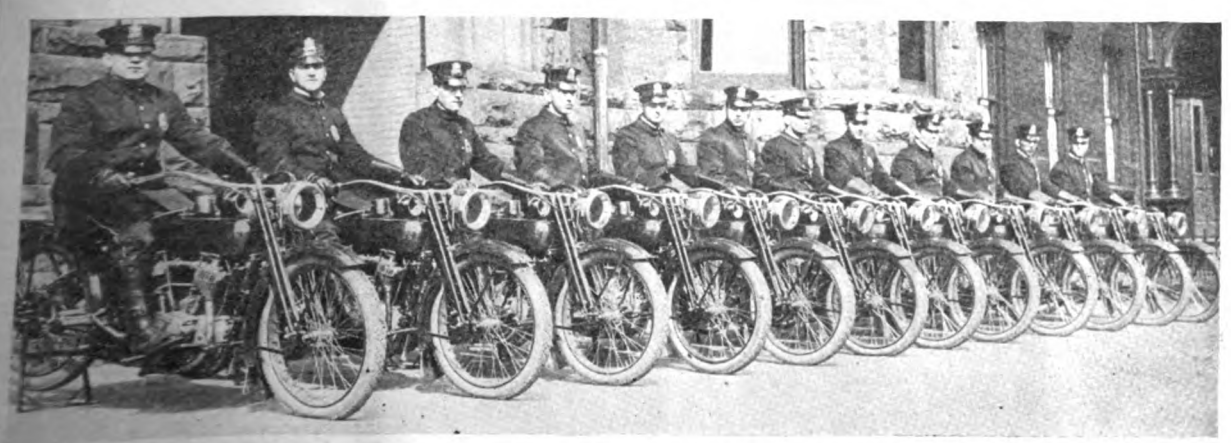
Send today for one of the most profitable and satisfactory offers a dealer can make. Details on request.

The Prest-O-Lite Co., Inc.

246 Speedway
Indianapolis, Ind.

Canadian Offices and Factory
Merritton, Ontario

Prest-O-Lite Exchange Agencies Everywhere



For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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"149"

The Peer of Motorcycle Chains

Accurate Every part is micrometer gauged for accuracy and pitch and each chain is carefully inspected and tested before leaving the factory.

Strong The breaking strength is several times what is needed for actual service. This provides a good factor of safety.

Durable No. 149 will give steady, day after day service when operated under anything like normal service conditions.

Diamond Chain & Mfg. Co.
Indianapolis, Indiana

YOU WANT AN OIL

that is manufactured especially for your Motorcycle. The makers of

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS AND GREASES

produce a special lubricant that will give your motorcycle increased efficiency—longer life—greater service—one that an air-cooled motor will not carbonize. This oil is called

HARRIS MOTORCYCLE OIL

Put out in four grades—Extra Heavy, Heavy, Medium and Light.

"A Little Goes a Long Way and Every Drop Counts."

Ask Your Dealer or Write.

A. W. Harris Oil Company
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

ANAHEIM, CAL.

W. H. BOON, representing the Harley-Davidson in Anaheim, has moved to a fine new location with shop in rear of his store since going into business for himself. Boon's friends consider his place sets the pace for Orange County cycle establishments. Everything is kept clean and in perfect order and all parts and accessories are stocked in showcases and cabinets, and are instantly accessible. The shop has all necessary equipment, and is finely lighted. This, together with the reputation of Boon and his experience, is an assurance of fine work.

In the selling end Boon has been reaping a fine reward for his new policy of featuring sidecars. Up to last year he says he did not realize what sidecars would do for a dealer, but he woke up to the proposition and began using one himself and boosting for their sale. The result is that he has not only sold a good bunch of sidecars but has sold more machines than he would without the sidecar idea as it enables him to overcome the ideas of the man who has begun to think of a four-wheeler.

Up to the first week in June he had sold 10 new Harley-Davidsons and five sidecars and had a deposit on another new machine and sidecar. So he has put through sidecars for more than 50 per cent. of the machines. Boon has just taken on the Cleveland and when the **Motor Cycle Illustrated** representative called had his two demonstrators in stock and was lining up prospects. He finds that the lightweight opens up an entirely new field and expects to do a good business.

CLEVELAND A LIGHTWEIGHT TOWN

CLEVELAND, OHIO.—One of the cities in which the lightweight has taken particular hold is Cleveland, Ohio. The Cleveland branch of the Haverford Cycle Company is selling an average of three Excelsior lightweights a day. They report that the sale of these machines does not indicate that they are taken in place of the heavier models,—that is, that their sale causes a corresponding falling off in the sale of the large machines, but that they seem to be bought by customers who have not considered the heavier and comparatively expensive three-speed twins.

DAYTON MEN AT CONVENTION

H. M. HUFFMAN, manager of the cycle department of the Davis Sewing Machine Company, and S. H. Ankeney, Advertising Manager, were in the Dayton Ad Club party that spent the week of June 26 at Philadelphia, where the Associated Advertising Clubs of the World held forth in their annual convention.

NEWARK, N. J.

THE HAVERFORD CYCLE CO. has just ordered from the Excelsior factory, twenty Model 17-3, three-speed Excelsiors with electric lighting equipment for the Police Department, of Newark, N. J.

This particular police department has changed mounts a number of times and have at various times used practically every machine on the market.

This order was fought for hard by the representatives of all the leading manufacturers, each feeling that the getting of the order was a mark of approval on their particular machine.

SAN DIEGO, CAL.

JIMMY URQUHART, representing the Indian in this city, has sold 37 machines to date and is awaiting another shipment from Risden, the distributor. Jimmy reports the demand as increasing with the advance of the season.

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Morrow

Safeguards the Rider in Vacation Land

When outfitting your customers for their vacation trips, impress upon them the necessity of having upon their wheels **the one sure guide to a safe riding season**—the MORROW.

For smoothing the "stiff" hill to boulevard level, for coasting for miles without a pedal push, for the quick, velvety halt in any emergency, the MORROW has gained a deserved popularity. It has made the bicycle easier to sell—easier to ride and SAFEST.

Therefore, before starting the "boys" off on their vacation trips, look to their equipment. See to it that their enjoyment of the wide, sun-flecked, shadow-patched roads, their delight in views from lofty heights of field and stream is not marred by trouble—in other words, see that they are MORROW-equipped.

Eclipse Machine Company

ELMIRA, NEW YORK

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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FAIR PRICES AND QUALITY GOODS

(Continued from page 23)

who feels that it is necessary to cut his prices could in most cases get the full price of his goods if he stood out for his rights and used good salesmanship, and also that it is a mistake to begin by offering the lowest-priced article in stock to any patron.

"Service" must be the watchword of every successful motorcycle agency, and the dealer who shaves his profits, or wipes them out entirely, cannot continue to give service. If he does, he is going to do it at a loss.

The motorcycle is a well-made product, with the best possible engineering skill behind it, and the accessories are in the same class; so why shouldn't a dealer get what his goods are worth? He should,—that's all there is to say. And he will, when he realizes that friends made through clipping prices are in the end only liabilities.

GAPPEN BUYS OUT HARRELL

GREENFIELD, Ind.—A. A. Gappen has purchased the motorcycle and bicycle shop of Esta Harrell and will combine it with his West Main street store.

SCHWARTZ THINKS HARD

NEW HAVEN, Conn.—Sam Schwartz, local representative for the Miami Power Bicycle, has started to think hard. His contract calls for 100 of the little four-strokers, and he has sold 50 already. This leaves him 50 for a ten-months' distribution, and Sam figures that soon he will have nothing but catalogs to show instead of Miamis.

MAKING THE MOST OF SEASONAL OPPORTUNITIES

(Continued from page 30)

and without a story to tell, you will fail to get a display that will be salesproducing in a large way. What is necessary is to so arrange the merchandise with some carefully conceived and prepared ideas that the uses of the articles will be forcibly suggested and an increased longing stimulated for participation in cycling.

SUGGESTION FOR VACATION WINDOW DISPLAY

We herewith show an original display which can be very easily employed to produce such results as we have indicated. This idea can be prepared and installed with very little expense and labor. The sketch is intended for featuring motorcycles for the vacationist, and is one that may be installed in a window of almost any size.

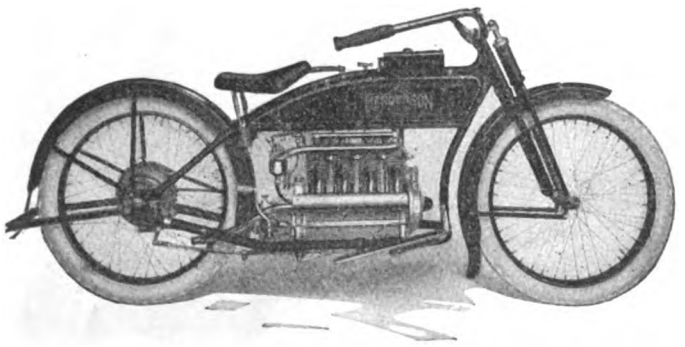
It can be made as follows: First outline on a piece of sign, painters muslin or heavy white paper, a map of the United States which can be mounted on a light framework made of wood or narrow strips of wood may be attached to top and bottom instead. Lettered in black inside of the outline of the map is the wording "See America First on a Motorcycle. It's the quickest, pleasantest and most economical way to spend your annual vacation. Let us show you."

Placed at each side is a guideboard made up from rough lumber. The crosspiece is sawed out in the shape shown and is securely nailed to a wooden upright. These can be painted grey with a streaked tone of green mixture to produce a weathered effect, or you may use them plain. They carry the wording, "To an Economical Vacation," "To a Pleasant Vacation Ramble." Placed around the base are a few rocks, flowers, etc., to produce a natural effect. A small tent is shown erected in the center of the window. Directly in front of this is an imitation campfire, showing broiler, frying pans, cups, etc. These can be easily secured from some friend, employee or your local sporting goods store. They will only be too glad to lend them to you, providing you place a card in connection stating by whom they were loaned.

If you feel that you wish to go into this a little more extensively you can use natural or artificial boughs, etc., in the background. Scenic paintings can also be utilized to good advantage in this connection. This, of course, is left to your own imagination. A motorcycle is placed at each side of the window in such a position that it will show up to the best advantage. Accessories, etc., in connection with road guide books and maps are arranged around over the floor of the window.

A window worked out along these lines possesses the punch and human interest, so essential to display work. Prices of motorcycles and any other information you wish to give to the public may be lettered on small cards and placed to advantage.

Convinced—and Glad of It



WHEN a rider has looked 'em all over carefully, has weighed values critically, and has finally decided that the four-cylinder Henderson has so many advantages that he can't be satisfied with anything else—and then when he has ridden the machine and finds its actual performance even better than he had expected—that's the kind of enthusiastic satisfaction that boosts business for Henderson dealers.

HENDERSON MOTORCYCLE CO., Detroit

Jobbers—Remember!

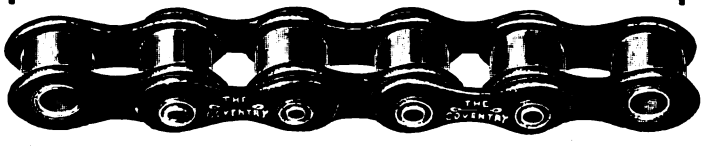
The goods you sell must sell not only on their merits, but they must also have the added "punch" of distinction. When you handle the "strongest motorcycle chain in the world," proven to be so by competitive tests, you are assured of a ready market—always.

"THE COVENTRY"

The price is $1.00 a foot to the consumer

HERBERT F. L. FUNKE CO.

112 Broad Street, New York



NEW YORK SPORTING GOODS

FREE TO DEALERS

Write us on your letter head or enclose your business card and we will send you our new catalogs.

No. 60 Motorcycle Supplies
No. 64 Bicycle Sundries

A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

New York Sporting Goods Co.

15 and 17 Warren St., near Broadway New York

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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Stewart

Motorcycle Necessities

No Others Will Satisfy You

Put a Stewart Motorcycle Speedometer and Hand Operated Warning Signal on your motorcycle and you will never need to explain their prestige, their quality or their desirability.

All your friends know that name Stewart and look at Stewart accessories as the last word in accuracy quality and real class.

You will find Stewart branches and service stations so thoroughly distributed over this country that you will agree that Stewart service is on a par with Stewart serviceability.

Putting a cheap, unreliable speedometer and warning signal on your motorcycle would be costly economy.

Remember the cost of your motorcycle.

Don't risk it all on cheap accessories that may fall down at the crucial moment.

Put a Stewart Motorcycle Speedometer (only $10 complete) and a Stewart Hand Operated Warning Signal ($3.50) on your motorcycle today for safety, pleasure, convenience and economy.

Branches and Service Stations in All Principal Cities

The Stewart-Warner Speedometer Corporation, Chicago, Ill.

Stewart Products for Sale by Motorcycle and Accessory Dealers—Everywhere

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A HANDSOME DAYTON CATALOG

DAYTON, O.—The catalog just issued by the Davis Sewing Machine Company, for its Dayton Motor Bicycle, is one of the most attractive ever sent to the cycle trade. The cover is printed in four colors and depicts a young man and young lady mounted on Motor Bicycles gracefully riding along the crest of a Western divide with the purple haze of the mountains in the far background and tall, steeple-like mountain pines in the foreground. The colors are vivid and beautiful in their simplicity. The figures on the Motor Bicycles carry at once the impression of unalloyed joy, comfort and cleanliness.

The interior pages give full specifications and show the machines in their natural colors. A number of photographs of the Dayton Motor Bicycle in actual use also lend life to the pages. A supply of the catalogs has been sent to all of the Dayton dealers.

CHICAGO, ILL.

IN CHICAGO they are applying the safety first idea in a new direction. There has recently been completed several miles of cement road leading out of the city and beyond the corporate limits. This eliminates the City Police Department, and the natural result has been that these roads immediately became unsafe on account of the speed fiends that appropriated them for their own use.

There is in Chicago a special commission known as the Public Safety Commission and their officers are empowered to work either in the city or the suburbs. To put a stop to speeding on the above-mentioned roads, two of the public safety officers have been provided with new Big Valve 17-3 Excelsiors and detailed to gather in the speeders. They have so far been kept busy.

LE ROY REACHES DENVER SAFELY

ALFRED LE ROY, the Los Angeles phenomenon who pilots his Harley-Davidson 1916 three-speed and sidecar although crippled by the loss of both legs and one arm, is now on is way from Denver to Omaha. In a letter to the Los Angeles Harley-Davidson agency from Denver he stated that he made the trip from El Paso to Denver, 850 miles, in two and one-half days, and after crossing the desert his only word of criticism of road conditions was the simple remark that "there were no boulevards in the distance."

LOUISVILLE, KY.

KLINE BROTHERS, local Harley-Davidson dealers, were compelled to postpone a scheduled run to Lincoln Farm on account of rainy weather and bad roads. June was one of the worst months experienced in several years, it raining for 23 days during that month.

MERRY DISTRIBUTING CYCLEMOTOR

EDWIN F. MERRY, the San Francisco and Los Angeles bicycle jobber, has taken the State distributing agency for the Cyclemotor, manufactured in Rochester, New York. One of the little powerplants is on display in Merry's Los Angeles store and about the middle of July he will personally tour the principal Southern California cities and towns to close arrangements with applicants among the bicycle dealers for the local agency.

FINDS DAYTON MOTOR BICYCLE O. K.

A. N. HUBBARD, auditor for the New York Automobile Garage, Union Hill, N. J., picked the Dayton Motor Bicycle as the one best bet for his purposes and writes the factory that it is all O. K.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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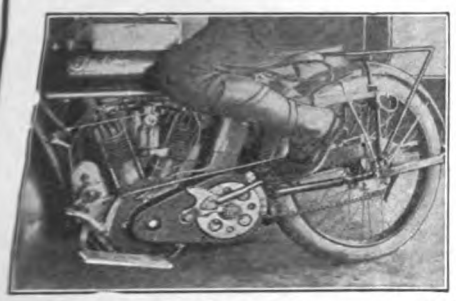
FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

PIONEER ECLIPSE STARTER Price $6.50



This Starter is adapted to all machines with the Eclipse Clutch on the counter-shaft. It eliminates the pedal nuisance and makes your machine up-to-date.

The INDIAN PIONEER B

should be on every Indian machine that has pedals. IT will save you time and money.

DEALERS can make money RIDERS want the Starter

Let us help you both today.

PIONEER MFG. CO. (West Allis) Milwaukee, Wis.

Renold Chains show what metal they're made of

HR

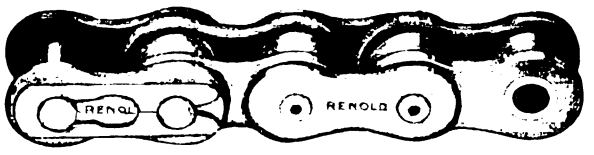
when put to the test — they've a "quality reputation to maintain."

7143 For Racing Purposes 7144

5/8" pitch 1/4" wide — 5/8" pitch 3/8" wide

PETER A. FRASSE & CO., Inc.

419 Canal St. New York



MASCO

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

NEW CATALOG NOW READY
DEALERS' PROPOSITION

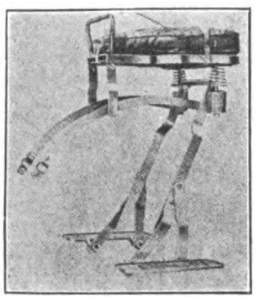
Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

To The Smaller Dealers



It is an undisputed fact that practically all of the larger dealers of the United States are now using great quantities of F-N tandems, but many of the smaller dealers have been afraid to order one F-N tandem and find out how different it is from all the rest—why, you can sell one F-N with every machine you put out.

Start the Spring right—order an F-N for your demonstrator from your jobber or from us—it will fit your machine like a glove, and help you sell motorcycles.

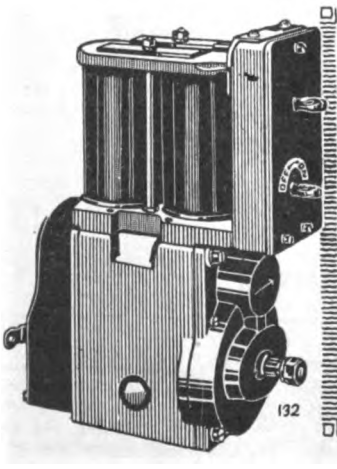
Fentress Newton Mfg. Co. Detroit, Mich.

GET IN DIRECT TOUCH WITH PROSPECTIVE CUSTOMERS BY CIRCULARIZING TO OUR LISTS OF MOTORCYCLE OWNERS

We copy official motorcycle records in the capitol here and can compile a list of the motorcycle owners for your section of the state, at lowest rates, sending you supplements, regularly, the balance of the year. We can compile a list of the owners of any particular motorcycle you may wish a list of.

CAPITOL AUTO LIST COMPANY,

68M STATE STREET ALBANY, N. Y.



YOUR MOTORCYCLE

You will get more pleasures out of it if you buy one equipped with the

REMY

Lighting-Ignition System

Never fails to work—battery is kept continually charged.

See your Harley-Davidson dealer.

REMY ELECTRIC CO.
Factories: Anderson, Ind

Sales & Engineering Offices:
Detroit, Mich.

CONSTANT SERVICE

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

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National Dealers' Directory

NEW YORK CITY

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
800 W. 126th St. New York.
'Phone, 3352 Morningside.

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2059 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
115 Greenwich Ave. Phone 3956 Chelsea.

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

FLYING-MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 549

Oliver's Bronx Distributing Agency for
INDIAN
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Berckheimer, Prop. V. C. Pelezzare, Mgr.

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

T. J. SIXSMITH
283 W. 100th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

STERN BROS.' F. A. M. SHOP
INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

BROOKLYN

HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1080-1082 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
HOWARD C. HENDRICK
155 Howard Ave. Phone: Bush 3039

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 2008 East N. Y.

Distributor
EXCELSIOR—CLEVELAND
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

THOR MOTORCYCLES
Complete stock of parts, over-night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN,
1031 Bedford Ave. Brooklyn, N. Y.

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
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Phone: 2045 Astoria.
Expert Repairing—Gasoline.
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Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
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INDIAN A SPECIALTY. PRICES RIGHT
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Agents for HARLEY-DAVIDSON. Reg. F. A. M.
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You Can't Beat Our Prices
On Slightly Used and Rebuilt Motorcycles
The finest line ever offered, at the lowest prices, and if you don't get our list you'll be the loser. Machines from $30 up, and every one guaranteed.
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Largest Cycle and Motor House in the West

The wise ones are buying their tires from us.
Why?
Write us size you use and let us quote our prices.
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Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.
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NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
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Oldest and largest dealers in the northwest.
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New pistons and rings accurately fitted.
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ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

TWIN CYLINDER motorcycles with clutch and magnetos chain drive in Excelsiors, Indians, Harleys, Thors, Popes, Merkels, Readings, Yales. 1912 models, $60; '13s, $85; '14s, $110; '15s, $150; 2-speed, $170; 3-speed, $200; payable half cash, balance 5 months. Side cars, $30, $40, $50. Dunham, new, $60; Rogers, new, $75. Knight Motor Co., 3323 Locust street, St. Louis, Mo.

HENDERSON, four-cylinder, brand new 1915 single-speed, $195. Brand new two-speed, $225. Act quick if you want a bargain. L. J. Mueller, 6311 Woodland Ave., Cleveland, O.

HOME TRAINERS with miniature dial track and manikins; crate with bicycle trunk, $75.00. A1 condition. O. C. B., care Motor Cycle Illustrated.

FOR SALE—Old established and well paying bicycle business in connection with men's furnishings and footwear lines which makes it an all the year around business. Address F. T. Abbott, 290 Clinton St., Binghamton, N. Y.

FOR SALE—Motorcycle repair business including the following items: engine, lathe, drills, press, air compressors, enameling ovens, gasoline tanks, oil tanks, brazers, tools of all kinds; also parts for several makes of motorcycles. Will be sold very cheap. Address Best's Garage, Waverly, N. Y.

FOR SALE—CHEAP TO QUICK BUYER at $75.00, one Cygnet Rear Delivery Van, to fit Indian; investigate this offer at once. J. B. Flory, Lancaster, Pa.

FOR SALE—Harley twin speedster and Harley single two-speed, 1915 models, been run only few miles, in perfect condition; never in spill. Will sell speedster for $135 and single two-speed for $125. Ship for $15 deposit each, balance C. O. D. subject to examination. R. C. Smith, Burt, Iowa.

FOR SALE—A number of Indian carburetors complete with manifold, good as new, were taken in exchange for other makes; price $4.50. H. Rauer, 193 Belmont avenue, Haledon, N. J.

FOR SALE—Sidecar outfit: Pope two-speed twin with Majestic gunboat sidecar, in fine shape, only $200. Pope twin with Eclipse two-speed, almost new; new casings; big bargain; $150. Pope roadster, very fast; first class shape; bargain at $150. Terms, $25 down, balance C. O. D. Address Emery-Corwin Co., Belleville, Ill.

OLD ESTABLISHED motorcycle, auto supply business on Lincoln Highway, Philadelphia, Pa., doing $45,000 a year business; store with fixtures, office supplies, equipped shop, gas engine, lathe, welding outfit, etc.; complete stock, goodwill and fixtures; rent low; any kind of lease; valuable agency for well known motorcycle. Sell on account of health. For further particulars address S. W. G., 1525 Blavis street, Philadelphia, Pa.

HELP WANTED

MOTORCYCLE mechanic wanted; experienced need only apply; good pay. 3 Valentine St., Mt. Vernon, N. Y.

WANTED—A few young fellows with experience in bicycle and motorcycle parts to wait on the trade. City Supply Co., 56 Warren street, New York.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

STOLEN—On May 29-30—An Indian "1915" twin motorcycle, 2-speed. Engine number 72G120. No rear seat or luggage carrier. Had headlight and presto tank, ribbed tread tires, Goodyear 28x3, special air cushion saddle, and front exhaust pipe had a large dent in it. Reward offered. William Bonin, Babylon, L. I., N. Y.

THE CYCLE AND MOTORCYCLE FACTORY, MAGNAT-DEBON, 69 Cours de St. Andre, at GRENOBLE, FRANCE, desires to receive offers from American houses, for all the articles pertaining to this line of manufacture, viz.: "Tubes for frames, handlebars, hoop irons for rims, cranks, pedals, hubs, spokes, nuts, various connections, pressed and punched parts, aluminum cases, pistons, cylinders, cast (fly) wheels and all the accessories entering in the manufacture of bicycles and motorcycles." Please make offers and state whether these parts can be made on special models. Magnat-Debon, 69 Cours de St. Andre, Grenoble, France.

WANTED—EVERY LIVE AGENT TO HANDLE OUR MONOGRAMS FOR MOTORCYCLES. Write for particulars. Western Motorist Accessories Co., Cheyenne, Wyoming.

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"DUCKWORTH" CHAINS

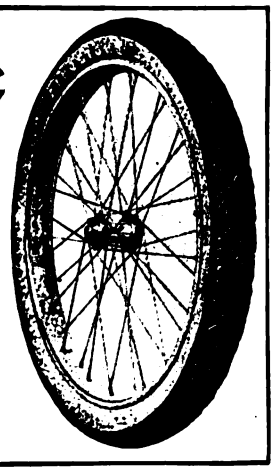
Are sold on merit not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

WORTH MORE Berling Magneto DOES MORE

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.

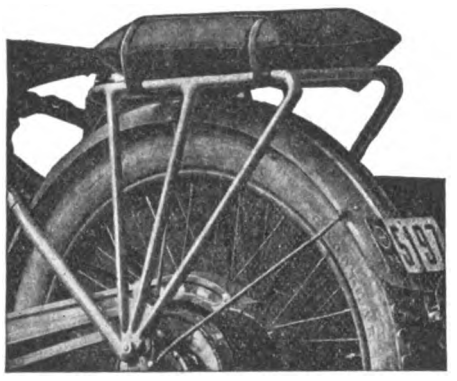
Firestone
Motorcycle Tires



THE Red Side Wall and Black Tread, the trade-mark of Firestone Tires, stands for quality—the same materials and workmanship as in Firestone Automobile Tires. Equip now, for safety, easy riding and Most Miles per Dollar.

Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"
Akron, Ohio Branches and Dealers Everywhere

TRAVEL ON AIR



INSIST ON COMFORT AND EASE, BY USING THE PNEUMATIC AIR CUSHION.
Is inflated without use of pump and deflated and carried in pocket or tool kit. Radically different and far superior to any article used for this purpose. FITS ALL LUGGAGE CARRIERS and can also be used for any other purpose, such as camping, fishing or any other place where comfort is desired. Its durability backed by two years' practical test.
PRICE $3.50
Write for literature today.
MOTORISTS' ACCESSORIES CO.
Ashland, Ohio.

WRIGHT SPARK PLUG

LOOK FOR THIS NAME
WRIGHT
Our plugs are imitated but not equaled.
Used on 1916
Harley - Davidson
Send for Convincing Catalog
N. Y. Mica Mfg. Co.
Auburn, New York

Wherever Ball Bearings are used you will find

STAR Ball Retainers

Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

Motor Cycle Illustrated
13 Park Row, New York

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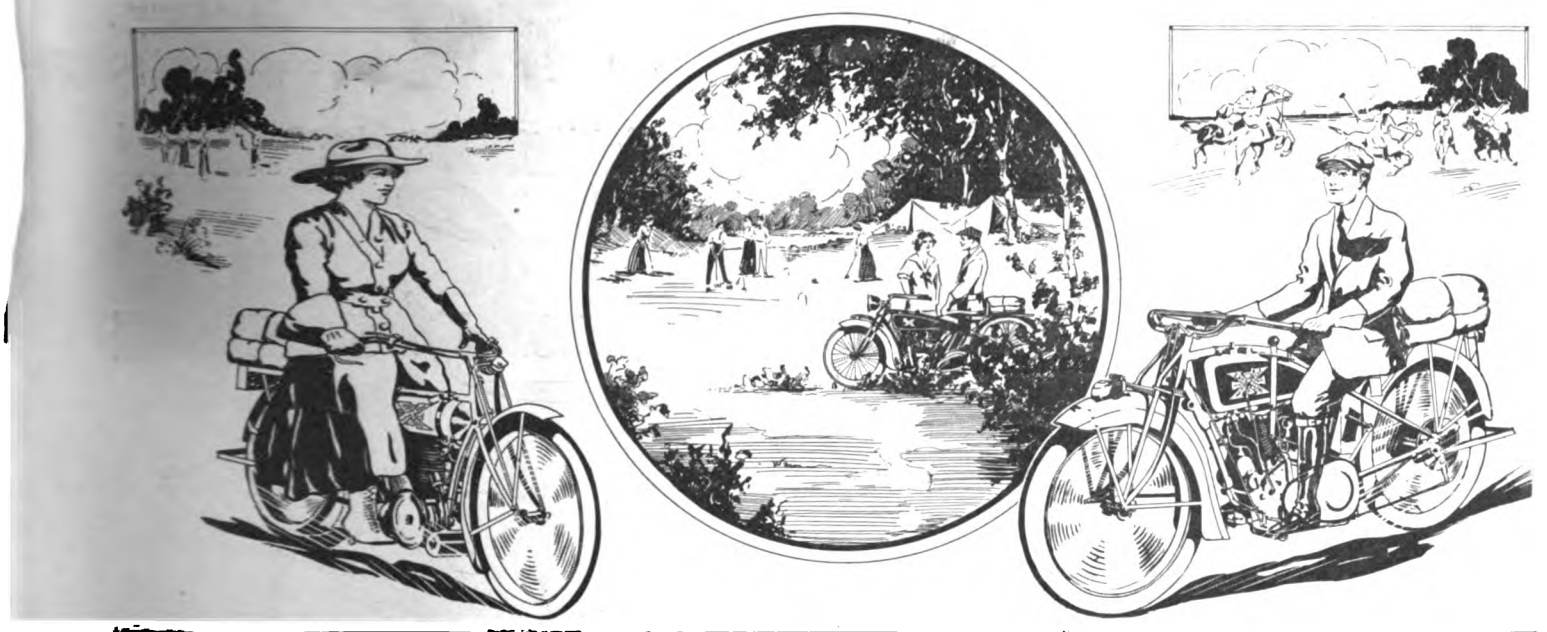

VACATION ENJOYMENT

IS OFTEN A MATTER OF TRANSPORTATION

The problem of getting from where you are to where you want to be is Easily, Conveniently and Economically solved by use of a motorcycle.

Whether your pleasure lies in isolated lakes or fashionable country club, there is an EXCELSIOR AUTOCYCLE to take you where and when you want to go.

MODEL 17-3

Big, Powerful three speed twin, specially adapted to sidecar and touring service.

The Fastest, Most Powerful and Dependable road motorcycle built.

Price $265.00

THE EXCELSIOR LIGHTWEIGHT

is a Light, Simple and Convenient machine for all ordinary roads and conditions.

It is the Ideal mount for the young or middle aged, business men or ladies.

For individual transportation it has all the road capacity of the big twin except the terrific speed, often not only unnecessary but undesirable.

Price $135.00

See the dealer or write for catalog.

Excelsior Motor Mfg. & Supply Company
Office and Factory, 3703 Cortland Street, Chicago

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TAKE all that's latest and newest and best in the three speed "Champion of the Hills"
—reduce the weight by thirty-five pounds
—chop a dollar off the price for every pound
—and build up a machine that combines the big Pope features with the simplicity of the Pope single cylinder motor

Then you will have Model TM-16, the finest Single ever made.

It is the machine with seven to ten horsepower of "Push"—generated in the economical overhead valve way.

Its starter, with crank easily reached from the saddle, turns the motor over three times at a single stroke of the foot—acting directly on motor shaft.

Its full suspension—swinging rockers and leaf springs in the front; famous Pope suspension in the rear—makes it glide over the road, protecting rider and engine from jolts and jars.

Its other features: always-in-mesh gears, combination foot and hand control of clutch, brake and gear release, big tanks, jack stand, comfortable footboards, extra heavy chain, and splasher panels on front wheel; add to comfort and convenience in a way that spells genuine satisfaction to the owner.

Are *your* customers among the satisfied ones?

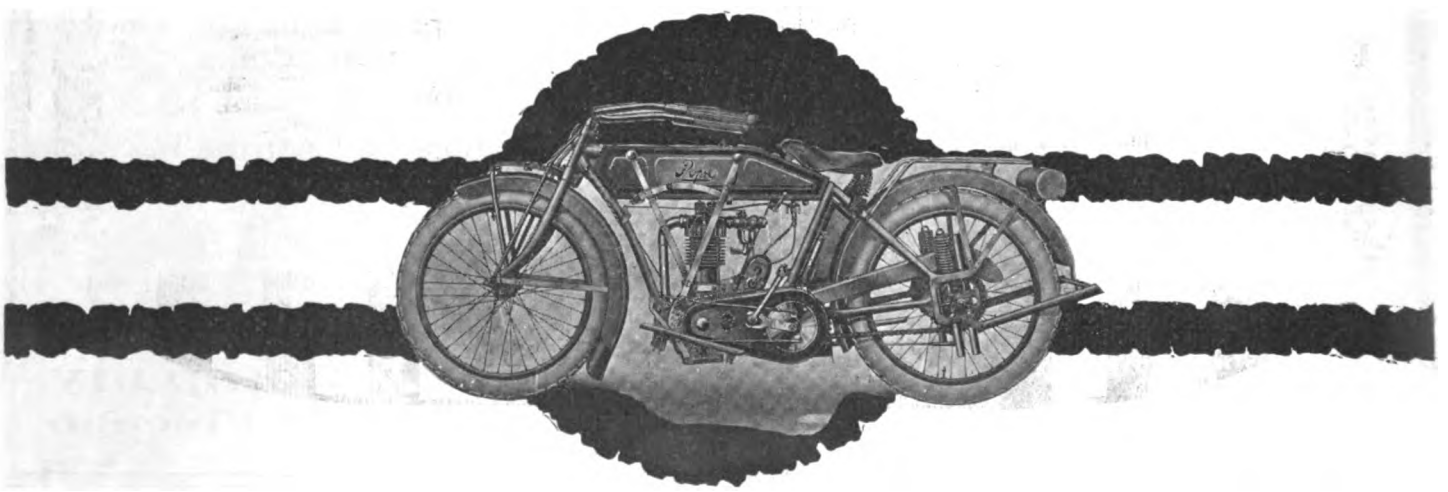
Westfield Manufacturing Company

(Successors to the Pope Mfg. Co.)

11 Lozier Ave., Westfield, Mass.

Largest Manufacturers of High Grade Bicycles in the World

Makers of Columbia, Cleveland, Rambler, Tribune, Crescent and Pope



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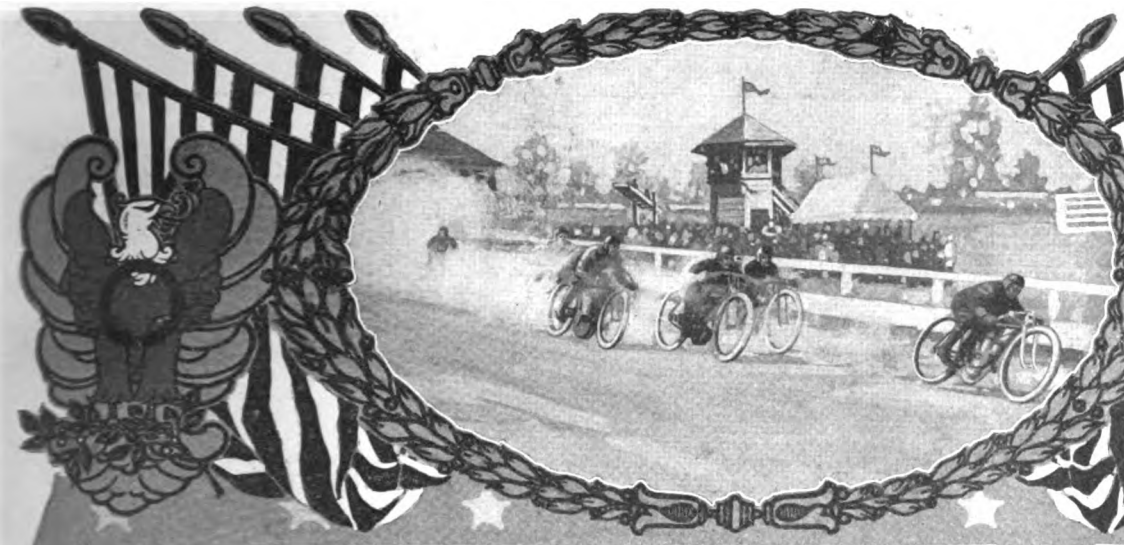

BLUE STREAKS

Blue Streak Record is Win, Win, Win!

Dodge City World's Record Broken on Blue Streaks.
This famous 300-Mile grind captured for the third consecutive year on Blue Streaks. Time: 3:45:36. This is an average of 79.65 miles per hour. Every motorcycle in the race was equipped with Blue Streaks.

Maryland Motor Association, Baltimore

2-Mile Light Weight Professional
1st . . . . . Fertittia
2nd . . . . . Shepard
Time—3:20 2-5

5-Mile Professional
1st . . . . . Verrill
2nd . . . . . Tiemeyer
3rd . . . . . Craddock
Time—5:50 2-5

5-Mile Professional Side Car
1st . . . . . Henze
2nd . . . . . Mears
3rd . . . . . Seabrooke
Time—7:30

2-Mile Professional Championship
1st . . . . . Tiemeyer
2nd . . . . . Denham
Time 2:25

10-Mile Professional
1st . . . . . Verrill
2nd . . . . . Tiemeyer
3rd . . . . . Craddock
Time—11:53:3 3-5

10-Mile Side Car
1st . . . . Mammock
2nd . . . . Heinz
3rd . . . . Mears
Time—14:00 2-5

Douglas, Tucson Race, Arizona

140-Mile Time 3:20:46
1st . . . Ernest Highfill
3rd . . Howard Reynolds

Galesburg, Ill.

10-Mile Professional, Creviston, 1st
10-Mile Amateur State Championship, Albert 1st
100-Mile Professional, Creviston, 1st.

Memphis, Races

15-Mile Professional . Glen 1st
25-Mile Professional . Glen 1st
5-Mile Amateur . Tefft 1st
10-Mile Amateur R. Daniels, 1st

Sheepshead Speedway Meet

100-Mile . Red Parkhurst, 1st
Time—1:8:13 2-5

2-Mile National Professional Championship
1st . . . Red Parkhurst
2nd . . . Chapple
Time—1:19 1-5

10-Mile Professional
1st . . . . . Brier

Youngwood, Pa., Motorcycle Races

10-Mile . . Mathews, 1st
8-Mile . . Mathews, 1st
12-Mile . . Herald, 1st

Detroit Motorcycle Races, July 9

5-Mile Professional Creviston, 1st
Walker, 2nd
200-Mile Relay
Creviston and Verrill . 1st
Watters and Hillard . 2nd

GOODYEAR
AKRON
Motorcycle Tires

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United States Tires Win

On July 4th at Sheepshead Bay, Richard Buttlar won the 25-mile New York State Amateur Motorcycle Championship in 18 minutes and 34 seconds. Buttlar also won the 10-mile Amateur Motorcycle Championship in 7 minutes and 35 2/5 seconds. These records were made on a Harley-Davidson motorcycle equipped with United States Tires.

On the same day I. F. Jacobs won the Jack Pine Endurance Run at Grand Rapids, Michigan, on an Indian Motorcycle equipped with United States Tires, thereby winning the title of F. A. M. National Road Champion, which prize was at stake for the first time.

These records prove the amazing speed and endurance qualities of United States Motorcycle Tires both for track and road work.

If you want thorough tire satisfaction on road or track, use United States Motorcycle Tires.

United States Tire Company

'Nobby,' 'Chain,' 'Studded,' 'Corrugated'
Motorcycle Tires

1790 Broadway - - New York

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ILLUSTRATED
WITH WHICH IS NOW INCORPORATED
"Bicycling World"
Published Every Thursday by
THE MOTORCYCLE PUBLISHING CO.
13 PARK ROW
NEW YORK

Volume 12 July 20, 1916 Number 3

PROVIDENCE READY TO WELCOME F. A. M. DELEGATES

Final Arrangements Completed for National F. A. M. Convention—Elaborate Program Will Keep Things Humming Throughout the Week—Chairman Swenson Will Start Endurance Run from Albany, N. Y.—At Least 1,500 Delegates and Members Are Expected

PROVIDENCE, R. I., July 18.—The hustle and bustle of preparation for the fourteenth annual convention of the F. A. M., which opens here next week, has changed the usual quiet aspect of Providence and dotted the town with scenes not unlike those of a military concentration camp. Khaki clad figures are hurrying about the streets, some on foot and other on their power steeds, executing the final instructions of Chairman B. A. Swenson in rounding out the elaborate program that promises to make the meet next week a record-smasher.

Prepare for Huge Crowd

Last night Chairman Swenson after putting in a hard and enthusiastic day's work, announced that he had nearly everything in readiness for the 1,500 or more F. A. M. riders who will swarm to the city on the opening day of the convention. There will be variety aplenty and every minute from the time the convention opens until it disbands will be chock full of thrilling and exhilarating sports. And not only the men have taken into consideration in adding the finishing touches to the program, but the ladies also will be royally entertained.

A recapitulation of the various events scheduled shows that no stone has been left unturned to put a heap o' pep and punch into the national meet. From the endurance run which leaves Albany, N. Y., next Monday morning right down to the excursion which will be the pleasing finale of the convention on Sunday, every detail of the program has been carefully worked out that the business sessions, sports and entertainments may proceed without a hitch.

The Convention Program

A birdseye view of the program, as now arranged, is given below:

Monday, July [illegible]—Start of the 560-mile endurance run from Albany, N. Y.

T[illegible]—Continuation of the run [illegible] Conway, N. H.; the first [illegible] Providence at [illegible]

[illegible]—Business session, opening at ten o'clock at the Crown Hotel, the official headquarters of the convention.

Races start at the Narragansett Park Speedway at 1:30 in the afternoon.

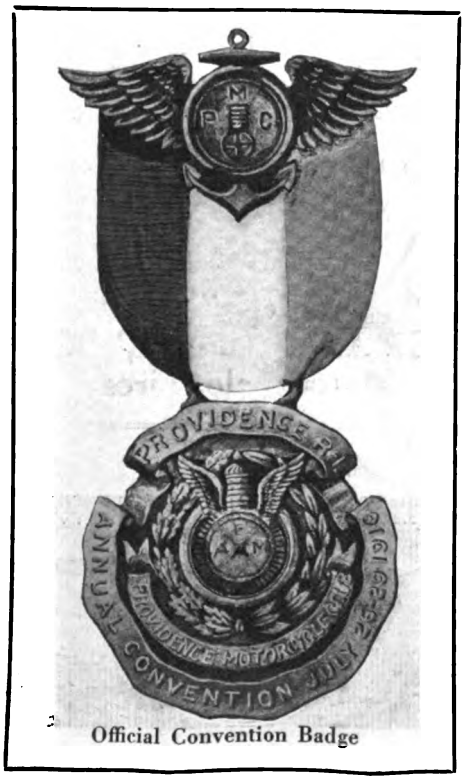
Thursday, July 27—Luncheon and entertainment for the ladies at the Casino, Roger Williams Park, at 10:30 in the morning; business session at the Crown Hotel at same time.

Friday, July 28—Outing at Rocky Point. Boat leaves at 10:30 in the morning for sail down Narragansett Bay.

Saturday, July 29—Races at Narragansett Park Speedway at 1:30 in the afternoon.

Sunday, July 30—Excursion to Newport.

In connection with the endurance run, Mr. and Mrs. Swenson will leave Providence at ten o'clock Saturday night and ride by motorcycle and sidecar to Albany, N. Y., in order to receive entries for the run all day Sunday and to make necessary arrangements for the contestants. The run will get under way Monday morning, four o'clock. One hour after the last entries are checked out Chairman Swenson will wire the checker at Newport, N. H., concerning dinner arrangements, and he will also telegraph the Sunset House, North Conway, the night stop, regarding the room reservations. Both Mr. and Mrs. Swenson will be in Providence by Monday morning.



Official Convention Badge

Controls and Checking Stations

Controls and checking stations in the endurance run on the first day have been established at Pittsfield and Greenfield, Mass.; Keene, N. H.; Newport, N. H.; noon control, Crawford and North Conway, N. H., night stop; official hotel, Sunset House.

On Tuesday the contestants in the run will leave North Conway at six o'clock in the morning, checking stations and controls being provided for at Portland, Portsmouth, Newburyport, Boston and North Attleboro. The riders will finally check in at Exchange Place, Providence.

With but few exceptions, checkers for the various stations have been selectd: Albany, N. Y., motorcycle dealers and Chairman Swenson; Pittsfield, Indian and Harley-Davidson dealers; Greenfield, Smeed Bros.; Newport, Mr. Johnson; Franklin, Mr. Stevens; Portsmouth, Mr. Lowd; Portland, E. E. Haggett; Keene, C. C. Wilbur; Boston and Newport, members of the Bay State Motorcycle Club.

Members of the Attleboro Motorcycle Club will be on hand at Plainville, Mass., which is located fifteen miles from Providence, a checking place not previously included in the schedule. They will have wash basins, towels and "thirst quenchers" ready for the contestants. At that point a card will be issued to all riders, apprising them of the fact that they are nearing Providence and giving them the entrance route into the city. They will also be warned against breaking speed laws and of the muffler laws which are being strictly enforced in the towns of Attleboro and Pawtucket.

Mr. Swenson announced today that medals will be presented to winners just as soon as their scores are figured out, and that all awards will be made during

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HERE'S THE LAST CALL FOR THAT F. A. M. ROUNDU

the convention. Flags for use along the course of the run have been designed and are now being made up.

The Convention Races

The switching of the racing card scheduled for Thursday to Wednesday afternoon was done because of the fact that the stores in Providence observe a half holiday on Wednesday afternoon and this, Swenson believes, will bring a large crowd to witnees the speed fest.

There are several national championships to be settled at the meet and the opinion is general that some fast riders will enter. The Wednesday programme will consist of the one-mile national amateur championship, the ten-mile national amateur championship, the Rhode Island five-mile pro-championship, the fifty-mile national amateur championship and the twenty-five-mile national pro. championship. In the amateur events three prizes valued at $75 will be awarded. The Rhode Island event will have silver trophies, while the pro. race will offer medals and cash prizes of $50, $25 and $10.

The racing card on Saturday will include the one-mile national pro. championship, the two-mile national amateur championship, the twenty-five-mile national amateur championship, a ten-mile pro. sidecar race and a fifty-mile, or an hour, open pro. race. For national pro. championship race will be medals valued at $75, and cash prizes of $25, $10 and $5 for the first three men. In fifty-mile race cash prizes of $250, $100, $50, $25 and $10 are hung up for the first five men. Medals valued at $75 will be awarded in the amateur events.

Luncheon for the Ladies

The ladies' committee has provided a luncheon for their sex at the Roger Williams Park, the big playground for the Providence grownups. The menu arranged by Mrs. Swenson will be as follows: Puree of tomato, bread sticks, olives, radishes, rolls and butter, roast stuffed chicken, giblet sauce of chicken a la Maryland, mashed potatoes, variety ice cream, fancy cakes and coffee. The ladies on the committee are Mrs. C. K. Joslyn, Mrs. C. S. Joslyn, Mrs. J. C. Edwards, Mrs. B. A. Swenson, Mrs. H. W. Lewis and Mrs. L. Burlingame.

Registration of Delegates

At nine o'clock on Wednesday morning at the official headquarters, the Crown Hotel, the registration of delegates and members will begin under the direction of Secretary Gibson. Each F. A. M. member in good standing will be given the official badge, a convention souvenir program and printed details of special convention arrangements.

Mayor J. H. Gainer, of Providence, will make the opening address to members and delegates at the business session on Thursday morning. His honor will also assist in starting the races on Wednesday afternoon.

A smoker for the men at the Edgewood Yacht Club will be held on Thursday evening, while the ladies will form theatre parties.

A special steamer has been chartered for Friday in connection with the excursion to Rocky Point, which is 12 miles from Providence. Another boat, with which no arrangements have been made by the committee, leaves for Rocky Point at 10 o'clock in the morning. Trolley cars for the Point leave every 30 minutes and there are especially good roads for motoring to the amusement resort. There are many attractions such as merry-go-rounds, loop-the-loops, etc., at the Point, and there will be athletic games for F. A. M. members for which valuable prizes will be hung up. It is expected that the various amusements at Stony Point will take up the whole of Friday.

F. A. M. business held over from Thursday will be resumed on Saturday morning and in the afternoon a card of races will be run off.

Trip to Newport on Sunday

Those who wish to visit Newport on Sunday are advised that a boat leaves at 10 o'clock in the morning and that the electric trolley line has cars running to that city from Providence every 30 minutes. A highly interesting day of sightseeing can be enjoyed at Newport.

Roger Williams Park affords many attractions to the visitors. They may fish in lakes for a charge of 25 cents an hour (the park department guarantees that there are real fish in the lake), ride the ponies, take a sail in the steam launches, or a pleasant row.

TOURS WILL CONVERGE ON PROVIDENCE

Will Start From as Far West as Buffalo; Four of Five Tours Will Be Merged Into One at Springfield

PROVIDENCE, R. I., July 18.—Five tours, reaching from as far away as Buffalo, N. Y., on the west, St. Johnsbury, Vt., on the north, and Newark, N. J., on the south, will converge on Providence on Tuesday next, and carry the body of the riders who will attend the F. A. M. convention to the city. The western tour will start from Buffalo on Sunday next at 6 a. m., and will reach Springfield, Mass., on Monday evening, where it will be merged with the tours which start from St. Johnsbury and Newark on Monday morning; the consolidated tours will bear down on Providence at 6 o'clock on Tuesday evening. There also is a tour which will start from Portland, Me., at noon on Monday and which is scheduled to reach Providence at the same time as the other four.

There are medal awards for those who finish with their divisions not later than 6 o'clock Tuesday evening as well as diamond medals for the best appearing riders in both solo and sidecar divisions and to the captain conducting the neatest division; a silver cup also is offered to the F. A. M. club finishing the greatest number of riders. The entry fee is $1, and entries close on July 20. Entries should be sent to Jes Campbell, 74 Huntington avenue, Boston, Mass. The schedules of the respective tours are as follows:

Here's Your F. A. M. Tour Timetable

WESTERN TOUR

Tour Master, Geo. Wagner, Rochester, N. Y.

Sunday, July 23rd

Leave Buffalo, McKinley Park. Schedule 20 m. p. h.

6:00 a.m.	0.0 Buffalo	12:00 m.	120.6 Geneva
7:54 a.m.	38.0 Batavia	1:00 p.m.	Leave Geneva
9:45 a.m.	75.0 R'ch'ter	2:15 p.m.	145.6 Auburn
11:12 a.m.	104.2 Canandaigua	3:35 p.m.	171.7 Sy'cuse
		6:06 p.m.	222.2 Utica

Monday, July 24th

Leave Utica. Schedule 18 m. p. h.

7:00 a.m.	0.0 Utica	12:14 m.	94.4 Albany
8:14 a.m.	22.1 Little Falls	1:00 p.m.	L'v. Albany
		2:49 p.m.	131.0 Pittsfield
10:31 a.m.	63.4 Amsterdam	6:00 p.m.	187.9 Springfield
11:24 a.m.	79.4 Sc'tady		

Tuesday, July 25th

Leave Springfield, Armory Park. Schedule 18 m. p. h.

8:00 a.m.	0.0 Sp'gfield	10:48 p.m.	50.6 W'rc'ster
9:28 a.m.	26.4 Warren	1:15 p.m.	94.1 Fr'v'ce

SOUTHERN TOUR

Tour Master, E. B. Holton, Newark, N. J.

Monday, Juy 24th

Leave Newark. Schedule 18 m. p. h.

8:00 a.m.	0.0 Newark	1:30 p.m.	Lv. Br'ge'p't
9:00 a.m.	14.0 N. York	2:27 p.m.	88.1 N.H'v'n
9:30 a.m.	Lv. Columbus Circle	4:30 p.m.	125.2 H'tford
		6:00 p.m.	152.1 Springfield
11:08 a.m.	43.5 Gr'nw'h		
12:39 p.m.	71.0 Br'gep't		

Tuesday, July 25th

Leave Springfield with Western Tour, arriving in Providence at 1:15 o'clock.

WHITE MOUNTAIN TOUR

Monday, July 24th

Leave St. Johnsbury. Schedule 20 m. p. h.

7:00 a.m.	0.0 St. Johnsbury	1:12 p.m.	124.2 Keene
		3:00 p.m.	144.2 B'tleboro
8:03 a.m.	21.0 Wells R.	4:00 p.m.	164.4 Gr'nfield
9:09 a.m.	63.0 W. R. Jt.	6:00 p.m.	205.0 Sp'gfield

Tuesday, July 25th

Leave Springfield with Western Tour, arriving in Providence at 1:15 o'clock.

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RING OUT YOUR GASOLINE PONY AND JOIN THE CROWD

NORTH COAST TOUR

Tour Master, Harry A. Hubbard, Portland, Me.

Monday, July 24th

Leave Portland. Schedule 20 m. p. h.

12:00 m. 0.0 Portland
2:39 p.m. 53.2 Porthmouth
5:32 p.m. 110.8 Boston

Tuesday, July 25th

Leave Boston with Greater Boston Tour, arriving in Providence at 12:15 o'clock.

GREATER BOSTON TOUR

Tour Master, Calvin W. Stanley, Boston, Mass.

Tuesday, July 25th

Leave Boston, Park Square. Schedule 20 m. p. h.

10:00 a.m. 0.0 Boston.
12:15 p.m. 44.7 Providence

NOTE.—Riders from southern New Hampshire, i. e., Concord, Manchester, Nashua, Lowell, Mass., etc., will join Greater Boston Tour, Park Square, Boston, at 9:30 a. m., July 25.

DON POPE SCALPS FIELD IN READVILLE MEET

READVILLE, Mass., July 15.—The twice postponed racemeet scheduled at the local track under the auspices of the Bay State Motorcycle Dealers' Association was run off with great eclat today. Four thousand spectators saw the classy races in which Donald Pope, Indian, cleaned up in three out of six events. Charles Gustafson, Indian, was the victor in the professional sidecar race at five miles. The summary:

Ten-Mile Professional—Won by P. A. Crocker, Mattapan; second, C. E. Crout, Mattapan; third, Gene Walker, Ala.; fourth, Earl Gove, Brockton. Time, 9:02.

Five-Mile Amateur—Won by Sidney Dean, Brookline; second, Fred J. Corey, Springfield. Time, 4:45.

One-Mile Time Trials—Won by Donald Pope, Boston; second, Gene Walker, Ala., and Earl Gove, Brockton; third, Teddy Carroll, Springfield. Time, 0:49⅘.

Five-Mile Sidecar, Professionals—Won by Chas. Gustafson, Springfield; second, H. S. Henrikson, Providence, R. I.; third, Coray De Long, Boston. Time 6:15.

Ten-Mile Special Match Race—Won by Donald Pope, Boston; second, H. F. Smith, Medford. Time, 9:54.

100-Mile Professional—Won by Donald Pope, Boston; second, Amie Theuanalt, Springfield; third, P. A. Crocker, Mattapan. Time, 88:29⅘.

MACDONALD GIVES DEALERS HELPING HAND

NEW YORK.—Educational work on broad lines is being done by E. C. MacDonald, a traveler for the Cygnet Rear Car Co., of Buffalo, who is now covering several of the eastern States. After visiting many dealers throughout New York State Mr. MacDonald dropped down to this city, and will make his next tour through Pennsylvania.

On arriving in a city with his Cygnet combination, which carries the new top and curtains, Mr. MacDonald visits all the motorcycle dealers and gives them his co-operation. He demonstrates the outfit from every imaginable angle, and will also go out and talk business with any prospect that a dealer may have in mind.

Since leaving Buffalo the last week in June, the Cygnet traveler has covered about 1,500 miles, and has experienced no trouble, although traversing all kinds of roads.

After covering his Pennsylvania territory "Mac" will head for Providence to attend the F. A. M. convention. He was formerly connected with the Harley-Davidson branch in Atlanta, Ga., and is a seasoned roadster and all-round enthusiast.

SWENSON GETS F. A. M. CALL—HESITATES

Providence Indian Man Feels That He Is Too Busy to Do the Presidency Justice—Agitators Are Insistent

PROVIDENCE, R. I., July 18.—If things go the way certain agitators in this neighborhood would have them, B. A. Swenson's hat will be right in the center of the F. A. M. Presidency ring when the delegates assemble to elect national officers and consummate other business at the F. A. M. convention here next week. The fact of the matter is that about every motorcycle enthusiast in Rhode Island, if not in New England, is anxious for Swenson to announce his candidacy, and while Swenson himself is fully conscious of the call and deeply appreciative of it, he feels that his private business keeps him altogether too busy for the job.

However unwilling to assume these added duties the Providence Indian dealer may be, the fact remains that the thing is in the air, so to speak, and will not down notwithstanding Swenson's efforts to deny his candidacy, and those in the know are confidently expecting that their choice for the post either will reconsider the matter and accept the call, or that his admirers will place his name in nomination at the convention without awaiting his consent.

Writing on the subject of his reported candidacy to **Motor Cycle Illustrated,** Swenson has this to say:

"Will say that anything in that line is nothing but a dream on the part of those who have proposed it. Many have urged me to announce myself as candidate, but I am altogether too busy to assume anything in that particular line no matter how much I would like to serve the F. A. M. in that capacity. If the rumor that I am a candidate has reached you, kindly take note of this statement."

M. & A. T. A. COMMITTEE IN BUSY SESSIONS; BROAD PUBLICITY PLANS THRESHED OUT

MILWAUKEE, Wis., July 18.—The publicity committee of the Motorcycle and Allied Trades Association held a meeting at Chicago today and tentatively outlined a campaign which will be submitted for ratification at the coming meeting of the association at Atlantic City on Wednesday, August 2. Those present at the gathering besides Chairman Lacy Crolius of the Harley-Davidson Motor Co., were Louis G. Fairbanks of the Firestone Tire & Rubber Co., R. F. Rogers, Rogers Mfg. Co., and Frank Effinger of the A. O. Smith Co.

The tentative campaign outlined includes a recommendation for the stricter enforcement of muffler cutout regulations and a co-operative campaign between motorcycle dealers and local newspapers to that end, which it is expected will go a great way toward eliminating unfavorable publicity in the daily press. It is urged that this step be taken before agitating for favorable newspaper publicity since it will pave the way for better results later. Legislation prohibiting tank riding will also receive the hearty support of the publicity committee, and it is the idea of that body that the promotion of tours and runs with prizes for the neatest appearing riders cannot fail to redound to the benefit of both trade and sport. Plans were considered for putting motorcycle clubs on a stronger financial basis, and the committee went on record as against the use of twin-cylinder machines on dirt tracks, favoring the four-valve single for the purpose.

The Dealers' Service Committee also met in Chicago and Lacy Crolius was appointed to draft a set of tentative rules outlining the extent to which the dealer should render free service to his customers. The rules are to be submitted to a sub-committee comprising Frank J. Weschler, of the Indian, and Fred B. Mathis, of the Excelsior, for revision before being submitted for ratification at Atlantic City.

The Dealers' Betterment Committee held its second meeting at the Hotel Wisconsin here today. Those in attendance were Charles E. Speaks, Firestone Tire & Rubber Co.; E. J. Mueller, Harley-Davidson Motor Co.; Frank Effinger, A. O. Smith Co. The committee considered tentative plans for presenting to the dealers throughout the country a mass of helpful educational matter along selling lines.

CYGNET REACHES HAMILTON

HAMILTON, ONT.—Cygnet rear-cars have made their appearance in Hamilton. Two of the attachments are here.

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CONTINENTAL SALESMEN IN ANNUAL CONFERENCE

Travelers of Continental Rubber Co. from All Parts of Country Gather at Plant for Business Sessions and Top Off the Program with a Crackerjack Picnic

ERIE, Pa., July 16.—Salesmen of the Continental Rubber Co., of this city, met in annual convention at the factory during the week ending July 15, and participated in a busy program which included both business and social features. Business sessions were held daily at the company's office, during which all the angles of tire salesmanship were discussed. Several banquets were also held during the week, at which all the salesmen were called upon for brief speeches.

The program closed with the annual picnic, held Saturday afternoon, when the big party traveled by automobiles to the beach at Northeast, Pa., about 20 miles from Erie. There were sports to suit all hands, including trap shooting, horse-shoe pitching, baseball, bathing and a number of others. Trap shooting aroused most interest, and there was keen competition until C. H. Fleek, foreman of the company's automobile tube department, took the lead and won the cup.

Walter Tullis had an unbroken score in the shoot, having taken fifty shots without a single hit. He was not alone, however, as C. O. Coleman, the company's treasurer, also scored five misses out of five tries.

Then Came the Dinner

When the sports were over a fine dinner was served, right on the picnic grounds. The menu ranged all the way from baked beans to ice cream. Dancing followed the refreshments, and in the late afternoon the trip back to Erie was made—everybody expressing the opinion that this year's showing fully justifies the holding of another picnic next summer.

Advertising Manager R. W. Hall was very active throughout the week, and at the picnic, seeing that everyone was well taken care of. Mr. Hall was overseer of the entire program, and was complimented upon the smoothness with which the features were handled. He also had printed a number of handsome programs covering the events of the week.

C. A. Griffith, who has just joined the Continental sales force, traveling out of the Chicago branch, was very deeply impressed by the spirit of the entire Continental force. "These men know how to play as well as work," remarked Griffith, "and I must say they do both very well."

Roland Sisson, who has been with the Continental folks for nine years, and who has helped to represent the company at a number of shows and conventions, has been promoted to manager of the adjustment department.

A. E. Caldwell, assistant sales manager, who is the newest Continental newlywed, refused to be separated from his bride even when the sports were at their height, although the other picnickers made many efforts to kidnap him.

Fred W. Fee, Chicago branch manager, had an informal Turkish bath just prior to starting for the picnic. In some unaccountable manner he mislaid his tickets back to Chicago and for an hour while he was looking for the precious pasteboards the perspiration simply bubbled from every pore—and Fee has his share of pores.

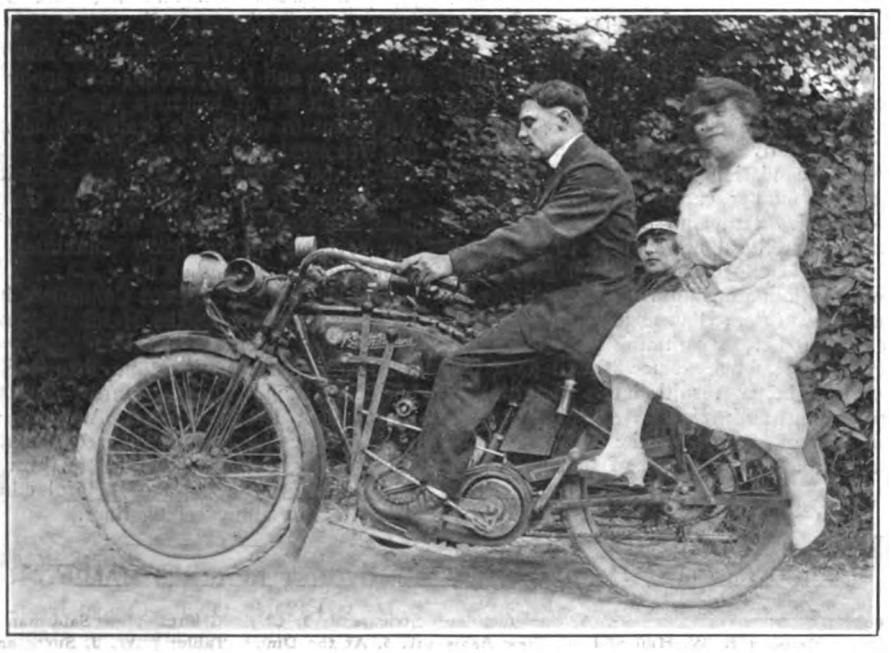
Walter Tullis came all the way from San Francisco to attend the conference. He had a hand in everything that went on, wore his usual big smile and made arrangements to head back for the Pacific coast after a brief visit to New York.

Snowman Lost His Necktie

Big Ben Snowman, of the New York branch, lost his Continental necktie, and put up an awful kick about it. He was finally forced to put on his own neckgear, but didn't like the idea for a cent.

Throughout the week and during the picnic no one was busier than Bill Surre, of the company's official staff, and one of the best known trade men in the industry. But activity comes natural to W. J., and besides he is in training for another record-breaking week at Atlantic City during the Cycle Parts convention.

SOME WOMELSDORF (PA.) SCENERY



R. Merkle, an R-S Booster, Is in the Saddle

RESIGNS AS N. Y. SPORTING GOODS PRESIDENT

Powhatan Robinson Gives Up Office to Have More Time for Recreation, But Accepts Chairmanship of Board of Directors

NEW YORK, July 17.—Powhatan Robinson, founder of the New York Sporting Goods Co., and for nearly 20 years its president, tendered his resignation as president of the company at the meeting of the directors held July 14. Mr. Robinson explained that he wished to be relieved of handling the details of the business in order that he may be able to spend more time in hunting and fishing and in other forms of recreation.

Mr. Robinson's resignation was accepted with the understanding that he would become chairman of the board of directors so that the company may continue to profit by his advice and long experience in the sporting goods field.

The new officers of the company are: Powhatan Robinson, chairman of the board; Frederic A. Baker, president; James A. Murray, vice-president and treasurer; Andrew C. Imbrie, second vice-president; Henry T. Fowler, third vice-president; A. W. Law, secretary.

INCREASE OF 38 PER CENT IN FIRESTONE BUSINESS

AKRON, Ohio.—An increase of 38 per cent. in volume of business is announced in current advertisements of the Firestone Tire and Rubber Company. The Firestone factory is now doing a total business of nearly twenty-five million dollars yearly, and an increase of even five or ten per cent. would, under the circumstances, represent a splendid showing.

The Firestone increase of 38 per cent. is doubly significant in view of the fact that the pace which permitted of this remarkable showing is still being maintained, and in the near future is likely to be still further stimulated.

THOR AGENCY IN DES MOINES

Carl Larson has taken the agency for the Thor motorcycle for Des Moines, Iowa, and Polk County, and has delivered two twin mounts to the Des Moines police department.

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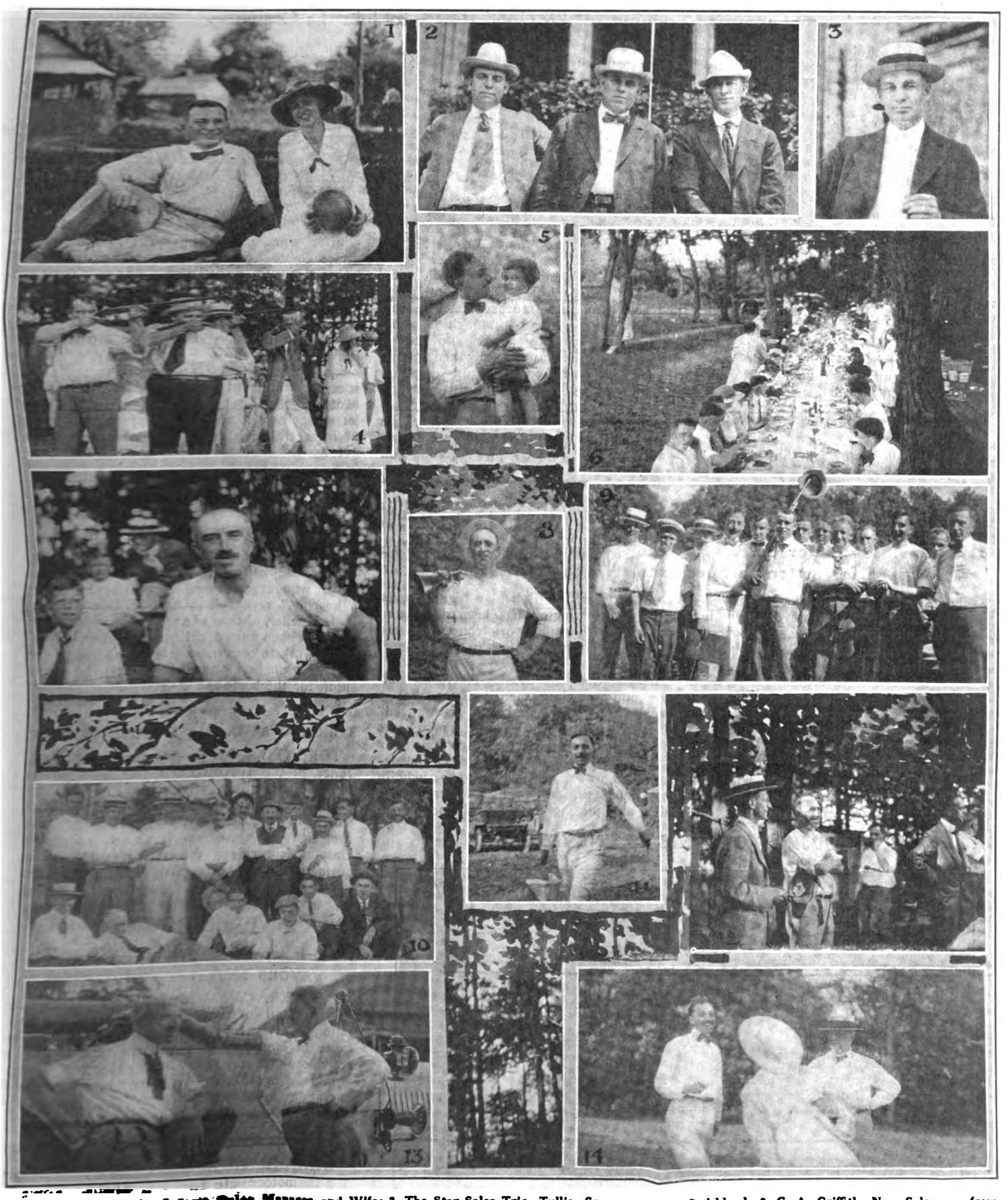
THE CONTINENTALITES SNAPPED IN PICNIC POSES

It Was a Big Day for the Tire Men and the Pictures Prove It



1, A. E. Caldwell, Assistant Sales Manager, and Wife; 2, The Star Sales Trio, Tullis, Snowman and Strickland; 3, C. A. Griffith, New Salesman from Chicago Branch; 4, At the Trap Shoot; 5, Advertising Manager R. W. Hall and His New Assistant; 6, At the Dinner Table; 7, W. J. Surre and Surre, Jr.; 8, C. H. Fleek, Winner of Cup for Trap Shoot; 9, Lineup of Trap Shooters; 10, A Group of Continental Foremen; 11, Advertising Manager Hall on the Run with a Pot of Baked Beans; 12, Palmer and Surre Watching the Doin's; 13, Messrs. Surre and Fee Talking Things Over; 14, Messrs. Hall and Fee Helping Amuse the Ladies

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EXPERT RIDERS ONLY, FOR 71st MOTOR BATTERY

Captain Schroeder, of Motorcycle Division, Lets Out 35 Men Who Do Not Measure Up to Mark; Sergt. Guterman Looking for 25 Good Riders to Join the Company

NEW YORK, July 18.—Feeling that the work to be accomplished by his company demands riders of experience, Captain E. C. Schroeder, in charge of the motorcycle machine gun division of the 71st Infantry, New York National Guard, has "let out" some 35 recruits who on rigid road examination failed to measure up to the mark of motorcycle efficiency which Captain Schroeder and Sergeant Louis Guterman are wont to believe the urgency of the present war situation demands. Instead, therefore, of entraining for the border along with the motorcycle division, the 35 rejected ones are Texas-bound along with the main body of the 71st Infantry. Ten of the men were replaced by riders of proven ability before the Reading-Standard mounted machine gun division left for the border on Thursday last, leaving Sergeant Guterman behind to recruit 25 new men to bring the division up to its full strength of 75 men and three officers.

In casting about for suitable material for the company, Guterman points out that it is much easier to make a soldier of a motorcycle rider than it is to reverse the process and with this in mind he is endeavoring, through dealers in the Metropolitan district, to get in touch with riders of proven riding ability, who have the physical requirements for army service. The qualifications are: height 5 feet 6 inches or over; weight, 135 pounds or better; perfect physical trim; expert motorcycle rider; ability to do minor motorcycle repairs on 1916 twin machines.

The arrangement of the machine gun division of the 71st is unique and quite distinct from other motorcycle divisions. Aside from the lineup of machine guns, each gun served by a corps of seven mounted men who do advance guard duty as well as courier and dispatch bearing service, there are eight sidevans which carry an excess supply of gasoline, oil and ammunition, enabling the division to stand on its own feet, so to speak. In other words, this machine gun company can strike out for a distance of 200 miles from its base of supplies, and by emptying the sidevans and sending them back for more supplies, it can make its stand and stand alone. Including the ammunition carried on the sidevans, the machine guns and on pannier boxes and a luggage carrier box on each of the solo machines, the company carries with it 750,000 rounds of ammunition.

Eight of the men of Company F have, with their machines, been detailed to do courier work at Division Headquarters under General O'Ryan, replacing several horse-mounted couriers who formerly served headquarters staff.

Sergt. Guterman expects to recruit the needed 25 men within the next few days, when he will leave for the border with the remainder of the company. While on border duty, Guterman will act as special military correspondent for **Motor Cycle Illustrated**, sending a news letter each week along with any pictures of interest which he is lucky enough to get by the military censor.

NEW BOOKLET TELLS OF HEAVY DUTY VAN

Harley-Davidson Motor Co. Will Provide Assortment of Three Van Bodies; Herrington to Specialize on Commercial Sales

WITH a view to following up closely the commercial motorcycle field, in which it has already made notable progress, the Harley-Davidson Motor Co. is sending out a new booklet in which special emphasis is placed upon the advantages of the company's new heavy duty commercial van. The company is convinced that there is a big field for a van of this type, and will give an assortmnt of three types of bodies to fit this particular chassis. In other words, Harley-Davidson dealers will be enabled to approach a merchant in any line of business with the assurance that they can exactly meet his particular requirements.

Arthur Herrington has been designated to handle the inside work concerning the Harley-Davidson operations in the commercial field.

Investigations by Harley-Davidson officials and traveling men indicate that a great many motorcycle dealers are "scared" of making the proper appeal to merchants and big corporations because they fear that they will not be able to meet the demands. This has been shown to be a wholly unjustified attitude, for live dealers on all sides are placing commercial motorcycle outfits about as fast as they can procure them.

"It is only the dealer who lacks knowledge of his outfit, and who has failed to make a study of the needs of his prospective buyer who experiences trouble in getting a hearing," says Assistant Sales Manager E. J. Mueller, of the Harley-Davidson staff, "and we hope through consistent educational work to convince all our dealers that they have the best possible kind of a proposition for the business man."

THE SUBJECT OF THIS IS "NEVERLEAK"

G. T. Austin, Assistant Sales Manager, W. G. Lewis, Assistant General Manager, and Martin Cabana, of the Buffalo Specialty Co., Talking Prosperity

TORONTO M. C. SUSPENDS BUSINESS

TORONTO, ONT.—President J. G. Jones, of the Toronto M. C., has decided to call no further meetings of the club until Wednesday, September 13, when a start will be made for a fall and winter campaign of amusement and recreation. Only a few riders have attended recent business sessions, but the Sunday pleasure trips and picnics have been well attended. The social tours will be continued regularly for the remainder of the "open season."

FAVORS MOTORCYCLE GUNS

DENVER, Colo.—Maj. P. J. Hamrock, in command of the First Separate Battalion of infantry, is again on record in favor of motorcycle machine guns. He is convinced that the motorcycle outfits would be invaluable in the event of field operations in Mexico.

HENDERSONS GOING STEADILY

NEWARK, N. J.—Bert Coryell, manager for the Estate of F. C. Cornish, says that the warm weather seems to suit the Henderson fans, two more of the four-cylinder mounts leaving the shop this week.

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WELL-KNOWN COMEDIAN USES INDIAN-CYGNET OUTFIT

Gus Fay and Mrs. Fay on His "Cygnetized" Indian

NEW YORK, July 15.—Gus Fay, the well-known comedian in burlesque and a motorcycle enthusiast for six years in the bargain, has just purchased a new Indian with Cygnet rear car. With Mrs. Fay as driver, he left Buffalo on July 13 for a trip to New York, arriving here this morning. William Fay, the son and heir of the Fay family, occupied the rear car with his father.

In an interview with a **Motor Cycle Illustrated** correspondent, Mr. Fay stated that he preferred the motorcycle to several automobiles which he had owned, because the motorcycle could be easily put in their baggage car and used for recreation purposes in the different cities when on the circuit. He chose the Cygnet, he said, because he found it rode easier than a high-priced automobile.

The Fays will use the outfit while in this city, and will make towns outside of the metropolis with it. Mrs. Fay acts as driver on all occasions.

USES MOTORCYCLES ON TOUR OF U. S. ARMORIES

BOSTON, Mass.—A new application of the motorcycle to army service has been discovered by Lieut. Julius S. Hatcher, of the Ordnance Department, with headquarters at Boston. Lieut. Hatcher started recently on an Indian motorcycle to visit U. S. armories at Watertown and Springfield, Mass., Watervliet, N. Y., the Sandy Hook Proving Grounds, Pictatinny Arsenal, N. J., Frankford, Pa., the Naval Gun factory at Washington, the Naval Academy at Annapolis and the Army Remount Station at Front Royal, Va.

The chief value of the motorcycle in this case is that it makes the traveler independent of all train schedules.

RAY USES SIDECAR OUTFIT

Raymond Ray, Harley-Davidson traveler for Iowa and northern Missouri, is covering his route this year with a Harley-Davidson sidecar outfit. He finds that he can make better time and save money. In addition, he is enabled to give much more effective demonstrations along his route. Ray is accompanied by his wife on most of his travels, and they have just finished a vacation trip of several thousand miles.

PRIEST BECOMES HENDEE ADV. MANAGER

SPRINGFIELD, Mass.—John A. Priest, who for the past year has been assistant advertising manager of the Hendee Mfg. Co., has been appointed advertising manager to succeed R. L. Harriman, who resigned recently.

Mr. Priest brings to his new position a long newspaper and general publicity

Advertising Manager Priest

experience, and a keen insight into the Indian sales organization, the latter derived from a conscientious study during the past twelve months of the possibilities of the motorcycle industry and the requirements of Indian dealers all over the country. Mr. Priest gave up a promising newspaper career to join the Hendee staff, and his conviction that the motorcycle is a national business and recreation necessity has already made itself felt impressively in Indian advertising.

NEW U. S. RUBBER DIVIDENDS

The United States Rubber Co., New York City, has declared a quarterly dividend of 2 per cent on the first preferred stock and of 1½ per cent on the second preferred. Both dividends are payable July 31 to stockholders of record on July 1.

VANTINE SHOWS FORM AT NASHUA RACEMEET

A NEW riding star was discovered in a racemeet held at Nashua, N. H., July 8, when Donald Vantine, a local boy, cleaned up the 15-mile, 20-mile and 25-mile professional races against several riders from Boston and other places, including Mercer, Crocker and Crandall of Boston. There were nine entries in the 25-mile and the other classes were well filled. Vantine's time for the 25-mile was 31 minutes, 22 seconds. He rode an Indian. Charles Adams on a 1916 Powerplus won the amateur race.

GOODYEAR APPOINTS FOUR NEW MANAGERS

AKRON, O.—The Goodyear Tire & Rubber Company, of this city, announces the appointment of M. D. Montgomery as manager of the Denver branch of the company. Mr. Montgomery has been acting manager during the illness of the late S. E. Gillard.

F. C. Moyer, who has been in charge of the Des Moines Branch of the Goodyear firm, has been appointed to the managership of the Minneapolis branch, vice G. H. Barmore who is now manager at Milwaukee, Wis.

F. W. Telford is now manager of the Des Moines Goodyear branch. He was formerly supervisor of motor truck sales at Chicago.

Following the death of G. F. Dennis, T. J. Fitzgerald will fill the managership for Goodyear at El Paso, Texas.

CHICAGO SIDECAR CLUB HAS NEW OFFICE STAFF

CHICAGO, Ill.—The following officers were elected at a recent meeting of the Chicago Sidecar Club: C. Joy, captain; C. Givern, second vice-president; E. Anderson, first lieutenant; W. Dowland, chairman of touring committee; Miss H. Edison, chairwoman of entertainment committee; R. Whipple, treasurer; Miss E. Beers, photographer. Louis Getz, Walter G. Roberts and Pauline E. Wilson were continued in office as president, vice-president and secretary, respectively.

AN INTERESTING OUTFIT

E. B. Holton Proving That a Cleveland Will Pull a Sidecar; the Car Shown Is a British "Fitsu"

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HAD A NO-TROUBLE TRIP WITH HEAVY LOAD

Providence Rider Completes Tour to Montreal and Return with Camping Equipment Which Makes Machine Weigh 600 Pounds

Raymond Wilson Snapped on His Arrival in New York

PROVIDENCE, R. I.—Raymond Wilson, who appears in the accompanying photograph with his outfit, has just completed a trip that is somewhat out of the ordinary. In addition to carrying a tandem passenger, he found room on his machine for a large tent, a stove, and a great variety of camping equipment, the total weight of the motorcycle being no less than 600 pounds. With this unusually hefty cargo Wilson left Providence and toured to Maine, then rode through Vermont and on to Montreal. From Montreal he proceeded to Niagara Falls, then romped down to the Delaware Water Gap, and finally headed back for Providence. In spite of the fact that roads of all kinds—good, bad and indifferent—were encountered on the tour, Wilson reports that he had no trouble with motorcycle or its equipment. He is especially interested in having it known that he did not have even a puncture in his Firestone tires throughout the journey.

The photo shows Wilson and the outfit upon arriving in New York City. "I did not keep close track of the mileage," said Wilson, in an interview with a **Motor Cycle Illustrated** representative, "but you can take it from me that this machine saw some pretty hard service. We did not have the slightest trouble from start to finish, and if it were necessary I would not hesitate to start on a duplicate of the trip tomorrow. Even tourists who have no motor trouble on the road usually come back with reports of some tire trouble, but my Firestones never gave me a moment's worry."

TO USE SIDEVANS IN FIGHTING FOREST FIRES

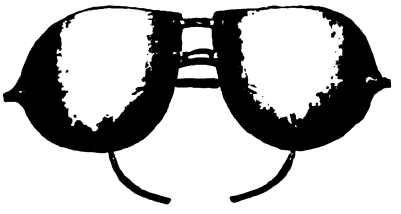
ALBUQUERQUE, N. M.—Forest officials here announce the purchase of several motorcycle van outfits for use in rushing tools and food supplies for fire-fighting crews.

The purchase of the machines is in the nature of an experiment.

One of the big problems in fighting forest fires has been to keep up the effectiveness of the fire fighters by supplying them promptly with all the equipment needed, and as the base of supplies is often far from the scene of the fire, wagon transportation is too slow and automobiles are too expensive.

LUXWELL GOGGLE A NEW HELP FOR RIDER

CHICAGO, Ill.—The Chicago Eyeshield Co., of 128-134 South Clinton street, this city, has brought out an attractive addition to its extensive line of eye protectors



in the No. 129 "Luxwell Goggle." This goggle, shown in the illustration, is to be had in a 12-karat gold mounting, with either amber, smoked or amber-green, lens. It retails for $3.50.

DODGE CITY RACE CERTAIN FOR JULY 4, 1917

DODGE CITY, Kansas.—Promoters of this year's 300-mile race on the Dodge City speedway have expressed their satisfaction over the financial outcome of the event, and it is practically certain that the speed classic will be repeated in 1917. It is understood that all of the men interested have gone on record of continuing the big race and that they have been assured of the continued support of the motorcycle manufacturers. It is also stated definitely that the Speedway can be leased for July 4, next year. Application has been made for another F. A. M. sanction.

WALLS GIVES 14 SAFETY FIRST TIPS FOR RIDERS

D. R. WALLS, Advertising Manager of the Splitdorf Electrical Co., and a consistent booster for the motorcycle, has prepared a table of fourteen "Don'ts" for riders of the power two-wheeler which is printed below. "If motorcyclists would observe these points," writes Mr. Walls, "they would do a great deal towards avoiding road trouble and at the same time they would help to place the motorcycle in its proper light before the general public."

Here are the suggestions,—every one of them worth the most serious consideration of motorcycle owners:

Don't drive carelessly on wet streets or roads.

Don't fail to sound the horn when rounding a curve.

Don't cut corners.

Don't get into the congested district if you are inexperienced.

Don't get into the mountains with loose brakes.

Don't "hog" the road.

Don't try to pass another vehicle on the wrong side.

Don't forget that many pedestrians walk in their sleep.

Don't drive fast past schoolhouses.

Don't speed on the more frequented county roads and boulevards.

Don't drive with one hand.

Don't speed at night because you think it is harder for you to be apprehended.

Don't see how close you can come to cars and trains.

Don't wait for the other fellow to stop; do it yourself.

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BOSCH PRESENTS THE 1916 TROPHY

Veteran Magneto Firm Offers Handsome Silver Cup For Best Performance in National Amateur Championship Races

NEW YORK, July 13.—Following the custom inaugurated five seasons ago of offering a handsome trophy each year to the rider making the best performance in the National Amateur Championship races, the Bosch Magneto Company, of 225 West 46th street, this city, has again had made up a Bosch trophy and donated the same to the amateur winning the most points in the F. A. M. competitions for simon-pures. The 1916 Bosch trophy, designed by the Bosch advertising department and made by the Gorham Mfg. Co., is of solid silver more than two feet high and has a value of more than $300. It is entirely different from the five previously offered.

As in former seasons, the winner of the trophy will be determined on the Bosch Point System. In this system, the winner of the one-mile amateur championship will be credited with 4 points; the second man with 3 points and the third with 2 points. In the two-mile championship, the winner will receive 6 points; second man 4 points and third man 2 points. In the five-mile championship, the winner will be credited with 7 points, while the second man will receive 5 and the third 3 points.

Calculating Points

The ten-mile championship winner will receive 8 points; the second man 6 points and the third man 4 points. In the 25-mile championship race, the winner will be credited with 12 points toward the trophy, while the second man will get 7 points and the third 5 points. The winner of the 50-mile championship will receive 15 points, while the second man will get 10 points. The third man will receive 8 points.

The Bosch Magneto Company is of the opinion that the backbone of motorcycling is the amateurs who race purely for the sport. Hence the offering of the Bosch trophy. This is in line with Competition Chairman Donovan's idea, for in a recent interview he said: "I believe it is a conservative estimate that fully 70 per cent. of races among amateurs arise as the result of good motorcycle argument as to which is the best machine and who is the best rider. The only satisfactory method of settling such arguments is to go out and have a little contest wherein the durability of the machine and the endurance of the rider are demonstrated.

"These free contests promote the interest of both the machine and the rider and do much to keep up the fraternal feeling which exists among motorcyclists. I believe a good deal of credit is due the Bosch Company for their donation of a trophy each year, which when won is substantial proof of the ability of the amateur winning it. I am sure the amateurs themselves appreciate what the Bosch Company is doing to uphold a sport which at present is clean, wholesome, exhilarating and exciting."

Attention is called to the fact that the Bosch trophy is offered free and clear of any restrictions. Winning it is an out and out win.

The 1916 Bosch Trophy, Which Goes to the Best Amateur

FUNKE INCREASES ORDERS AT CLEVELAND FACTORY

CLEVELAND, Ohio.—One of the visitors at the factory of the Cleveland Motorcycle Company during the past week, was H. F. L. Funke, of New York, eastern distributor for the Cleveland line. Mr. Funke spent several days at the plant and left additional orders for immediate shipments of Cleveland machines. He expressed himself as well pleased with the progress he has made in handling the Cleveland lightweight, and called attention to the fact that August will bring the first anniversary of the Cleveland product.

SUPERIOR SADDLE BUSINESS IS GROWING RAPIDLY

CLEVELAND, O.—The Superior Metal Products Co. of this city informed a staff representative of Motor Cycle Illustrated a few days ago that the present season is one of the best that has been experienced to The company is now furnishing saddles the Cleveland Motorcycle Mfg. Co. as part equipment, and the concern has also closed a contract with the Great Western Mfg. Co. of La Porte, Ind.

H. A. Jackson, manager of the company, called attention to the fact that work has been started on the new addition to the factory, which will be finished about October 1. The extension will be the same size as the present plant, and will be used for the production of Superior saddles.

F-N TANDEMS ADVANCED IN PRICE TO $11

DETROIT, Mich.—Owing to the greatly increased cost of materials that enter into the manufacture of F-N tandems, the Fentress-Newton Mfg. Company, of Detroit, has found it necessary to advance the retail price of F-N tandems to $11.00. The company will supply new prices to the trade promptly upon application.

APPROVE PLAN TO SPEND $75,000,000 ON ROADS

THE five years' plan of federal good roads work embodied in the Bankhead-Shackleford legislation in Congress, has met with universal approval, and has been signed by President Wilson. Under this plan the sum of $75,000,000 will be spent by the federal government upon arterial roads selected by the highway authorities of the forty-eight States, subject to the approval of the Secretary of Agriculture. The States will spend an equal amount, dollar for dollar, in co-operation with the federal government, and provision is made for the proper upkeep of these roads.

TAYLOR SUCCUMBS AFTER OPERATION ON LEG

HAMILTON, O., July 17.—L. S. Taylor, one of the best known motorcycle racing men in the country, and long allied with the Indian camp, died at Mercy Hospital in this city Sunday, following the amputation of his leg.

Taylor had a leg broken in a spill in a Fourth of July race and gangrene set in. When it was seen that the leg could not be saved the surgeons amputated it without loss of time, but the infection had gone too far to be controlled.

Taylor had ridden many notable races, and was counted upon to be with the leaders wherever he competed. He was a skilful speed pilot and a good sportsman.

NATIONAL COIL PLANT SOLD

The Reo Motor Car Co., Lansing, *Mich.*, has bought the National Coil Co., and will use its plant in order to enlarge the manufacture of Reo cars.

THE BEST ASSET

Editor: We get many valuable suggestions from every number of Motor Cycle Illustrated and Bicycling World, and feel that it is by far the best asset for the money that we have in our business.

WILSON & LEAVITT, Dealers.
Creston, Ia.

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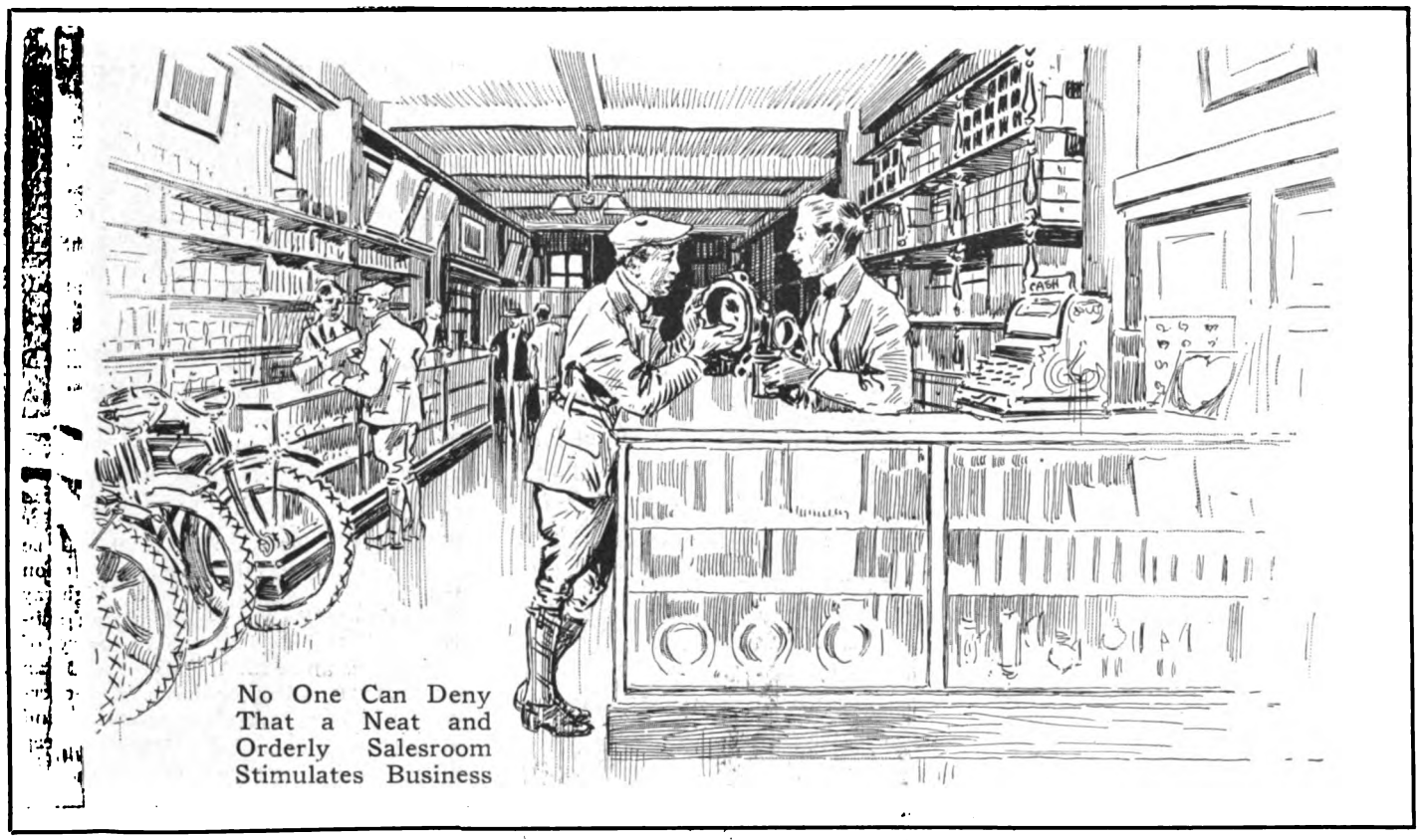
A PLACE FOR EVERYTHING; EVERYTHING IN PLACE

Twenty Suggestions for the Enterprising Motorcycle Dealer Who Desires a Clean and Orderly Establishment, but Who Can't Decide Just Where to Begin His Work of Improvement; No Heavy Expenditures Are Required

By RODMAN BARRY



No One Can Deny That a Neat and Orderly Salesroom Stimulates Business

SO much has been said and written concerning the benefits derived from cleanliness and systematic arrangements in a motorcycle agency that the subject has been theorized to a frazzle, and it will be the purpose of this article therefore to present as many of the hard facts as possible; to point out how dealers who operate neat and orderly establishments went about obtaining the desired results. That's a considerable job, and would easily furnish material for half a dozen articles, but a constructive start can at least be made with the data in hand.

Forget That Old Theory

It is only fair to state at once that ninety-five per cent. of our motorcycle dealers have a desire to keep their salesrooms tidy and attractive and their whole establishments business-like, but they are deluded by the old-fashioned idea that no one expects to find a motorcycle agency clean and that time spent in systematizing and cleaning could be better devoted to other work—especially during the selling season. That's all wrong, of course.

Sales boosting and general educational efforts are obviously important—nothing could be more so—but it profits a dealer little if he works a prospect by outside operations and then loses him through lack of facilities to create a good impression when the would-be buyer finally visits the agency. Strange as it may seem, a lot of business is lost in just that way.

The class of men who buy motorcycles is improving every day; professional men are rapidly coming over to the economical and simple two-wheeler, and on all sides the tendency is upward. Women are also interesting themselves, because of the widely demonstrated efficiency and comfort of the sidecar, and merchants throughout the length and breadth of the land are sitting up and taking notice. You can't appeal to such prospects through slipshod methods, a slovenly salesroom and lax business policies. If you do not prove yourself a worthwhile man of business they have no faith in you—or in the product you handle.

Neatness Worth All It Costs

Admitting, therefore, that a clean and orderly establishment is worth whatever it costs, how are we to go about improving conditions? Assuming that we have a very ordinary store to start with, and one which affords no special opportunities for striking displays—what can we do to create the good impression that we wish to have the prospective buyer receive when he walks in? And what can we do to heighten that impression while the prospect remains? We can do quite a few important things.

Let's start the ball rolling with twenty of them. There are others, but if we get twenty suggestions for improvement firmly fixed in our minds today, we'll be on the right track—and going some!

"Everything in Its Place"

1. Have a definite location for every article in the salesroom—and let it be understood by all concerned that this policy must be adhered to. This is a big job, but not an impossible one by any means. Every successful dealer in the country has mastered it.

2. Place your display machines well to the front of the salesroom, arrange to give them all the light possible and keep them clean. Dust suggests stagnation.

3. Have at least one neat showcase

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for accessories. Arrange the articles in the case so that they can be inspected; don't pile them in. Keep the case clean and the accessories bright. Have the top of the case free from debris.

4. Keep your counter free from articles that don't belong there—oily rags and oil-soaked waste are excusable in the repair-shop, but nowhere else.

Use Care in Displaying Posters

5. See that the floor of the salesroom is cleaned, and mopped, if possible, every morning. Put a ban on loose papers, cardboard boxes, pieces of crates, etc. Above all things, avoid having broken parts or damaged machines in the salesroom.

6. Be careful about sticking up all kinds of posters and cards on the walls. Several posters concerning the motorcycle, or motorcycles, you handle can be displayed to good effect, but stop there. One or two good posters will attract attention—fifteen or twenty won't get a glance.

7. Keep the paint bright in the salesroom. The matter of painting is a most important one. Attend to it once a year at least. Have the lower walls wainscoted, if possible.

8. Use labels on the shelves for accessories, and see that every box or package goes back where it belongs. Below the shelves have drawers, also labeled, for parts.

9. Have the repair-shop completely shut off from view of the salesroom by a partition. Near this partition place your desk. Keep your desk clean. Papers piled a foot high were taken as an indication of business activity years ago—but no longer. Neatness these days is known to be the side partner of efficiency.

Value of a File

10. Have a filing cabinet and make the most of it. File the literature from the factory—all that you do not have on a neat table beside your desk; file the letters you receive and copies of your replies; file the engraver's plates that you have made; file your list of prospects, by the card system; file the good motorcycle photographs you obtain, all that you do not show in a tidy frame on the wall—file everything that you may at any time wish to refer to.

11. Fight shy of burned out bulbs and worn-out gas mantles on your lighting fixtures. Keep your lighting fixtures clean and up to maximum illuminating efficiency. Remember that 80 per cent. of buyers gauge a store's prosperity and standing by its brightness at night.

12. Wash your front window, or windows, at least once a week. Clean the floor of the window and dust the display every second or third day, and change the layout of the window display (even if you do not change the articles themselves) every week or ten days.

13. Decide upon a simple bookkeeping system, and stick to it. One of the surest ways to drive away a patron is to give him the impression that you are guessing at the amount of his bill. Have a neat billhead and render your bills promptly on the first of the month.

Typewriting Machine Will Help

14. Have a typewriter; some one about the store will be able to operate it. Typewriting machines are no longer expensive. They improve the tone of your letters, bills, etc., 50 per cent. and sometimes prevent costly and otherwise unpleasant errors. The writer has two such cases in mind.

15. Keep your file of the trade journals complete. You may wish to refer to them at any moment. Set aside a place for them on the table which holds your factory literature, pamphlets, etc.

16. Keep your mechanics out of the salesroom. Have a signal by which they can call you if it is necessary to confer with you while there are patrons in the salesroom—but it goes without saying that you should not be interrupted by repair-shop matters while there are people in the sales department. We shall have more to say on that point in another article.

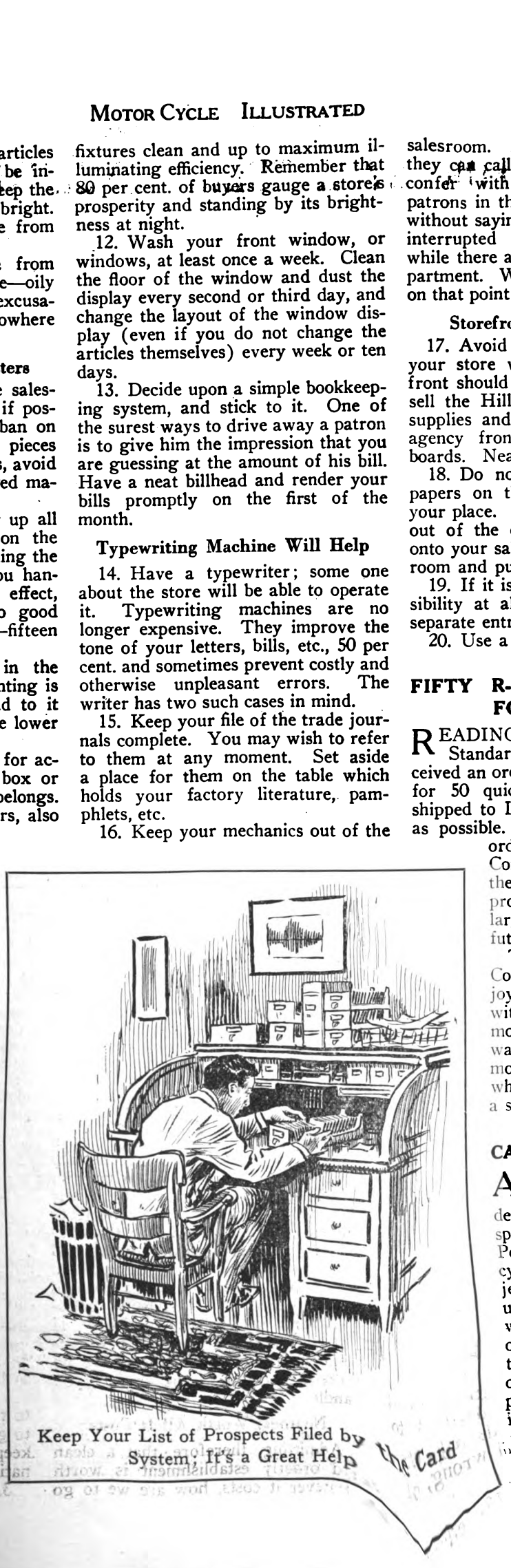
Storefront Should Be Tidy

17. Avoid covering the front of your store with signs. Your storefront should tell just this: That you sell the Hill-Climber motorcycle and supplies and accessories. Too many agency fronts resemble circus billboards. Neatness means simplicity.

18. Do not have boxes, crates or papers on the sidewalk in front of your place. Once the motorcycles are out of the crates, get the machines onto your sales floor or into the storeroom and put the crates out of sight.

19. If it is within the range of possibility at all do not fail to have a separate entrance to your repair-shop.

20. Use a cash register.



Keep Your List of Prospects Filed by System; It's a Great Help The Card

FIFTY R-S VANS ORDERED FOR LONDON

READING, Pa.—The Reading Standard Company has just received an order from its foreign agent for 50 quick delivery vans, to be shipped to London, England, as soon as possible. This is the third large order the Reading Standard Company has received for these vans from London, and prospects look bright for larger orders for the near future.

The Reading Standard Company has also been enjoying a very large trade with Italy for the past six months, and has just forwarded another carload of motorcycles to that country, which is to be followed by a second carload.

CATCHY POPE FOLDER

A NEW folder from the Westfield Mfg. Co. is devoted exclusively to the speed capabilities of the Pope Model L-16 motorcycle, and presents the subject strikingly through the use of a cutaway cover, which causes the first glance of the reader to be concentrated upon an illustration of the new Pope motor, emphasis being placed upon the improved one-inch carbureter, the larger intake passages and the increased size of rocker-arm yoke stems.

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HOW VAN BUREN GIRLS STARTED FOR COAST

Some Sidelights on the First Leg of the Motorcycle Journey Which Will Carry New York Misses to San Francisco; Reach Chicago After Fighting Storms and Bad Roads

By ADELINE VAN BUREN

FROM childhood, my sister and I have always been interested in athletics. Running, jumping, swimming, diving, rowing, canoeing and skating we enjoyed with equal zest. Later we turned to horseback riding, and finally to the motorcycle. Motorcycle riding is the sport which has supplanted all the others with us.

Last season, we covered over 8,000 miles in daily trips around New York. It is only 3,800 miles to the Pacific Coast, so we decided to still make those daily trips, with one variation: instead of starting each day from New York city we would make the start from a different place, namely, the resting point of the night preceding.

With a good motorcycle, no special overhauling or preparation is necessary for these daily trips around the city. Then why worry about 35 successive daily trips which will bring one to the Coast?

The Misses Van Buren. Miss Adeline, Who Is Writing the Story of the Trip for Motor Cycle Illustrated, Is at the Right. Note the Amount of Luggage and the Firestone Carrying Bags

Start for Coast

As a direct result of this viewpoint, my sister and I started on our coast to coast trip on July 4. We are riding three-speed Indian motorcycles, each girl on her own machine. Each of us purchased two waterproof canvas bags for our luggage. These we strapped on each side of the luggage carriers. However, we soon changed this arrangement, transferring one bag to the handlebars over the front fork. This does not interfere with the steering in any way and gives much steadier riding.

At Sheephead Bay, N. Y., everyone was interested in two girls attempting a transcontinental trip all alone. This was on July 4. Reporters crowded up to interview us and take our pictures. The races lasted so long that we delayed our start until the next morning. Then, the rain was pouring down as we got under way, but that was a good omen—a bad beginning should make a splendid finish.

Springfield Is Reached

In spite of the constant rain we made Springfield, Mass., the first day. The roads are now in good shape, only three detours being necessary. The second day we rode through the Berkshires; up Jacob's Ladder and across to Albany, Schenectady and Amsterdam, N. Y. The third day's trip was the longest: we rode from Amsterdam to Syracuse and on to Buffalo, over 300 miles. The roads were in good shape, except east of Albany.

We stopped over a day in Buffalo and were given a splendid time by Alvah Stratton, Indian man there, who was formerly a racing man. Our fourth riding day smacked of an endurance run. Outside of Buffalo was a boulevard which was too good to last; then we ran into deep, deep sand and bad roads to Erie, Pa. From Erie to Ashtabula, O., the roads were hard but thickly covered with dust and sand which permeated every nook and crevice in our clothing. We arrived in Ashtabula July 9.

My sister and I feel that we have satisfactorily solved the clothing problem both from the standpoint of neatness and as regards durability and comfort. We wear all-leather outfits: coat, riding-breeches, hat, puttee leggings, shoes and gloves. Each outfit looks well, is waterproof and will stand very hard usage. It is lighter than any khaki outfit made.

Up to the present our only exciting experience was with a balky horse which took a sudden and desperate fancy to my sister and lovingly kicked her and her Indian into a ditch. No damage was done except to her affection for horses in general.

To Train Girls

While motorcyling is our chief sport, preparedness claims much of our attention. We hope to prove by our transcontinental trip that women can help the men and even take their places in time of war. In a national society organized to train women we have registered our names as motorcycle despatch riders. When we return we will teach all the other girls who wish to take up the delightful sport of motorcycling, besides training them to give efficient service in case of national disaster.

We hope the boys will get added confidence in taking long trips when they realize what two girls, unaided, are doing.

At the end of four more days of riding we hope to reach Chicago, the Windy City.

(To be continued)

VAN BUREN GIRLS REACH CHICAGO; BAD ROADS

NEW YORK, July 17.—Wallace Stewart, one of the live wires of the New York Sporting Goods Co., received a postcard from the Misses Van Buren today, dated July 14, at Ligonier, Ind., on which the fair tourists stated that they would be in Chicago that day. They reported bad roads over most of their run to the Windy City, with a number of severe rainstorms. In spite of these drawbacks, they made a determined effort to keep up with their schedule and managed to make steady progress. Both girls have figured in spills, owing to the muddy roads, but have sustained no injuries.

GRAND RAPIDS CYCLISTS TO FRONT

GRAND RAPIDS, Mich.—At least three members of the Western Michigan Cycle Club have given their services to their country and enlisted for border services; and it is expected that others will follow suit. The trio of enlisted riders is headed by C. Taylor, who was the winner of the five-mile invitation at the club's last race-meet; the others are L. McMaster and E. Esmond.

SELLING MANY CYCLEMOTORS

CALGARY, Alberta.—The Reliance Auto-Cycle Company, 7th Avenue, have been made the Calgary representatives for the Cyclemotor and already several motored bicycles have been placed in commission on local streets.

PLEASURE CYCLING FORBIDDEN IN GERMANY

AMSTERDAM, Holland.—Word has been received from Germany that cycling for pleasure in that country is now prohibited in all sections. Bicycles of offenders will be confiscated, and this will be followed by the seizure of all tires from owners who do not obtain a license to ride, it is rumored.

The new ruling is said to be the cause of much dissatisfaction among the working classes.

Applications for licenses are to be dealt with by the local authorities according to the merits of each case. Brainworkers can ride their bicycles on Sunday, but manual workers will be forbidden to ride on that day.

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MOTORCYCLE MACHINE GUNS GO TO BORDER

Indian Outfits Bought by Popular Subscription in Springfield Are Now on Way to Second Massachusetts Regiment

SPRINGFIELD, Mass.—Machine gun motorcycles for the Second Massachusetts Regiment left Springfield a few days ago. The car which carried them was attached to an express for New York, which was delayed 12 minutes for this purpose. The motorcycles were dropped at New Haven, and there attached to a troop train bearing Connecticut recruits which left that city at 5 in the evening. The outfit will be delivered directly to the Second Regiment at the border. The charge for transportation will be borne by the government.

Maj. Gen. Leonard Wood accepted the machine gun unit on behalf of the War Department. C. F. Duggan, traffic manager of the Hendee Manufacturing Company, made a trip to Boston to place the matter before Adjt. Gen. Cole, who communicated with Washington immediately. Mr. Duggan arranged for a government bill of lading and the motorcycles were shipped forthwith.

This is the equipment which was raised by subscriptions from private individuals in Springfield for the machine gun company. Several of the boys from the Hendee factories are members of the machine gun troop and familiar with the operation of Indians.

Further instruction in the use of the machines will be given by Foreman H. S. Barrows of the repair department, who has gone to the border. Mr. Barrows recently returned to Springfield from El Paso after serving with the army couriers and is assigned once more to field duty of a similar nature.

MOTORCYCLE BIDS CALLED FOR

JERSEY CITY, N. J.—Bids for furnishing six Indian motorcycles, all of the twin class, have been called for by the Board of Commissioners of Jersey City. The proposals will be opened by the board in Jersey City, July 18, at 2 p.m., in the Assembly Chamber, City Hall. Blank forms of bid and all necessary instructions may be obtained at the office of the Chief Engineer, City Hall.

A BIGGER JOB FOR AYERS

Vice-President E. H. Broadwell, of the Fisk Rubber Co., announces the appointment of Fred H. Ayers, New England district manager, and for 13 years connected with Fisk tire affairs, as supervisor of districts. This brings Ayers into charge of the entire outside organization of the company.

WALKER JOINS BERLING STAFF

H. E. Walker has joined the sales staff of the Ericsson Mfg. Co., Buffalo, N. Y., and will visit the automobile factories in the interests of the Berling magneto. He was formerly with the S.K.F. Ball Bearing Co.

ELECTRIC STORAGE EXPANSION

As the first step in a material enlargement of its plant, the Electric Storage Battery Co., Philadelphia, Pa., has purchased a large part of a city block near 19th street and Allegheny avenue, near the present factory. The property now is occupied by 44 houses.

WHEELER AND SEEDS ALLIED

F. H. Wheeler, president of the Wheeler & Schebler Carbureter Co., and Russell M. Seeds, head of the Russell M. Seeds Advertising Agency, have formed the Bales Distributing Co. at Indianapolis, and will develop a national sales campaign for the Bales Puncture Plugger.

NO SPEEDING IN OMAHA

OMAHA, Neb. — Motorcyclists are warned to be on the lookout for traffic cops in passing through this city, in view of the fact that police officials have clamped the lid tightly on speeding. The local police magistrate is fining all the riders brought before him for traffic violations.

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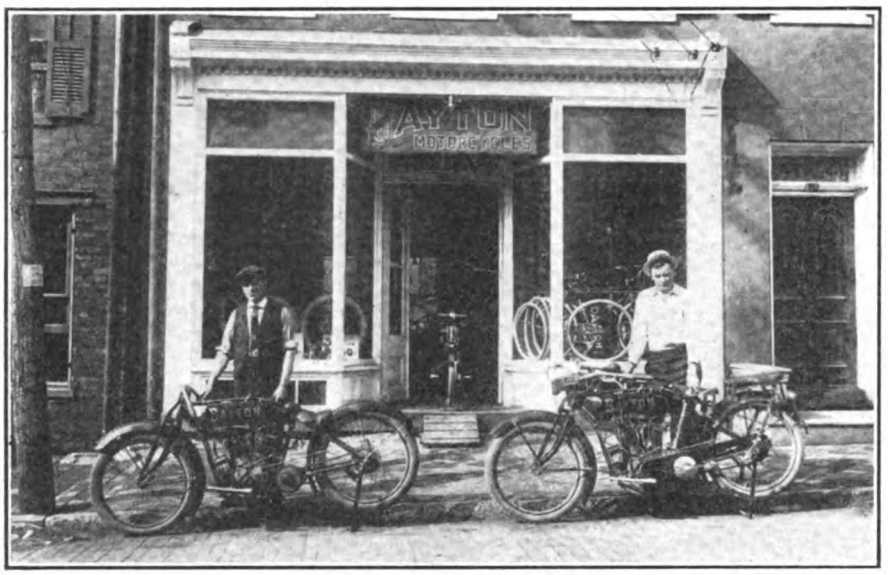
WIDE-AWAKE DAYTON AGENT IN HAGERSTOWN, MD.



G. L. Mease Is Proprietor of the Store Shown Above, and Has Built Up a Highly Satisfactory Trade in Dayton Motorcycles and Bicycles

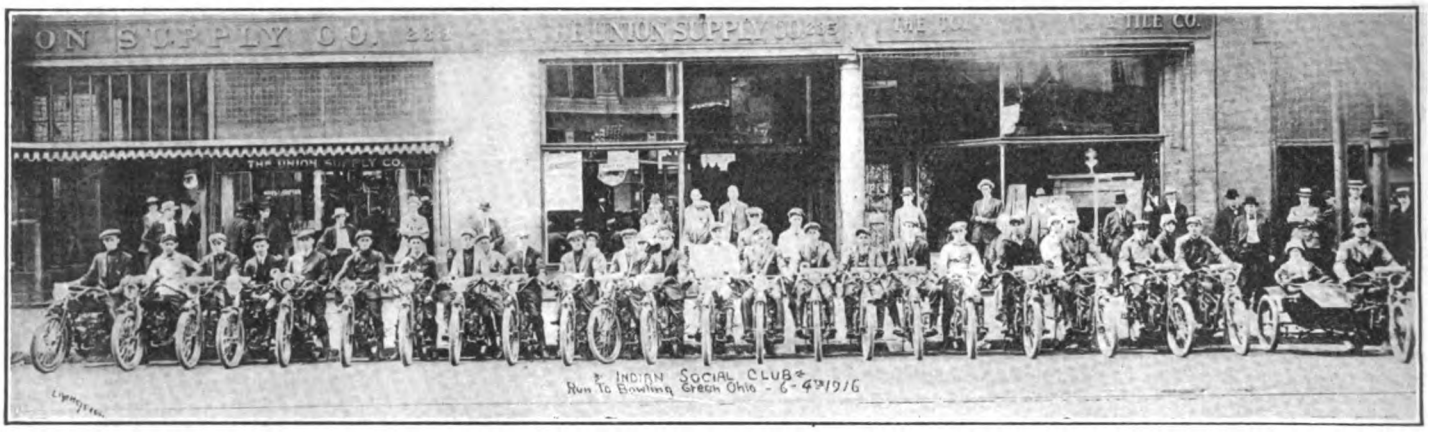
TRADE PARAGRAPHS FROM KANSAS CITY CIRCLES

KANSAS CITY, MO., July 14.—Albert Hanson, of the Hanson wigwam at Kansas City recently made a trip to Odessa, Mo., and several surrounding towns accompanied in the sidecar by his wife. Mr. Hanson says that it was a most wonderful visit and that he intends to extend his trips henceforth.

W. BELL, agent for the Pope at Kansas City says that the business has been very good during the past two weeks. Mr. Bell has several new mounts upon his sales floor but is bemoaning the fact that they are all sold. A new shipment is expected soon, but as Bell says, "I might have them all sold before they arrive."

ANNOUNCEMENT has been made that during the first racing meet on the new track now nearly completed in Kansas City there will be no motorcycle races. The dealers and riders in Kansas City are greatly disappointed.

THIS BUNCH ENJOYS LIFE ON THE WIGWAM PRODUCTS IN TOLEDO



Line-Up of Indian Social Club for Recent Run to Bowling Green. Runs of This Sort Are Frequently Indulged in by the Clubsters. The Headquarters Are at Union Supply Co., Wigwam Agency

SELLS 11 LIGHTWEIGHTS

SANTA ANA, Cal.—A. H. Small has been doing particularly well with Lightweights this year. Up to the first of July he had sold 11 Indian Featherweights and was looking for more to satisfy his prospects. He reports eight Hendersons sold this year.

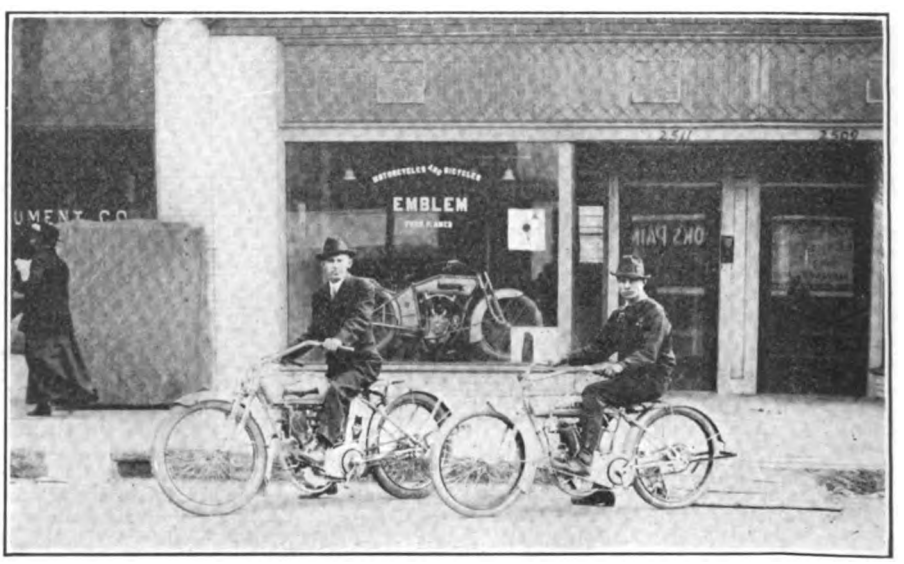
HAVERFORD MOVES

CLEVELAND, O.—The Haverford Cycle Co. has moved from 239 Superior avenue, N. W., to 405 on the same street. The new quarters are much larger than those previously occupied. The Excelsior and Smith Motor Wheel are handled.

TWO FOR ELIZABETH

ELIZABETH, N. J., July 16.—Upon recommendation by Mayor Mravlag, the Board of Police Commissioners has reported favorably on the purchase of two motorcycles for the local force. The machines will be used to patrol Westfield avenue and North Broad street, both part of the Lincoln Highway.

NEW HOME OF EMBLEM IN KANSAS CITY



Fred P. Ames, Who Handles Emblem Motorcycles and Bicycles in Kansas City, Recently Moved into This Up-to-Date Establishment in a Good Location

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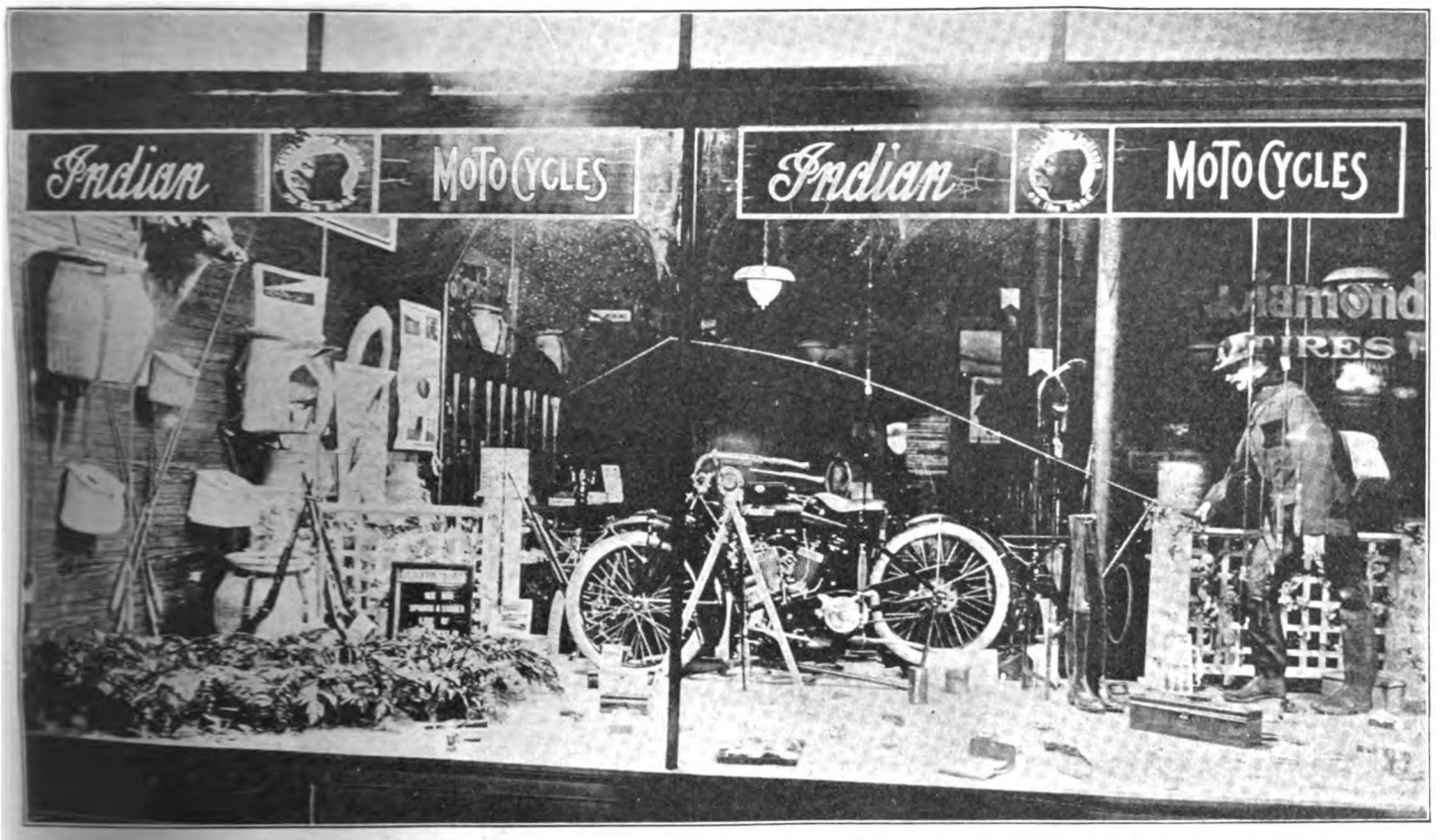
ATTRACTIVE SUMMER DISPLAY OF MOTORCYCLES AND SPORTING GOODS.



This Window, at the Headquarters of Phay B. Rutan in Elmira, N. Y., Won a Prize of $100

NEWS FROM THE HOME OF DAYTON CYCLES

DAYTON, O., July 18.—Bob Larsch, head of the Dayton testing forces, is now out at San Francisco and reports that unusual interest is being taken by Pacific Coast dealers in the Dayton Motor Bicycle. Larsch is on a demonstration trip and is meeting with much success.

W. A. Harland, a Dayton traveler, is now journeying in the East, where, he writes, dealers are disposing of a goodly number of the motor bicycles. Prospects in the East, Harland states, were never better.

The Dayton factory is all agog over the picnic which is planned for the employes on August 5. It will be held at Kil Kare Park, one of the summer resorts near the city. Col. F. T. Huffman has ingratiated himself with all the Dayton factory folk by the announcement that he will supply as much ice cream, cake and lemonade as they can consume. A bicycle race will feature the picnic.

KLUCZEK IS GOING SOME

NEWARK, N. J.—Watson Kluczek, Reading Standard, sold three machines in two days last week, one of the motorcycles and sidecars to be finished in blue. He has also placed a delivery van with the French Shop, the leading ladies' suit house in town.

BIG POWERPLUS DEMAND

STOCKHOLM, N. J., July 16.—George W. Lewis, Indian agent for Sussex County, has had a busy season, putting out about twenty-four big twin Powerplus models, several lightweights and a Cygnet rear car. He has had a steady demand for second-hand machines and has disposed of all of the Indian bicycles he could get.

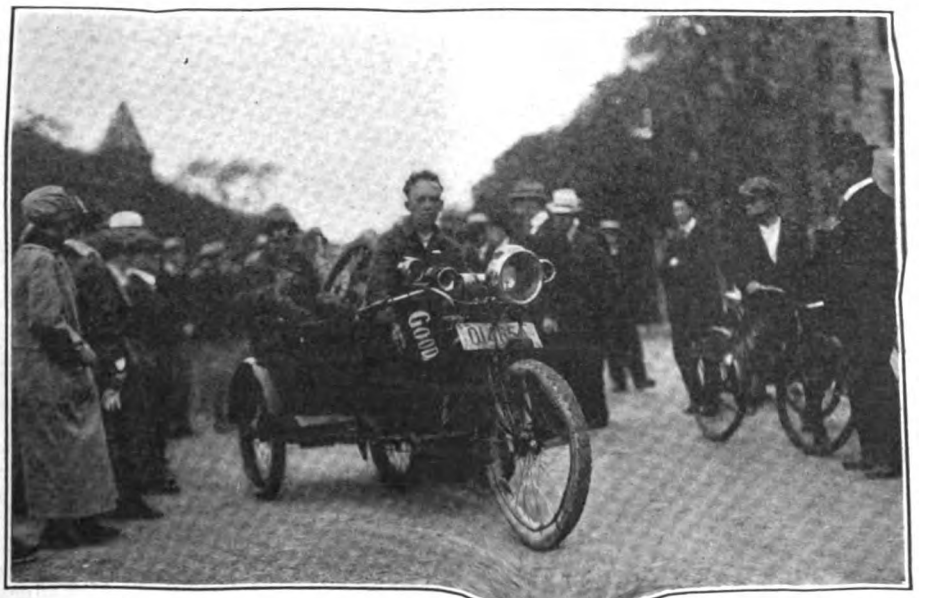
BUNKIN IS ON THE HOP

The Haverford Cycle Co., Excelsior and Smith Motor Wheel distributors in Newark, N. J., is busy these days. Not content with having closed an order for twenty Excelsiors with the police department, M. I. Bunkin, manager, has been very much on the job, putting out four machines on Saturday alone.

SHOWMAN RIDES MOTORCYCLE

ALBANY, N. Y.—Arthur F. Hill, manager of Villecita's Indian Leopards, a traveling amusement enterprise, recently bought an Indian motorcycle and sidecar for the use of himself and wife on their travels with the show.

THE CYGNET REAR CAR IN COMPETITION



A Cygnet Rear Car Driver Bringing His O... in on Time in a Recent Endurance Run; the Rear Cars Are Figuring ... and More in Such Events

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MINISTER'S SON IS AGENT IN BATON ROUGE

MILWAUKEE, Wis.—Francis Gehring, of Baton Rouge, La., whose father is a preacher of the Baptist faith, has proved that selling motorcycles can be made a profitable occupation for a minister's son. Mr. Gehring was in attendance at a convention in Chicago last week, and took occasion to run up to the Harley-Davidson factory in Milwaukee.

"Three of my recent sales were to ministers," said Mr. Gehring, in discussing his business, "who are using the motorcycles in visiting connecting parishes.

"I have also sold two machines and sidecars to individuals who will use them for livery work. Salesmen who visit Baton Rouge have asserted that since using motorcycle outfits for transportation, they would not think of going back to the automobile or horse and buggy."

Another interesting sale referred to by Mr. Gehring is one in which he exchanged an electrically equipped Harley-Davidson for a practically new Ford automobile, on an even exchange basis. The automobile was owned by a salesman who told Mr. Gehring that the cost of maintaining it was rather high, and that the motorcycle was far more economical and efficient.

ASK RHODE ISLAND RIDERS TO JOIN CLUB

PROVIDENCE, R. I., July 15.—To stimulate a greater interest among motorcyclists in Rhode Island, the Providence M.C., of this city, has sent out cards to all riders asking that they enroll. The cards state that the National Convention will be held in this city, July 24-29 and that the club is seeking the aid of Rhode Island riders to give a good representation for the State at the convention. This will be attained by riders joining the club.

That next year's convention will not go begging for a location is shown by a letter recently received by Chairman Swenson. This letter was from Mayor Hetrick of Asbury Park, N. J., and invites the F. A. M. to hold its 1917 business session in that city. The letter has been acknowledged and the matter will be presented to to the federation in due course.

EDUCATING CANADIAN PAPERS

TORONTO, ONT.—The John T. Wilson Co., 89 Jarvis street, Toronto, Canadian manufacturer of the Cyclemotor, has started a campaign for the education of Canadian newspapers. This company is endeavoring to impress upon the editors the advisability of publishing reports of social tours, picnics and other similar features in preference to "playing up" the stories of accidents and cases of reckless speeding.

FAST JACKSONVILLE-TAMPA TRIP

JACKSONVILLE, Fla.—Record time by a motorcycle from Jacksonville to Tampa, a distance of 315 miles, was made a few days ago by Elmer Wallace, of the Bicycle Garage. He completed the run in 12 hours and 15 minutes, with a stop of one hour at Florence Villa on account of rain. Wallace declared on his return that he would have made the trip in less time but for the wet roads he encountered. It will be noted that his actual time in the saddle was 11 hours and 15 minutes.

MORE BIDS FOR ROADS

COLUMBUS, O.—The Ohio Highway Commission will open bids on July 20 and 21 for the improvement of 108 miles of highways in 31 counties in the State. The estimated cost of construction is $1,249,714. With the opening of the bids. Commissioner Cowan will have awarded contracts aggregating 456 miles providing for an expenditure of close to $6,000,000 during 1916.

TAKE ON HARLEY-DAVIDSON

PETERSON BROTHERS have taken the Harley Davidson agency for Oskaloosa, Iowa, through Raymond Ray, the Harley Davidson traveler for the State. Their repair shop is located in the quarters formerly occupied by the Mahaska Cycle Co.

SIDECARS GOING WELL

H. P. MILLER and his brother, R. F. Miller, have formed a partnership and taken the agency for the Harley-Davidson in Polk and Warren counties, Iowa. They have opened a modern cycle shop in 101 East Locust street, Des Moines, and so far report sales of seven sidecar outfits.

OFF FOR A MONTH'S VACATION

BLOOMINGTON, Ill.—Lyle Lauth and H. M. Johnson have left this city on a motorcycle trip which will last a month. They intend to visit Denver, Colorado Springs, Manitou, Pikes Peak and other points of interest in Colorado. They are traveling by way of Rock Island, Davenport and westward through Iowa, using Indian motorcycles.

DEMONSTRATING ITS RELIABILITY

HAMILTON, Ont.—As a demonstration that a motorcycle and sidecar are more efficient and reliable on extremely rough roads than an automobile, Nelson Chambers, Indian representative in Hamilton, has suggested that rival riders of Indian and Matchless motorcycles take part in an endurance test over the worst roads to be found in Ontario.

NEW FIRM IN DES MOINES

DES MOINES, Ia.—A new company has taken over the agency for the Indian motorcycle from Otto Gugenschwanger at Des Moines. The members of the new firm are: Seymour Miller, formerly foreman of the repair shop of the Iowa Cycle Co., and F. P. Schultz, an old Capital City rider. The new firm has sales rights for six counties in central Iowa, and will open a salesroom at 417 Twelfth street, the location now occupied by the Diamond Rubber Co. The latter company will move to new location in a few weeks. F. B. McFadden, the Iowa road man for the Indian, put through the deal for the new agency.

MOTORCYCLE ESCORT FOR FRISCO RECRUITS

SAN FRANCISCO, July 10.—Citizen soldiers to the number of over 600 went out from San Francisco yesterday, having volunteered to take two weeks of training for war under regular military discipline at the Presidio of Monterey, Cal., together with many hundreds of other volunteers from other parts of the State. The contingent from San Francisco was taken to the destination in a procession of 150 passenger automobiles, contributed by local dealers and interested owners; and the amateur troops were escorted by a party of over a score of scouts and messengers mounted on motorcycles of various makes.

Interest in the affair among members of the San Francisco Motorcycle Club was so great that this was made a regular club run; and while many outside the club signed the list of those willing to do scout duty, those who actually showed up at the starting point at 8:15 Sunday morning were with one or two exceptions club members. Several other riders joined the procession at points along the route, quite a crowd coming in at San Jose; so it may well be said that the motorcycle riders contributed an important part toward the success of the mobilization, and fully demonstrated their possibilities of usefulness in more serious military work.

WINNERS AT AMARILLA, TEX.

AMARILLA, Texas.—C. Straub, R Murray and Len Rodgers were th winners of the motorcycle races held a Glenwood Park. Straub and Rodger rode Indian machines, and Murray use a Harley-Davidson. Straub won th five-mile amateur, Murray captured th five-mile professional and Rodgers too the five-mile free-for-all.

FIREMAN RIDES TO CINCINNATI

SAN ANTONIO, Tex.—Dan Gordon, member of the San Antonio fire depar ment, is making a motorcycle trip to Ci cinnati. His outfit is attracting much a tention along the route, and the tourist being entertained by various fire depar ments.

GARLO WINS AT WILLIMANSETT

WILLIMANSETT, Mass.—A. G. Gar riding a Pope stripped stock, took fi prize in the 15-mile feature on Eagle's fi day in this city. Garlo covered the d tance in 17:12.

MAINE TO FLORIDA TOUR

DOVER, N. H.—W. F. Boothby, Rogers street, announces that he has ma plans for a motorcycle trip between Po land, Me., and Jacksonville, Fla. He c templates using a sidecar combination a expects to have a friend accompany him

ANOTHER MOUNDSVILLE MEET

WHEELING, W. Va.—The Moun ville Motorcycle Club, which recen staged a successful race meet, is now ranging for another speed program. report on the last meet showed that was successful financially.

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WELCOME

Here's luck and ever-growing prosperity for many years to come!

Let's all get together to make the F. A. M. bigger, better and busier than ever!

Indian

HENDEE MANUFACTURING COMPANY
(Largest Motorcycle Manufacturers in the World)
Springfield, Mass.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by

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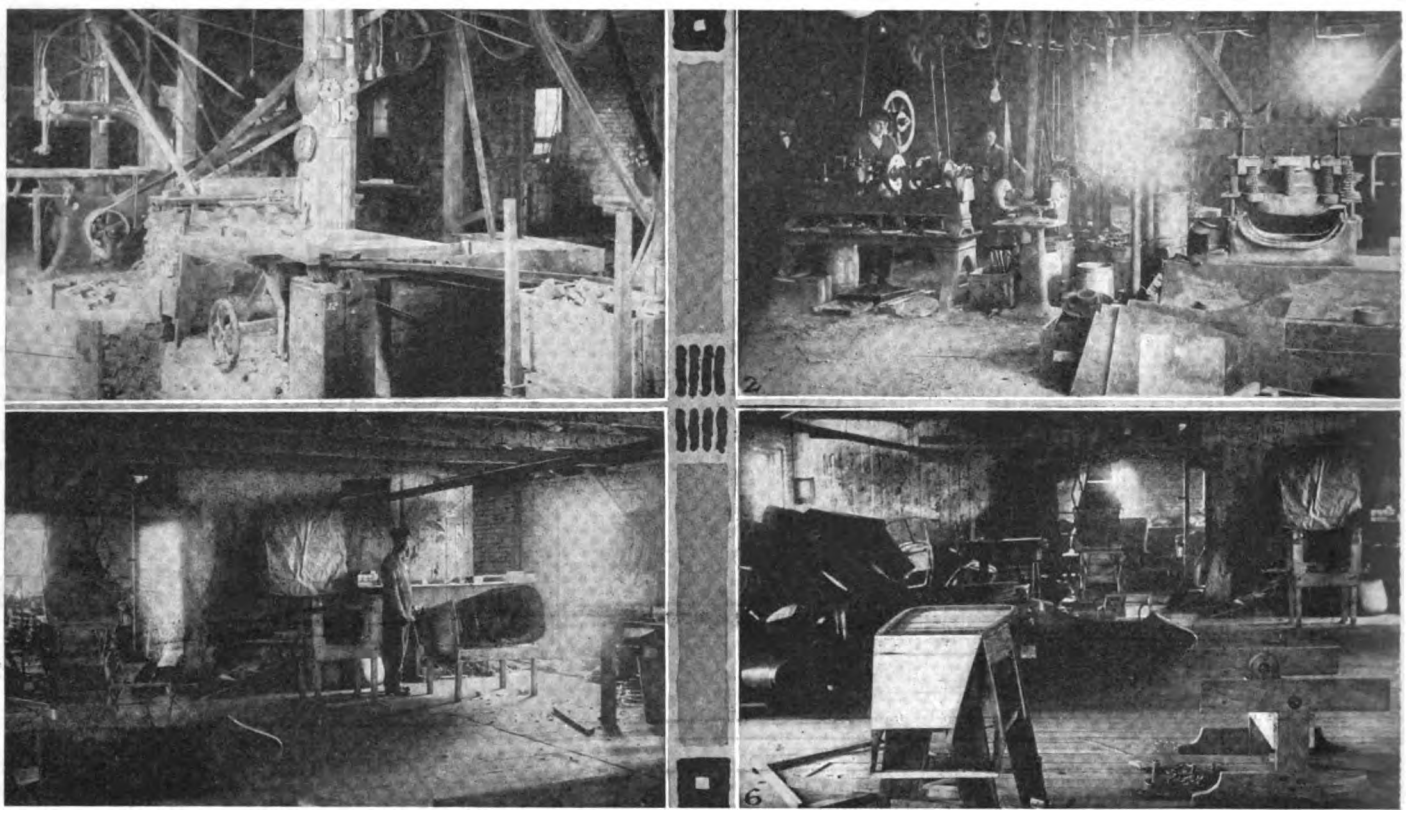
WHERE STABILITY AND COMF(

What a Visitor Sees at the Plant of the Svensgaard Sales Corporation, in Ionia, Mich.; From Rapid Production on a Quality Basis; Knock-Do



The Upper Picture at the Left Shows a View in the Svensgaard Wood Working Department, Where U-to-date Equipment Permits of Turning Out Work at Top Speed; Top View at Right Shows the Machine Room; Below at Left Is a Section of the Assembling Room, Where the Passenger Attachments Begin to Take Definite Form; At Right Is Another View of the Assembling Department, With Some of the Cars in the More Advanced Stages of Development

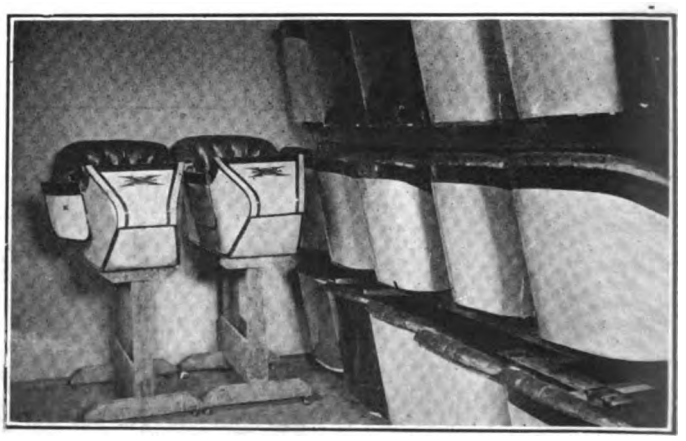
IONIA, Mich.—That the sidecar industry has kept abreast of the latest features in construction and design is clearly manifested by a trip through the home of the Pullman sidecar factory in this city. This factory, which is the property of the Harry Svensgaard Sales Corporation, of Detroit, Mich., is devoted to the production of a coach-built sidecar with tubular steel chassis. One of the most noticeable things about the tour of the factory is the time and care taken on all work, and the processes through which the material is passed in building each car.

The first stages in building a Pullman sidecar take the visitor through a complete machine shop with lathes, drill presses, cutting-off machines and other mechanical devices, each doing a special operation. All the forgings used are machined and finished in this department, as is also the sheet metal used in the body. Great knives cut this latter to pattern, instead of its being stamped.

Wood-Working Department

The next department is the wood-working department, with its whirring circular and band saws, and the drone of its other wood-working machinery. No small amount of such machinery is required in a coach-built car; in fact, this department resembles the interior of a small furniture factory. All wood used in building the frame, doors, seats, etc., is cut and finished here, and is trucked to the steam bending department.

In the latter department pieces of wood which require bending are placed in large steam tanks, and after being put under steam for two or three hours are removed. The pieces are then very pliable. The workman wraps a strong piece of ash and clamps it in iron forms like so much rubber tubing. Work is quick once the wood has been steamed.



A View in the Drying Room, With the Sidecar Bodies All Spick and Span. It Will Be Noted That the Bodies Are Made Up in Various Styles of Finish.

The next point of interest is the brazing bench. Here is found an ingenious device for brazing all joints in one operation. This prevents any possibility of uneven expansion. Gas or oxygen can be used on this bench with equal facility. Shelby steel tubing connected by nickel-steel drop-forgings makes up the entire chassis, and after being assembled, the chassis is brazed in one operation. The springs are afterward fitted and the chassis goes to the japan room.

The blacksmith shop is at once recognized by the forges, anvils and trip-hammers. Here the mudguard stays are made, and all general smithing done. Next comes the assembling room, where the steam-bent pieces are removed from the forms after

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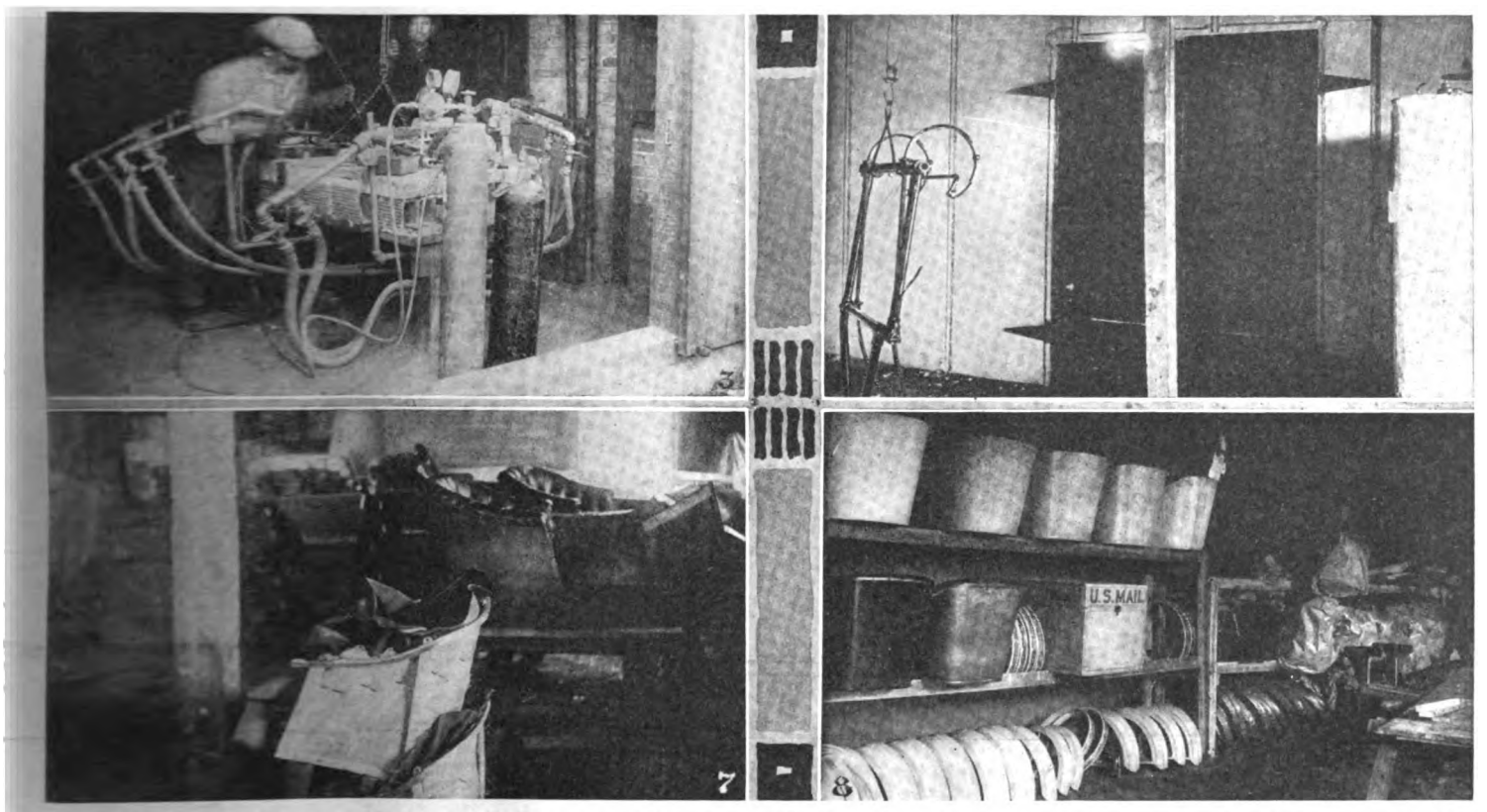
ARE BUILT INTO PULLMAN SIDECARS

Working Department to the Final Assembly, a Well-Organized Staff and Modern Equipment Assure for the Export Trade Now Demand Much Attention



Upper Photo at Left Shows the Brazing Apparatus, One of the Most Interesting Features of the Plant; At Right Is the Large Oven in Which the Svensgaard Chasses Are Baked After Finishing; Below at Left Is the Upholstering Room Where the Company Builds the Comfort Into Its Products, and at Right Is a Section of the Drying Room Where the Various Parts Are Sent After Leaving the Hands of the Experts Who Apply the Finishing Coats.

48 hours in the dry kiln; glued, screwed and after another treatment in forms under pressure are assembled. The frames are now covered with the steel body panels, and the whole takes the appearance of a sidecar. The bodies go next to the upholstering department.

Knock-Down Bodies

An interesting sight in this room is the making of a knock-down body for export. The Pullman is a very popular car abroad, and as a considerable number are shipped, quite a saving is effected each season.

In the upholstering department the hair flies, figuratively speaking. A material known as moss is used throughout, and in very generous proportions; the moss is held securely in place by numerous burlap straps. After more padding it is covered with a leatherette material, which is claimed to be superior to leather. The seats are also built in this department, a single piece of bent ash being used. After setting a series of coil springs the cushion proper is built, making a light and very comfortable seat.

In the enameling department all bodies are rubbed with a cleanser to take off spots and foreign particles. When thoroughly dry the first coat of paint is applied, this being a primer coat. Next follows the color coat, the most important of all. Many different colors are to be found in the shop, enough to match the enamel of any machine on the market.

After getting the color and drying it, the transfers are applied and two coats of the finest varnish are given each body. The body in each case is then taken to a dust-tight room having a temperature of 110 degrees, and kept there for two days. From thence the bodies are passed on to the stockroom, where they are carefully wrapped in paper and placed on shelves for future delivery.

This Photo Finishes the Series and Shows the Svensgaard Products on Their Way to Be Shipped; a Special Type of Truck Is Used to Facilitate Handling.

Japanning the Frame

The chasses are also japanned in the enameling department. A large oven with a capacity of 100 chasses at a charge is provided for this purpose. The temperature is maintained at 300 degrees throughout the japanning process.

From the enameling room the next step is to the shipping department. Here are crates being built and cars being crated. One might well say it is but a short step to the rider, and then many happy days for him.

The Pullman factory is running under full headway these days, and every indication within the works points to an indefinite continuance of the same. On the outside, this will be a banner year for the Pullman if signs are of any value.

DUTCH BUYER IS HERE

INDIANAPOLIS, Ind.—Barend J. Ten Dam, a motor dealer and business man of Holland, is here to buy automobiles and motorcycles. He states that the material he will purchase is not for war use. The Dutch visitor has not yet decided what make of motorcycle he will buy, and intends to visit several of the large factories before making a selection.

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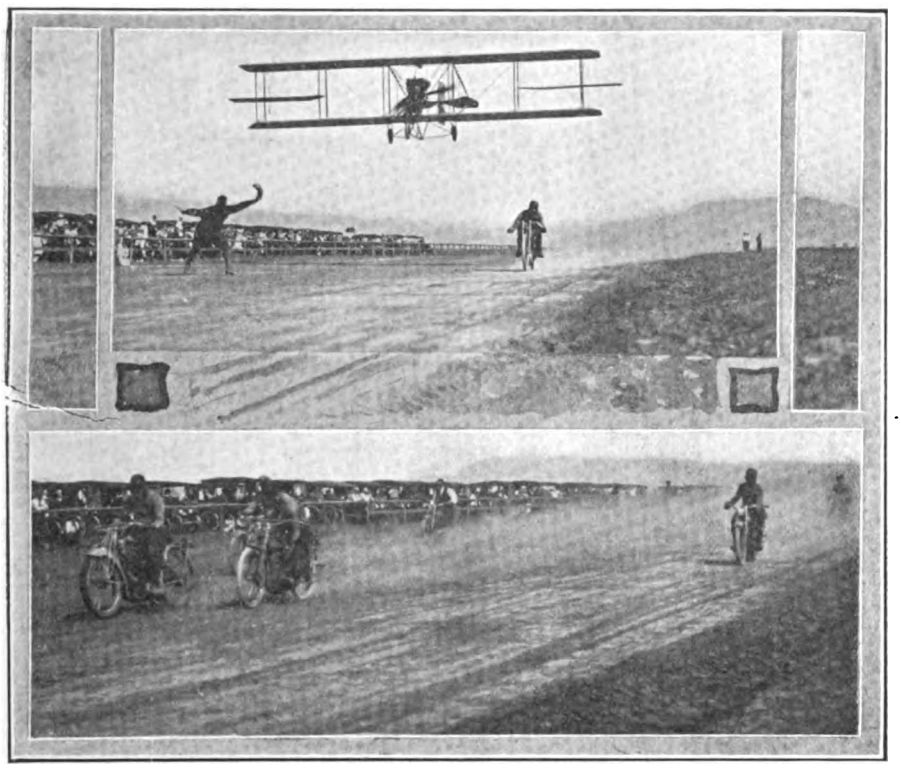
ALL READY FOR THE GUN AT LA GRANDE

Strong Lineup of Speedsters Is Assured for Big Racemeet and Large Crowd Is Expected; La Grande Motor Club in Charge



Two Slants at the La Grande Speedway, Showing the Excellent Condition of the Course Which Is to Be the Scene of the Saturday and Sunday Program. The Pictures Were Snapped During a Recent Racemeet

LA GRANDE, Ore., July 18.—Only good weather is needed to insure the success of the big race meet on the speedway here July 22-3, for all other details have been excellently handled by the committee in charge of the arrangements. A strong lineup of speedsters is assured, and with the track in perfect condition it is expected that some new speed marks will be set up. In recent races it was demonstrated that at least 80 miles an hour could be depended upon, and the management feels sure that this pace can be considerably improved upon when the perfectly-tuned machines are turned loose on the 22nd and 23rd.

Until a few days ago the La Grande Motor Club, which is promoting the big meet, had received very little outside cooperation, but the sportsmanlike spirit of the club has led the business men of the city to take an interest in the program and enthusiasm is now growing proportionately.

Films of the Races

Arrangements have been made to have a motion picture company film the speedfest, from beginning to end, and these films will be shown throughout the country to demonstrate just how well the La Grande boosters can handle a big affair.

Roscoe Neal is race manager for the club, Jay Van Buren, referee and Fred B. Curry, advertising man. Mr. Neal is assisted with the club's racing affairs by Chase Bohnenkamp, G. A. Frosdick and P. A. Foley.

TORONTO NEWS USES HALF DOZEN MOTORCYCLES

TORONTO, ONT.—The first motorcycle delivery service of comprehensive size in Canada is being inaugurated by *The Daily News*, Toronto, for its circulation department. When arrangements for the service are completed there will be six sidecar outfits in use for the fast delivery of papers to outlying sections of the city. During this war time many extra editions of newspapers in Canada are being issued and it is for the purpose of providing an express service of delivery for these issues that the motorcycles and sidevans are mainly required

The use of automobiles in this work has been found to be expensive. *The Daily News* has decided to use the motorcycles and various makes are being tried out for the present. A display advertisement in a recent edition for the machines attracted the attention of local dealers and others. Considerable interest is being taken in the venture.

"BEST AT ANY PRICE"

Editor:

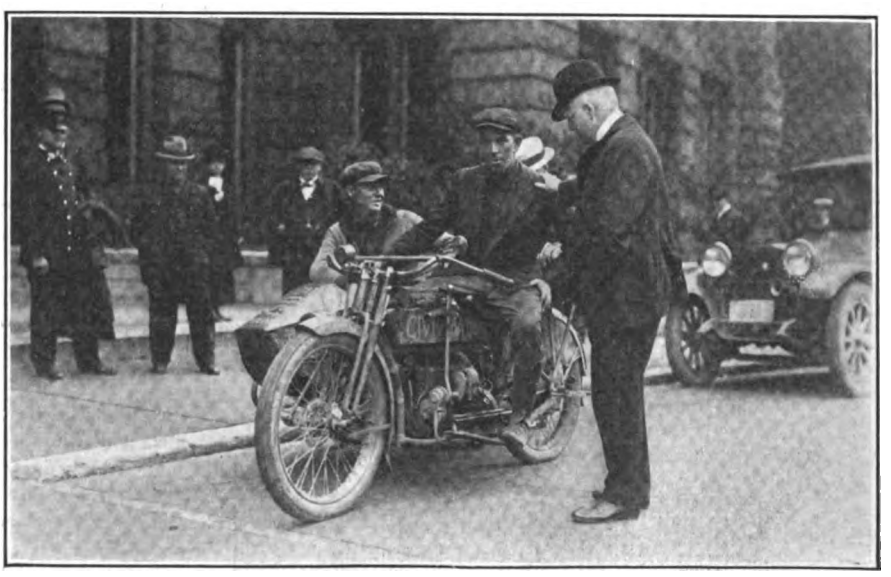
Enclosed find subscription for Motor Cycle Illustrated, for another year. I am a subscriber to two other motorcycle magazines, but find this the best all-around magazine at any price.

ALEX MILLER,
Kenosha, Wis. 657 Middle St.

CROSS-COUNTRY TRAVELER PRAISES THE BERLING

BUFFALO, N. Y.—The accompanying photo shows Acting Mayor Malone, of Buffalo, congratulating Harding and Edison, the transcontinental Henderson travelers, upon their successful performance, as they were passing through the Bison City. As has been fully told in previous issues, Harding and Edison rode from Los Angeles to New York by way of advertising the new Ince movie feature, "Civilization."

"We made the journey in 30 days," said Harding, in talking with the Acting Mayor, "and as chief executive of the City of Buffalo you will doubtless be interested in learning that our Berling magneto, a Buffalo product, gave us faultless service throughout. I have driven the Henderson machine about 7,000 miles in the last few months, and the Berling was always there with the spark."



Acting Mayor Malone of Buffalo Congratulating Transcontinentalists Edison and Harding on the Performance of Their Buffalo-Made Berling Magneto.

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80 Miles An Hour for 300 Miles!

Another World's Record Shattered

At Dodge City, on the 4th, an SKF-equipped Harley-Davidson broke all records for dirt track performances. This grinding tear of 300 miles at an average speed of 80 miles an hour was just the sort of test to bring out the sterling qualities of SKF Ball Bearings.

Again, at Sheepshead Bay on the 4th, a Harley-Davidson fitted with SKF-Self Aligning Ball Bearings captured first place in the big 100 mile Professional Championship Race.

In both cases, the motorcycle ran more smoothly, with infinitely less friction than if it had not been fitted with SKF.

Are *you* going to ask for
SKF Equipment on your next motorcycle?

SKF BALL BEARING CO.
Hartford, Conn.

SKF BALL BEARINGS ON MOTORCYCLES

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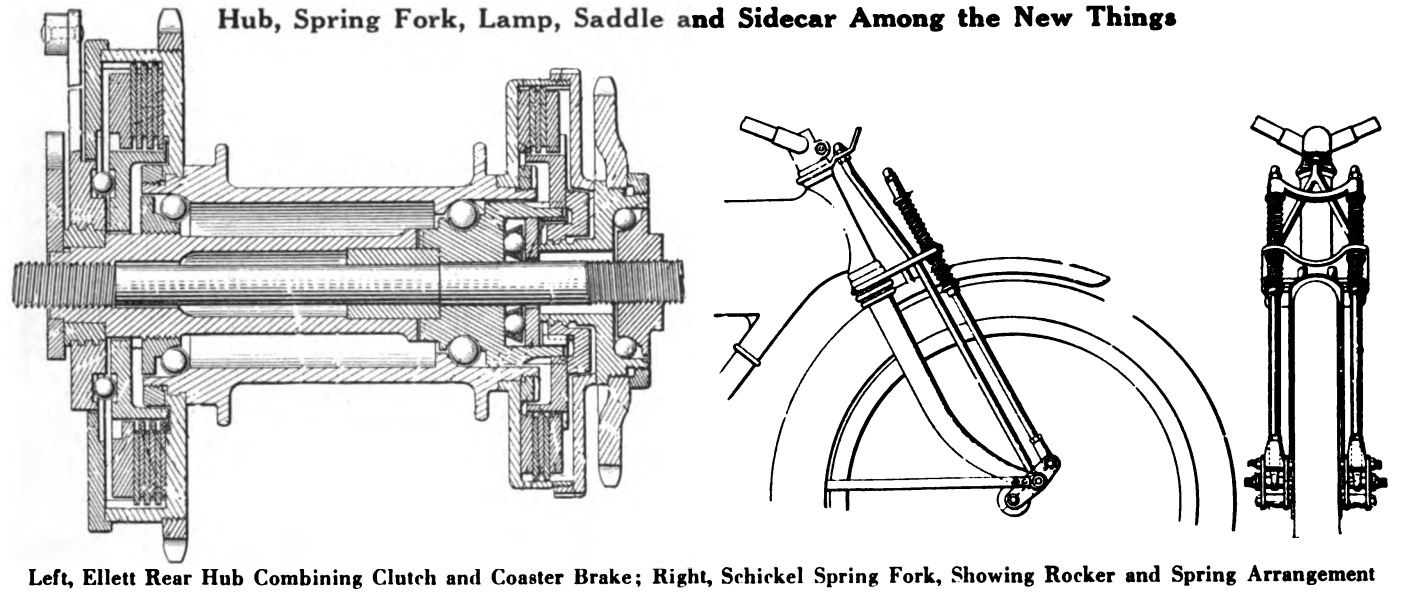
RECENT PATENTS OF INTEREST TO MOTORCYCLISTS

Hub, Spring Fork, Lamp, Saddle and Sidecar Among the New Things



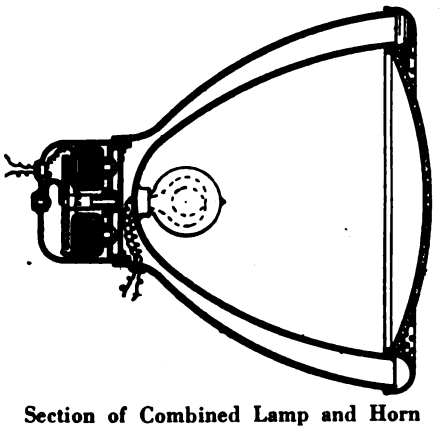
Left, Ellett Rear Hub Combining Clutch and Coaster Brake; Right, Schickel Spring Fork, Showing Rocker and Spring Arrangement

ELLETT REAR HUB

FREDERICK S. ELLETT, of Elmira, N. Y., has been granted a patent on a rear hub for motorcycles, combining a free wheel, a multiple disc clutch and a coaster brake of the disc type. The patent, No. 1,189,355, also embodies an emergency brake operable independent of the coaster brake. The specification shows the hub adaptable for both belt and chain driven machines. The braking devices are arranged on the exterior of the hub barrel where they are readily accessible without disturbing the bearings of the hub. The multiple disc clutch is arranged at the left side of the hub and is operated by suitable face-cam mechanism, while the coaster brake with its discs is located at the right side and is operated by worm and nut mechanism. The hub is shown at the left.

WALES LAMP AND HORN

Patent No. 1,185,740 has been issued to N. B. Wales, of Boston, Mass., for a combined lamp and electric horn. The shell of the lamp is made in two parabolic

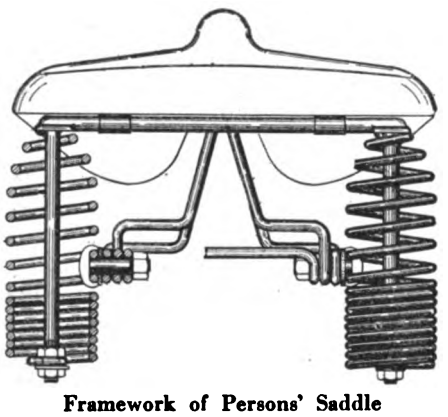


Section of Combined Lamp and Horn

forms, one within the other, the inner carrying the electric bulb at its rear. To the rear of the outer shell is fitted a cylindrical casing carrying the magnets, etc., for operating the vibrating diaphragm of the horn. The annual space between the inner and outer shells serves for a bell for the horn, and the front flange is perforated to allow the sound to pass out.

PERSONS SPRING SADDLE

Charles A. Persons, of Worcester, Mass., the inventor of the well-known Persons saddles, has been granted a patent on a



Framework of Persons' Saddle

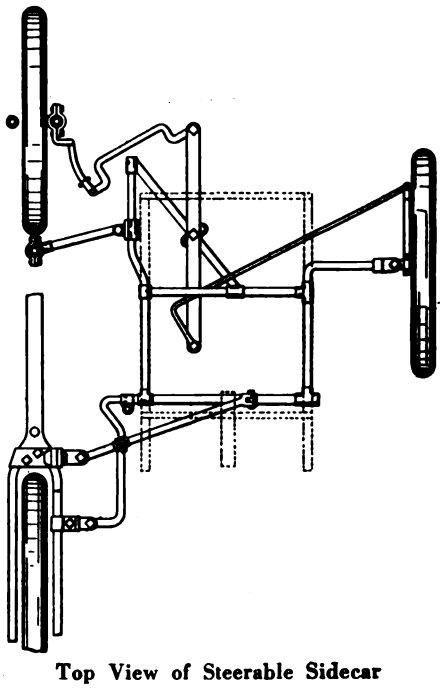
spring saddle for motorcycles, the number being 1,186,603. The seat frame is supported by an extensible spring carried substantially from the frame at its upper extremity, together with a rod depending from the seat and having its lower end secured to the corresponding extremity of the extensible spring. The compressible spring is designed to be attached at any point in its length to the frame. The patent is assigned to the Persons Mfg. Co.

SCHICKEL SPRING FORK

PATENT No. 1,189,874, relates to the spring fork of the Schickel motorcycles, and has been granted to Norbert H. Shickel, president of the Schickel Motor Co., of Stamford, Conn. The axle of the front wheel is pivotally connected with rockers to the central portion of which the bottom ends of the front fork are attached. The forward ends of the rockers are attached to rods which carry spiral springs at the upper ends. These springs are engaged by a plate attached to the steering head. The arrangement provides a springing for the fork and is so constructed that the breakage of a spring will not cause trouble, the rocker seating and forming a rigid member.

METZE SIDECAR CHASSIS

Patent No. 1,185,120 has been issued to Oscar Metze, of Columbus, O., for flexibly-attached sidecar which incorporates steering with the sidewheel. To the front wheel of the motorcycle is attached a pair of levers, the outer one of which attaches to a centrally-pivoted arm on the chassis. This arm carries a rod and drag-link on its inner end to connect with and move the steering-pivot mounted sidewheel. The



Top View of Steerable Sidecar

sidecar chassis connections are provided with springs at their inner ends to absorb road shocks, etc. The sidecar is attached further forward than the normal position.

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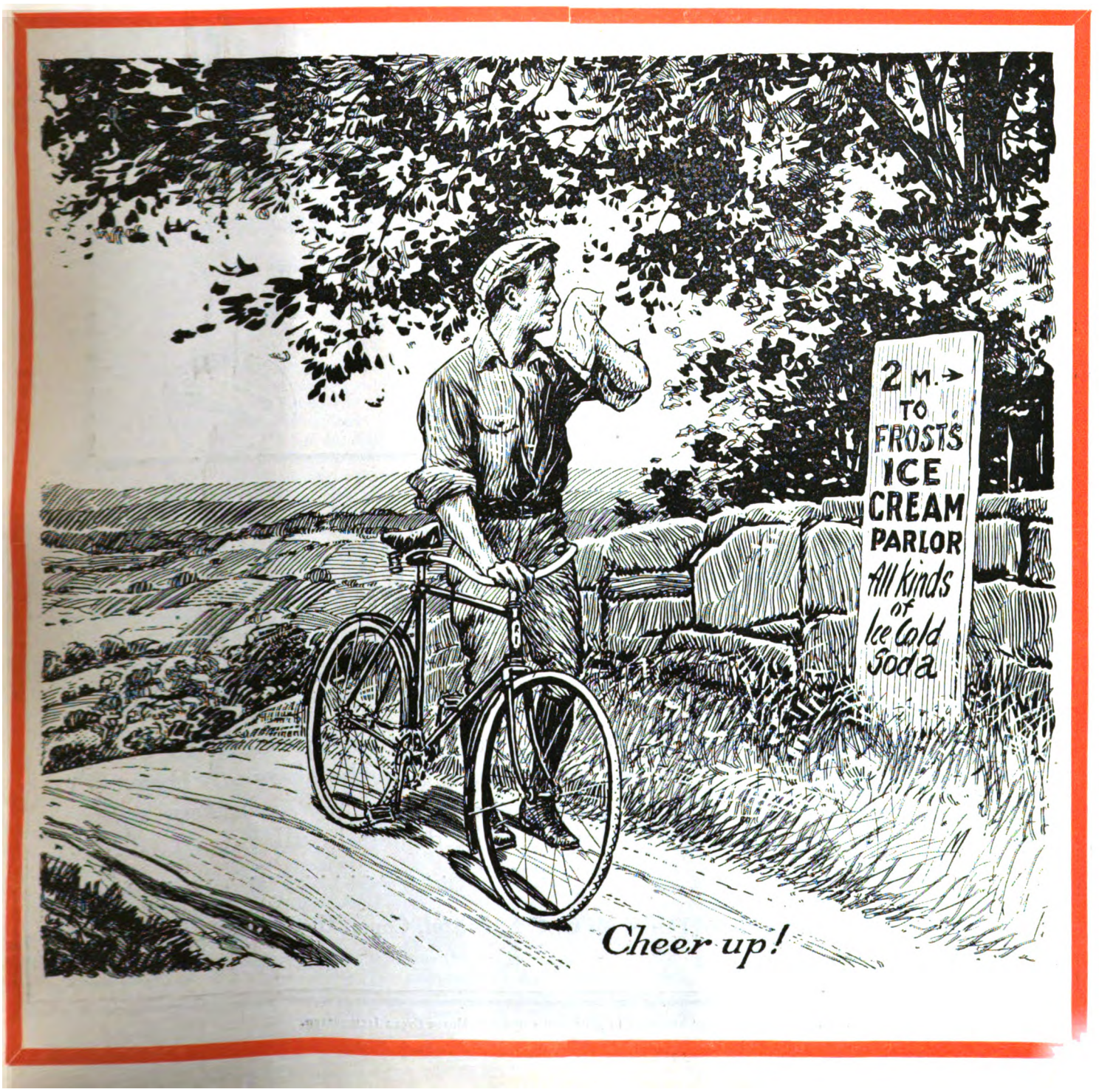
SUPPLEMENT TO MOTOR CYCLE ILLUSTRATED

THE BICYCLING WORLD

FOUNDED 1877

ALL THE BICYCLE NEWS EVERY WEEK

JULY 20, 1916



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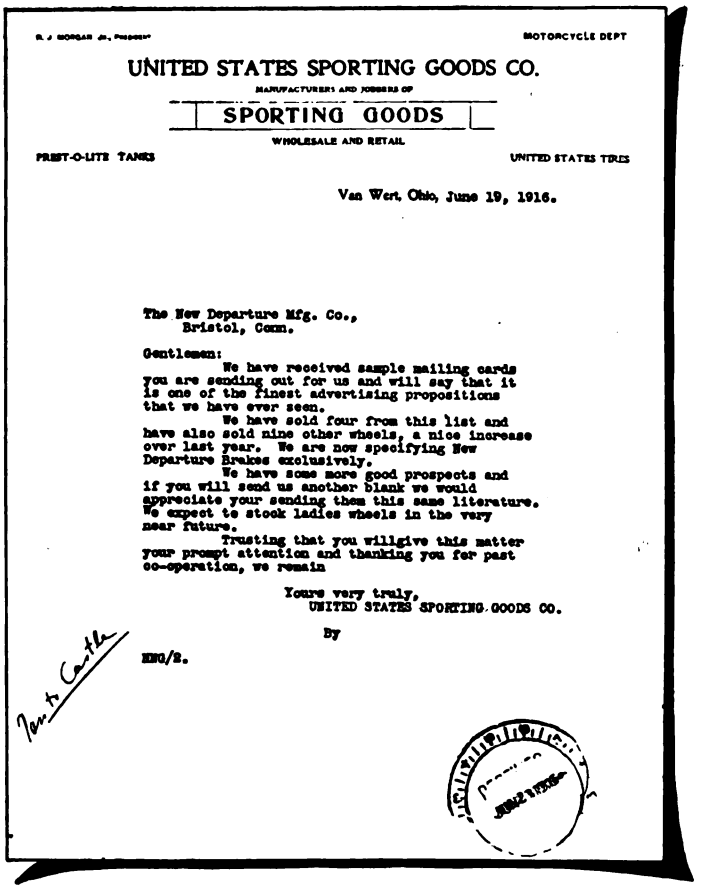
"We are now specifying New Departure Brakes Exclusively"

That's what a large and steadily growing number of dealers are doing because of the reputation the New Departure has earned and because they know that we work with them for the sale of more bicycles.

The latest of all of our many **sales helps** will reach every one of the prospects in your territory, **free of cost to you,** if you say the word.

They will bring these prospects into your store where you and your best salesman:



R. J. MORGAN Jr., President — MOTORCYCLE DEPT

UNITED STATES SPORTING GOODS CO.

MANUFACTURERS AND JOBBERS OF

SPORTING GOODS

WHOLESALE AND RETAIL

PREST-O-LITE TANKS — UNITED STATES TIRES

Van Wert, Ohio, June 19, 1916.

The New Departure Mfg. Co.,
Bristol, Conn.

Gentlemen:

We have received sample mailing cards you are sending out for us and will say that it is one of the finest advertising propositions that we have ever seen.

We have sold four from this list and have also sold nine other wheels, a nice increase over last year. We are now specifying New Departure Brakes exclusively.

We have some more good prospects and if you will send us another blank we would appreciate your sending them this same literature. We expect to stock ladies wheels in the very near future.

Trusting that you willgive this matter your prompt attention and thanking you for past co-operation, we remain

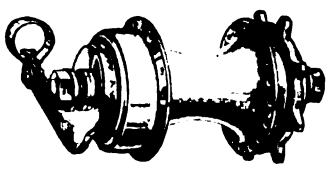
Yours very truly,
UNITED STATES SPORTING GOODS CO.

By

RMG/B.

The NEW DEPARTURE COASTER BRAKE

The Brake that Brought the Bike Back



"Here's for a Million Bicycles in 1916."

can quickly close the deal.

Write us today for full details of the plan referred to in the above letter. A plan that's already at work for many hundreds of dealers in all parts of the country. . . . . .

THE NEW DEPARTURE MFG. CO., Bristol, Conn., U. S. A.

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THE BICYCLING WORLD
FOUNDED 1877
DEPARTMENT OF MOTORCYCLE ILLUSTRATED
"ALL THE BICYCLE NEWS EVERY WEEK"

POPULARITY

Charlie O'Neil Enjoys It—And Also the Largest Exclusive Bicycle Business in the South and a Fine Establishment

JUST take a glance at Charlie O'Neil's smiling countenance. It tells the story of his success in the bicycle business. One look at Charlie's face and you immediately conclude that he's the type of man known as a "good mixer." O'Neil is all that, and more—he's a mighty shrewd business man.

Has Thousands of Friends

Down in Savannah, Georgia, where O'Neil's splendid three-story bicycle establishment is located, friends will tell you that few men in the city enjoy as widespread and solid a popularity as Charlie does. He numbers thousands of men, women and children among his friends and acquaintances, and they like him not alone for the fact that O'Neil is a genial, companionable and optimistic fellow, but also because his business dealings are "straight," he gives every one of his customers the squarest kind of a deal.

"I make it a point to sell good bicycles," he said recently, "to sell them not with the object of disposing of machines and then letting a sale rest there, but to give absolute satisfaction and the right kind of service. People know that a bicycle bought at O'Neil's is bound to be as sturdy and serviceable as it can be built at the price, and they also know—this fact is important—that if a machine does not come up to the mark, I am ready to receive and adjust all complaints.

A Millionaire's Theory

"Now some folks seem to think that they they are self-sufficient, that they are not dependent upon a community for their existence, and accordingly they regulate their conduct. For the heir to a millionaire's estate," smiled Charlie, "that theory might be all right, but for the business man it's all wrong.

"I make it a point to secure as many friends and acquaintances as I can. I naturally like people, and I suppose that feeling is reciprocated.

"You can't win the friendship of people, however, on any other basis but that of sincerity and the readiness to be of genuine service. And unfortunately the business men in any community who possess these qualities are so much in the minority, that the live man who does possess them very often stands head and shoulders above the other merchants in his town. Of course that fact is unfortunate for the business men in general—very frequently it drives trade out of a city—but the sincere and service-giving type of merchant profits by it."

To give some idea of the character of O'Neil's establishment, it should be noted that the store with its various departments covers three floors, each 22 feet by 60 feet, giving a total area of 4,000 square feet. He employs a bookkeeper, collector, and two delivery boys, O'Neil himself taking active charge of sales. The entire place from the cellar to the top floor is kept in spic and span condition; his windows are always clean and neat, his salesroom attractively arranged. Perhaps the best way of summing up the impression created by

Charles O'Neil

O'Neil's establishment is to quote the opinion generally shared by traveling men: "Charlie's store is a corker—it's one of the best and most modern to be found in any section of the country!"

Carries Big Stock

O'Neil carries a very complete stock for a city of one hundred thousand population. The total value of the bicycles carried the year round alone averages $2,500. He represents the Racycle, Columbia, Merkey, Yale and the O'Neil special. Almost every make of tire can be found in his store, a tire stock valued at $2,000 being generally carried. And then there is his investment in accessories and parts, amounting to several thousand dollars.

For nearly twenty years O'Neil has been in the bicycle business, starting at the tender age of ten as an office boy for a firm known as Berry & Oakman, which handled bicycles as a sideline. So rapid was Charlie's rise in business that after three years he entered into partnership with Oakman, who left Berry, and for sixteen years O'Neil and Oakman worked together. In 1911, however, the young partner decided to withdraw and he established the new concern of O'Neil & Burch. After three and a half years of splendid success in this combination, O'Neil branched out for himself and opened at his present location.

Several years ago Charlie took an active part in bicycle racing and today he has several trophies and medals to bear witness of his speed and skill awheel. O'Neil has always taken a very keen interest in public affairs and he is a member of some very influential and highly esteemed organizations.

Wants to Be Biggest Dealer

Still a young man, he is more enthusiastic than ever over the bicycle's prospect, and his one ambition is to become, if possible, the largest exclusive bicycle dealer in the country. Charlie O'Neil is a consistent reader of **Motor Cycle Illustrated** and in speaking of its value to him in business, he said: "With the ideas I get from **Motor Cycle Illustrated,** I am constantly building up my business and putting it on a more solid foundation. Without it I would feel lost. Its *Bicycling World Supplement* is certainly a great asset to the bicycle field, and I will continue always to be one of its heartiest boosters."

BROOKLYN WHEELMEN POINT RACE

BROOKLYN, N. Y., July 18.—The five-mile point race of the Brooklyn Wheelmen, staged last Sunday over the Shore Road, was won by E. Schwaner, with a handicap of 1 minute. The pace was fast from start to finish, the scratch men being forced to do some tall hustling in order to overhaul the handicap riders. Ray and Joe Caldwell finished second and third respectively. Schwaner's time was 14:25⅗. The best time was made by Ray Caldwell, 13:26.

BOYS TO RIDE TO NEW YORK

COLORADO SPRINGS, Colo.—Joe Bruce and Lester Atkinson, two Colorado Spring boys, have reached Galesburg, Ill., on their way to New York, after having traveled 1200 miles in 13 days. It is their intention to make the return trip also by bicycle in time for the fall term of school.

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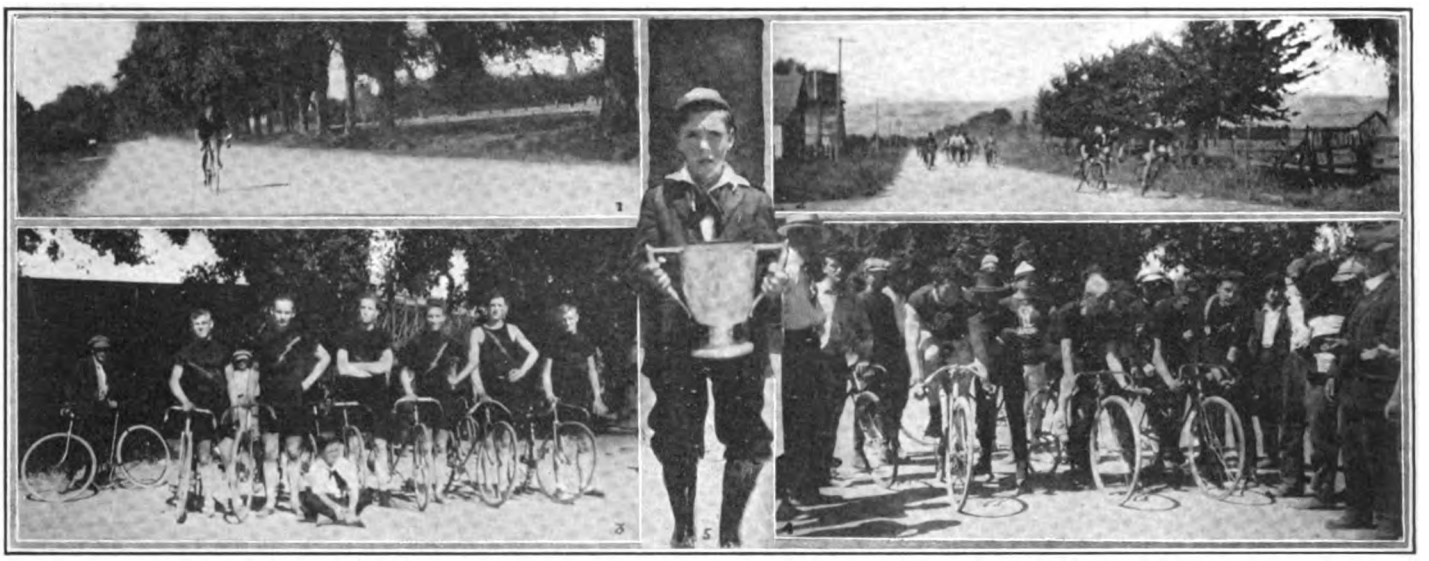
NEW CENTURY WHEELMEN CAPTURE BIG TROPHY

San Francisco Boys Set Pace in the Thirty-Mile Relay of the California Associated Cycling Clubs; Win Five Ont of Six Heats with Huge Leads; Hold U. S. Tire Co. Trophy for One Year



Snapshots Taken of Thirty-Mile Relay Race at San Jose. 1--W. Hammit, Leading in the Third Relay; 2—On the Last Turn During First Heat; 3—New Century Wheelmen, the Victors; 4—Start of First Relay; 5—The United States Tire Co. Cup.

SAN JOSE, Cal., June 15.—The honor of capturing the famous Pacific Coast classic of the year—the thirty-mile relay team race of the California Associated Cycling Clubs—went to the New Century Wheelmen last Sunday afternoon, and now the handsome silver trophy offered by the United States Tire Company adorns the headquarters of the N. C. W. for one year.

The husky team of the New Century Wheelmen showed fine form, and nailed all but one of the six relays or heats. It required one hour, eighteen minutes and twenty-two seconds to complete the thirty miles.

The race was started promptly at 2.30 p.m. by R. A. Greeninger, president of the C. A. C. C. over the famous Berryessa course.

A thrilling blanket finish marked the first relay, while in the second Les. Drury just managed to nose in first. The New Centuries demonstrated their superiority, however, in the third, when Walter Hammitt jumped the field on the back stretch and presented his clubmates with a comfortable lead of 300 yards, and this was steadily increased by Milton Castillo in the fourth relay.

Keep Adding to Lead

Then the fifth saw the N. C. W. one-quarter of a mile to the good, and in the sixth and final heat, though heroic efforts were made to cover the gap between the field and the N. C. W. man, De Brie, the race was handily won by the San Francisco "lightning streak." The summaries:

First heat won by Moon, Garden City Wheelmen; second, L. Nelson, New Century Wheelmen; third, A. Anderson, Samson Club. Time, 13:15.

Second heat won by L. Drury, New Century Wheelmen; P. Rondoni, Garden City Wheelmen, second; M. Smith, Samson Club, third. Time, 13:18⅘.

Third heat won by W. Hammitt, New Century Wheelmen; W. Plummer, Garden City Wheelmen, second; M. Alnerson, Samson Club, third. Time, 12:06 (fastest time).

Fourth heat won by M. Castillo, New Century Wheelmen; E. Shingler, Samson Club, second; C. Hershey, Garden City Wheelmen, third. Time 12:06.

Fifth relay won by Ralph Welch, New Century Wheelmen; H. Horner, Samson Club, second; C. Flint, Garden City Wheelmen, third. Time, 12:13.

Sixth relay won by H. De Brie, New Century Wheelmen; G. Simondi, Garden City Wheelmen, second: A. Horner, Samson Club, third.

TRAVIS NOW A BICYCLIST

NEW YORK.—Among prominent visitors at Garden City, L. I., during the Metropolitan golf championships was a bronzed and grizzled man, who held an umbrella and leaned interestedly over the handlebars of a bicycle, as he stood with the spectators. The cyclist proved to be Walter Travis, former national and British amateur golf champion. The veteran has given up professional golf and taken to bicycling for recreation and exercise.

C. R. C. A. Boys Enjoying a 40-Lap Race on a 20-Foot Track

CRESCENTS PILE UP RECORD MILEAGE

If Present Pace Continues, New Mark Is Expected for Baltimore Riders; Semi-Annual Election of Officers Held by Oriole City Club

By FRED M. SANBORN

ALTIMORE, Md., July 18.—The century mileage report of the Crescent Bicycle Club up to the end of June shows that Wm. T. Wright, who has been in the lead since the beginning of the year, still holds first place, with Walter V. Iglehart second.

Further down the list, however, several changes have taken place. Fred Sanborn has dropped from third to fourth position, Strickler having jumped into Sanborn's former niche. The most remarkable showing has been made by H. B. Iglehart, who though a member of the club for but a comparatively short time, has hopped from the bottom of the pile into fifth position, and, provided he continues the pace, will soon be nearer the top.

Iglehart has done most of his mileage riding down in Cuba, where he is at present employed, and reports that there are many miles of fine roads on the island.

The mileage thus far reported is greatly in excess of the records for the same period in previous years, and, the struggle for the lead continuing as keen as it has been, the end of the season will in all probability see a new mark hung up.

Summary of mileage report of first ten men:—First, Wm. T. Wright; second, W. V. Iglehart; third, Jno. G. Strickler; fourth, Fred. M. Sanborn; fifth, H. B. Iglehart; sixth, J. E. Nitz, Jr.; Seventh, Lester Nickles; eighth, Walter Doersch; ninth, S. Roland Bishop; tenth, L. M. Sanborn.

The semi-annual election of the Crescents hardly changed the list of former officials, the only change, in fact, being in the vice-presidency which is now held by Walter Doersch. Other officers for the next half year are: President, Wm. T. Wright; captain, L. M. Sanborn; secretary-treasurer, F. M. Sanborn; color-bearer, W. V. Iglehart.

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KRAMER AGAIN THE AMERICAN CHAMPION

Clinches Title for Sixteenth Time by Defeating Bob Spears; One More Title Race Scheduled, But Frank Has Safe Lead; Grenda and Goullet in Third and Fourth Places

NEWARK, N. J., July 17.— Frank Kramer won the bicycle championship of America for the sixteenth time in succession by copping the two-mile national titular race at the Velodrome yesterday afternoon. There is still one more race to be decided, at five miles, but this will not have any bearing on the final outcome of the championship.

Between Kramer and Spears

The titular tussle narrowed down to Kramer and Bob Spears, the elongated Australian, who twice this season disposed of the champion in match races. Kramer rode a splendid race and clearly outrode his Australian rival, leading every inch of the entire two miles.

Kramer went into the last lap of the race leading, but Spears was putting up a tough fight to take the lead away from him. "Big Steve" beat him to the first turn and led him around the back stretch. Going into the Munn avenue turn another fight ensued; but Kramer went into the home stretch in the lead.

Spears kicked hard at his pedals coming down the stretch, but Kramer, too, with his face a bright crimson was exerting every effort to win and clinch the title. Frankie smiled broadly as he crossed the tape in the lead by half a length.

Grenda Licks Goullet

Alf Grenda beat Alf Goullet in the heat to decide third and fourth places. Grenda led all the way and although Goullet forced Grenda to ride the last eighth mile in 11-4/5 seconds, he was unable to get around him. Grenda flashed over the finish line a winner by a length.

Kramer rode against young Art Spencer in his first semi-final and the young Canadian boy made the champion extend himself to the limit to win. In the grand semi-final Goullet was pitted against the East Orange "bear cat." Goullet made a good race out of it, giving Kramer a battle on the last turn and forcing the issue right to the tape where Kramer won by a little less than a length.

Frank Has 23 Points

Kramer has a total of twenty-three points for the championship. Bob Spears, who is second, is credited with 12, Grenda has nine and McNamara 5. Goullet has but 3.

Goullet rode a strong race in the five-mile open for the "pros" and proved the class of a field of thirty-two. A hard, stiff pace was set the entire distance. Goullet went into the last lap in third place being preceded by Reggie McNamara and John Bedell. On the last turn Goullet drew even with McNamara and beat him down the stretch to the tape. Bedell, the "sleigh ride king," hung on to McNamara's rear wheel and got third place. (It is getting monotonous to see Bedell sleigh ride into a place in every race in which he enters.) Alf Grenda finished fourth and Frank Corry fifth.

Arthur Spencer retained his Brassard title by vanquishing Willie Hanley in the one-mile match race. Hanley led up until within ten yards of the tape when Spencer overtook him and beat the San Francisco boy out at the tape by a length.

The Australian pursuit race between Reggie McNamara and Oscar Egg was easy for the Australian rider. McNamara overtook Egg after riding two mile and a half lap. Before the race had gone a mile it was easy to see that "Mac" would have little trouble in winning.

George Cameron, better know as "General Villa," plugged hard and won the two-mile invitation race for the professionals. He led the "angry mob" around the entire last lap and was followed over the line by Willie Hanley, Jake Magin and Lloyd Thomas.

Amateur Record Almost Broken

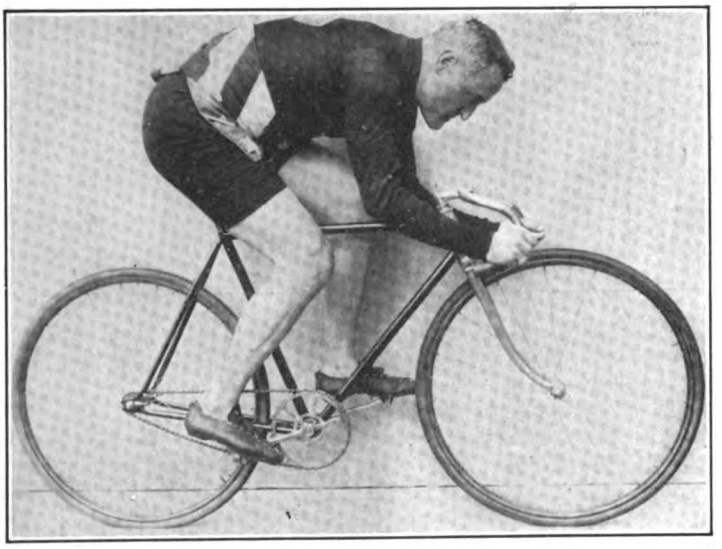
John Staehle came mighty near breaking a world's record in the one-mile handicap for the amateurs. He won the race from scratch in the excellent time of 1 minute and 56 seconds. The record is 1 minute 55-3/5 seconds made by J. B. Hume at Salt Lake City on July 28, 1906. Staehle won out by a length, with Gus Lang second, and Albert Baker, of Nutley, third.

Bruno Sarlund, of West Orange, won the one mile novice race with George Lupert second. The summaries:

One-Mile Novice (Amateur)—Won by Bruno Sarlund, West Orange; George Lupert, Newark, second. Time, 2:49⅗.

One-Mile Handicap (Amateur)—Won by John L. Staehle, Bay View Wheelmen (scratch); August Lang, Irvington (15 yards), second; Albert Baker, Nutley (100 yards), third; William Spencer, Toronto (20 yards), fourth. Time, 1:56.

The Brassard Race, at One Mile (Professional)—Arthur Spencer, Toronto, vs. William Hanley, San Francisco.—Won by Spencer. Time, 3:13⅘. Last eighth mile, 0:12⅗.



Frank Louis Kramer After Winning the American Championship for the Sixteenth Time

Two-Mile National Championship (Professional)—Won by Frank L. Kramer, East Orange; Robert E. Spears, Australia, second; Alfred Grenda, Australia, third; Alfred Goullet, Australia, fourth. Time, 5.02⅗. Last eighth mile, 0:13⅕.

Two-Mile Invitation, Handicap (Professional)—Won by George Cameron, New York (60 yards); William Hanley, San Francisco (20 yards), second; Jacob Magin, Newark (scratch), third; Lloyd Thomas, San Francisco (60 yards), fourth. Time, 4:03⅗.

Australian Pursuit Match Race (Professional)—Reginald McNamara, Australia, vs. Oscar Egg, Switzerland.—Won by McNamara. Time, 4:29⅗. Distance, two miles and a half lap.

Miss and Out (Amateur)—Won by Edward J. Carroll, Oakland, Cal.; Edward Byron, Australia, second; Chris Dotterweich, Newark, third; Harry Horan, Newark, fourth. Time, 5:51⅗.

Five-Mile Open (Professional)—Won by Alfred Goullet, Australia; Reginald McNamara, Australia, second; John Bedell, Lynbrook, L. I., third; Alfred Grenda, Australia, fourth; Frank Corry, Australia, fifth. Time, 9:50⅗.

WILL BOOST CLUB MOVEMENT IN KANSAS CITY

KANSAS CITY, Mo., July 18.—So great was the success of the bicycle race which was held on July 4, that the local dealers' association has decided to inaugurate a movement for the formation of bicycle clubs throughout the city. It is believed by the dealers that the existence of clubs in various sections of the town will simulate keen competition and wholesome rivalry among riders here and tend to increase the interest in cycling.

The chief exponent of the club movement is H. Vetten, president of the dealers' association. Plans for establishing clubs are to be thrashed out at the next meeting of the trade body. The next racemeet will be held on July 27 and will include a five-mile open and a one-mile race. At least one more racemeet is to be staged this season and a big road race.

HOFFMAN STARS IN FAIR MEET

WOODMERE, L. I., July 15.—Three bicycle races were held today in connection with the County Fair here. Hoffman, of the Glencoe Athletic Club, New York, unloosed a speed which could not be matched by the other cyclists. Summaries:

1 Mile Race—Won by George Hoffman, Glencoe A. C.; Louis Hoban, Glencoe A. C., second; Stanley Crocher, Big Mac A. C. Time, 2:29 1/5.

3 Mile Race—Won by George Hoffman; Louis Hoban, second; Stanley Crocher, third. Time, 7:50.

5 Mile Race—Won by George Hoffman; Crocher, second; Hoban, third. Time, 14:51 3/5.

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HOME TRAINER OUTFIT PROVIDES BARRELS OF SPORT

This Home Trainer Outfit Has Been Rigged Up by Two Columbus Cyclists in an Empty Lot Near Their Home—The Speed at Which They Travel on the Rollers Is Indicated by the Diminutive "Riders" on the "Track" in the Foreground

WALTHOUR-LINART WIN IN REVERE FEATURE

BOSTON, Mass., July 13.—Bobby Walthour and Victor Linart defeated Leon Didier and Georges Colombatto in a 40-mile motor-paced team relay race at the Revere track last night. The final was 56 minutes 52 1-5 seconds. It was the second event of its kind held on Nat Butler's oval.

The five-mile open event was won by Fred Herbert of Fall River, Patsy Logan of South Boston was second and Tom Connolly of Everett third. The time was 11 minutes, 38 4-5 seconds.

John Barry of Cambridge won the two-mile amateur contest in 4 minutes, 38 3-5 seconds.

A three-quarter-mile professional handicap was taken by Saxon Williams of Buffalo. Patsy Logan of South Boston was second.

John Hackett was an easy winner of the half-mile amateur handicap in 56 3-5 seconds.

BIG DEMAND FOR BICYCLES

GRAND JUNCTION, Col.—Herman Vorbeck announces that the demand for bicycles in this city and vicinity has increased so rapidly of late that he is finding difficulty in meeting the requirements of his patrons. He states that the current season is by far the best he has ever experienced.

PRO BIKE RACES FOR ASBURY PARK

NEWARK, N. J., July 18.—The management of the Cycle Racing Association, the Newark Velodrome promoting body, announces that a series of racemeets will be held at Asbury Park beginning with August 5. The scene of the races will be a third-mile gravel track on what is known as the Athletic Field.

There will be five meets in all, the dates being Aug. 5-12-19-26 and Sept. 3. The entire proceeds of these races will be divided among the professional riders.

ACME HOLD SIXTH WEEKLY HANDICAP RACE

NEW YORK, N. Y., July 18.—The sixth of the handicap series staged by the Acme Wheelmen was held last Sunday over the Pelham Parkway. With an allowance of two minutes, Bendi, Reichart and Sheppard held the lead for three quarters of the distance when the scratch men came up with the entire field. Sheppard then broke away from his markers and held his lead to within 100 yards of the finish. At that point Woisin, a scratchman, passed "Shep" and pulled him into second place. Hartman was third and Yroh fourth, both starting from the thirty second mark.

$500 IN PRIZES FOR RACE

WHITINSVILLE, Mass., July 18.—A fifteen-mile amateur road race, with a prize list of merchandise valued at $500, will be held in this town on Saturday, July 22, under rules and sanction of the N. C. A. The entry fee is fifty cents; blanks can be procured from Andrew Buma, of this city.

ROCHESTER DEALERS FORM ASSOCIATION

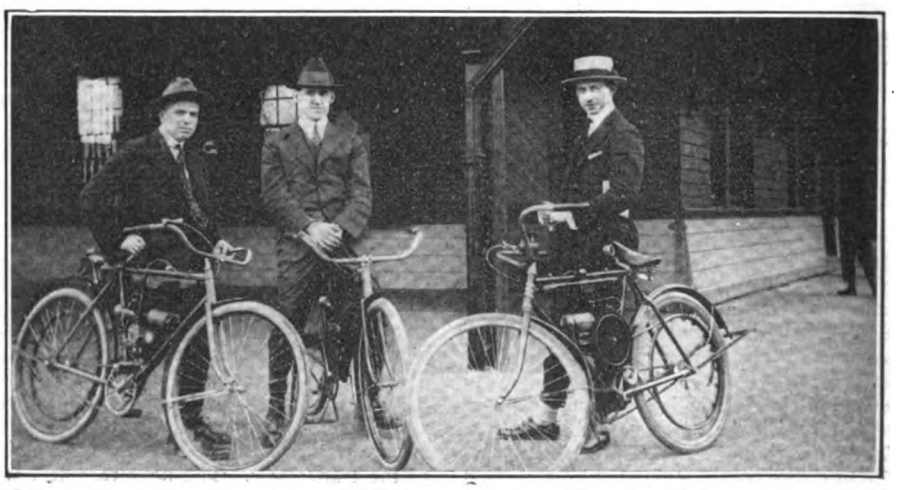
Under the Guidance of Cyclemotor, Goodyear and Atherton Men, Cycle Tradesmen in Flower City Pull Together

ROCHESTER, N. Y., July 13.—As a result of the efforts of E. R. Perrin of the Cyclemotor Corporation, and T. R. Thomas, of the Goodyear Tire & Rubber Company, bicycle and motorcycle men in this city have formed the Rochester Cycle Trades Association. The association will be a co-operative one and will devote its energies to promoting the general welfare of the trade in Rochester and vicinity.

No less active in getting the tradesmen to combine was W. F. Emerson, of the Buffalo Metal Goods Company, and D. G. Anderson. Committees were appointed and a meeting date set for the week of July 10-16. At this meeting every dealer in the city is expected to be present.

The Promotion and Publicity Committee of the new organizations is composed of George Miner, C. Lippincott, and F. B. Towner. It will aim to educate dealers and the general public in the value of the two-wheeler for commercial and other purposes. It will inaugurate a contest such as was held at Buffalo, N. Y., recently—an amateur bicycle race over a 20-mile course through the city kept open by motorcycle police.

The Membership Committee appointed consists of E. R. Perrin, L. W. McCracken



T. R. Thomas, of the Goodyear Co., Manager Anderson and E. R. Perrin, of the Cyclemotor Corp., Who Are Boosting Rochester Ass'n

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and F. S. Booth. No election of officers was held at the first meeting, but this will be done as soon as possible.

The motorcycle speed-maniac came in for a hard rap by the association. "Such roadburners" said the resolution adopted in this connection, "inspire enough adverse criticism of the motorcycle and its ways to counteract the influence of the millions that cycle and accessory men are spending for advertising."

In an address to the members, Mr. Emerson said that while there is less purely-for-pleasure riding than formerly, bicycles carry thousands of men to and from their daily work. Altogether there must be nearly three million bicycle riders in the country. Twenty million dollars are invested in the bicycle and allied lines.

THIRTY-FIVE PRIZES FOR C. R. C. A. CARNIVAL

NEW YORK, July 18.—The list of prizes to be offered for the various contests in the Annual Carnival of Sports and Pleasure Run of August 6, and promoted by the Century Road Club Association, has recently been greatly augmented by the addition of a set of prizes received from the million bicycles committee. The new list totals about 35 prizes, and the committee announces that the first prize of each event will be worth at least $10, and the second and third prizes in proportion.

Entries are already beginning to come in rapidly, and the chairman desires to announce a positive closing of entries for the competitive events on July 31.

The division being formed for the purpose of bringing together the real veterans of the sport has received a great boost within the past week, as promises of attendance have been received from at least ten old-time enthusiasts, who will surely ride in the parade to start from Columbus Circle.

Entry blanks have now been fully distributed, but further blanks and information may be had by applying to Thomas F. Lockhart, 948 Second Ave., New York City.

YOUNG BICYCLISTS ON HIKE

WATERLOO, Iowa.—Twenty-five Waterloo boys recently made a 20-mile bicycle hike to Independence and return, starting and finishing at the Y. M. C. A. building in this city.

Nearly all the members of the party were Boy Scouts, and the trip was under the auspices of the Y. M. C. A. officials. The round trip of 40 miles was made without a hitch

"MANY VALUABLE SUGGESTIONS"

Editor, Motor Cycle Illustrated:

For the years that I have read your excellent magazine I have come to like it very much and many valuable suggestions were gotten from it. Typographically, if I may give my opinion of your paper, I think it is one of the neatest and best in style of "make-up" that I have ever seen for a paper of its nature.

Marshall, Minn. P. M. Menard.

VISIT CONEY ISLAND ON CLUB RUN

The C. R. C. A. Riders on Cycle Path of Ocean Parkway, Pedaling Out to Coney Island; Below, the Party at Luna Park, Coney Island

NEW YORK, N. Y., July 18.—The weekly point race of the C. R. C. A. over the six-mile course on the Fordham Road was captured last Sunday by Jas. Tomasulo, with a handicap of 1 minute and 30 seconds, riding against a field of nine contestants. J. Marquart, a scratch rider, finished in second position, close behind the winner. Another race will be held next Sunday.

In the afternoon several of the association boys participated in a run to Steeplechase Park, Coney Island. After making a round of the many attractions at the park, the party sat down to supper and did not quit the island until ten o'clock P. M.

EMERSON BOOSTS THE COMMERCIAL BICYCLE

In New Sales Help for Dealers, He Tersely Calls Attention to the Rapid-Fire Service Made Possible by the Two-Wheeler

BUFFALO, N. Y., July 18.—Live wire publicity material has long been a characteristic of the promotion department of the Buffalo Metal Goods Co., maker of the Atherton coaster brake, and every new sales help issued by that concern has been received with keen appreciation by the dealers. One of the recent contributions by the Buffalo company to sales literature is entitled "A Timely Hint," in which the place of the commercial bicycle in a storekeeper's business is forcibly brought home.

"GET A MOTOR WHEEL!"

The Old Cry "Get a Horse" With Which Stranded Autoists Are Often Taunted Won't Apply in This Instance

Under the caption of "Business Friendship," President Emerson, of the Buffalo Metal Goods Company, tersely sets forth an effective sales argument on the commercial bicycle.

"Many times something is forgetten,—the important one thing most needed, you neglected to order, without which the job is at a standstill. But—'a happy thought,'—you 'phone the store and a cheerful voice assures you there will be no trouble in sending a boy on a bicycle with the desired article. A sigh of relief—and painstakingly the job is completed, on time.

"A kindly feeling draws your continued business to that dealer who provides a quick delivery bicycle and a cheerful willingness to use it.

"The bicycle for prompt service delivery is an economical method of cementing

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friendship between housewife and storekeeper. It will hold old customers and gain new ones. The quick delivery is made necessary by the telephone and special order. Every small order promptly and courteously handled assures you of the larger order and permanent account.

"People will buy from up-to-the-minute, progressive merchants, and the commercial bicycle—one equipped with package carrying devices, where cost is little and upkeep is nothing, provides the means to his continued success.

"In our busy streets the Atherton Coaster Brake will give instant control. It is rugged and dependable, and will stand the heavy service required of the commercial bicyle."

BIG BIKE DEMAND CONTINUES

BALTIMORE, Md., July 18.—The bicycle business in Baltimore continues to be brisk, the Holland-Baden-Ramsey Co. reporting all three of their men are now busy on the road. Bob French, local agent for the Racycle and Miami bicycles, who recently ordered twenty-two machines, has disposed of the entire lot and ordered eleven more.

A MERE REPAIRMAN?

No! This Is J. L. Caldwell, One of the Big Bicycle Merchants of Atlanta, Ga.; J. L. Doesn't Meet His Customers in These Togs; the Cameraman Coaxed Him Out While He Was Working on a Repair Job; Caldwell's a Stickler for Neatness

PUNCTURE JINX FOLLOWS RYAN AT POINT BREEZE

PHILADELPHIA, Pa., July 16.—Martin Ryan, of Newark, rode in hard luck when he lost the 40-mile paced race to Manus Bedell, of Long Island, at the Point Breeze Park Velodrome last night.

Ryan, who was paced by St. Yves, rode in grand form and took the lead from Madona and Bedell in the 10th mile and soon had a lap on his field. He held this lead until the 39th mile, and looked a sure winner, when misfortune overtook him.

Just as he was about to make a spurt for the last mile of the race he punctured a tire, and before he could recover by getting a new wheel the pistol of the finish was fired and the race was over and Bedell won by less than 10 yards.

SYDNEY SEES RACE OVER HILLY COURSE

Twenty-Mile Event Stirs Up Renewed Interest in Cycling Among New South Wales Riders; Victorians and Queenslanders Are Active

By H. G. GORDAN

Left, J. N. Doddy, Who Made Fastest Time in Twenty-Mile Race; Right, Jack Fittler, One of Australia's Crack Short Distance Riders

SYDNEY, Australia, July 5.—Bicycle racing seems to be taking a new lease of life in Australia. A very interesting event has just been staged by the Ashfield-South Sydney League Club, and announcement has been made that some big feature will soon invite the attention of the fans.

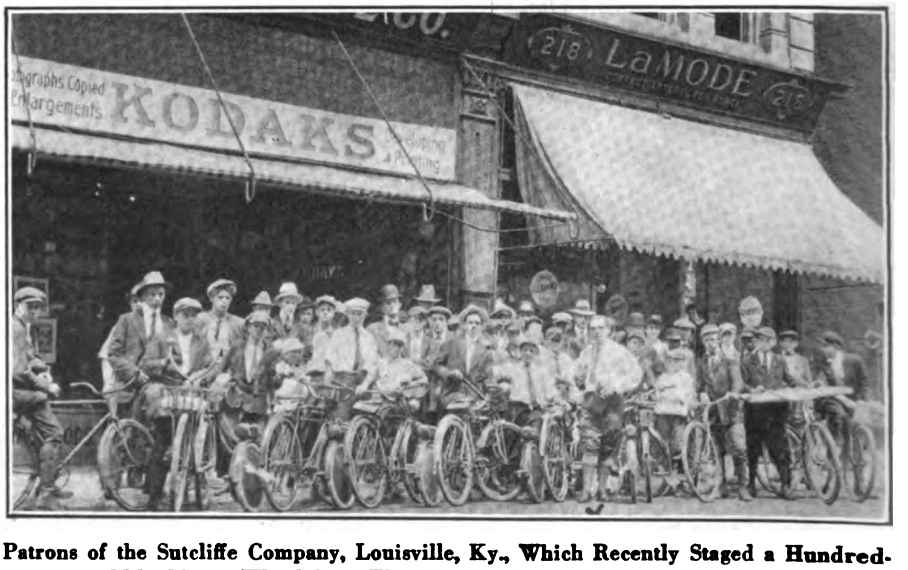
Because of the hilly character of the course the twenty-mile race held by the Ashfield-South Sydney League Club proved to be a very severe test of the riders' endurance. This event was run between the ancient settlements of Parramatta and Windsor, a five-mile grade facing the riders at the very outset; several other stiff pinches kept the fellows plugging.

T. J. Wilson, of the promoting club, with a 4 minute and 5 seconds handicap, won in 1 hour, 2 minutes and 5 seconds, with M. J. Cruise, also of the promoting clul second, and F. Watson, of Central Cum berland Club, third. The fastest time wa made by J. N. Doody—59:35.

An impressive list of cycling events fo amateurs and simon pures has been ai ranged to be held on the first Monday i October, in connection with the annu: labor demonstration. Several profession: events are scheduled for the immediat future, along with races for "lily whites.'

Down in Victoria the amateurs have ke pluckily going, racing for war certificat and donating their prizes to the patriot funds, while the Queenslanders have gor serenely ahead in spite of war troubles. I New South Wales, the oldest state in tl Commonwealth, only a half dozen clul have shown any interest in cycling.

KENTUCKY RIDERS OUT FOR A CENTURY RUN



Patrons of the Sutcliffe Company, Louisville, Ky., Which Recently Staged a Hundred-Mile Motor Wheel Run That Attracted Widespread Attention

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WICHITA (KAN.) RIDERS TURN OUT IN LARGE NUMBERS FOR RACE

Start of Twenty-five Mile Event Promoted by C. B. T. Hamilton, a Local Bicycle Dealer

CARMAN TAKES BRASSARD FROM CRACK TRIO

Defeats Linart, Walthour and Seres in Feature Event at Revere Beach Track; Five Races Held on Monday Night

BOSTON, Mass., July 17.—Clarence Carman won the much-coveted Brassard easily at the Revere Beach track this evening, defeating Victor Linart, the holder, by seven laps, and Bobby Walthour, who was third, and Georges Seres by larger margins.

Both Walthour and Seres lost more than a mile on account of mishaps. Linart was not in his usual form and lost his pace repeatedly when trying to prevent another rider from passing him.

Seres Changes Wheels

Carman was only 30 yards ahead of Georges Seres at the end of half an hour when the latter had to change wheels. The riding of Seres was a feature. Hailed as one of the fastest in France he has failed to show anything until this evening When he regained his motor and got going on a spare wheel, he easily passed Carman.

Fred Herbert of Fall River rode brilliantly in the five-mile open, professional, and surprised the fans and riders alike when he jumped into the lead three laps from the finish and held his margin easily, despite the efforts of such fast men as Tim Sullivan and Pat Logan, who had to be satisfied with second and third, respectively.

Barber Wins Amateur Race

Mike Barber again won the amateur handicap to the delight of the fans. Frank Jeehan of New Haven finished ahead of Barber, but was disqualified for riding inside the pole on the last turn. The summary:

Half-mile handicap, amateur—Won by Michael Barber, Brighton (5 yards); Clem Robinson, Boston (65 yards), second; Robert Fox, Beachmont (95 yards), third; Lewis Hill, Revere (55 yards), fourth. Time, 58⅗.

Two-mile open, amateur—Won by J. B. Rollins, Everett; John Fardig, Orient Heights, second; Frank Jeehan, New Haven, third; Frank Keenan, Revere, fourth. Time 4:26⅘.

Three-quarter mile handicap, professional—Won by L. C. Rollins, Everett (20 yards); Hugh McPartland, Boston (100 yards), second; Warren Holbrook, South Boston (125 yards), third; Dennis Connolly, Everett (120 yards), fourth. Time, 1:24⅘.

Five-mile open, professional—Won by Fred Herbert, Fall River; Tim Sullivan, New Haven, second; Pat Logan, South Boston, third; Paul Suter, Zurich, Switzerland, fourth. Time, 11:27⅗.

PLAN BUREAU TO ADVISE ON FOREIGN CREDITS

NEW YORK.—Because of the great volume of foreign business now coming to the United States there is a growing interest in the subject of foreign credits. While the United States government can aid in the opening of new markets for American goods, it cannot undertake to pass on the credit features of the trade, that is to say it cannot vouch for the foreign buyer or dealer who evinces a desire to handle American-made goods.

Lack of this information has been a serious handicap to American exporters, and it is now planned to establish a central office where trustworthy information concerning the credit of a foreign dealer or merchant may be obtained by bona-fide inquirers. The bureau probably will be established under the auspices of the National Association of Credit Men, the members of which expressed themselves as in favor of the plan during the recent national convention at Pittsburgh.

BETTER EACH WEEK

Editor: I wish I could be like Motor Cycle Illustrated and grow better every week.

F. S. MORSE, F. A. M. Comsr., New Hampshire.

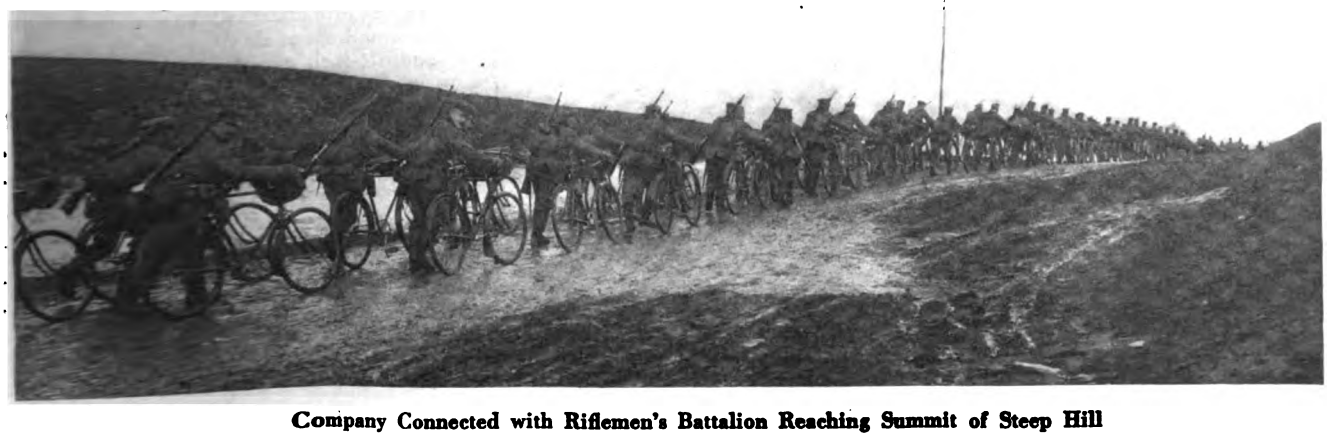
R. S. BICYCLES USED WIDELY BY CITY DEPARTMENTS

READING, Pa., July 18.—Keyser Fry, president of the Reading Cycle Manufacturing Co., announces that a substantial number of R. S. roadsters are being sold this year to municipal governments, the majority of orders being for the park and police departments. Public service corporations are also proving a fine market for the sturdy R. S. roadsters.

A new juvenile model is now being manufactured with a 17-inch frame and 26-inch wheels, enameled in the R. S. green-brown combination.

Shipments of raw materials are coming along at a lively clip, and the R. S. plant will be running at full speed the entire year.

GERMAN CYCLIST-SOLDIERS RECONNOITERING "SOMEWHERE IN FRANCE"



Company Connected with Riflemen's Battalion Reaching Summit of Steep Hill

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INTERESTING CYCLING GOSSIP FROM ENGLAND

Some Features of John Bull's Bicycles—Description of Rover Chainless and Humber Roadsters—Week-End Tours Popular with Munition Workers

By OLD RAMBLER

CHAINLESS bicycles are by no means extinct in France or in the United States, but in England they have become very rare in late years. The French Acatere had a vogue in its own country and in Britain some seasons ago; and that bevel-driven machine had a rival on which I rode thousands of miles, viz., the quadrant cross-roller gear.

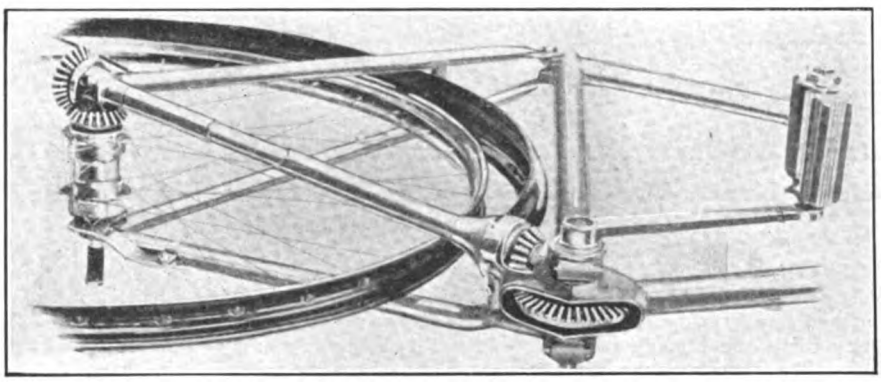
Gear Wheels With "Teeth"

Instead of bevel for transmission of power, this machine had gear wheels with "teeth" set at right angles to each other. The word "teeth" is an inaccurate description, for the place of each tooth was taken by a small pin with a roller on it, exactly like a section of a roller chain. The drive was positive, as in the case of bevel gears; there was never any "slack" or "back lash" as when a chain wants tightening.

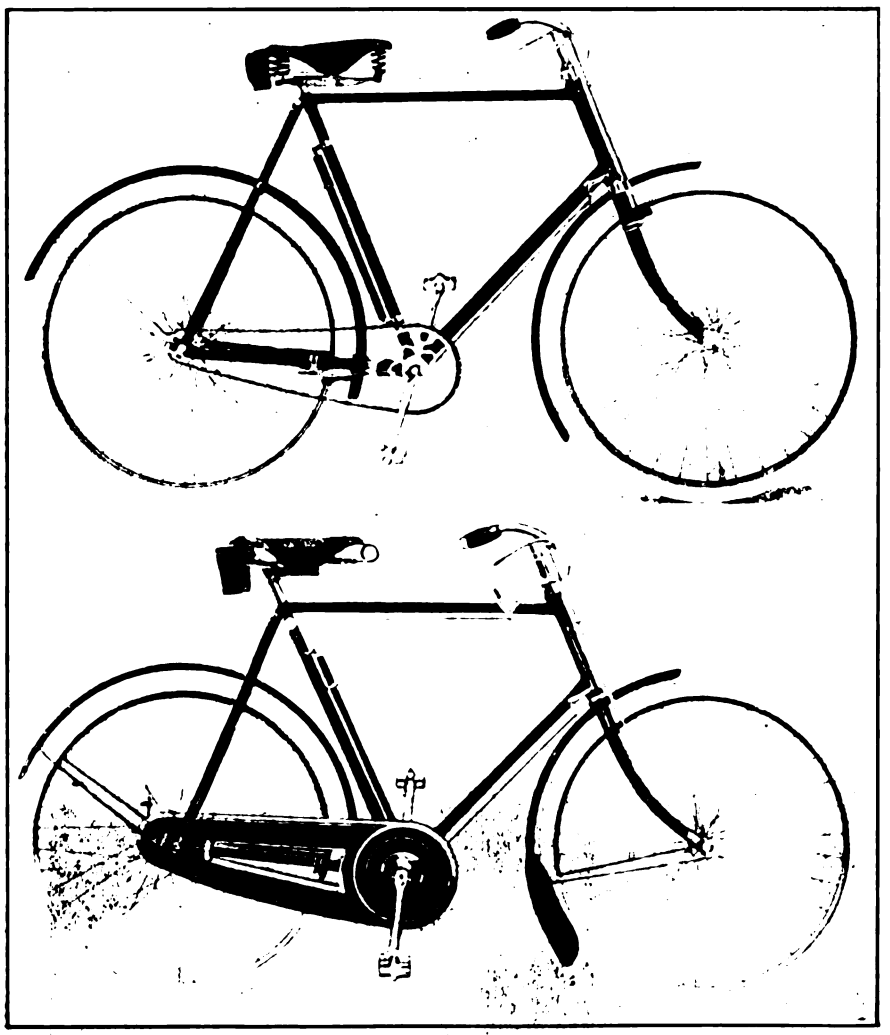
The great Rover Company, which first introduced the safety bicycle to the world, has a chainless model on the market, but the war has interfered with its prominence and publicity. I am able, however, to forward an illustration showing a view of the gear as fitted, seen from the underside of the crank hanger.

Features of the machine that will strike an American are: 1—The foreguard, or foreward extension of the front mudguard for six or seven inches in front of the fork crown; 2—gear, 70-inch; 3—cranks, 7-inch; 4—price, for Great Britain only, $52.50.

The Rover people candidly state that their chainless models embody no claim to the introduction of a new principle; but—evidently remembering the woes and worries of some bevel gear bicycles of years ago—they point out that the making of bevel gears nowadays is a positive science with mechanical exactitude. The absence of sprocket wheels means reduced weight and no need for chain adjustments and the embodiment of a coaster hub brake. This last was a thing unknown with early chainless models.



View of Gear on the Rover Chainless Model



Above, Light Humber Roadster. Below, Humber Touring Model with Chain Guard, Variable Speed Gear and Rim Brake

Some Facts About Crank Lengths

I have mentioned that the Rover crank length is 7 inches. That size is pretty well standard in the British market; but it took some of us hard writer-riders years to convince the factory fellows to adopt them. For years everybody, whether a 5-foot midget or a 6-foot-2 rider of the Daddy Long Legs type, was offered a bicycle with 6½-inch cranks.

Some of us tried cranks up to 9 inches, and frames had to be especially built; otherwise the pedals would catch the front mudguard or tire when we turned corners. One of my friends still insists that 9-inch cranks are best, and he has a number of disciples. Personally I found 8-inch cranks the biggest for my own comfort, and I never use less than 7½. If you want to experiment on something sensible, try different sizes of cranks: the extra leverage will be found a revelation to those who use 6½ and 6¾-inch cranks.

Get out on a hilly course and you will find the driving virtues of 7½-inch cranks make the 6½-inch pale into paltriness.

Rambler's Touring Gossip

I have been recently over some of the best-known hill country in England; and my old Rudge did its work as faithfully as ever. It is a fine sample of the sensible bicycle *à l' anglais*. It was made to dispense with work; to be ridden and not to be everlastingly in need of "elbow grease" and polishing material. The handlebars, even the handle grips, also the hubs, cranks and

(Continued on page 46)

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BLUE STREAKS

The Square Deal Tire

Bicycle tire dealers have found out that the Goodyear Square Deal Bicycle Tire Policy makes a very favorable impression upon careful buyers.

Workingmen, who enjoy the freedom and pleasure of bicycling to and from the factory, are quick to grasp the justice and good business sense of such a policy.

They appreciate the guaranteed security that comes with every Blue Streak Tire.

They are glad to know that there is *one tire* they can bank upon absolutely.

That the Blue Streak price, the Blue Streak quality, the Blue Streak guarantee, are the same everywhere and to everyone.

Their knowledge of manufacturing methods has taught them that concentration on one product means a better product at a lower price.

They know that because Goodyear makes only one bike tire—the single tube Blue Streak—it must be of superior quality.

And they understand why the Blue Streak price can be as low as $2.50 when the tire itself gives better service than any other tires at very much higher prices.

Bicycle dealers, who keep one eye on the future, are quick to see the profit and value in permanent, satisfied customers, made by selling them Goodyear Blue Streaks.

The Goodyear Tire & Rubber Co.
Akron, Ohio

GOODYEAR
AKRON
BICYCLE TIRES
Guaranteed

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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Making Motorcycling Attractive to a new lot of riders

The 3-passenger Pleasure Model is called "The Little Brother to the Automobile"

"Where to look for new customers"—isn't this your problem in increasing motorcycle sales?

Do you realize that the cycle alone appeals but to **unmarried** young fellows—that by offering a motorcycle vehicle for the **family man,** you open up a field of two million brand-new prospects?

The key to this huge, waiting market is the CYGNET—the REAR CAR that gives a family man a real reason for purchasing a motorcycle.

And, remember, you get **two** profits rather than one!

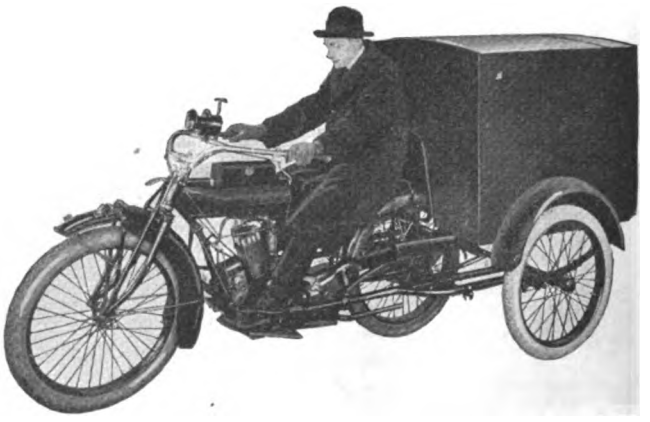
We can refer live inquiries from your community to you; our big magazine advertising will likely send you customers. Write for Catalog and Trade Discounts, NOW!

"Fits any Standard Motorcycle"

"On or Off in 30 Seconds"

CYGNET REAR CAR

5 Distinct Business Models to satisfy every need for fast, low-cost delivery. "Turns many a tradesman's loss to profit."



Cygnet Rear Car Co.

Dept. 4 1200 Niagara St. BUFFALO, N. Y.

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In the Dealer's Realm

NEWARK DEALERS TO CLOSE 3 SUNDAYS A MONTH

NEWARK, N. J.—"Closed all day Sunday, except the first one in each month," is the sign that has been displayed in five of the largest local motorcycle agencies. In addition to this, each man has sent out a postcard announcing this move to every one of his customers.

Finding that their trade adapted itself readily to an earlier closing hour in the evening, makes the various agents sure that their riders will accustom themselves to making all necessary purchases on Saturday evening when the stores are open until 10.

Those who are interested in the Sunday closing move are the Carl W. Bush Co., Harley-Davidson and Cleveland; Walter Goerke, Indian; Estate of Frank C. Cornish, Henderson; Chas. Krebs, Pope, and William R. Spears, Thor.

Although there is no dealers' association in town, there seems to be a gradual drift toward a mutual agreement among the more progressive agents.

BUSH COMPANY TAKES ON THE CLEVELAND

NEWARK, N. J.—The Carl W. Bush Co., Harley-Davidson distributor, has taken over the Cleveland lightweight agency, the Smith-Fraser Co. dissolving partnership when E. S. Fraser went to the front with his regiment and L. B. Smith had increased duties to perform at the Bosch Magneto Company's New York branch, necessitating giving all of his time to the magneto business.

The Bush Company has a Cleveland lightweight hooked up to an English "Fitsu" sidecar, an attachment that weighs but 44 lbs., with which they demonstrate the two-strokers ability to prospect. They have opened up a vigorous campaign of advertising that is bringing them results.

GETTING CLOSE TO SOME COAST DEALERS

SAN FRANCISCO, CAL.—Edwin F. Merry, distributor of the Excelsior motorcycle, has just returned from a fortnight's trip in northern California.

Charles Meyer, in charge of the stockroom of the Pacific Motorcycle Supply Co., is planning a trip through Nevada next week.

S. Barton, Coast manager for the Thor, is spending the week in southern California.

J. Fink, Harley-Davidson agent at Stockton, was in the city a few days ago.

Frank Oliver, who has just taken over the Newman Cyclery, at Newman, Cal., has the Harley-Davidson and Excelsior motorcycles.

TO RETIRE FROM BUSINESS

The Iowa Cycle Co., of Des Moines, which has been distributor for the Excelsior for the past two years, expects to close out its stock during the next sixty days and retire from the motorcycle field. W. M. Moore, manager of the Cycle Co., intends to enter another line of business.

SIDELIGHTS ON TACOMA DEALER ACTIVITIES

TACOMA, Wash.—Claude Austin has joined the forces of the Harley-Davidson headquarters here and is adding his efforts in the selling line to those of manager Glasgow. He is covering the outlying districts on a Harley-Davidson demonstrator and the plan has proved a ready means of getting in touch with prospects.

Ray E. Day made an impressionist dent on motorcycling circles in and around Tacoma when he uncrated a stock Powerplus Indian at his wigwam and without doing more than putting it together and filling up the tanks, speeded it up to 75 miles an hour on the speedway.

The Fuller Motorcycle & Supply Co., Cleveland agents, have succeeded in getting a number of young ladies in and around Tacoma interested in the lightweight and have landed several sales in suffragette quarters.

GOERKE'S ALLOTMENT IS ALL SOLD OUT

NEWARK, N. J.—Walter Goerke has disposed of his allotment of Indian motorcycles and is seeking more, the mid-season demand exceeding his expectations. He has placed a sidevan outfit with the Sterling Tire Co. that is finished in yellow, trimmed with red, the trade mark colors of the tire company. He has purchased a piece of property on one of the main streets of the city and has broken ground for the erection of a large store and service station that is to be completed before winter.

REMARKABLE LINE-UP OF LITTLE FALLS (N. Y.) RIDERS FOR RECENT RUN

The Store of the Little Falls Motorcycle Co. Will Be Noted at the Left

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MOTOR CYCLE ILLUSTRATED

With which is now incorporated

The Bicycling World

Volume 12 July 20, 1916 Number 3

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APPOINT MOTORCYCLE GUIDE

FT. WORTH, Texas.—Henry Lewis, a Ft. Worth motorcyclist, who has a general knoweldge of roads throughout the State, has been appointed by military officials to act as a scout in connection with one of the motorcycle squads operating along the border. Some difficulty has been encountered by military motorcyclists in making rapid trips of late because of lack of information concerning roads, and Lewis and a number of other scouts will aid in remedying this condition.

WHERE SPRIESTERSBACH SELLS THE INDIAN

Businesslike Headquarters of George W. Spriestersbach, in Alamosa, Colo.; Photo Was Taken at Start of a Recent Outing Which George Handled

WINS ECONOMY TRIAL

SAN ANGELO, Texas.—T. A. Pugh, mounting a Harley-Davidson motorcycle, won the economy contest conducted here recently by the Tucson Motor Cycle Club, covering 23½ miles on one quart of gasoline. The same rider, on a recent outing, covered 93 miles between Nogales, Sonora, Mexico, and Tucson, on slightly less than one gallon of gasoline.

ANGLO-AUSTRALIAN RECORD

The Australian mail brings news that O. Parker on a 2¾ h.p. Douglas has succeeded in breaking the 350 c.c. half-mile record on Lake Perkolilli. His time for the half mile was 28 3/5 seconds, which gives a speed of 62.93 miles per hour. The previous best was on a 2¾ h.p. Sunbeam (1½ seconds slower).

The course on which Parker made the record consisted originally of a salt lake, but the red soil from the surrounding hills has in ages past drifted down over its surface, and this, combining with the salt of the lake itself, has produced an even and vitreous surface of the utmost smoothness, and is claimed to be as fast as any man-made track.

Over 11,000 Miles

On Vitalic Tires!

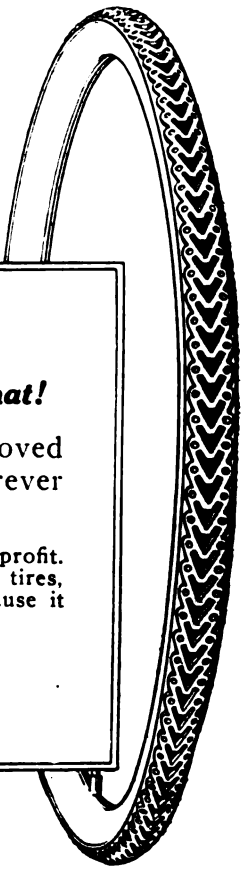
What ordinary bicycle tire could come anywhere near that record? None! It took VITALICS to do it.

Out of over 60 tires used during a period of 25 years by Dr. F. S. Cate of Florence, Cal., the Vitalic was the only one to reach anywhere near this mileage. Among the 60 tires used were the *very best* of other makes, a number of them much higher priced than the Vitalic. But Vitalics ran *more than three times* the average mileage of the seven next best makes of tires used (based on an accurately kept mileage record sworn to before a notary).

It is this unmatched *mileage* which Vitalics are giving wherever used that proves beyond question their unequalled standard of construction; highest quality of rubber instead of the cheaper grade put in ordinary tires; two plies of heavy *motorcycle* fabric, frictioned with pure rubber, instead of common bicycle fabric; an extra heavy inner tube of pure white rubber.

Write for the testing section and examine these features of construction thoroughly.

VITALIC TIRES
TRADE MARK
For Bicycles



Dealers—

Think what you could do with a tire like that!

There isn't any room for doubt—Vitalics have proved their supremacy over all other bicycle tires wherever comparison has been made.

Thousands of dealers rely on the Vitalic to make their tire profit. Once introduced, it easily brings a better price than ordinary tires, and always sells over and over again to the same trade, because it never disappoints.

Write for attractive Display Material and Dealer Helps.

Continental Rubber Works
1718 Plum Street, Erie, Pa.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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AS an efficient and ever-trustworthy safety factor, the MORROW deserves to be ranked among the country's great inventions.

The name MORROW, when linked with a bicycle, is a permanent assurance, a guarantee—of riding safety, of riding ease, of riding *luxury*.

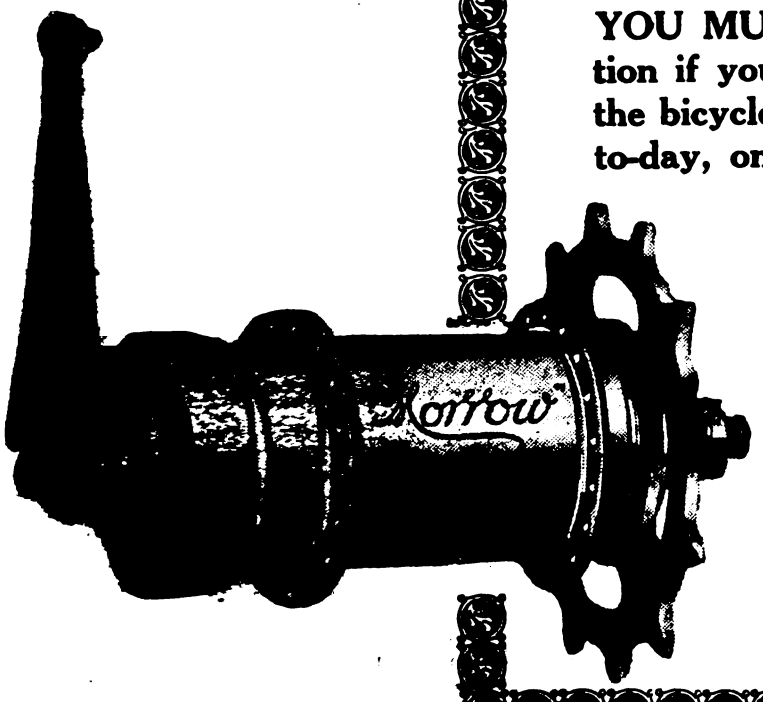
The dealer who wants his full share of the million bicycle business will find in the

"Morrow"

an able helper.

Dealers, we have a lot of ways of helping you sell bicycles. Price tags, pennants, folders, sales-letters, etc., all with the quality punch that characterizes MORROW.

YOU MUST use this hefty-sales-ammunition if you want to get the lion's share of the bicycle business in your city. Write us to-day, on your letterhead, for this literature. NOW is the time to make your final arrangements for making a clean-up on the summer trade. Write us at once.



Eclipse Machine Co.
ELMIRA
NEW YORK

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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LAWRENCE PROCESS CURES SCORED CYLINDERS

NEWARK, N. J.—Scored cylinders, due to loose wristpins or foreign matter getting in between the piston and the walls, are now being treated effectively by a new process in the works of L. Lawrence & Co., 292 Halsey street, this city. The process, which is patented, consists in filling the shallow or deep scores with a silver and nickel alloy, applied electrically and smoothed down to the face of the cylinder wall.

The alloy used has unusual heat-resisting qualities. While very hard when applied, it forces its way into the pores of the iron, amalgamating with it and becoming a part of the cyilnedr. It extends and contracts, it is claimed in the same ratio as the cylinder itself.

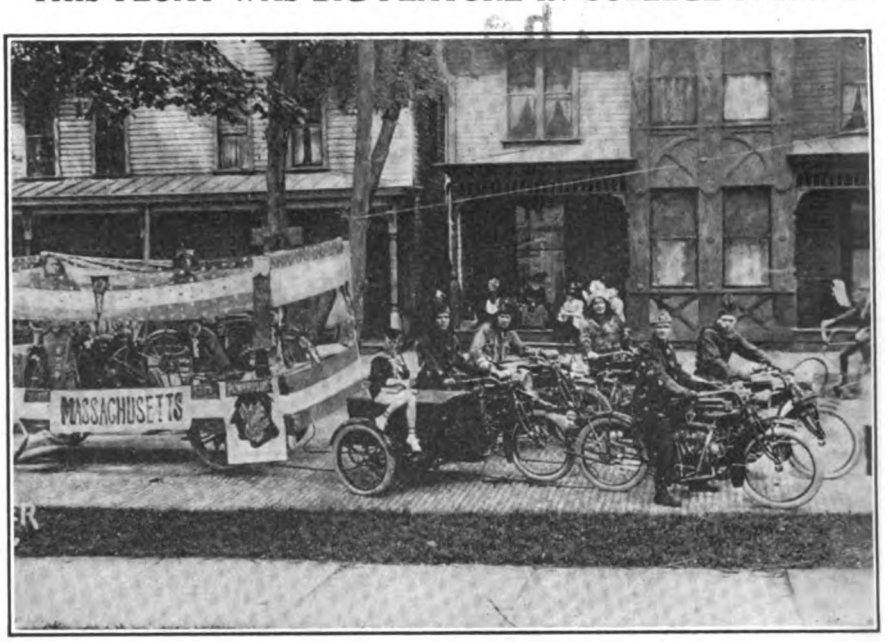
During the process, there is not enough heat used to warp the cylinder. Grinding and boring are eliminated and the fitting of new pistons and rings eliminated. The work is completed within 24 hours of receipt, and is absolutely guaranteed.

Western trade is taken care of from the firm's Chicago works, at 1522 Michigan avenue. Those interested should apply to the nearest works for terms, etc.

ORDER MOTORCYCLE MACHINE GUNS

ENGLEWOOD, N. J.—The Englewood Rifle Association, a military organization of private citizens, has decided to include motorcycle machine guns in its equipment. The company recently placed an order for five Indian motorcycles and two machine guns.

THIS FLOAT WAS BIG FEATURE IN COLLEGE PARADE



WASHINGTON, Pa.—One of the chief attractions in the fraternity convention held by the Greek letter men of Washington & Jefferson University recently was a series of floats, each from a chapter in the college, which were paraded one afternoon. Each float represented some industry typical of one of the States. That of Massachusetts consisted of Indian motorcycles. It is shown above.

The Indian float was mounted on a large wagon decorated with bunting and Panama Grand Prize banners. Several up-to-date machines appeared on the platform, and other machines, furnished by Wigwam dealer, T. W. Long, hauled the float. The riders wore feather head-dresses and Indian garb.

NEW EXCELSIOR SUB-AGENCY

COLUMBUS, Ohio.—The Franklin Rubber Company, of Columbus, agent for the Excelsior in three counties in central Ohio has placed a sub-agency with Frank Monesmith of Delaware. The company reports a good demand for Excelsiors.

BE THE LEADING DEALER IN YOUR SECTION

Nothing will do more to bring this about than to establish yourself headquarters for the now CELEBRATED

A. B. C. GENERATORS

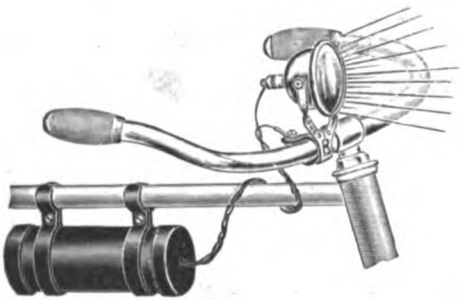
The most simple—therefore the most developed Motorcycle Electric System on the market. Claims of Superiority — Applicability — Stability — Efficiency — Durability — Flexibility and Accessibility.

New Prices MODEL B—Complete less lamps Direct Lighting $25.00 | MODEL C Batt. Charging $30.00

You don't THINK you see the road—YOU DO SEE IT. Transportation paid on retail sales.

A. B. C. GENERATORS CO., Los Angeles, Calif.

All Los Angeles Police Use the A. B. C.



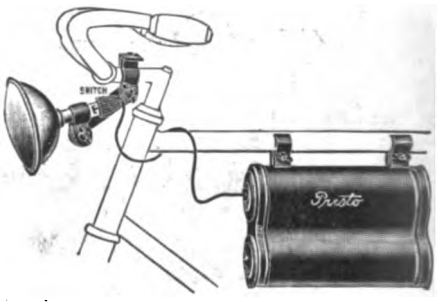
No. 1060

PRESTO-ELECTRIC BICYCLE LAMPS

$1.10 TO $1.90

Eliminate All Danger By Using a PRESTO Electric Light On Your Bicycle

The PRESTO gives a powerful, penetrating light. Adjustable pivoted reflector, throwing light in any direction desired. Any ordinary dry cell battery operates PRESTO light. Made in eight different styles. Reflectors highly polished and nickel plated. Retail prices from $1.10 to $1.90, without battery. Dealers, write today for complete information.



No. 1062—Equipped with 3 Volt Tungsten Bulb—4" Bull's Eye Lens

METAL SPECIALTIES MFG. COMPANY 730-738 WEST MONROE STREET CHICAGO, ILLINOIS

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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The

FAMOUS

AURORA AUTOMATIC

MACHINERY COMPANY

Thor

The Oldest Motorcycle Manufacturers in the World

ORIGINATORS OF THE "RIDER INTEREST" POLICY

Greets the Members of

THE

FEDERATION

AMERICAN

MOTORCYCLISTS

Thor

OUR CATALOGUE FREE ON REQUEST

AURORA AUTOMATIC MACHINERY COMPANY,

GENERAL OFFICES, Thor Bldg., 1307 Michigan Ave., Chicago SALES OFFICES AND WORKS, 361 W. Superior St., Chicago

PACIFIC COAST BRANCH, 61 Fremont Street, San Francisco

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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AWAITING FOURTH CARLOAD OF GRAY FELLOWS

NEWARK, N. J.—The Carl W. Bush Co. is anxiously awaiting the arrival of its fourth carload of Harley-Davidson motorcycles this season. Not one bit less impatient are a score or more of prospective riders itching to get their hands on those machines.

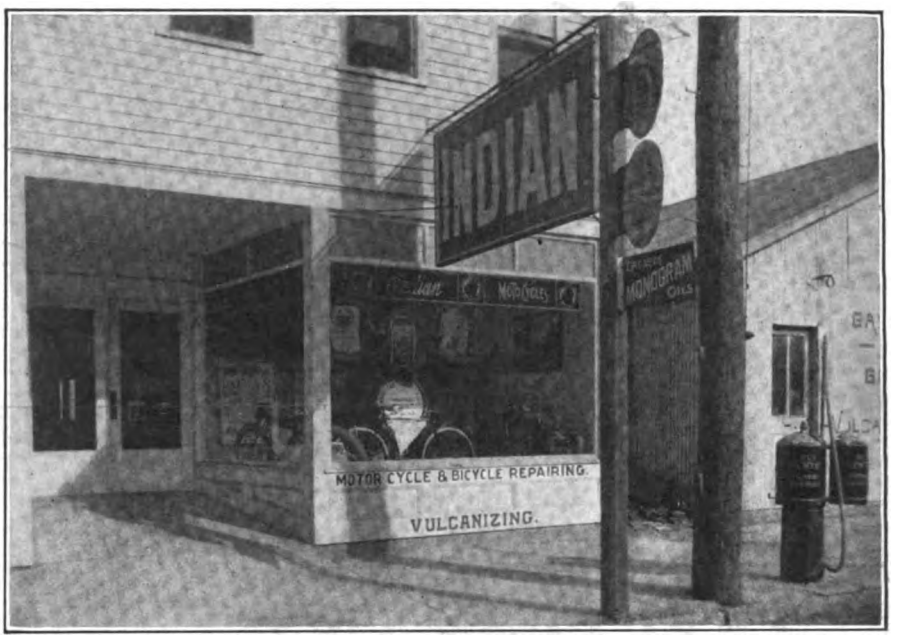
"It has been a wonderful year for motorcycles," says Carl W. Bush, president of the firm, "and our sidecar sales are running far above last year's figures. Our only difficulty is in supplying the demand. We have also broken into the commercial field, disposing of over two dozen sidecar or delivery van outfits to the merchants of this city. We are about sold out on second-hand machines as well. Four carloads of motorcycles and sidecars, so far in 1916, is the record in this section, and is what we will have to shoot at next year."

Carl W. Bush will go to Providence, R. I., to attend the F. A. M. National Convention, while Lincoln Holland, Jr., sales manager, will go over the Ideal Tour through the White Mountains and then cross New York State to view the Falls when Bush returns.

HAS FREAK MOTOR VEHICLE

DALLAS, Texas.—A 14-year old negro boy has created something of a sensation here by constructing a motor vehicle which is made up of a combination of motorcycle, wheelbarrow, spinning wheel and baby-carriage features. That the outfit looks queer, goes without saying, but it actually gets over the ground.

NEW STORE OF HOFF & LOVELAND IN SALEM, N. J.



Note the General Air of Cleanliness

THE above photo shows the new Wigwam of Hoff & Loveland, who handle Indian motorcycles and bicycles and accessories in Salem, N. J. The picture was taken at 6 o'clock in the morning, which accounts for the fact that there is no one in sight.

The Hoff & Loveland headquarters has a ground area of 28 by 90 feet and is divided into three parts—store, storeroom and repair shop. There is also an oil room and a lounging room for patrons. In addition to carrying a heavy stock and operating an up-to-date repair shop, the company conducts a Goodyear tire service station, specializing on repairs of motorcycle and bicycle tires. The store is open every day the year round and the proprietors have built up a big patronage by being able to deliver the goods at all times.

2-STROKE Cyclemotor HIGH-SPEED

During hot weather, especially, city salesmen, collectors, repairmen, reporters, etc., turn from strap-hanging and tiresome pedaling to the more pleasant, quicker CYCLEMOTOR way of doing business.

A bright new CYCLEMOTOR demonstrator in your window is the key to this brisk business, and the easy sales that follow will keep your cash till working overtime.

15 Pound Power Plant
Attaches to Any Make Bicycle

DEALERS:—
We can show you how to double your sales and profits without increasing expenses. Ask for our paying proposition.

CYCLEMOTOR CORPORATION
Rochester New York

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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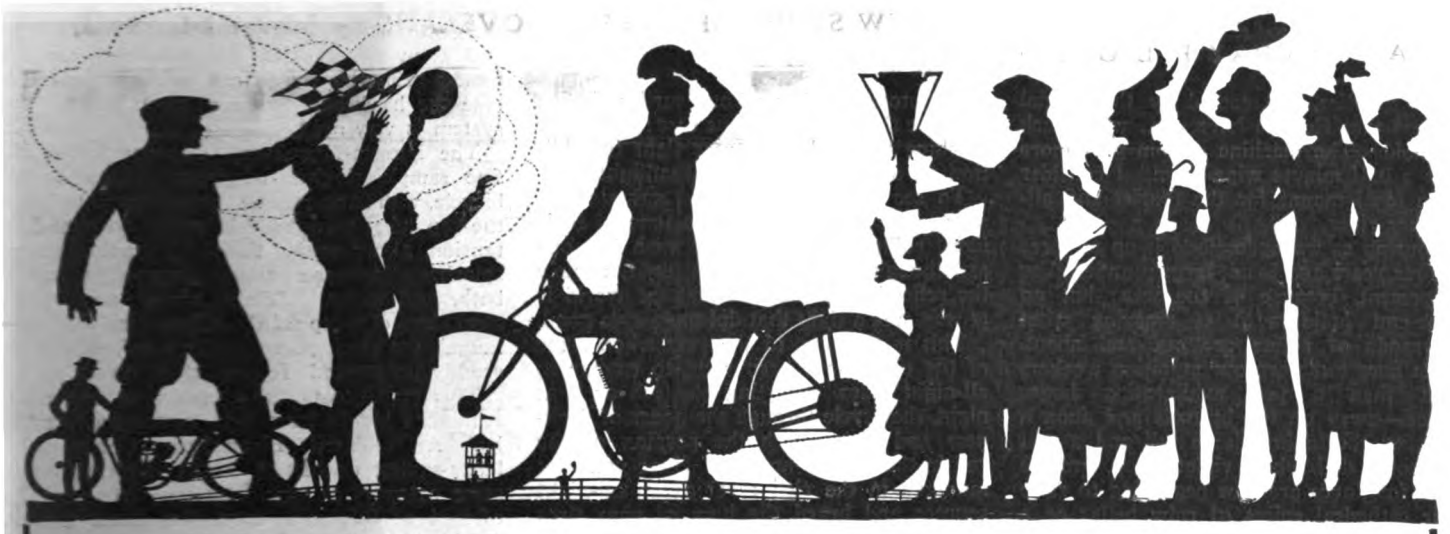

The Boys Who Use Bosch Prove Bosch Magnetos Good

The Bosch Line-up in Dodge City's
300 Mile Record Race

1st—Irving Janke	Gene Walker	Lorenzo Boido
2nd—Joe Wolter	Bob Perry	"Red" Armstrong
3rd—Ray Weishaar	Glen Stokes	Burt Bruggerman
Wells Bennett	A. E. Hilliard	Sam Correnti
Paul Gott	C. Johnson	Floyd Clymer
Harry Crandall		Harry Brandt

These Boys Know—They All Use Bosch

There is no difference of opinion among these close students of the motorcycle. They use Bosch Magnetos without a question, not only because Bosch is more speedy, not only because Bosch is more capable, but mainly because Bosch Magneto Ignition is absolutely reliable. Because of their choice, Bosch won—and finished 2nd, 3rd and 5th, too.

If You Want Reliable Ignition—Be Satisfied—Specify Bosch

Correspondence Invited

BOSCH MAGNETO COMPANY

206 WEST 46th STREET NEW YORK CITY

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CYCLING GOSSIP FROM ENGLAND

(Continued from page 36)

pedal spindles, are coated by the special process that Rudges have, viz., with black celluloid. The machine seldom gets more than a half minute wipe-down. I consider it an ideal mount for the tourist and all-weather rider.

Touring as we understood it up to three or four years ago is not largely undertaken at present, because of the war; but on week-end holidays it is amazing what thousands of riders are out and about. What finer tonic can our munition workers want than a few exhilarating hours awheel—away on the byroads and anon a spurt on the highroads; a lull and a rest at a bosky dell, where violets peep, and the great foxgloves are now beginning to raise their cathedral spires of ruby bells; or a climb to some hill top "where every prospect pleases and only man is vile"?

Browning when in the States yearned, as he said, "to be in England now that April's there." He ought to see it in June and July, when England is a joyland, bounteous in scenic splendors. Unfortunately many of our roads, especially within easy reach of the great military camps, are a bit in need of the road mender and his goods; but there are many thousand miles of lovely surface.

Lamps Are Lit Early

Recently I was traversing over our Great North Road, which links London with Edinburgh, and it was like a fairyland after sundown. Lamps have to be lit on bicycles and motors a half an hour earlier during wartime than used to be the case; and every machine has to have a rear light in addition to the ordinary white headlight.

To see bevies of boys and galaxies—of all ages—whatho! having the time of their lives, rolling joyously home with but one sad thought to cloud their delight, namely the reflection of the fact that the world is at war, was a sight that did one's eyes good.

This is the time of the year when some of the clubs have been wont to engage in all-night rides. Starting about 8 or 9 at night, they cycle through the hours of darkness and then watch the peeping of the sun in the eastern horizon. Have you ever indulged in the rich revel of an all-night saunter and heard the hum of your tires suddenly enlivened by the accompaniment of the first of the early morning birds? If not, get a club party up. But I'm getting sentimental—the hearty cyclist very often does. But back to practical points.

Features of Humber Bicycles

The good old Humber factory produces as fine a range of bicycles as ever. The special Duplex front fork is fitted to some of the highest grade models: it is made of tubing of 8-section; in other words, each fork consists of two tubes, but these converge into one near the fork-end, so that the hub-ends are very neat. It is claimed for the Duplex tubing that it helps to absorb vibration.

Humber brakes are operated by outside levers on rocking shafts, and power is then transmitted by steel rods. Some firms and many riders still prefer the inverted handle grip, with Bowden wire running inside the handlebar frame and tube. This system is very neat.

The Beeston-Humber, shown here, is a fine sample of the highest class British bicycle, with three-speed gear operated from the top tube; mudguard with forward extension, also a wide flap to catch ground splashes; gear-case that provides an oil-bath, and so on. The rims are not of steel, but of a special alloy called "luminum," the chief component of which can readily be guessed from the name.

This model costs $94, so the age of the recherche bicycle has by no means passed by. An all-black Humber (one of the labor-saving machines that belong to the same category as my Rudge aforesaid) is offered at $68, and can be had also for $62.50 without certain refinements.

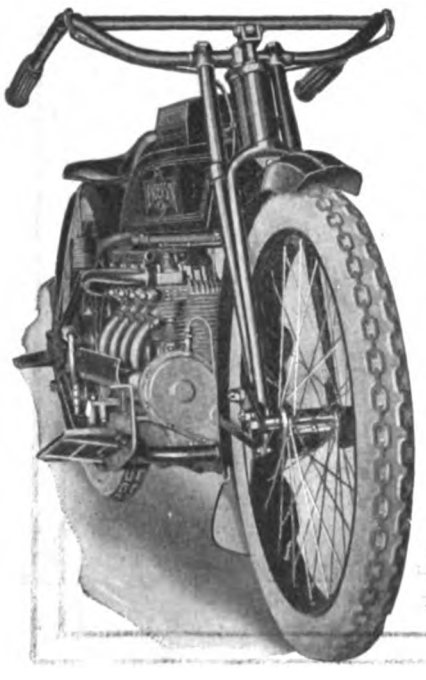
The Standard Humber Model No. 6, here illustrated, typifies the average British light roadster bicycle, except that fellows exercise their own ideas about handlebar patterns. This model, with single gear, is offered at $46.50; a three-speed hub costs $6 extra.

YPSILANTI COPS TO GET ONE

YPSILANTI, Mich.—Members of the police department in this city are testing out a motorcycle which the city is contemplating purchasing to regulate motor speeding.

The make of machine to be purchased is not yet decided upon.

Earned Confidence



Dealers and riders have learned that the four-cylinder Henderson will really do all that we claim it will. They have found that it makes good in actual performance.

HENDERSON MOTORCYCLE CO.
Detroit

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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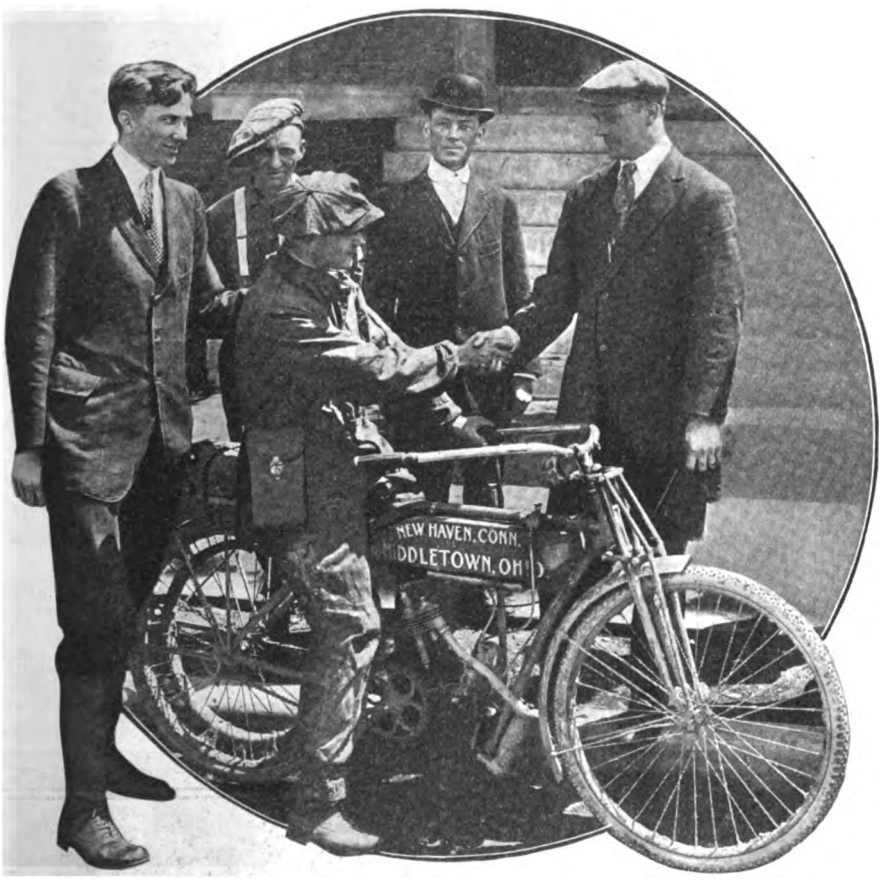
THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS



Congratulations

MR. C. F. PINEAU in demonstrating the ruggedness and dependability of the Miami Power Bicycle, drove from New Haven, Conn., to Middletown, Ohio, 1,102 miles, in 65 hours running time. It was not a "speedfest," but a plain demonstration of what a Lightweight could do when it took to the heavy going of long distance touring.

It lived up to all expectations, and more.

This Miami Power Bicycle, like all others, used belt drive, just as all successful Lightweights eventually will—it used belt drive successfully even though it rained 2½ days, and mud was almost hub deep. The same belt that made this trip had been in use for 2,000 miles before this strenuous test —3,000 miles of real rough going, but said Mr. Pineau—"I have had absolutely no trouble with the belt—that's because it's a

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.

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DUBUQUE MOTOR-COPS DISCIPLINE SPEEDERS.

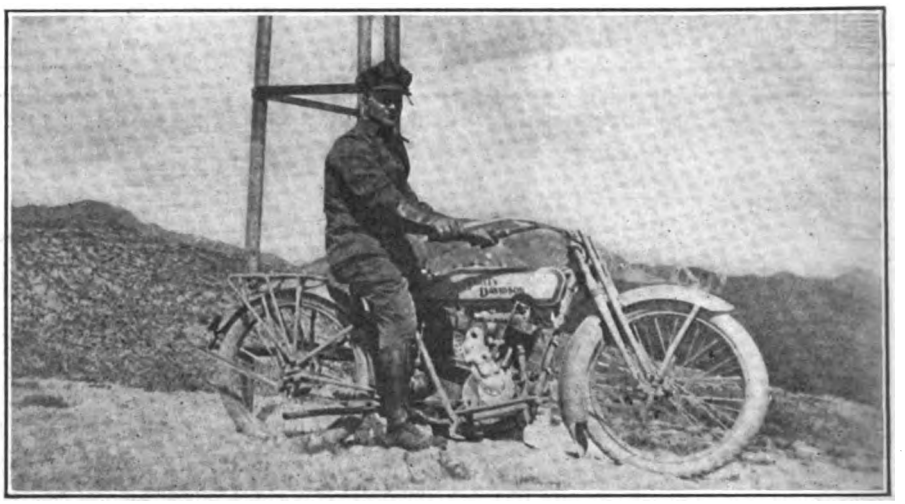
DUBUQUE, Iowa.—Because of a storm demand for protection by the public following a series of bad auto accidents, Chief of Police Giellis, of Dubuque, Iowa, has declared war on the "speed maniacs," and to assist him in bringing violators of the city ordinances to justice has put two policemen on motorcycles who will give their whole attention to the matter. E. Vosberg and J. Dolan, the two policemen chosen for the work, both have had considerable experience with motorcycles.

No certain territory has been mapped out for them, but violators of city ordinances have been warned that they can expect to meet them anywhere within the city limits. Nor need they be surprised if at any moment they are arrested by an ordinary looking motorcyclist in ordinary clothes, who shows a star and informs them that they have been violating the city ordinances either by exceeding the speed limit, operating a motor vehicle without a license, without lights, without two license numbers, front and rear, not keeping the right side of the street, or not waiting when passengers are being taken on or discharged from street cars.

SPEEDY SIDECAR JOURNEY

DENVER, Col.—Paul G. Smith and his daughter Helen, with a motorcycle and sidecar, recently drove from Tabernash to Denver in four hours and 15 minutes. The distance is 84 miles, and in view of the rough traveling encountered the time is considered excellent for a sidecar combination. It is stated that the best previous time for the trip by a sidecar outfit was about six hours. In passing over Berthout Pass they found the temperature close to the freezing point, and in Denver they experienced a temperature of about 90 degs.

HOPPER'S TOUGH CLIMB ON A ONE-LUNGER



Norman C. Hopper, Harley-Davidson Dealer at Salt Lake City, Utah, Who Recently Climbed Ensign Peak on a Single-Cylinder Mount with Stock Gear

NEW BUFFALO CORPORATION

BUFFALO, N. Y.—The Eastern Truckford Company, capital stock $20,000, has been incorporated for the purpose of manufacturing motor cars, motorcycles and motor equipment. Further details concerning the company's plans are not available at this time.

ELOPED ON MOTORCYCLE

WOOSTER, Ohio.—Eloping from Wooster on a motorcycle, Ethel Bruce daughter of J. R. Bruce, proprietor of a motorcycle garage, and Lloyd Braden procured a license to wed at Covington, Ky. and are off to points in Indiana to visit relatives, according to word received by relatives. The elopement was planned to surprise their parents.

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A COASTER BRAKE

That's Right
That Will Not
That Can Not **Slip**

Its positive Drive **Its positive Brake**

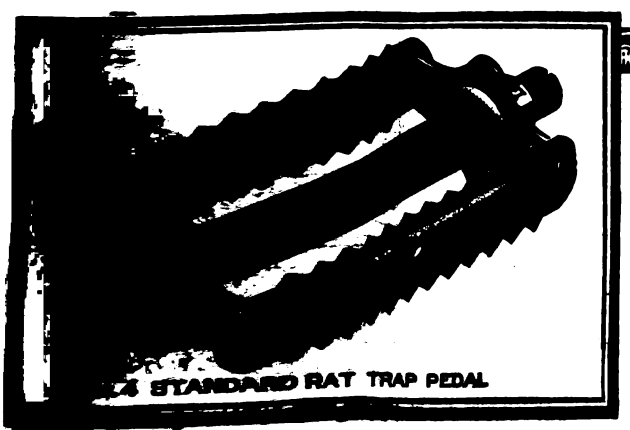
Small, Neat, Light, Compact

Less Parts, Less Weight, No Trouble

That's the Musselman Positive Drive Coaster Brake

Maimi Cycle & Manufacturing Co.

Middletown - - - Ohio



4 STANDARD RAT TRAP PEDAL

THESE STRONG SUBSTANTIAL MOTORCYCLE TYPE PEDALS

have that sturdy look that comes only from correct design and first class construction.

THE NO. 4 STANDARD is a new type of rat trap pedal added to our line this year, making it the most comprehensive line of rat trap pedals offered to the trade.

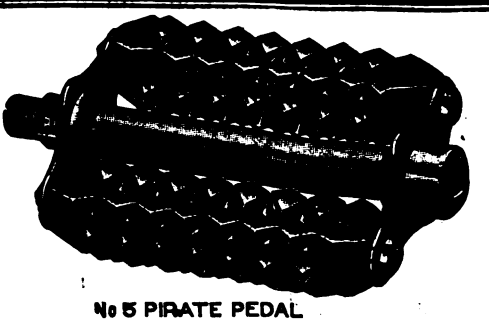
THE NO. 5 PIRATE has such big, soft, easy rubber cushions! It minimizes the jars and bumps. Try a pair and find out for yourself.

Our cycle parts and accessories appeal to the mechanical expert. They have been standard from the beginning, and mark the utmost in the industry.

Our products comprise: Diamond "E" trade mark brand, Spokes and Nipples for Bicycles, Motorcycles, Tricycles, Velocipedes, Invalid Chairs, Sulkies, Carriages, Cyclecars and Automobiles. Pedals for Bicycles, Tricycles, Velocipedes and Motorcycles. Toe Clips for Bicycle Pedals. Emergency Axles for Pedals.

THE STANDARD COMPANY, TORRINGTON, CONN.

We are boosters for "One Million Bicycles in 1916"



No 5 PIRATE PEDAL

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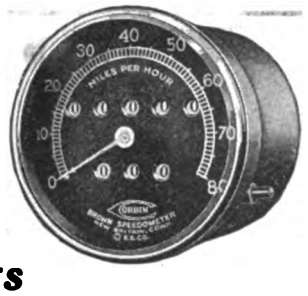

It Tells You Things

—interesting things—things you would never have known otherwise, things that save money and greatly increase the pleasure of riding; and every statement it makes can be absolutely depended upon, because it tells only the truth. The

CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

is regarded by experts as a mechanical achievement. By motorcyclists it is regarded as a practical, valuable, standard part of their equipment. Its reputation is backed by accurate mileage and there are millions of miles behind it to support this reputation.

This is the speedometer for you to specify. Do so at once. It makes motorcycling mean more. Catalog upon request.

THE CORBIN SCREW CORPORATION
The American Hardware Corporation, Successor
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

Rear View

(Patented)

Have you seen the
LARGE OIL LAMP
For
MOTOR CYCLES
Burns 20 Hours

The Neverout
REG U S PAT OFF

Has special bracket for handle bar
Write Today for Complete Description
ROSE MFG. COMPANY
933 Arch St. Philadelphia, U. S. A.

Brilliant Burners
—THE PERFECT HEADLIGHT—
A NEW ERA IN GAS LIGHTING

Motorcycle Riders!

Do YOU know that with "Brilliant" Burners—

You can get THREE TIMES the light you are now getting.

You can get the same light for much less cost.

You always have a dependable light — absolutely steady, no flicker, no jarring or blowing out — even without the front glass in the lamp.

Your night riding will be safer and more pleasant with the strong "Brilliant" white light ahead of you on the road.

Thousands of these Burners are now in use. They are fully guaranteed. If not obtainable at your dealers, a set will be sent prepaid upon receipt of $2.

DEALERS: Write today for our proposition.

The Monosmith Brothers Co. Spencer, Ohio U. S. A.

The H. M. Kipp Co., Ltd., Toronto, Distributors for Canada

THE COAST LINE TO
MACKINAC
DETROIT, CLEVELAND BUFFALO, NIAGARA FALLS.
TOLEDO, PT. HURON, ALPENA, ST. IGNACE.

A REAL VACATION

The D. & C. Line Steamers embody all the qualities of speed, safety and comfort. The freedom of the decks, cool, refreshing lake breezes and commodious state rooms makes life aboard these floating palaces a source of enjoyment.

"D. & C. A SERVICE GUARANTEE"

Daily service between Detroit and Buffalo and Detroit and Cleveland. Day trips during July and August, as well as two boats out of Detroit and Cleveland every Saturday and Sunday nights during these two months. FOUR TRIPS WEEKLY FROM TOLEDO AND DETROIT TO MACKINAC ISLAND AND WAY PORTS—From June 25th to Sept. 10th, SPECIAL STEAMER CLEVELAND TO MACKINAC ISLAND. TWO TRIPS WEEKLY. NO STOPS ENROUTE EXCEPT AT DETROIT EVERY TRIP. Daily service between Toledo and Put-in-Bay, June 10th to Sept. 10th.

RAILROAD TICKETS ACCEPTED on D. & C. Line steamers between Detroit, Cleveland and Buffalo, either direction. Send two cent stamp for illustrated pamphlet and Great Lakes Map. Address L. G. Lewis, G. P. A., Detroit.

DETROIT & CLEVELAND NAVIGATION COMPANY
P. H. McMILLAN, Pres. A. A. SCHANTZ, V. P. & G. M.

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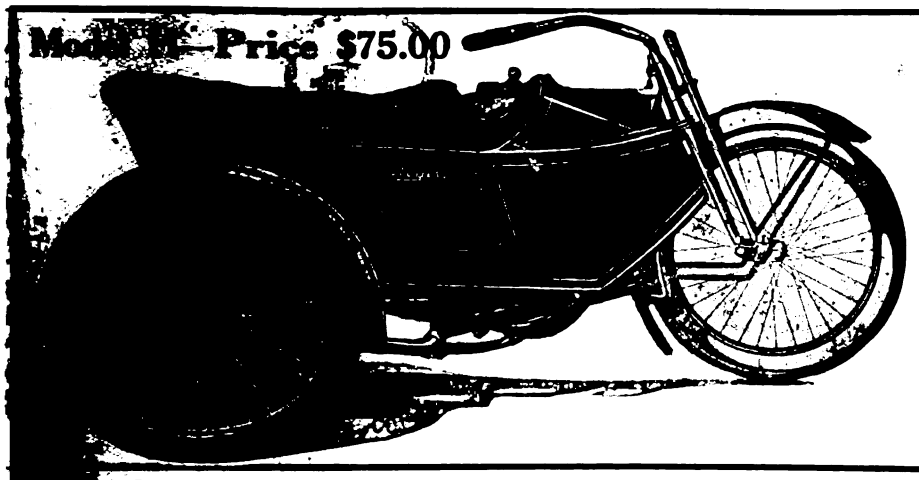


Rogers

The Sign of
SIDECAR QUALITY
and Guarantee of
SATISFACTION AND COMFORT
See the dealer or ask your friend who owns one.

ROGERS MANUFACTURING CO.
337 West Madison Street Chicago
Irving Beck (Service Station), 1493 Fifth Ave., New York.

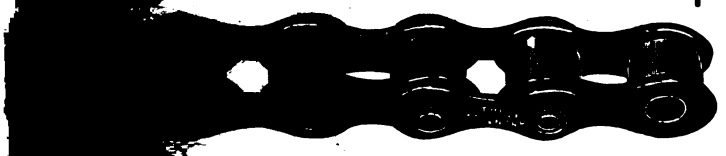
bbers—Remember!

you sell must sell not only on their merits, but have the added "punch" of distinction. When you the strongest motorcycle chain in the world," proven to competitive tests, you are assured of a ready market—

THE COVENTRY"

The price is $1.60 a foot to the consumer

HERBERT F. L. FUNKE CO.
112 Broad Street, New York



of a Perfect Whole

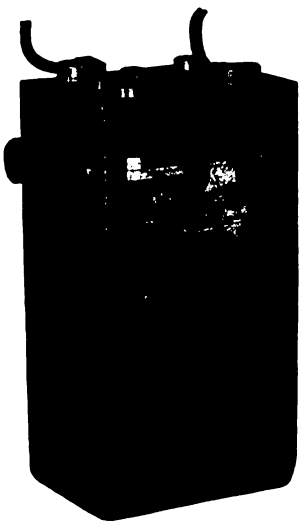
spark plug become temperamental for a while? Or does it work in perfect harmony with the rest of the motor? That's the big feature of

BENTON

"The Case Hardened Plug"

It's great for "teamwork." The most conspicuous thing about the BENTON is its unobtrusively perfect service ALWAYS. That's the sort of plug you want, isn't it?

Knowledge



IS power. A truth which fits the situation of the rider who uses an electrically equipped machine.

IF you understand the care and operation of your

WICO BATTERY

you will experience delightful service. Nothing gives us greater pleasure than to answer questions.

WITHERBEE IGNITER CO.
Springfield, Mass., U. S. A.

MASCO

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.
NEW CATALOG NOW READY
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

Announcement

Effective July 20th—The Retail Price of the F-N Tandem will be $11.00.

New trade prices on application.

FENTRESS-NEWTON MFG. CO.
Detroit, Michigan

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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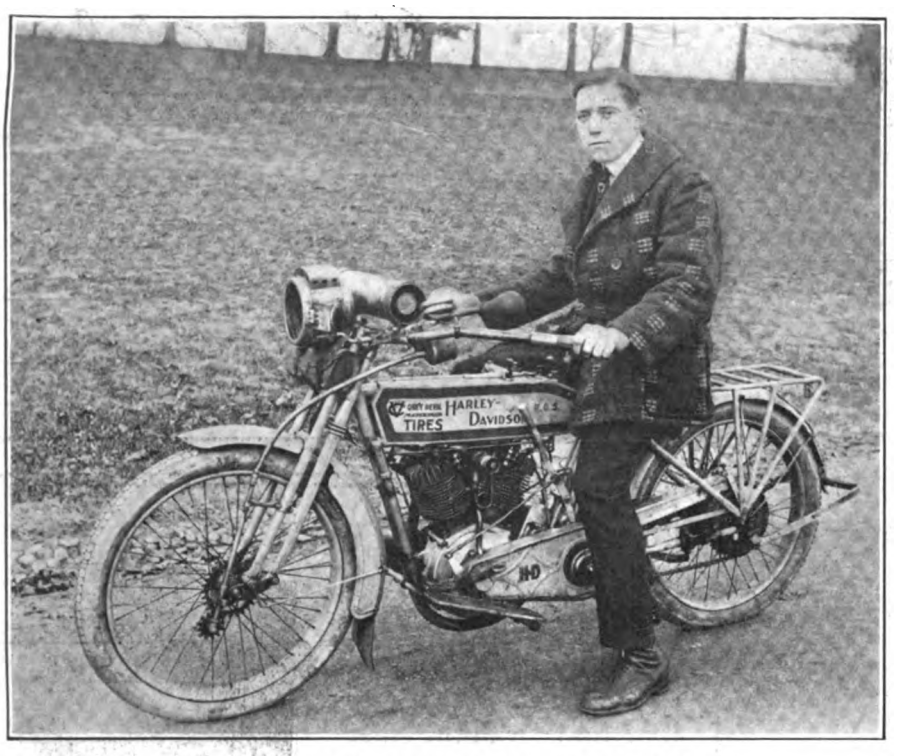
HAD TOP SCORE IN MARYLAND M. C. RUN.



Frank G. Schenuit, High-Score Man in Maryland Contest

BALTIMORE, Md.—Frank G. Schenuit, Harley-Davidson, received the top score of 999 in the fourth annual endurance run of the Maryland M. C., held Sunday, June 24, with F. O. Boyd and Bert Heinz, on Harley-Davidsons, and Carey Mears and T. Lowenstein, on Indians, not far behind him with scores of 997 each. Schenuit is a member of the firm of Schenuit Bros., Baltimore distributors of Pennsylvania Vacuum Cup tires. He holds a number of medals and other trophies as the victor in speed and endurance contests.

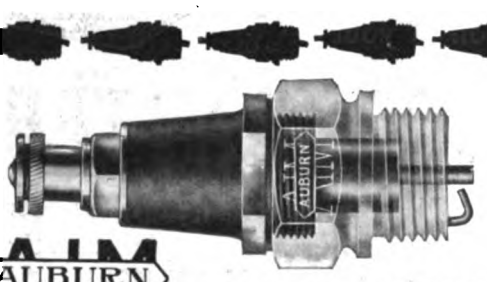
The scores of the other finishers in the Maryland run, which was run over a 128-mile course in western Maryland and Pennsylvania, ars as follows: A. W. Bosley, Harley-Davidson, 996½; H. Moat, Harley-Davidson, 996½; "Gus" Heinz, Harley-Davidson, 995½; I. Sandruck, Excelsior, 995½; R. Waltham, Harley-Davidson, 995; G. C. Sandruck, Excelsior, 995; Becker, Harley-Davidson, 994½; Paul Mamock, Harley-Davidson, 992½; Merriman, Dayton, 992½; Nessmith, Excelsior, 989; Irving Hammond, Indian, 988½.

19,300 MOTORCYCLES IN OHIO

COLUMBUS, Ohio.—W. H. Walker, Ohio registrar of automobiles, who also looks after the issuing of motorcycle licenses, had registered 19,300 motorcycles up to July 12. During the same period the department issued licenses to dealers and manufacturers to the number of 140. The total registration of motorcycles, both by owners and dealers and manufacturers last year was slightly in excess of 22,000.

TO RIDE IN LA GRANDE RACE

BOISE, Idaho.—A number of speedy local motorcyclists have left for La Grande, Ore., to participate in the big race meet which will be held there July 22-23. T. J. O'Keefe, of Portland, representing the U. S. Rubber Company, carried the news of the big La Grande program to this city, and worked up much interest among the local riders.



AIM SPARK PLUGS

They're built to give the sort of ignition service you've heard some riders brag about—but never had yourself. Get in line for a troubleless riding season—specify AIM.

Auburn Ignition Mfg. Co., Inc., Auburn, N. Y.

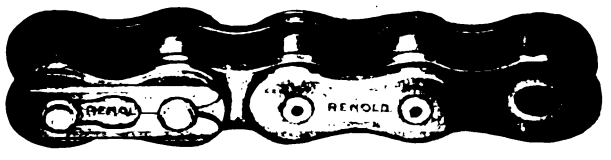
Renold Chains show what metal they're made of

H R

when put to the test — they've a "quality reputation to maintain."

7143 ⅝" pitch ¼" wide **For Racing Purposes** 7144 ⅝" pitch ⅜" wide

PETER A. FRASSE & CO., Inc.
419 Canal St. New York



GET IN DIRECT TOUCH WITH PROSPECTIVE CUSTOMERS BY CIRCULARIZING TO OUR LISTS OF MOTORCYCLE OWNERS

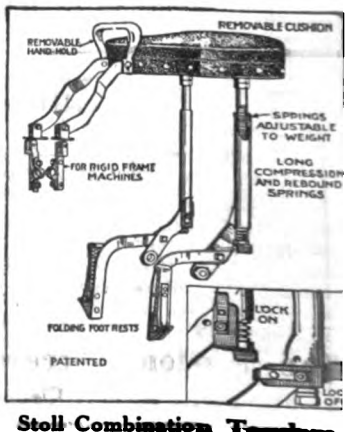
We copy official motorcycle records in the capitol here and can compile a list of the motorcycle owners for your section of the state, at lowest rates, sending you supplements, regularly, the balance of the year. We can compile a list of the owners of any particular motorcycle you may wish a list of.

CAPITOL AUTO LIST COMPANY,
68M STATE STREET ALBANY, N. Y.

COMFORT + SERVICE

When you consider what a really comfortable tandem is called upon to do, then you begin to study its essential features. The careful buyer, invariably selects a Stoll Tandem because of its substantial construction and its comfort features. The long, enclosed springs work in oil, and will not break. The entire frame work is sturdy, and is pivoted at all joints where there is a strain; this, together with the springs, guarantees a smooth, flexible action on the road. There are many other important features in the Stoll Line. Look them over. Get our descriptive folder free.

The Stoll Manufacturing Co.
23rd & Walnut Sts., Denver, Colo.



Stoll Combination Tandem No. 2

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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WORTH MORE Berling Magneto DOES MORE

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.

TRAVEL ON AIR

INSIST ON COMFORT AND EASE, BY USING THE PNEUMATIC AIR CUSHION.
Is inflated without use of pump and deflated and carried in pocket or tool kit. Radically different and far superior to any article used for this purpose. FITS ALL LUGGAGE CARRIERS and can also be used for any other purpose, such as camping, fishing or any other place where comfort is desired. Its durability backed by two years' practical test.
PRICE $3.50
Write for literature today.
MOTORISTS' ACCESSORIES CO.
Ashland, Ohio.

Price $3.25

For a loud warning, durability and appearance, the
HANDPHONE
is unequalled.
Automobile Supply Mfg. Co., Inc.
220 Taaffe Place, Brooklyn, N. Y.

The choice of the experienced rider is
PREST-O-LITE
The Only Practical Light for Motorcycles.
The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.
The Prest-O-Lite Co., Inc. 246 SPEEDWAY INDIANAPOLIS, IND.
The World's Largest Makers of Dissolved Acetylene
Prest-O-Lite Exchange Agencies Everywhere

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT

This Name Guarantees Satisfaction
See that it is on the sidecars you sell in 1916!
Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan

Wherever Ball Bearings are used you will find
THE STAR
STAR
Ball Retainers

Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.
For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!
The National Screw and Tack Co.
Cleveland Ohio

"DUCKWORTH" CHAINS

Are sold on merit, not on price. Satisfactory service is their strongest selling argument.
DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

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National Dealers' Directory

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DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
900 W. 126th St. New York.
'Phone, 8352 Morningside.

OILS **SUPPLIES**
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2959 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
115 Greenwich Ave. Phone 2956 Chelsea.

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

FLYING-MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 540

Oliver's Bronx Distributing Agency for
INDIAN
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Berchheimer, Prop. V. C. Palesano, Mgr.

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

T. J. SIXSMITH
283 W. 140th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8961 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

STERN BROS.' F. A. M. SHOP
INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

BROOKLYN

HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1660-1662 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
HOWARD C. HENDRICK
155 Howard Ave. Phone: Bush 3639

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 2006 East N. Y.

Distributor
EXCELSIOR — CLEVELAND
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

THOR MOTORCYCLES
Complete stock of parts, over-night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN,
1631 Bedford Ave. Brooklyn, N. Y.

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 498J Flush.

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

NEW JERSEY

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
162 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1890 Hackensack, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON. Reg. F. A. M.
Opp. Proctor's Thea.
Mt. Vernon, N. Y. Phone 2275
"WE FIX EVERYTHING"

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated

THE BIG RESULT GETTER

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
CITY SUPPLY CO.
56 Warren Street New York

You Can't Beat Our Prices
On Slightly Used and Rebuilt Motorcycles
The finest line ever offered, at the lowest prices, and if you don't get our list you'll be the loser. Machines from $30 up, and every one guaranteed.
A Big Free List on Request—Send For It
WESTERN SUPPLIES CO.
1448-52 Larimer St. Denver, Colo.
Largest Cycle and Motor House in the West

The wise ones are buying their tires from us.
Why ?
Write us size you use and let us quote our prices.
E. J. WILLIS CO. 85 Chambers St. New York City

EXCELSIOR - SERVICE
Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.
STANLEY T. KELLOGG Eastern Distributor
Bridgeport Conn.

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
IRVING BECK
1491 Fifth Ave. Phone Harlem 7083

BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
MUNCIE PISTON CO., Muncie, Ind.

Are You Looking for Bargains in Second-hand Motorcycles?
Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

Classified Advertisements

ONE INSERTION THREE CENTS A WORD. MINIMUM 50c. MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

FOR SALE—1915 Model 2-speed Yale twin in first class condition. Old Sol light; F N tandem mechanical horn. For bargains write J. P. Culbertson, Richmond, Kentucky.

FOR SALE—1915 Indian three-speed twin, electrically equipped, and 1913 sidecar, complete with Corbin-Brown speedometer, luggage carrier, tire chain, etc.; run 4,878 miles; $225. F. L. Brainerd, Barton, Fla.

HENDERSON, four-cylinder, brand new 1915 single-speed, $195. Brand new two-speed, $225. Act quick if you want a bargain. L. J. Mueller, 6311 Woodland Ave., Cleveland, O.

HOME TRAINERS with miniature dial track and manikins; crate with bicycle trunk, $75.00. A1 condition. O. C. B., care Motor Cycle Illustrated.

FOR SALE—Old established and well paying bicycle business in connection with men's furnishings and footwear lines which makes it an all the year around business. Address F. T. Abbott, 290 Clinton St., Binghamton, N. Y.

FOR SALE—Motorcycle repair business including the following items: engine, lathe, drills, press, air compressors, enameling ovens, gasoline tanks, oil tanks, brazers, tools of all kinds; also parts for several makes of motorcycles. Will be sold very cheap. Address Best's Garage, Waverly, N. Y.

FOR SALE—CHEAP TO QUICK BUYER at $75.00, one Cygnet Rear Delivery Van, to fit Indian; investigate this offer at once. J. B. Flory, Lancaster, Pa.

FOR SALE—Harley twin speedster and Harley single two-speed, 1915 models, been run only few miles, in perfect condition; never in spill. Will sell speedster for $135 and single two-speed for $125. Ship for $15 deposit each, balance C. O. D. subject to examination. R. C. Smith, Burt, Iowa.

FOR SALE—A number of Indian carburetors complete with manifold, good as new, were taken in exchange for other makes; price $4.50. H. Rauer, 193 Belmont avenue, Haledon, N. J.

FOR SALE—Sidecar outfit: Pope two-speed twin with Majestic gunboat sidecar, in fine shape, only $200. Pope twin with Eclipse two-speed, almost new; new casings; big bargain; $150. Pope roadster, very fast; first class shape; bargain at $150. Terms, $25 down, balance C. O. D. Address Emery-Corwin Co., Belleville, Ill.

OLD ESTABLISHED motorcycle, auto supply business on Lincoln Highway, Philadelphia, Pa., doing $45,000 a year business; store with fixtures, office supplies, equipped shop, gas engine, lathe, welding outfit, etc.; complete stock, goodwill and fixtures; rent low; any kind of lease; valuable agency for well known motorcycle. Sell on account of health. For further particulars address S. W. G., 1525 Blavis street, Philadelphia, Pa.

HELP WANTED

SALESMAN WANTED—New York house of motorcycle repair parts and accessories has vacancy for traveling salesman. Good opportunity for right party. Chance for repairman or motorcycle dealer having salesman's ability. C. M., care of MOTOR CYCLE ILLUSTRATED.

WANTED—A few young fellows with experience in bicycle and motorcycle parts to wait on the trade. City Supply Co., 56 Warren street, New York.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

STOLEN—On May 29-30—An Indian "1915" twin motorcycle, 2-speed. Engine number 72G120. No rear seat or luggage carrier. Had headlight and presto tank, ribbed tread tires, Goodyear 28x3, special air cushion saddle, and front exhaust pipe had a large dent in it. Reward offered. William Bonin, Babylon, L. I., N. Y.

WANTED—25 second hand bicycle frames with hangers and forks. Can use a few juveniles' frames, boys' or girls'. Give best cash price. Layton's Bicycle Shop, Spartanburg, S. C.

THE CYCLE AND MOTORCYCLE FACTORY, MAGNAT-DEBON, 69 Cours de St. Andre, at GRENOBLE, FRANCE, desires to receive offers from American houses, for all the articles pertaining to this line of manufacture, viz.: "Tubes for frames, handlebars, hoop irons for rims, cranks, pedals, hubs, spokes, nuts, various connections, pressed and punched parts, aluminum cases, pistons, cylinders, cast (fly) wheels and all the accessories entering in the manufacture of bicycles and motorcycles." Please make offers and state whether these parts can be made on special models. Magnat-Debon, 69 Cours de St. Andre, Grenoble, France.

WANTED—EVERY LIVE AGENT TO HANDLE OUR MONOGRAMS FOR MOTORCYCLES. Write for particulars. Western Motorist Accessories Co., Cheyenne, Wyoming.

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FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

The Oldest and Largest Supply House

FREE

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.

Hammondsport, N.Y.

3664 S. Main
LOS ANGELES, CAL.

IT BALANCES PERFECTLY

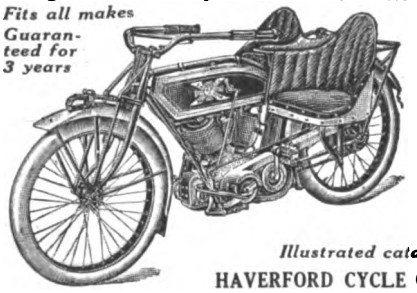
You remember the time before you learned how to ride a bike. You would almost swear it couldn't be done. You couldn't imagine how it was possible to ride a two-wheeler without falling off.

TRY A TRIPLEX

Riding in a pair of these chummy Side Seats is just as easy as riding on the ordinary saddle—and a whole lot more comfortable and convenient.

Fits all makes

Guaranteed for 3 years



Price $25

DEALERS: Here's something the rider wants—something to put real ginger into your sales. Write at once for agency proposition.

Illustrated catalog on request

HAVERFORD CYCLE CO., Philadelphia, Pa.

HARRIS

TRADE MARK REG. U.S. PAT. OFF.

A Little Goes a Long Way

And Every Drop Counts

OILS AND GREASES

Friction's Deadliest Enemy

Better lubrication, smaller upkeep expense, less wear on the motor results from the use of Harris Oil.

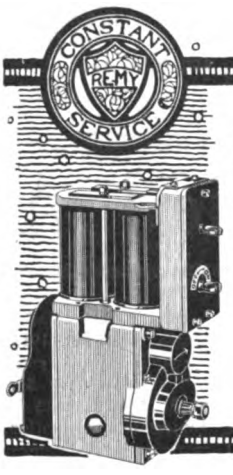
We produce a special oil for Motorcycles. Ask your dealer or write.

A. W. HARRIS OIL CO.

326 S. Water St., Providence, R. I.

Branch: 143 No. Wabash Ave., Chicago, Ill.

REMY



End your lighting and ignition troubles. The sure way is to buy a mount equipped with the Remy System. Then, a turn of the switch and you get a steady stream of bright, intense light—you can depend on it always. You can rely on Remy ignition too. It never fails—you get a big hot spark at every speed.

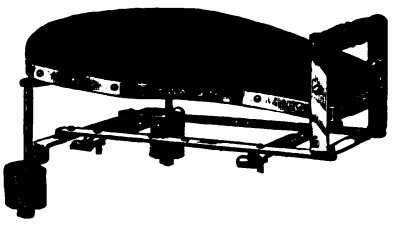
Your Harley-Davidson dealer will gladly demonstrate.

REMY ELECTRIC CO.

Factories: Anderson, Indiana

Sales & Engineering Offices: Detroit, Mich.

129



No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price

$5.50

Complete

DEALERS—**Write us for our new Proposition**

WALD MANUFACTURING CO.

Dept. F **SHEBOYGAN, WIS.**

NEW YORK SPORTING GOODS

FREE TO DEALERS

Write us on your letter head or enclose your business card and we will send you our new catalogs.

No. 60 Motorcycle Supplies
No. 64 Bicycle Sundries

A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

New York Sporting Goods Co.

15 and 17 Warren St., near Broadway **New York**

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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EXCELSIOR MOTOR MFG. AND SUPPLY COMPANY
EXCELSIOR AUTO CYCLE
ALWAYS · MAKES · GOOD

To the F.A.M.
In Convention Assembled

GREETINGS

To the F. A. M. and motorcyclists in general, we extend our best wishes for enjoyment and prosperity.

As our contribution to that end, we shall continue to produce the Best, Most Practical and Reliable Motorcycle that can be built.

Our policy will continue to be founded on the Golden Rule of "Doing to others as we would be done by", and considering every Excelsior dealer and rider a potential element in our prosperity, entitled to thorough and conscientious consideration and assistance—our policy backed by a Motorcycle that

ALWAYS MAKES GOOD.

Excelsior Motor Mfg. and Supply Co.

Office and Factory: 3703 Cortland Street, CHICAGO

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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BLUE

GOODYEAR
AKRON
Bicycle Tires
Guaranteed

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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STREAKS

A Profitable Policy, Plus Publicity

IF YOU will consider the Blue Streak sales plan in all of its progressive steps, you will find that we told the truth when we said that you will not be presenting something old, but something new in the trade.

The Goodyear Square Deal Policy—one tire, one price, one guarantee—and the advertising of this Policy, in and of itself, automatically and immediately puts all other bicycle tires into a less positive quality class than Blue Streaks.

It persuades bicycle riders to give Blue Streaks precedence in their minds over any other tires.

Moreover, this policy clearly makes an issue between long wearing, guaranteed Blue Streaks and inferior tires of doubtful make and guarantee.

It points out to the public that there is a difference in bike tires which the public has not known to exist.

It inclines the buyer to be more careful—to ask, in fact, for Blue Streaks—because the one price is known and the guarantee is positive.

Inasmuch as there is only one standardized bicycle tire on the market you can imagine what the result has been.

Blue Streaks have been the most profitable tire for dealers because they have brought permanent, satisfied customers and a quicker and larger volume of sales.

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
AKRON
Bicycle Tires
Guaranteed

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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That Harley-Davidson

With the steady, unrelenting, onward sweep of a forest fire, the Harley-Davidson track corps is sweeping everything before it. At La Grande, Oregon, July 22nd, Tracey Hollister opened the Harley-Davidson festivities by grabbing the big Northwestern Championship in the fast time of 46:20-$\frac{4}{5}$. It was exclusively a Harley-Davidson race, second and third place being also annexed by the Silent Gray Fellows.

On the second day of racing, Otto Walker, mounted on a 1916 stock Harley-Davidson, won the Far Western Grand Prize Hundred Mile event in the wonderful time of 85:42-$\frac{4}{5}$. Irving Janke, of Dodge City fame, was well in the lead

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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Clean-up at La Grande

when he ran out of gas at the 96th mile. Then, and then only, Walker, with his body flattened against the tank, his nose on the handlebars and riding for all he was worth, "zoomed" by with his motor purring like ten thousand cats, and took the lead to the end. It was a great race but nothing to it but Harley-Davidson.

Otto Walker then capped his day's performance by cleaning up in the Five Mile Open, winning handily in three minutes, thirty-eight and four-fifths. Hollister also repeated and captured the Five Mile Race for Local Riders in 3:49-$\frac{4}{5}$.

"East is East and West is West"—but Harley-Davidson victories reach from Coast to Coast.

Otto Walker, Oakland, Cal.

Irving Janke, Milwaukee, Wis.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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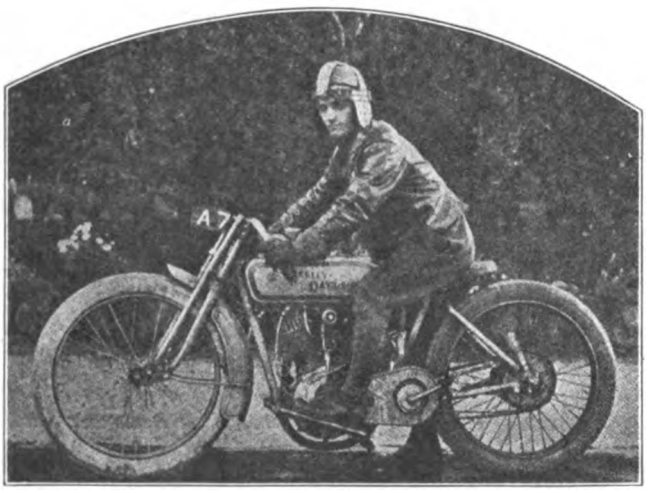
And Australia Too

Three more road records have been added to the Harley-Davidson string of Australian records by H. A. Parsons of Melbourne, according to cabled news from Bennett & Wood, Ltd., Sydney.

Parsons' latest exploit was to ride one mile in 46 2-5 seconds; five miles in 4:11 4-5; ten miles, 8:28 2-5—and all on the road—mind you.

The Harley-Davidson Holds—
Australasian Quarter Mile Record
One Mile Road Record
Five Mile Road Record
Ten Mile Road Record
World's 100 Mile Road Record
Canberra Club (100 Miles) Trophy
Christchurch Heavyweight Trophy
Sydney Motorcycle Club 24 Hours Reliability Trophy



Parsons' Most Famous Achievement was in the road race at Mortlake when he rode 101.7 miles in 97 minutes, but now he evidences intentions of capturing all Australian records

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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HELP!

That's what you bicycle dealers want, isn't it? Help to sell more wheels. Well then, place on your side the tremendous selling force embodied in the

MORROW

"The Brake that Cancels Danger"

So closely woven are manufacturers' reliability claims into MORROW equipment that "perfect coaster braking" is generally understood to mean MORROW equipment.

The bicycle is coming back *strong*. This year promises to be the biggest bicycle year since the bicycle boom in the nineties. And the MORROW is the silent selling force that will help YOU sell more wheels than you ever sold before, if you enlist its aid.

Write for Full Details

ECLIPSE MACHINE COMPANY

ELMIRA **NEW YORK**

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Wisconsin Cylinders WIN

AT

DODGE CITY

JULY 4th, 1916

RECORDS SMASHED

300 Mile - - - Irving Janke
200 Mile - - - Irving Janke
100 Mile - - - Floyd Clymer

On a Harley-Davidson

SHEEPSHEAD, N.Y.

JULY 4th, 1916

100 Mile Race Won by

PARKHURST

On a Harley-Davidson

THE HARLEY-DAVIDSON MOTOR COMPANY'S

Staff of Buyers Scour the Country for the Very Best in the Few Parts of the Equipment Not Made by the Company Itself

---

ALL HARLEY-DAVIDSON CYLINDERS

ARE MANUFACTURED BY THE

Wisconsin Cylinder Foundry Co.

RACINE JCT., WISCONSIN

CASTINGS SUPPLIED FROM CUSTOMERS' PATTERNS ONLY

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BLUE STREAKS

Everybody—Clean Up!

Grime and grit are all right on the race track, but they were never intended for pleasure riding.

It is perfectly true, as every motorcycle dealer knows from actual experience, that a very appreciable number of motorcycle sales are lost because some riders, some motorcycles, some shops and some salesmen don't "look" as though the sport of motorcycling is all the fun claimed for it.

It's the happy smile—not the grimy face—that makes men want a motorcycle.

And it's the clean, bright, silent motorcycle—not the greasy, snorting demon—that will attract a larger and larger number of pleasure riders.

We think you will agree with us that motorcycling is for the many and not the few—that if motorcycling were made cleaner for the rider it would be a more popular sport. And popularity means increased motorcycle sales for dealers.

The Goodyear Dealer Helps are offered for the purpose of assisting motorcycle dealers in presenting the motorcycle to possible purchasers in the best possible light.

We want you to sell Blue Streak Tires. We show our faith in the profit and prestige Blue Streaks can bring your store by offering you ways and means of increasing your motorcycle sales as well.

These Helps we gladly send you—most of them free or at a trivial cost. Posters, Window Cards, Window Displays, Good-Will Gloves, Motion Picture Slides, Newspaper Advertisements, Goodyear Letter Service and the beautifully enameled Goodyear Blue Streak Service Station Sign.

Whether you are a Goodyear Dealer or not, makes no difference. We want you to see samples of these Selling Helps. Write us today.

The Goodyear Tire & Rubber Company
Akron, Ohio

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United States Tires Win Jack Pines Run and at Sheepshead Bay

I. F. Jacobs riding on United States Tires won the recent Jack Pines Endurance Test.

"Babe" Buttlar riding on United States Tires won the 10 and 25 mile amateur race at Sheepshead Bay.

Thus, under the severest road conditions and on track as well, United States Tires made good.

Also Baker on United States Tires broke every road record from 1 to 1,000 miles in Australasia last winter.

Here are three of the many proofs to our contention that for road service there are no motorcycle tires quite so good as those made by the United States Tire Company.

United States Tire Company

'Chain,' 'Nobby,' 'Studded,' 'Corrugated'
Motorcycle Tires

1790 Broadway - - New York

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MOTORCYCLE ILLUSTRATED
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THE MOTORCYCLE PUBLISHING CO.
13 PARK ROW
NEW YORK
Vol. 12 No. 4
July 27, 1916

JOHN F. ALVORD SUCCEEDS HENDEE

New Yorker Becomes President of Hendee Mfg. Co. and Will Assume Active Control—Hendee's Entire Holdings Are Sold to Alvord and His Associates—Had Long Desired to Retire From Business—Hinckley Resigns as Secretary—New Executive Is Head of Splitdorf and Torrington Companies

NOTHING RESEMBLING A MERGER IS UNDER WAY, IT IS STATED

SPRINGFIELD, Mass., July 26—George M. Hendee has resigned as president and director of the Hendee Manufacturing Co., and disposed of all his stock holdings in that company.

Mr. Hendee is succeeded as president by John F. Alvord, of New York, president of the Torrington Company, head of the Splitdorf Electrical Company and various other enterprises, and a man who has made a marked success as a manufacturer.

This important announcement was made following a meeting of the Hendee company directors on Tuesday, July 25. It was further officially announced that Charles H. Hinckley, secretary of the Hendee company, had resigned to accept a position with the Willys-Overland company.

What other changes there will be, if any, has not yet been announced, nor is it known who will be selected to be general manager. While taking active control, Mr. Alvord will not, it was said on good authority, make his headquarters in Springfield.

The stock interest of Mr. Hendee has been acquired by Mr. Alvord and his New York associates. Of the details of the transaction nothing definite was divulged, but it is understood that the holdings of the Springfield men interested are not increased.

EMPHATICALLY, it was stated, that nothing resembling a merger is under way. Though the Hendee company has business relations with the Splitdorf and Torrington companies, the reasons for Mr. Hendee's sale to Mr. Alvord and his associates are:

1—Mr. Hendee's strong desire to retire from business.

2—The confidence of the New York men in the Hendee company as a thriving concern.

The company has an authorized capital issue of $12,500,000, of which $2,500,000 is preferred stock and $10,000,000 common. Of the preferred shares $300,000 have been retired. Mr. Hendee and his friends have had control of the common stock, though his personal holdings are a minority interest.

After the meeting of the directors on Tuesday, the following statement was issued:

"The desire on the part of George M. Hendee to retire from the activities of the Hendee Manufacturing Company has been known among his associates for the past three years, but only recently was the desire made possible through the larger interests hinting that they would not be adverse to further increasing their holdings in the Hendee Manufacturing Company.

A Good Opportunity

"This gave Mr. Hendee the looked-for opportunity which would allow him to retire and enjoy to its full extent his beautiful estate in Suffield, Conn., with the result that a deal was consummated, not only for the sale and purchase of his entire holdings in the Hendee Manufacturing Company, but also he was to be relieved from active duties, to become effective not later than August 1.

When Earl Resigned

"It will be remembered that about two years ago when Clarence A. Earl entered the Hendee organization, Mr. Hendee was about to realize his desire to retire at that time, but shortly afterward Mr. Earl received a call to join forces with the Willys-Overland Company, which necessitated Mr. Hendee reluctanctly getting back into harness.

"At the regular monthly meeting of the directors, held this day, July 25, the resignation of Mr. Hendee as president and director was tendered and accepted, and the following reso-

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lution was passel: 'Resolved, That the directors with deep regret accept the resignation of George M. Hendee as president and director, and include in this vote an expression of their appreciation of his large service to this company and this community in upbuilding thoroughly and, with energy, integrity, generosity and foresight, from small beginnings, this great industry, indeed, the greatest of the motorcycle world.'

Mr. Hendee's retirement will be of great interest to manufacturers, but to the community where he has lived and won a brilliant success there is an added touch of romance. Mr. Hendee is not yet 50—though he will be in October—and he has made his "pile." Not so many years ago, it seems, he was a hero in the bicycling world, the king of the high wheel and a popular favorite. Springfield people know how he was able to capitalize sport and how, with the inventive genius of Oscar Hedstrom—now back again with the Hendee company—the motorcycle business was built up, first slowly, and finally with a rush that made it Springfield's leading manufacturing concern. It now has about 1,700 employes.

George M. Hendee

"John F. Alvord, president of the Torrington company, was elected president and director to fill the vacancy caused by Mr. Hendee's resignation.

Hinckley Resigns

"Charles N. Hinckley, secretary of the company for the past two years and a half, also handed in his resignation, which was also accepted, he having had offered to him an important position with the Willys-Overland Company."

Glad and Sorry

Mr. Hendee said on Tuesday that he was both glad and sorry to leave the company.

"For three years," he said, "I have been hoping that before I reached the age of 50 years I might retire from the great activities of the Hendee Manufacturing Company, and that I might in full enjoy my beautiful estate at Suffield. I do not mean by this that I intend to lie down and die, for such is very far from my mind, as I intend to keep very much alive and in touch with the times.

"It is with a great deal of regret and a great deal of pleasure that I lay down my connection with the company, the upbuilding of which has been my life work. I also have deep regret in leaving those who have been in our organization and who have always been so loyal to me and to the company. The pleasure comes from laying aside the heavy duties incumbent on the offices which I have held, and to devote myself to many pursuits which are not as arduous.

His Attractive Farm

"I am very much in love with my farm down in Suffield, and we are doing some interesting things there. We have a herd of about 70 Guernseys that cattle experts say are first class; we are growing alfalfa and the first cutting this year shows it to be a success. I have about 265 acres down there and I am going to get all the pleasure and value out of it I can." He added that he was glad to be able to sell his holdings advantageously and to step down and out with, he believed, the best of good wishes from every source.

Regarding the future of the company, he said, after referring to Mr. Alvord's fine abilities, "It is not the intent to make any radical changes in the management. Frank J. Weschler, treasurer and sales manager of the company, will no doubt find his duties considerably added to, and the other officials and members of the organization will no doubt remain. Oscar Hedstrom, who rejoined the forces on July 1, will still lend his strength on the mechanical end.

Outlook Is Fine

"The business of the company so far this fiscal year is far in excess of the business for the like period of last year, and the official showing made this year will unquestionably be very satisfactory. The models for 1917 are all decided upon and material purchased, and the outlook for 1917 is very bright, indeed. In fact, the outlook is better than it has been during the past two years."

The Hendee company preferred stock has lately been quoted at 97 bid, 99 asked. The common stock in the last two weeks has shown a marked rise. On July 11 the quotation was 23 bid, 27 asked. Tuesday they were 32 bid, 32½ asked.

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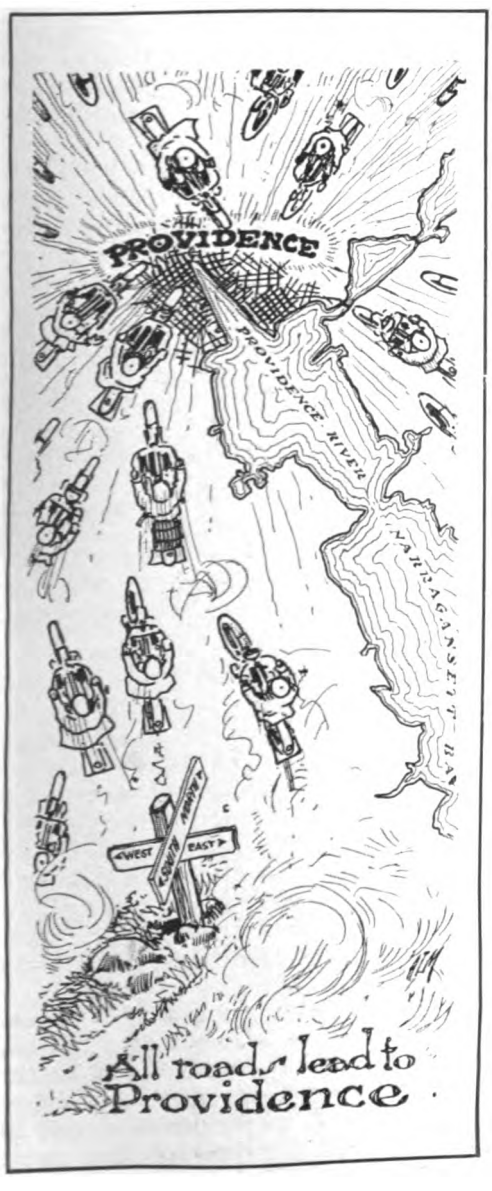
Running "off" the races in the lobby of the Crown Hotel.

CONVENTION RACES ARE CALLED OFF; PROVIDENCE SAUCER DECLARED UNSAFE AND F. A. M. SANCTION IS WITHDRAWN



"Plain Suicide to Let Out Big Twin on That Track," Says Red Parkhurst—And After Tryout Other Speedsters Refuse to Compete on Narragansett Speedway—Donovan Backs Up Speedsters' Stand

CONVENTION PROMOTERS ANGERED AT RIDERS' ATTITUDE

Insist That Speedway Is Safe and Want National Body to Refund $1,600 to Cover Loss from Abandoning Championship Events; More Than $500 Tied Up in Prizes—Rumor That Titular Races May Be Staged at Boston or Sheepshead

F. A. M. HEADQUARTERS, Providence, R. I., July 26.—Unexpected developments on the racing salient of the first line Federation trenches, taking the form of a refusal by the professional speedmen to compete on the Narragansett Speedway because they believed it unsafe for high-powered motors, upset all the plans of the headquarters' staff today and forced the abandonment of the F. A. M. championship meet scheduled for this afternoon. The racers were supported in their stand by Competition Chairman John L. Donovan, who decided, after a formal inspection of the track, that the objections were justified.

Competition Committee Firm

Sporadic skirmishing in the lobby of the Crown Hotel and vicinity is still relieving the tedium of the front line conventionites as this is written, but the F. A. M. competition committee remained firm and has consolidated its position. There will be no championship races under F. A. M. sanction on the Narragansett Speedway in connection with the present convention. So much for the war news.

Riders Hold Conference

A rumor that some of the best known speedmen present feared the consequences of using high powered motors on the Narragansett track gained circulation yesterday afternoon, and last evening a meeting of the racing men and some factory representatives was held. The racers attending the conference were: Don John, Ray Creviston, Gene Walker, John Constant, Morty Graves and Ted Carroll, of the Indian camp; Bill Brier, "Red" Parkhurst and Ray Weishaar, of the Harley-Davidson speed squad, and Bob Perry and Glen Stokes, the Excelsior riders.

The factories were represented by Oscar Hedstrom, E. M. Jackson and J. A. Priest, of the Indian, and Arthur Davidson and Frank Rodger, of the Harley-Davidson. Legal Actions

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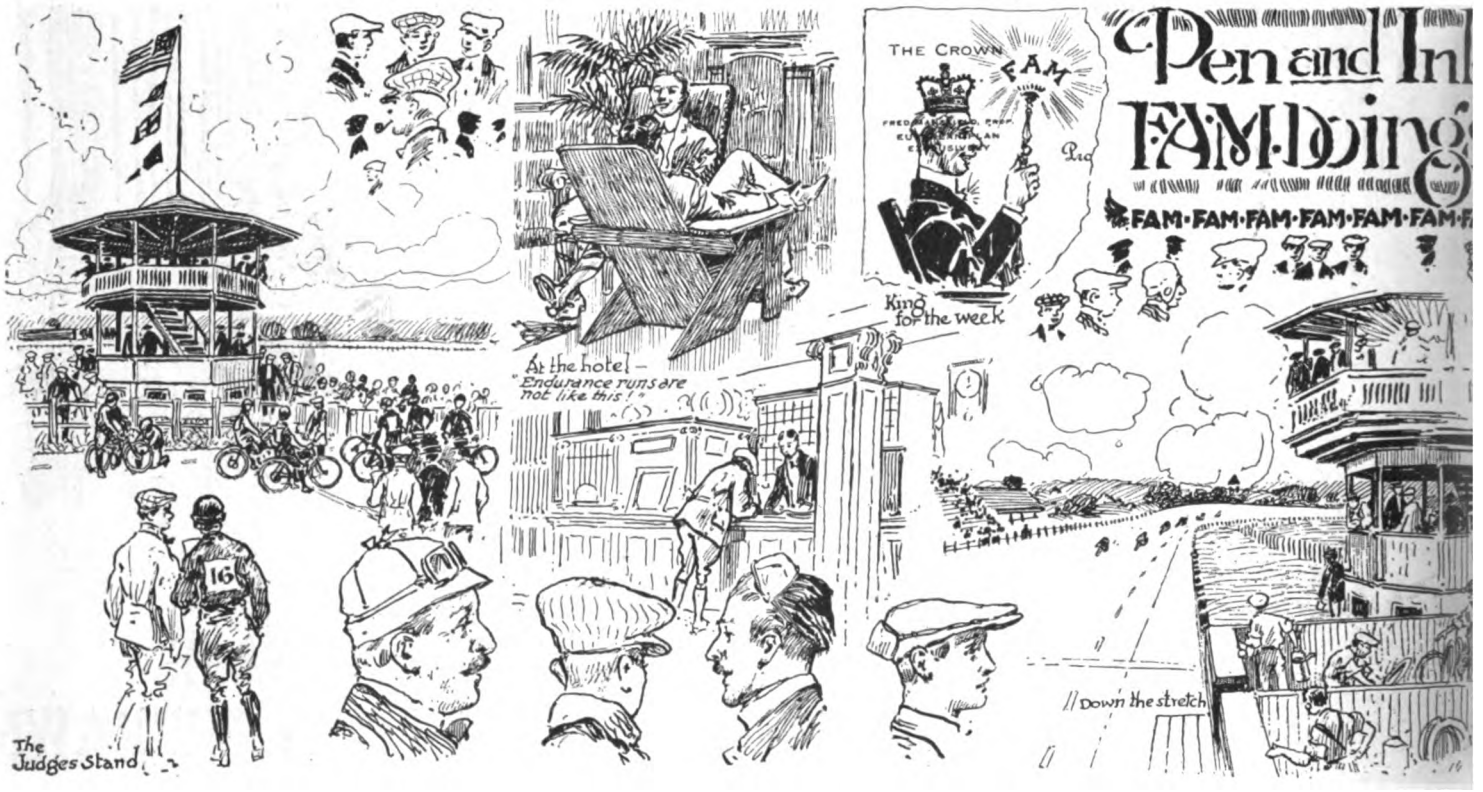

Why Do the Speedway Scenes Predominate These Clever Pen Sketches When No Races Were Held?

Chairman William M. Johnson, director Jes. Campbell and B. A. Swenson were also present. The racers were unanimous in their statement that high speed work on the Narragansett track could be undertaken only at peril of life. They explained that the concrete bed of the track is quite rough and that both inside and outside fences around the course are so constructed as to invite disaster.

No Danger, Swenson Says

B. A. Swenson, chairman of the general convention committee, argued that races were successfully held on the track last fall and that the success could be repeated. He contended that good racing could be provided on the speedway without letting the big twins out to the full and that the riders would thus be in no danger. A number of Providence riders supported Chairman Swenson in this claim.

Before last night's meeting was over it was practically decided that the championships were off, so far as the Narragansett Speedway was concerned, and a second meeting this morning clinched the matter. The matter came to a head when Arthur Davidson turned to Ray Weishaar and asked:

Harley-Davidsons Withdrawn

"Do you feel that you are going to be hurt if you ride at speed on that track?"

"I certainly do," answered Weishaar.

"That settles our end of it," said Mr. Davidson. "I now withdraw the Harley-Davidson racing team."

The Excelsior riders, Perry and Stokes, also withdrew at this time. It was unnecessary for the Indian representatives to go on record formally, as the withdrawal of the Excelsior and Harley-Davidson racers had eliminated the element of competition.

Chairman Swenson vehemently objected to the attitude of the racers, and insisted this morning that races would be held this afternoin. Referee Donovan then announced that any such contests would be without F. A. M. sanction. Mr. Swenson then demanded a written withdrawal of the sanction, and in the discussion which followed, it developed that the actual sanction papers had not been turned over to Swenson. This was only one of a dozen interesting twists that the situation took in the course of the next few hours.

$500 in Prizes Tied Up

Swenson called attention to the fact that something like $500 had been spent for race prizes, and that other expenses had been incurred by the convention committee. He stated that he would expect the F. A. M. to refund $1,600 to cover the loss that would be occasioned by the abandonment of the championship races. Legal Actions Chairman Johnson assured Mr. Swenson that his rights would be fully considered later.

About 4 o'clock this afternoon an attorney representing the convention committee held a conference with Legal Actions Chairman Johnson. He was told that the F. A. M. felt morally compelled to call off the races and that the matter of finances would be taken up in due time. One of a dozen reports now circulating through the crowd is that a suit for $25,000 against the F. A. M. is contemplated. But this is not taken seriously.

Skillful Riding—That's All

When requested to state his position, Mr. Swenson told the staff representative of **Motor Cycle Illustrated** that he was absolutely sure that the races could be conducted on the Narragansett Speedway with no more danger than on any other track, but that skillful riding rather than

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Well, Everybody Talked Racing and a Few Speed Trials Were Staged on Tuesday. And That Was Enough!

headlong speed would be required, which arrangement did not satisfy some of the racing men.

Still Would Hold Races

"I have been the means of bringing a big crowd to Providence to witness races on a track which I believe to be safe," said Mr. Swenson, "and if it is in any way possible I am going to hold races. I do not feel that I am getting a fair deal in this matter, and I plan to get some of the best local speedsters together and put on a program tomorrow (Thursday)."

After visiting the track with Directors Johnson, Campbell and Holton and several factory representatives, Chairman Donovan called a meeting of the F. A. M. directors, sitting as the competition committee. Directors Daentz, Ash, Hunt and Castle were represented by proxy. Only Director Pixley's vote was lacking. The committee made its decision as follows:

"After consideration and discussion the action of the referee was unanimously sustained and the refusal of the riders to compete was justified by the board of directors sitting as a competition committee."

Those Refusing to Ride

The statement of racers was presented to the committee, signed by the following: Ray Creviston, Glen Stokes, Ray Weshaar, Bob Perry, Morty Graves, Edward Carroll, L. E. Parkhurst, S. Dean, William Brier, Don Johns and Gene Walker. They summed up their objections by saying: "We know it (the track) to be unsafe at high rate of speed."

There has been some talk of taking the F. A. M. championships to the Readville track, near Boston, and the Sheepshead Bay Speedway has also been considered for a future date. There are strong indications tonight, however, that no sanctioned championship races will be held in connection with the convention.

Narragansett Speedway is slightly banked at the outer edge, and both inside and outside fences are built of six-inch poles, on which railroad irons have been used instead of wooden rails.

"It would be just plain suicide to let out a big twin on that track," said "Red" Parkhurst after making several tryouts.

"If we race on that track someone is almost certain to be badly hurt," was Ray Creviston's comment.

"An attempt to make a mile in less than fifty seconds on the Narragansett Speedway would be almost sure to mean a smash," declared Bob Perry.

MANY DELEGATES SIGN AT HEADQUARTERS

PROVIDENCE, July 26.—The delegates who have registered with Secretary G. B. Gibson and received credentials up to noon on Wednesday are as follows:

Ernest Broadbent, Attleboro, Mass.; Irving W. Barnard, New York City; F. S. Smith, Waterbury, Conn.; Axel Anderson, Waterbury, Conn.; J. S. Seidell, Central Kansas M. C., Ellsworth, Kan.; J. U. Constant, Brooklyn, N. Y.; G. B. G. Pompeji, Motorcycle Club of Philadelphia, Pa.; E. B. Holton, Newark, N. J., St. F. A. M. commissioner; Alexis Waldrow, Blackstone Valley M. C., Blackstone, Mass.; Fred Carr and Director Wm. M. Johnson, Chicago; Gene Coughlin, Crotona M. C., Bronx, N. Y.; William Miller and George Fassberger, Bronx Co. M. C., Bronx, N. Y.; F. P. Doyle, New Jersey M. C., Newark, N. J.; P. N. Stevens and W. H. Bergfels, N. J. M. C., Newark, N. J.; I. A. Foizie, Berkshire County, Mass.; C. W. Waughop, N. J. M. C., Newark, N. J.

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MOVE TO PUT F. A. M. ON SOLID FOOTING; REJUVENATION PLANS LAID AT CONVENTION

Want to Consolidate Offices to Increase Efficiency and Minimize Expenses—Strong State Organizations Necessary —Advocate Closer Co-operation With Trade Bodies and Dealers—Would Exercise Political Power of Motorcyclists and Boost Touring and Good Roads Movement

F. A. M. headquarters, Providence, July 27.—Looming significantly above all other developments of the present F. A. M. Convention is the fact that the National organization has reached a stage in its career at which definite and far-reaching plans along reconstructive lines must be acted upon, and such plans are in hand. The outgoing officers have submitted for the consideration of the Federation a series of suggestions, based upon experience gained during the past term, and designed to bring about a number of innovations in addition to improving the organization features already operative.

The suggestions and recommendations referred to were talked over at length in a conference at which President A. B. Coffman, and Directors William M. Johnson, Jos. Campbell and E. B. Holton were present. Directors Gus Castle, W. J. Ash and F. L. Hunt were represented by proxy, and Director C. F. Pixley's vote was the only one not accounted for.

Following are the plans suggested for application in the nation-wide campaign of F. A. M. reconstruction and advancement, which is now being launched:

1. Consolidation of the F. A. M. offices as far as can be made possible, with the view of increasing efficiency and at the same time minimizing expense.

Part of Fee for State Unit

2. Starting of a national movement for State F. A. M. organizations. It is the conviction of the out-going officers that a solid national body cannot be obtained without carefully operated State organizations. In this connection it is suggested that the initial membership fee remain $2, with the understanding that $1 in each instance shall go to the support of the State organization.

3. More systematic work along membership lines, with special emphasis placed upon bringing in all motorcycle dealers. It is pointed out that the aid of the Motorcycle Manufacturers' Association can be solicited to good effect in this work.

F. A. M. Highway Department

4. Co-operation of the F. A. M. highway department with all good roads movements, and arrangements to observe and report on road conditions and prospective improvements. The work of this committee would also involve keeping in touch with appropriations for road improvements to see that money intended for highways is apportioned properly as intended by the acts and laws of the various States, which apply registration and license fees of motorcyclists to highway improvements. The F. A. M. highway department exists at present, but has been inactive.

5. The extension of the scope of the touring department so that touring will be systematically fostered in every way possible, in addition to furnishing road data, maps, etc., the touring department at present, because of its limited facilities, does not attempt to do anything more than furnish road information.

6. A plan to exercise the political power of motorcyclists so that constructive results can be obtained. Attention is called to the case of Rhode Island, where a five-dollar sidecar registration fee recently became effective. The last election was carried by only about 950 votes, and there are 1,500 motorcyclists in the State. Co-operative work by the riders could have defeated the political party which has since proved antagonistic to motorists.

Advocate Advisory Board

7. The organization of an advisory board to be made up impartially from representatives of the various interests affected, whereby the F. A. M. president may put in force any necessary plans to meet emergencies, or to further the interests of the federation, under circumstances which may arise between annual conventions.

8. Less red tape concerning membership applications. The wish to unite with the F. A. M., accompanied by the fee, is all that ought to be required. At present the application blanks are supposed to be signed by two vouchers for the applicant.

9. An arrangement by which the M. M. A. can effectively co-operate with the national competition committee, with a view of placing racing on a more satisfactory and controllable basis.

10. The launching of a campaign of education by the legal actions' committee to acquaint motorcyclists with the laws and regulations of the various States, and to emphasize particularly the necessity for observing speed rules.

12. A movement for cleaner machines and neater riders on the road, and for the proper observance of all rules which will help to impress the general public favorably, and to guarantee reasonable treatment of other road users.

Dealers as Recruiting Sergeants

13. Dealers to be requested to keep a stock of F. A. M. literature on hand at all times, and to make a strong effort to bring into the federation ranks each new purchaser of a motorcycle.

14. A systematic effort to obtain better and broader publicity for the F. A. M. through co-operation of the trade, in return for the excellent publicity given the general industry by F. A. M. activities.

These suggestions were drawn up by Director Johnson, with the approval of the other officers in attendance, and were submitted by him in the general convention.

"I have received the checkered flag at last," wired Carl F. Goudy to Bob Perry, by way of announcing his marriage to Miss Hazel Bane, of Fairbury, Ill., Carl's old home. The ceremony was performed at the Hotel Congress, Chicago, on Tuesday, with Frank Schwinn as best man. Mr. and Mrs. Goudy are leaving for San Diego, where Carl conducts the Excelsior agency. "No more racing for me," asserted the new Benedict in his telegram to Perry.

A. B. Coffman, flashing sparks of F. A. M. enthusiasm as usual, and with a dozen ideas up his sleeve for the advancement of the national organization, was an early arrival. Mr. Coffman is so busy in other directions that he will be mighty glad to turn over the executive chair to some one else, but he has made it plain that he can be counted upon to continue the general boosting work that has made him a national figure.

The Official Reports

of

Secretary Gibson

and

Chairman Donovan

Will Be

Found on Pages 42-43

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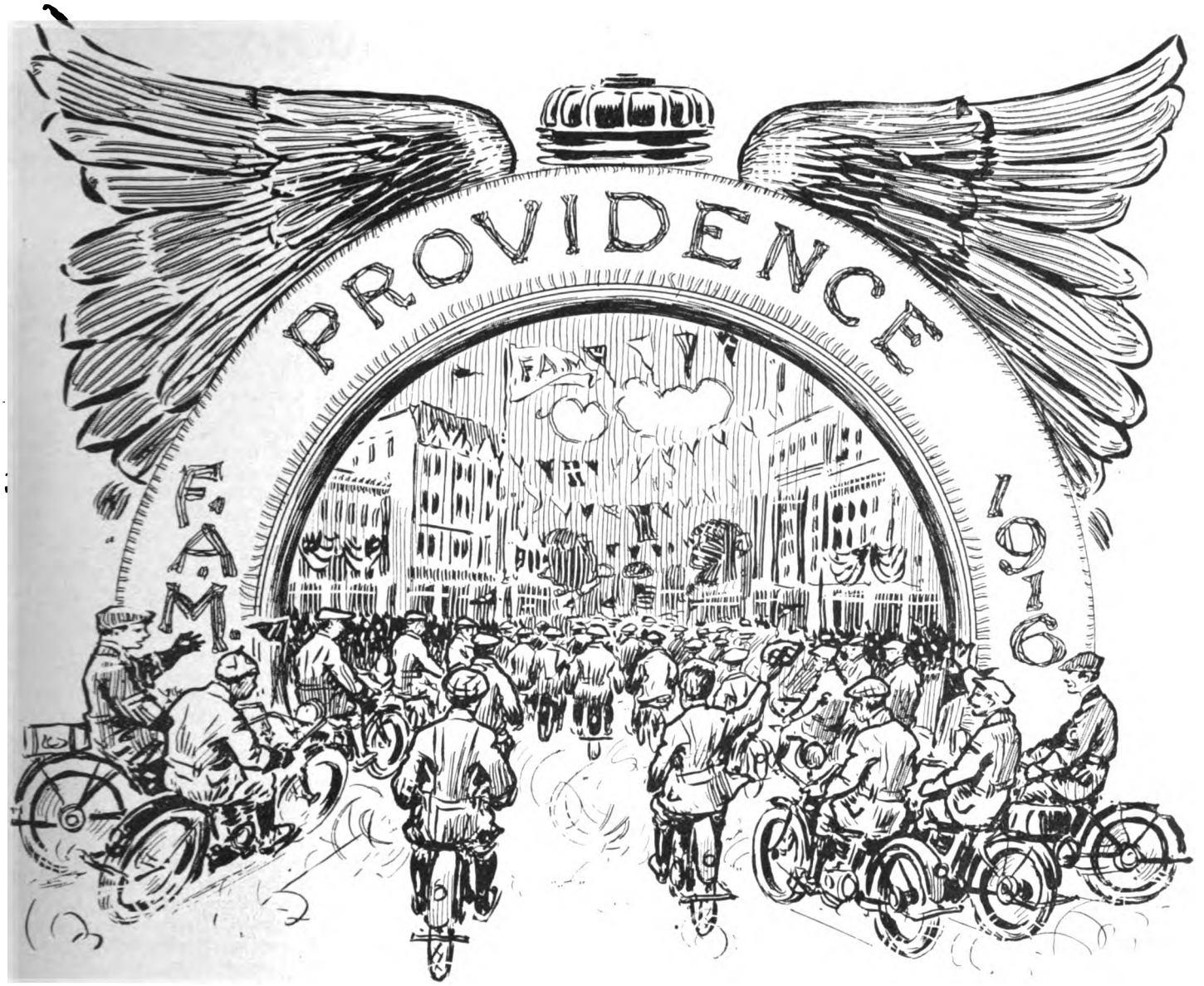

NOVEL SCHEMES FOR INCREASING F. A. M. RANKS

Many Clever Suggestions Made by Delegates—Hold Informal Meeting to Thrash Out Subjects of Vital Importance to National Organization

F. A. M. HEADQUARTERS, Providence, July 26.—Just a forerunner of the things that are to be spilled at the first, last and only business session of the F. A. M., to be held in Providence during the present convention, was brought out at a more or less informal meeting of the delegates tonight for the purpose of mapping a course to be followed in the business meeting tomorrow morning, so as to expedite matters and eliminate the details and discussions which prevent the accomplishment of real work. The net result of the meeting held in the convention room of the Crown hotel tonight was the appointment of a committee of nine to confer with a committee of motorcycle manufacturers and map out a course for straightening the tightening affairs of the F. A. M. at once, and decide upon a line of action to be followed in the future, which will result in a bigger, a more prosperous organization.

Aside from the several recommendations to be made by the outgoing officers to their successors, which were touched on lightly by legal action chairman Johnson, several other plans for increasing the organization membership and usefulness were broached, the most promising being set forth by Stewart Slosson of the Firestone Tire & Rubber Co., who suggested that the body make some sort of an agreement with an insurance company whereby members coming into the association will receive insurance at attractive rates, a plan, which, if followed to its logical ends, cannot fail to influence membership. Mr. Slosson's idea, and he quoted figures to substantiate it, was that fully 90 per cent. of the machines sold are used not for pleasure riding, but for utility purposes, and that the F. A. M. in its present state held out little of interest to this particular class of riders. With the insurance as an attraction, however, these riders could easily be brought into the fold.

C. W. Waughop, of the Cleveland, suggested that the manufacturers come to some arrangement whereby each purchaser of a motorcycle will automatically become a member of the body, and pointed out that the cost of such a policy would amount to only four cents for each new F. A. M. member to every member of the newly formed Motorcycle and Allied Trades' Association, provided that body could be induced to foot the bill.

Jes Campbell, of the Harley-Davidson, suggested reorganization which would vest all of the detail work in a paid business manager, and centralize the officers to eliminate expense to a greater or less degree. Gene Coughlan, the Bronx, New York, Harley-Davidson dealer, suggested the proposition of adopting means to induce all dealers to join the ranks be put up to the motorcycle manufacturers. Coughlan also suggested that if the dealers, by agreement or otherwise, were relieved of the burden of paying the freight charges on their machines, making the pur-

(Continued on page 22)

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The Conventionites

G. B. Gibson, Westboro, Mass.
Mrs. G. B. Gibson, Westboro, Mass.
Stewart Starson, Akron, O.
John Miller, Hartford, Conn.
H. Alexander, Pittsfield, Mass.
Ben Driscoll, Hartford, Conn.
E. F. Logan, Jr., Pittsfield, Mass.
Chas. Latterman, Clark Ridge, N. J.
Frank Connelly, Northampton, Mass.
Albert N. Durfee, Providence, R. I.
Guido B. Thompson, Philadelphia, Pa.
F. S. Smith, Waterbury, Conn.
David W. Gravell, Providence, R. I.
E. B. Holton, Newark, N. J.
W. H. Bergfels, Newark, N. J.
Frank R. Doyle, Short Hills, N. J.
E. A. Richmond, Hartford, Conn.
Amandy Beauvais, Providence, R. I.
Felix Beauvais, Providence, R. I.
H. A. Williams, New York City.
P. L. Winklestein, Brooklyn, N. Y.
T. K. Hastings, Springfield, Mass.
I. W. Barnard, New York City.
H. E. Madden, Springfield, Mass.
Axel Anderson, Waterbury, Conn.
P. A. Merhoff, Boston, Mass.
O. C. Underhill, Schenectady, N. Y.
J. R. Stuart, Boston, Mass.
A. D. Beckman, Erie, Penn.
Mrs. A. D. Beckmann, Erie, Penn.
A. P. Strogonoff, Schenectady, N. Y.
H. V. Mauritho, Jr., Jamaica, N. Y.
George Barner, Greenwich, Conn.
Joe Larkin, Hartford, Conn.
Mrs. Geo. Barnes, Greenwich, Conn.
Earl Goodwin, Toledo, O.
Jesse Shattuck, Pepperell, Mass.
E. H. Tracy, Cleveland, O.
W. P. Leahy, Hartford, Conn.
F. C. Kaiser, Brooklyn, N. Y.
W. F. Walker, Bridgeport, Conn.
C. E. Hadfield, New Britain, Conn.
C. W. Bush, Newark, N. J.
A. L. Bartsch, New York City.
G. W. Shapcott, New York City.
J. A. Larcoute, Boston, Mass.
R. W. Linnell, Boston, Mass.
A. F. Waldon, Whitinsville, Mass.
Ernest Broadbent, Attleboro, Mass.
Richard Buttlar, Attleboro, Mass.
A. W. Parry, Brooklyn, N. Y.
A. R. Winderuth, Cumberland, Md.
H. G. Pfeil, Albany, N. Y.
Wm. Brian, Milwaukee, Wis.
L. E. Parkhurst, Milwaukee, Wis.
Ray Weishaar, Wichita, Kan.
Jay Creveston, Marion, Ind.
Jess Campbell, Boston, Mass.
J. J. Hanse, New York.
J. G. Downes, Medford, Mass.
Mr. C. C. Jordan, Portland, Me.
Mrs. C. C. Jordan, Portland, Me.
Victor Jorgenson, Portland, Me.
R. E. Watson, Boston, Mass.
B. C. Stroube, Boston, Mass.
C. V. Pendleton, Jr., Norwich, Conn.
W. N. Johnson, Chicago, Ill.
E. N. Jackson, Springfield, Mass.
P. W. Stevens, Newark, N. J.
E. L. Buffington, Providence, R. I.
J. A. Preist, Springfield, Mass.
John MacDowell, Needham, Mass.
G. R. Fassberger, New York.
R. W. Elliott, Boston, Mass.
W. F. Fetch, Dalton, Mass.
Wm. Muller, New York.
J. A. Foizie, Pittsfield, Mass.
E. R. Durkee, Milwaukee, Wis.
L. F. Bradburn, Canandaigua, N. Y.
A. H. Peters, Buffalo, N. Y.
Jos. Thibeault, Lowell, Mass.
Jos. Mascott, Lowell, Mass.
H. H. Smith, Providence, R. I.
Mrs. Ellen Smith, Providence, R. I.
F. J. Crory, Boston, Mass.
John Sykes, Jr., Trenton, N. J.
C. B. Schnepfe, Wilmington, Del.
John Long, Waterbury, Conn.
H. J. Mader, Parkridge, N. J.

C. W. Waughope, Newark, N. J.
H. W. Wilkinson, Boston, Mass.
W. N. Burnett, Providence, R. I.
G. B. Damon, Providence, R. I.
E. C. Reilly, Providence, R. I.
J. O. Crafford, Providence, R. I.
H. B. Burnett, Danielson, Conn.
C. K. Farley, Providence, R. I.
R. W. Adams, Rochester, N. Y.
Albert Carlson, Providence, R. I.
H. E. Henrikson, Providence, R. I.
Mrs. H. E. Henrikson, Providence, R. I.
Sidney Dean, Brookline, Mass.
Harvey Bernard, Wheeling, W. Va.
E. G. Baker, Indianapolis, Ind.
T. C. Babcock, Northampton, Mass.
W. F. Halladay, Providence, R. I.
Zeida Ualyez, Chicago, Ill.
Warren Edwards, Bridgeport, Conn.
Edmund Brozer, New York.
Mrs. A. B. Carlson, Providence, R. I.
Jas. Pallozzo, Bridgeport, Conn.
O. Hedstrom, Portland, Conn.
H. L. Wilson, Seekonk, Mass.
J. G. Burroughs, Bridgeport, Conn.
D. G. Ryan, Chicopee, Mass.
Stephen Andrews, Providence, R. I.
Edward Cundall, Danielson, Conn.
Mrs. E. L. Lapperman, Parkridge, N. J.
T. R. Thomas, Akron, O.
B. A. Potter, Providence, R. I.
Edward Carroll, Springfield, Mass.
Gene Walker, Birmingham, Ala.
E. R. Smith, Providence, R. I.
John Siem, Providence, R. I.
J. V. Christy, Providence, R. I.
A. B. Nappack, Providence, R. I.
C. L. Winch, Bangor, Me.
C. H. Westcott, Providence, R. I.
J. G. Henpel, New York.
Eddy McArdle, New York.
Jos. Audibut, Littleton, N. H.
Mrs. Jos. Audibut, Littleton, N. H.
Miss M. M. Knighton, Littleton, N. H.
G. W. Silsby, Littleton, N. H.
C. B. Deverell, Providence, R. I.
Edward Buffum, Toronto, Can.
A. J. Renshaw, Providence, R. I.
G. L. Miner, Rochester, N. Y.
L. V. Carberry, Providence, R. I.
E. A. Swenson, Providence, R. I.
B. A. Swenson, Providence, R. I.
J. C. Loftes, Providence, R. I.
Frank Connelly, Northampton, Mass.
A. G. Gruendler, Springfield, Mass.
Mrs. A. G. Gruendler, Springfield, Mass.
E. F. Hallock, New York.
Mrs. E. F. Hallock, New York.
F. O. Brown, Springfield, Mass.
August Charton, West Hoboken, N. J.
Fred S. Smith, Waterbury, Conn.
T. K. Hastings, Melbourne, Australia.
Acet Anderson, Waterbury, Conn.
H. M. Alexander, Pittsfield, Mass.
E. F. Gogan, Jr., Pittsfield, Mass.
H. E. Madden, Springfield, Mass.
G. J. Hamilton, Springfield, Mass.
R. L. Veazey, New Haven, Conn.
C. H. Adams, Rochester, N. Y.
V. E. Jorgenson, Bangor, Me.
C. S. Winch, Bangor, Me.
Guido B. Pompeji, Philadelphia, Pa.
G. J. Edwards, Providence, R. I.
H. G. Ramsay, Uxbridge, Mass.
Jos. Damour, Uxbridge, Mass.
Ephraim Henley, Uxbridge, Mass.
W. H. Smith, Uxbridge, Mass.
N. H. Rand, Uxbridge, Mass.
James McCauliffe, Uxbridge, Mass.
Louis Lapell, Uxbridge, Mass.
Walter Rawson, Uxbridge, Mass.
Oscar Sands, Uxbridge, Mass.
W. B. Phenix, Uxbridge, Mass.
A. F. Waldo, Uxbridge, Mass.
F. A. Carr, Uxbridge, Mass.
Napoleon Boutotte, Uxbridge, Mass.
Mrs. Napoleon Boutotte, Uxbridge, Mass.
E. L. Brackett, Uxbridge, Mass.
Mrs. E. L. Brackett, Uxbridge, Mass.

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FIFTY-FOUR COME IN WITH TOURMASTERS

Solo and Sidecar Men Ride to Convention From Many Sections With Quartet of Picked Road Captains—What Happened to Various Squads

PROVIDENCE, R. I., July 25—If saneness and neatness, quietness and good fellowship are the qualities of a motorcycle tour which go toward popularizing the motorcycle, then the four tours which bore down on this city this afternoon in connection with the fourteenth annual convention of the F. A. M. are, without doubt, the greatest little boosters ever. All told, in the four tours there were 54 riders from all four quarters of the continent, and among the number there was scarcely a single one who, as to appearance and conduct, did not do the sport proud.

Forty Come From West

About forty riders came out of the West this afternoon at half after one; they were the main body of the merged Southern and Western tours under the respective leaderships of E. B. Holton, of Newark, N. J., and E. R. Durkee, of Milwaukee, Wis. A few minutes after they checked in at the Crown and parked their machines along all sides of the hotel, Jess Campbell led in his following from the New England States. About half-past four this afternoon the "elite" section of the Southern tour pulled up to the convention headquarters after having spent an hour or so "dolling up" on the outskirts of the city, only to find that the diamond medals which were the contributing cause of the sudden epidemic of neatness, had already been won and walked away with.

Southern Tourists Few

The Southern tour, with Holton on a Cleveland at its head, and C. W. Waughop on a lightweight of the same make serving as lieutenant, pulled out from Newark on Monday morning at 9 o'clock six strong. The other members of the party were Wm. Bergfels, of Jersey City, on a Cleveland; Frank P. Doyle, of Short Hills, N. J., on a Harley-Davidson; August Charton, of Newark, on a Harley-Davidson, and Guido Pompep, of Philadelphia, who balanced his 200 pounds of beef on a yellow Flying Merkel. The number was swelled to eight at Columbus Circle, New York, when Mr. and Mrs. E. F. Hallock, on an Indian and Rogers sidecar combination, joined the ranks, and the party proceeded with considerable expedition to Greenwich, where George Barnes, the Harley-Davidson dealer, joined the party.

Many Loose Punctures

Hallock and Waughop gathered in all the loose punctures on the Boston road throughout the first day and kept the remainder of the party busy keeping track of the lost minutes resulting from the tire trouble, and figuring how far behind schedule their supper hour at Springfield was going to be. The party reached Springfield at half-past eight on Monday evening, and learned that the Western tour, seven strong, had gotten there on time and snatched up all the Hendee hospitality that was released that night, which same hospitality comprised a good square meal and a trip about town on the latter, of which the Western tourists were occupied on the arrival of the Southernites.

With Durkee's Bunch

The Western tour left Buffalo on Sunday morning, with E. R. Durkee on a Harley-Davidson sidecar combination, with Albert H. Peters as passenger, at the head of the procession. The lieutenant and all-around slavey for the party showed up in the person of Louis F. Bradburn, who carted the luggage on his Harley-Davidson sidecar—which same generous act cost him the diamond medal for the neatest rider in the sidecar division—and took care of all the little details incidental to the trip, such as looking up the "eats" and scrubbing the tar from the surface of the newly tarred roads. A. R. Windemuth, of Cumberland, Md., also astride a Harley-Davidson, completed the original party which was not augmented. Pittsfield, Mass., was reached on Monday, when James A. Foize and M. F. Fitch, on Harley-Davidsons, fell in line. At this point, too, F. S. Smith, who has Waterbury painted behind his initials on his suit-case, attached himself to the party.

Westerners Reach Springfield

The Western tour reached Springfield at five o'clock on Monday, and together the tours started for Providence this morning from Armory Park, taking on a lot of new recruits at the Indian factory, which was reached just a couple of minutes after the start. This little thoughtfulness on the part of the Wigwam folk, which was extended to everyone in the tour regardless of the nameplate on his machine, was deeply appreciated by everyone connected with the tour. At the Indian plant, too, the party was lined up against the curb while the chief wigwam snapshot artist pulled a camera-trigger on them.

More Tire Trouble

The road from Springfield to Palmer proved rough going, and the same sort of jinx which affected Waughop's tires the day before began early to get in his good work, with the result that practically all of the folks who had come in on the Southern tour stopped up to aid Waughop in changing his shoe and became separated from the main body and did not again meet up with them. From Palmer into Worcester the roads were of the unbeatable sort, and the riders made exceptionally fine time, but from that point right on into Providence the poor stretched, including one five-mile detour, that for pure badness should have been ashamed of itself, outnumbered the good ones in the proportion of about three to one, the tour partook of the nature of an endurance run, and August Charton of Newark sprung a good one by pulling a "secret control" on the party on a blind section of the road. While under these conditions nothing exceptional in the way of speed could be expected from a party of tourists; for the most part the party lived up to the 18-mile-an-hour schedule, and those who straggled into Providence after the main party were few and far between, with the exception of Holton's Southern tourists, who, as was said before, became detached early in the morning.

Sunset House, North Conway, N. H., Where the Endurance Riders from Albany Stopped Over After the First Day's Trip

Party Grows En Route

The party was considerably augmented along the route, each city providing its quota of riders, and riders from nearby cities, Worcester alone bringing in a detachment of about a score. When Providence was reached, or at least the outskirts of it, the diamond medal seekers sought out the roadside garages and bent to the shining up task; and that completed, "dolled up" a bit themselves before final judgment was passed. The entry of the party into the city with the riders clean and the machines cleaner was both auspicious and impressive, and folks here are fully agreed that for boosting motorcycling and allaying prejudice against the motorcycle, the "tour's the thing." Those who came in with the tours are:

(Continued on page 20.)

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WITH THE CAMERAMAN

IN the upper picture is a group of riders and passengers who came in on the various tours to the Convention. Most of them rode in the New England and Western contingents. Below at the left is Stewart Slosson, the Firestone Pacific Coast representative, with Gene Coughlin, the Harley-Davidson representative from Bronx, N. Y. To right is "Cannonball" Baker, who came through the endurance run with clean score on his Indian. The Indian sidecarists below are Mr. and Mrs. A. G. Gruendler, of Springfield, Mass., who received honorable mention in the neatness contest.

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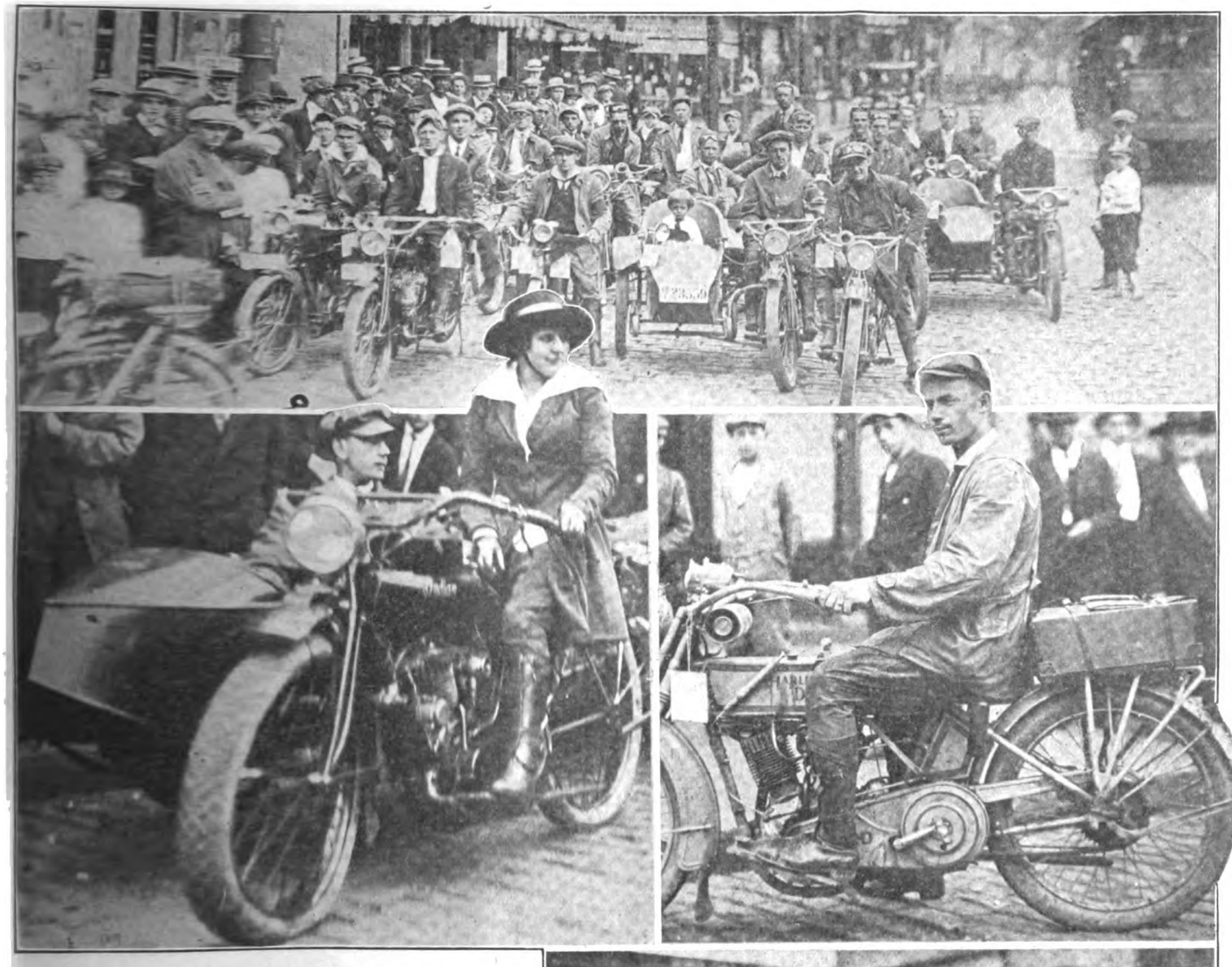
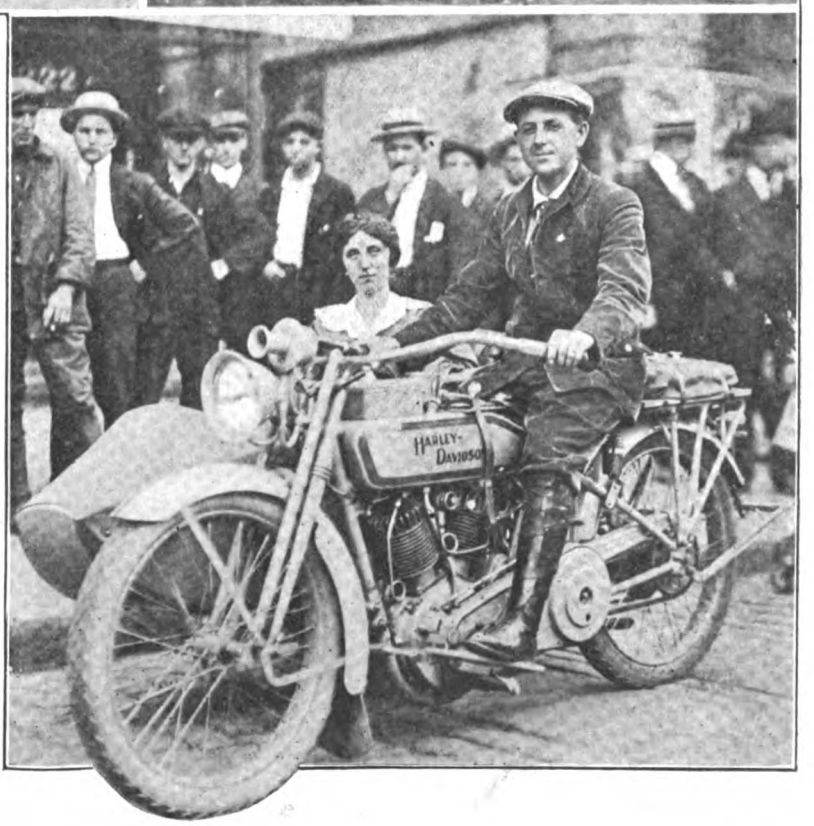


AT THE CONVENTION

AT the top is a group including the main body of tourists arriving at the Crown Hotel, official F. A. M. headquarters, on Tuesday afternoon. To the left below is Mrs. E. F. Hallock, with M. M. A. Secretary Hallock in the sidecar. Mrs. Hallock was the only lady driver to pilot a machine into the city. To the right is A. R. Windemuth, with Harley-Davidson on which he rode from Cumberland, Md. He received the first prize in the solo class in the neatness contest. Windemuth covered 876 miles to reach Providence. Below are the C. C. Jordans, of Portland, Me., winners of the sidecar neatness prize.



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PRIZES AWARDED FOR NEATEST F. A. M. TOURISTS

A. R. Windemuth, of Cumberland, Md., With Mileage of 876, Is Winner in Solo Division; Mr. and Mrs. C. C. Jordan, of Portland, Me., Receive Sidecar Decision; Many Honorable Mentions

PROVIDENCE, July 25.—F. A. M. riders who participated in the official tours to the National Convention found Providence bunting-decked and expectant when they rolled into the city this afternoon. Crowds began to line the curbs when the first motors appeared, and as soon as the leaders had come to rest at the Crown Hotel, the convention headquarters, throngs of eager questioners surrounded the newcomers. Those who formally entered the tours did not number over seventy-five, by far the greater number of rider-visitors having made arrangements to travel individually or in small unofficial parties.

Committee Judges Riders

Immediately upon the arrival of the main body of tourists a committee composed of President A. B. Coffman, Legal Action Chairman William M. Johnson and J. H. Donehue, Editor of **Motor Cycle Illustrated,** was named to pass upon the neatness and general fitness of the riders and motors that had completed the tours. This was a task that kept the committee steadily at work for several hours, with new arrivals cropping up to claim attention from time to time.

The awards were finally made as follows: To A. R. Windemuth, of Cumberland, Md., for the best-appearing solo outfit; to Mr. and Mrs. Clifford C. Jordan, of Portland, Me., for the neatest sidecar combination. Windemuth had 876 miles to his credit, and Mr. and Mrs. Jordan had covered 175 miles. Both winners piloted Harley-Davidsons. The general committee has announced that these riders will receive special medals.

The distance covered by a contestant naturally had a vital bearing upon the awards, and quite a number of bright and attractive sidecar and solo outfits could be given only passing mention because their mileages on the tour were comparatively low.

Given Honorable Mention

Honorable mention was given to Mr. and Mrs. Charles Latterman, of Park Ridge, N. J. They had traveled 340 miles with their Harley-Davidson combination since leaving home, but were credited only with the distance covered after joining the official tour. They joined at Boston, and could therefore lay claim to only 47 miles under the rules of the contest.

The spotless Indian sidecar combination of Mr. and Mrs. A. G. Gruendler, of Springfield, Mass., attracted much attention but the comparatively low mileage covered prevented the committee from giving anything more substantial than an honorable mention to the outfit.

L. F. Bradburn, of Canandiagua, N. Y., also received honorable mention for his showing of 425 miles with a Harley-Davidson combination. The fact that he was carrying suitcases and other luggage in his sidecar instead of a passenger, when the committee made its rounds, deprived him of his chance at the sidecar prize.

Guido G. F. Pompeji, of Philadelphia, Pa., with a Flying Merkel, made a strong mileage showing but had collected considerable dust along the route. He had 342 miles on his speedometer, and only his coating of dust kept him from being a serious contender for the prize. He was given honorable mention for his heavy mileage.

Axel Anderson, of Waterbury, Conn., with his solo Indian, also figured among the honorable mentions. He had covered the 160 miles from Waterbury to the convention city with very few marks of travel.

Two Cygnet Rear Cars, attached to Indian motorcycles, were included in the main body of tourists. One of the outfits carried A. F. Waldo, Walter Ranson and James McCauley, with Waldo in the saddle. The other Cygnet combination was piloted by Neil H. Rand, who had Mrs. Rand and Miss Margaret Smith as passengers. Both outfits made a good appearance, but out of courtesy to the ladies the Waldo party requested that the special mention by the judges be given to the Rand party. Both of these parties joined the western tour at Worcester, Mass.

E. R. Durkee and A. H. Peters, with a Harley-Davidson combination, had traveled from Pittsburg to Buffalo and thence to Providence, piling up a mileage of 754. Their factory connection, however, kept them out of the list of contenders for the prize, as it had been decided to eliminate factory travelers in order that other riders need not be subjected to trade competition.

The New York delegation was represented in the neatness contest by Fred C. Kiser and Irving W. Barnard. They used an Indian combination and covered 268 miles. It had been pretty dusty on the way up, however, and—well, they were just travel-stained enough to lose out.

Three Year Old Mascot

William H. Smith, of Worcester, Mass., attracted considerable attention because his sidecar carried a mascot in the person of three-year-old Francis Smith. Smith piloted an Indian combination and covered miles.

Fred A. Carr, of Blackstone, Mass., received honorable mention for the smart appearance of his Indian tandem mount, on which he had Warren Ramsey as passenger. Pilot, passenger and mount were quite spick and span after their 75-mile trip.

Morton C. Madison and Joseph Bartlett, both of Blackstone, Mass., and Arthur Jacobs, of Woonsocket, Mass., rode Indian Featherweights to Providence, accompanying the Blackstone Valley M. C.

The Blackstone Valley M. C., captained by Arthur Ellison, of Uxbridge, Mass., brought the highest percentage of its members to the convention city, and is to receive a reward. This club had 27 riders in its party.

Mrs. E. F. Hallock, of Brooklyn, N. Y., was the only lady enthusiast to pilot a motor into Providence with the tourists. She whirled into the city with five-feet, eleven inches of her husband flapping idly from the sidecar, and scored quite a hit.

Mr. and Mrs. E. L. Brackett, of Worcester, Mass., rode in on an Indian tandem mount, Mrs. Brackett being the only lady tandem passenger to participate.

C. W. Waughop and E. B. Holton arrived on Cleveland lightweights with the New York and New Jersey party, having brought the little fellows through the tour alongside standard twins without a whimper.

FIFTY-FOUR COME IN WITH TOURMASTERS

(Continued from page 17)

E. B. Holton, Newark, N. J., Cleveland; C. W. Waughop, Newark, N. J., Cleveland; Wm. Bergfels, Jersey City, N. J., Cleveland; August Charton, Newark, N. J., Harley-Davidson; Frank P. Doyle, Short Hills, N. J., Harley-Davidson; E. F. Hallock, New York, Indian; Mrs. E. F. Hallock, New York, Indian; Guido Pompep, Philadelphia, Pa., Merkel; George Barnes, Greenwich, N. Y., Harley-Davidson; Irving W. Barnard, New York, Indian; Fred Kaiser, New York, Indian.

E. R. Durkee, Milwaukee, Wis., Harley-Davidson; A. H. Peters, Buffalo, N. Y., Harley-Davidson; A. R. Windermuth, Cumberland, Md., Harley-Davidson; L. F. Bradburn, Canandaigua, N. Y., Harley-Davidson; James A. Foize, Pittsfield, Mass., M. F. Fitch, Pittsfield, Mass., Harley-Davidson; F. S. Smith, Waterbury, Conn., Harley-Davidson; A. Anderson, Waterbury, Conn., Harley-Davidson; Howard Ramsey and Louise Ramsey, Uxbridge, Mass., Indian; Arthur Ellison, Worcester, Mass., Indian; Napoleon Boutotte, Worcester, Mass., Indian; Miss Elenor Brachet, Worcester, Mass., Indian; Alexis Waldo, Whitesville, Mass., Indian; Wm. H. Smith, Woonsocket, R. I., Indian; Mrs. Wm. H. Smith and Miss M. B. Smith, Woonsocket, R. I., Indian; Earl Seagrave, Woonsocket, R. I., Indian; Oscar Vands, Uxbridge, Mass., Indian; H. W. Ramsey, Uxbridge, Mass., Indian; Walter Ramsey, Uxbridge, Mass., Indian; H. Rand and Mrs. Rand, Northbridge, Mass., Indian; Wade B. Pheonx, Uxbridge, Mass., Indian; James M. Cauly, Uxbridge, Mass., Indian; Morton Matteson, Blackstone, Mass., Indian; L. E. Latelle, Uxbridge, Mass., Indian; Arthur Jacobs, Woonsocket, R. I., Indian; Ephrem Henley, Northbridge, Mass., Indian; Arthur Ellison, Uxbridge, Mass., Indian; Joseph Damour, Uxbridge, Mass., Indian.

Fred Carr, Blackstone, Mass., Indian; Chas. Cohen, Woonsocket, R. I., Indian; Eleon Brackett and Mrs. Brackett, Uxbridge, Mass., Indian; Mrs. N. Boutotte, Worcester, Mass., Indian; Joseph Bartlette, Mendon, Mass., Harley-Davidson; T. C. and Mrs. T. C. Babcock, Hadley, Mass., Harley-Davidson; A. F. Gruendler and Mrs. Gruendler, Springfield, Mass., Indian; Clifford and Mrs. Jordan, Portland, Me., Harley-Davidson; Cyrus Winch, Bangor, Me., Harley-Davidson; Victor Jorgenson, Bangor, Me., Harley-Davidson.

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ENDURANCE RUN WAS GRAND SCENIC TOUR

560-Mile Two-Day Ride from Albany Proves Pleasant Long-Distance Event, Although It Rained at Intervals on the First Day—Sixteen Complete the Course

PROVIDENCE, R. I., July 25.—Take it from the fellows who went through—and there were sixteen who checked in here today at the finish—the 560-mile endurance run from Albany to this city was little more than a scenic tour. Aside from some steep gradients and one or two bad spots which rain converted into mud-wallows, it was mostly a ride through fine country, taking in five New England States.

Just Nineteen Start

Just nineteen of the hardiest riders which the motorcycle factories shelter awoke to the buzz of alarm clocks yesterday morning in the New York capital and checked out at 4 a. m. They rode through occasional rain-showers all day, and only three failed to sign the sheet at the Square tonight. And while the Plainville, Mass., check sheet has not yet reached Providence and final results are not determined, it looks as though most of the riders who succeeded in completing the run did not linger long enough enjoying the scenery to put any kind of a crimp in the 1,000 point scores they started out with.

ENDURANCE RUN ENTRY INTO PROVIDENCE

Upper, Checking Out at Finish of Endurance Run; Lower, First Squad of Endurance Riders to Arrive at Providence, Tuesday Afternoon

The following finished the run: Harvey Bernard and H. G. Heil, Indian sidecar; Iwin F. Jacobs, Indian solo; Erwin G. Baker, Indian solo; E. H. Tracy, Indian solo; R. L. Veazey, Indian solo; John Lang, Harley-Davidson solo; F. O. Brown and Marie Brown, Indian sidecar; H. B. Putnam, Harley-Davidson solo; C. E. De Long, Indian solo; O. G. Underhill, Harley-Davidson solo; H. S. Robinson, Indian solo; J. U. Constant and T. J. Sullivan, Indian sidecar. Underhill and Lang checked in late at a control, but the others are believed to have perfect scores, if the Plainville sheet shows no penalizations.

Joy Ride to Franklyn

Up to Franklin, N. H., which is 203 miles out of Albany, the trip proved so much in the way of a joy ride that none of the entrants were penalized even as much as a point for lateness or earliness at the controls. At that point, however, William Hausweller and John Lang, both astride Harley-Davidsons and who were endeavoring to keep each other's company, miscalculated on their time and checked in nine minutes late at the Franklin Garage where the control had been established.

Jinx Trails Howard O'Brien and Earl Armstrong

The bad luck jinx overtook Howard O'Brien of the Indian factory, who was piloting Earl Armstrong in his sidecar combination somewheres between Franklin and Profile, N. H., and the pair was missing when the other 17 signed the checking sheets in plain sight of the old gentleman on the mountainside. Just what put O'Brien and Armstrong out of the running and kept them out has not yet come to light, but it is whispered about that some accident or other resulted in a broken frame and it must have been with ill-concealed chagrin that the Indian parts department man realized that for once he was lacking an Indian essential.

Hausweller Retires

Something of the same sort, perhaps, resulted in the resignation of Hausweller on the Harley-Davidson, who was among the missing when North Conway, still in New Hampshire, and the night control was reached. Hausweller went bad somewheres near Crawford Notch and evidently did not get things righted again in time to continue in the run. The total day's run was 313.6 miles, speedometrically speaking, and the riders checked in beginning at 7:11 in the evening.

Long Trail for Final Day

Today's card called for the negotiation of some 244.4 miles, carrying the riders from North Conway through Portland, Portsmouth, Newburyport, Boston and Plainville to Providence. All the survivors checked in on time, except O. G. Underhill, Harley-Davidson, whose watch went back on him and caused him

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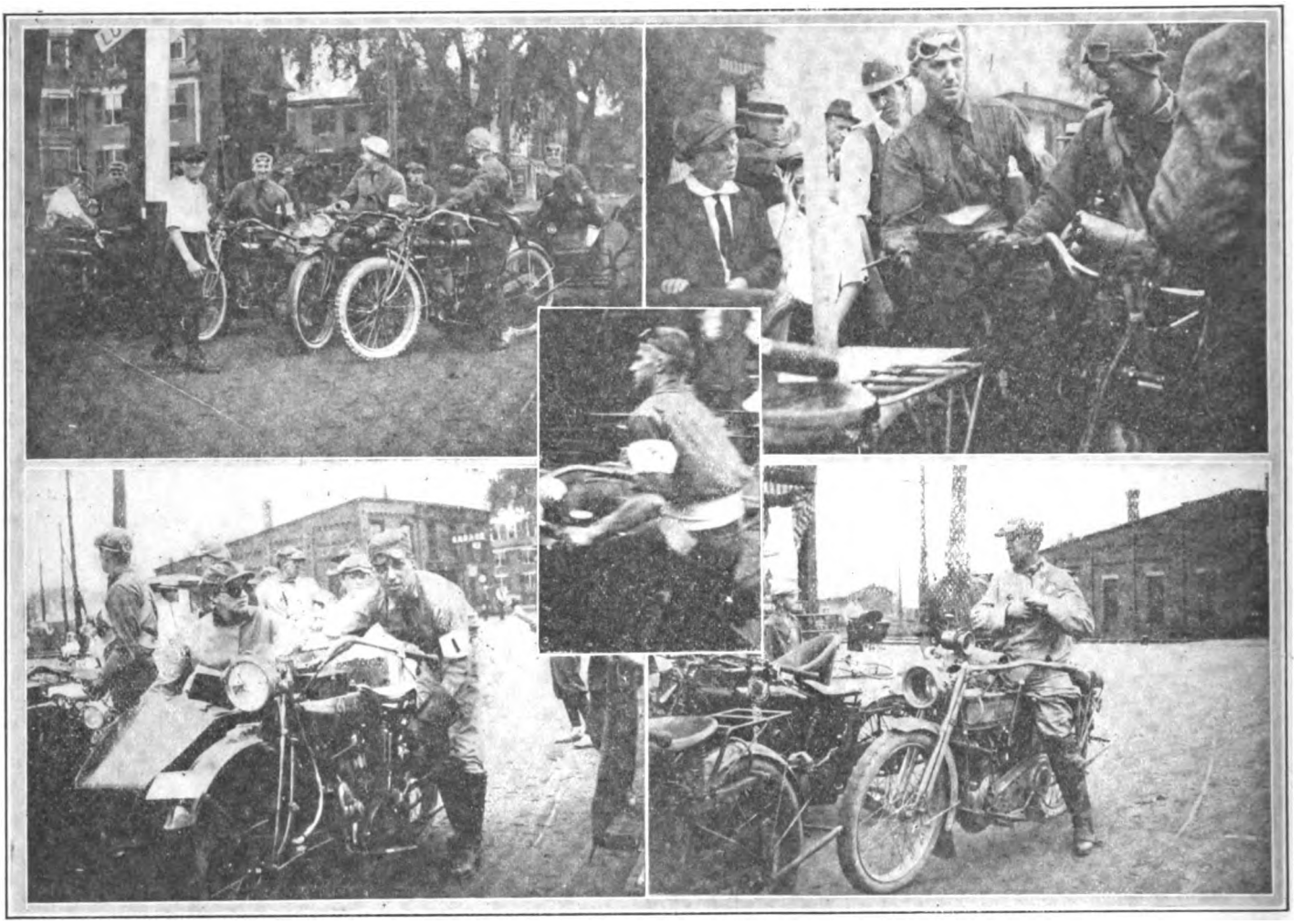
CONVENTION ENDURANCE RIDERS CHECKING AT KEENE, N. H.



Upper Left, Waiting Outside of Control Till Time Elapses; Right, E. G. Baker Signing Sheet While Iwin Jacobs Makes Sure Job Is Done Correctly; Lower Left, Mr. and Mrs. F. O. Brown, Ready to Start Toward Newport, Noon Control; Right, Hausweller, Looking Around After Checking Out; Center, Shooting Off From Keene to Make Up Lost Time

to check in three minutes late. All of the riders were on time at each of the other controls along the route, not including Plainville, which is still to be heard from.

Cards in Lieu of Maps

In lieu of road maps, which owing to some untimely delay were not forthcoming, the riders were provided with neat little cards naming the towns to be passed through in the correct order so as to obviate taking the wrong route. At Plainville, which is 15 miles out of Providence, the Convention Committee of Providence M. C. passed to each of the riders a card bearing the following:

"TO ENDURANCE RUN CONTESTANTS

"First, welcome to all. We are glad you got this far. Providence, R. I., is now but 15 miles further. We now ask you for the good of motorcycling from now on to keep your mufflers closed and be careful in passing through North Attleboro, Pawtucket and into the center of the city of Providence. Observe the traffic laws, do not pass trolley cars on the right while cars are stopped to take on or discharge passengers. Stop at once when a traffic officer signals you. Have proper regard for the rights of others and control yourself so as to be a credit to motorcycling."

Riders in Good Shape

All the riders finished in good condition and when the check sheets were signed, old Warhorse Baker took off enough time to cheerfully announce that this 560 miles made just 11,929 miles that he has reeled off. This included both motorcycle and automobile mileage, he said, and covered a period of five months without a puncture in his United States tires.

NOVEL SCHEMES TO INCREASE F. A. M. RANKS

(Continued from page 16A)

chasers foot the bill, most of them would be willing to make each buyer a member of the body for a year or more.

Chairman Johnson moved that a committee be appointed to confer with the manufacturers' committee, and consider all of the points raised, and upon being duly seconded and carried, President Coffman appointed Jes Campbell as chairman of the committee, with the following associates: Wm. M. Johnson, chairman legal action committee; H. S. Quine, Goodyear Tire and Rubber Co.; Al Bartsch, Bosch Magneto Co.; E. B. Holton, New Jersey F. A. M. commissioner; E. F. Hallock, secretary Motorcycle Manufacturers' Association; Stewart Slosson, Firestone Tire and Rubber Co.; R. F. Rodger, Harley-Davidson Motor Co.; A. B. Coffman, president F. A. M.

A committee comprising George Wagner, Rochester, and Gene Coughlan, New York, was selected to ask the motorcycle manufacturers' committee, then in session, whether the race meets were to be staged on some other track—perhaps Readville—and reported back that the manufacturers could see nothing but complete financial failure in such a course, but that the remainder of the convention program would be carried through.

DOVE PARTIES FORMED

The Ladies' Reception Committee, headed by Mrs. Cleveland Joslyn, is forming "dove parties" for such intervals as the men visitors are going stag, and a nice program has been laid out for the fair visitors. The committee consist of Mesdames Cleveland Joslyn, C. S. Joslyn, Edwards, Swenson, Lewis and Burlingame.

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Convention Brevities

ADVERTISING MANAGER JOHN PRIEST and E. M. Jackson, of the Hendee Mfg. Co., were in the middle of the convention doings from the time of their arrival and devoted considerable time to conferences with Indian racing men. Johnny Constant, of Brooklyn, a veteran speedster of the Indian camp, was also in attendance at many of the impromptu meetings of the boys who chase the records.

"What do you think of Otto Walker winning that 100-mile race at La Grande, Ore., when he was full of splinters from head to foot, only three weeks ago?" inquired Bill Brier, of the Harley-Davidson speed squad. "Otto's a star and mighty modest; you have to hand it to him."

Incidentally, you have to hand it to Brier himself, for there are few better racing men in the country today, and it's practically impossible to make him discuss his accomplishments.

Stewart Slosson, the Firestone representative, stretched a big Firestone banner in colors across the corridor leading to the dining-room in the Crown Hotel, and then went off smiling. "That's the way to get 'em," he remarked. "Three times a day everybody will parade in the direction of the eats, and all hands must march under our banner as they go in." Which is just a mild way of suggesting that Slosson is not overlooking any bets. He is also passing out neat Firestone armbands —orange letters on a blue background.

Teddy Hastings, of the Indian factory, joined the squad of trade decorators Tuesday night and added effectively to the display in the Crown Hotel lobby by putting up several big Indian banners and a flock of pennants. The same Ted was in great demand when he started to pass out Indian match boxes.

George Shapcott and J. J. Hanse, of New York, and the local representatives of the United States Tire Co., served up an unusually attractive line of display cards featuring U. S. tires for the benefit of the conventionites, and also arranged to have a special window decoration in the Providence branch.

John L. Donovan, as busy and cherubic as ever, blew into the middle of a tough problem when he found the racing men objecting to competing on the Narragansett Speedway on his arrival. "The boys know their business, and if they are afraid of the track there must be good grounds for keeping the big machines off it," was his immediate decision.

C. F. Olin, of the New Departure Mfg. Co., breezed into official headquarters Wednesday morning, and as usual managed to combine business with pleasure. He had an appointment with H. S. Quine, of the Goodyear company, who arrived Wednesday afternoon.

No visitor at the convention was kept busier at handshaking than Oscar Hedstrom, whose return to the Indian camp has helped to give the convention headquarters something of the old-time F. A. M. atmosphere. "It feels mighty comfortable to see so many old friends all in one party," remarked the Springeld motor wizard, and while farming has its compensations, I think that active participation in manufacturing will afford me considerably more satisfaction."

Jack Cameron, of the Goodyear Tire & Rubber Company's staff, arrived Wednesday morning and put his O. K. on the display of snappy Goodyear posters which help to adorn the lobby of the Crown Hotel. In his few idle moments the redoubtable Jack was to be found booking opponents for the water polo and golf contests which will be among the features of the Cycle Parts convention in Atlantic City next week. "I want to get enough athletic competitors lined up to keep me busy at the seashore," was his explanation, "and it is only by booking 'em in bunches that I can be assured of real competition."

Mr. and Mrs. Morty Graves and Ray Creviston, accompanied by Don Johns, are found together as usual among the convention enthusiasts. After leaving Dodge City, the trio first named spent a week at Chicago and then a few days at Creviston's home at Lake Warwasee, Ind.

Jack Cameron, the man who can always be depended upon to talk a Blue Streak, G. E. Wood, Harley-Davidson distributor in the metropolitan district, "Babe" Buttlar, who flashed into popularity at Sheepshead Bay on July 4, A. W. Parry, of **Motor Cycle Illustrated,** and Captain H. A. Williams, of *Motorcycling*, reached the scene of convention activities early Wednesday morning, after anxious hours spent in watching the weather on the night boat from New York.

Secretary-Treasurer G. B. Gibson, assisted by Mrs. Gibson, opened his convention headquarters in rooms 107-108, at the Crown Hotel, and has been kept pretty busy receiving visiting riders.

E. R. Thomas, the Goodyear educational worker, who has been touring the country and lining up dealers' organizations, is among those very much present. Thomas has been doing a lot of remarkable things in the Middle West and predicts big improvements in the way of trade co-operation.

Arthur T. Merrick, staff artist for **Motor Cycle Illustrated** has set a new sartorial record for F. A. M. conventions. In addition to flashing out in his usual spotless garb he has been strolling into the lobby of the Crown Hotel with a different style of cap every three or four hours.

Frank Rodger, of the Harley-Davidson publicity department, came in as a sidecar passenger with the Western Tour. He hopped back from Dodge City, helped to put Milwaukee on the Preparedness map, caught up with three weeks' office work and packed his toothbrush for the Providence jump without even working up perspiration. Next stop, Atlantic City!

SUBJECT OF STORMY DISCUSSION AT PROVIDENCE

Entrance to Narragansett Park Speedway Which Was Declared Unsafe for Motorcycle Racing by the Speed Merchants and Competition Chairman Donovan

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LA GRANDE TWO-DAY SPEEDFEST A BIG SUCCESS

Otto Walker and Keeney Share Stellar Limelight, With Chambers and Hollister Scoring Two Wins Apiece; Far Western Championship Goes to Walker in 100-Mile Event

By A. W. NELSON
(By Telegraph to Motor Cycle Illustrated)

LA GRANDE, Ore., July 23.—Otto Walker, mounting his Harley-Davidson, carried off the Far Western championship over the 100-mile route on the La Grande Speedway today, when he finished the century in 85 minutes 42⅘ seconds. J. Keeney, astride an Indian, crossed the line in second place in the 100-mile race, with Campbell, of Walla Walla, on a Harley-Davidson, third; Chambers, of Boise, on an Indian, fourth, and Hollister of La Grande, on a Harley-Davidson, fifth.

The two-day program, which was promoted by the La Grande Motor Club, opened yesterday with a free-for-all race at four and a half miles. Keeney, Indian, was first over the line in this event, with Otto Walker, Harley-Davidson, second. Iving Janke, winner of the Dodge City classic on July 4, and Walker's team mate in the La Grande program, had some trouble and did not finish. The winner's time was 3:16⅘.

The second event, at five miles, was for local riders (Walla Walla to Boise), and was won by Chambers, of Boise, on an Indian. Mills, of Walla Walla, was second on an Indian; Hollister, of La Grande, brought his Harley-Davidson through in third place, and "Red" Williams, Harley-Davidson, was fourth. Winner's time, 3:52½.

Chambers and his Indian captured the 10-mile event for Northwest riders, with Hollister, Harley-Davidson, second, and Rose, of Portland, on an Excelsior, third. Winner's time, 7:44⅕. Hollister finished a fifth of a second behind Chambers in this event, so the fans were treated to a fine finish.

In the time trials, Keeney, Indian, made the circuit in 1:03⅗, or an average of 83 miles per hour. Otto Walker piloted his Harley-Davidson around the track in 1:04⅘, or an average of 82 miles an hour.

In the Northwest Grand Prize race at fifty miles Hollister, the La Grande rider, went through on his Harley-Davidson in 46:20⅘, with "Red" Williams, Harley-Davidson, second in 48:11, and A. Williams, of Boise, on a Harley-Davidson, third in 48:36.

The racing on the second day (Sunday) opened with a five-mile event for local riders (Walla Walla to Boise). Hollister and his Harley-Davidson took first money in 3:49⅘. Mills, of Walla Walla, riding an Excelsior, was second, and Swartz, of Walla Walla, on a Harley-Davidson, third.

Keeney, on his Indian, took first money in the 10-mile free-for-all in 7:31⅕, with Otto Walker, Harley-Davidson, second. Irving Janke and his Harley-Davidson encountered the jinx for the second time during the meet, and Irving retired.

Otto Walker showed a flash of form again in the five-mile free-for-all, which he won in 3:38⅗. Keeney and his Indian were second over the tape, and Rose, of Portland, brought his Excelsior through in third position. In this race Walker averaged 83 miles an hour. Following this event came the 100-mile dash for the Far Western Championship.

KEEPING PACE WITH F. A. M. MEMBERSHIP

WESTBORO, MASS.—Harry E. Sechrist, of Harrisburg, Pa., who recommended an even 25 new members, walked off with the F. A. M. membership contest prize for the week ending July 8, and H. G. Ramsey, whose endeavors brought in 17 new members, earned the token for the week ending July 15, according to Secretary-treasurer G. B. Gibson.

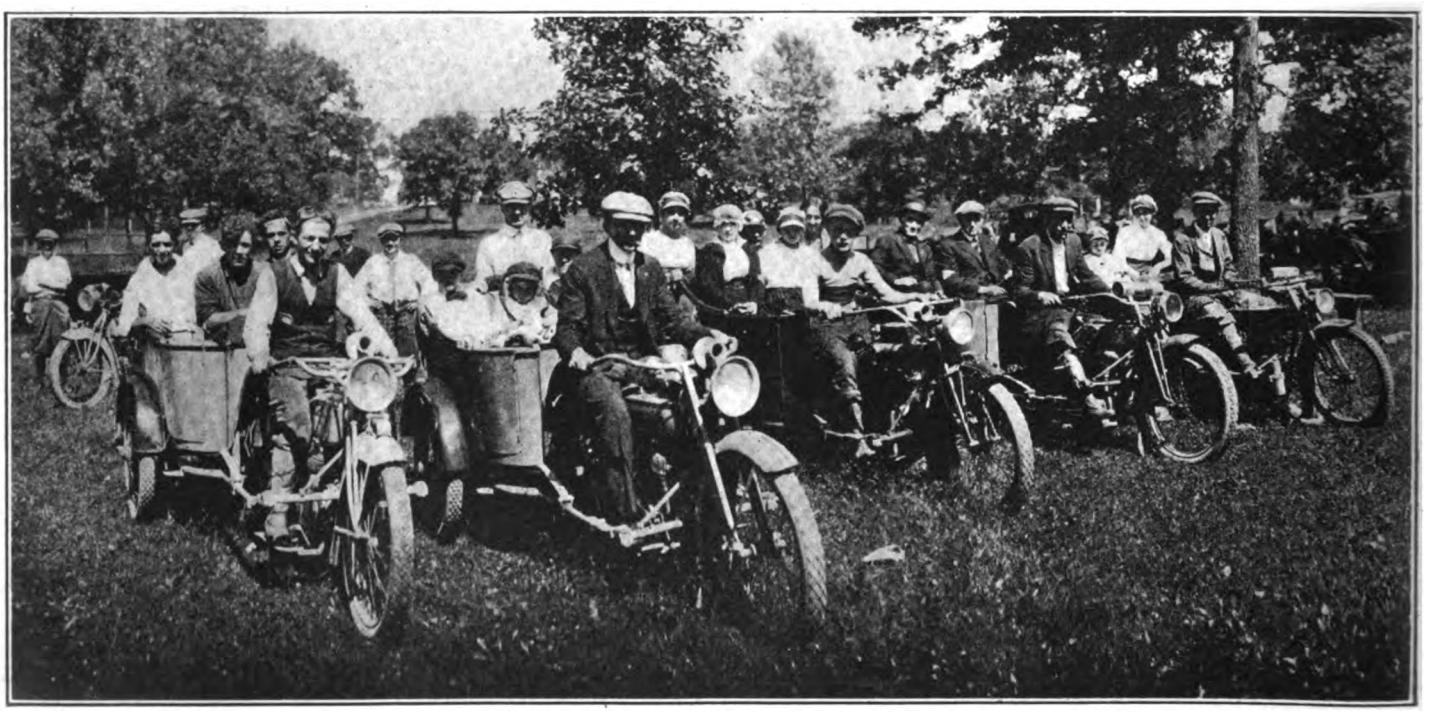
Gibson also reports that during the past fortnight 141 new members have joined the F. A. M. fold, while 104 members have renewed. Included in this number are the members of one newly affiliated club, the Kansas City M. C. The Canton M. C. of Canton, Ohio, has reaffiliated.

The Hadfield-Swenson Co., 21 Myrtle street, New Britain, Conn., and D. M. Page, 338 West Fourth street, Williamsport, Conn., have registered as F. A. M. repair shops, swelling the total of official repair shops up to 1,244.

CINCINNATI IS OUT FOR 1917 F. A. M. MEET

WESTBORO, Mass.—Secretary-Treasurer G. B. Gibson, of the F. A. M., reports receiving an offer from the Chamber of Commerce, Hotel Men's Association, and Mayor of Cincinnati, O., for the 1917 F. A. M. meet. With the offer came a guarantee fund. The offer will be brought up formally at the business meetings of the F. A. M. in Providence this week.

CYGNETS WHICH WERE FEATURES AT CHICAGO DEALERS' PICNIC



Lineup of Rear Car Outfits Which Conveyed Guests to Big Blowout Given by Live Agents in Windy City Recently

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INDIANA TRI-STATE COURSE A STIFF ONE

Route of 1916 State F. A. M. 24-Hour Run Has Fast Schedule and Severe Road Conditions—Five Classes Provided For—Valuable Prizes Offered

INDIANAPOLIS, Ind., July 24.—Entry blanks for the Tri-State 24-hour endurance run of the Indiana F. A. M., for August 12 and 13, have been issued and already a strong support for this classic is promised. This is the annual F. A. M. run for this State and, in the opinion of those who have organized the affair, will be a corker. In fact, Indiana Commissioner Jack Carr, who is back of the run, states that only the hardiest riders can hope to come through with a score which is unmarred, for the schedule is high and the run a severe test of man and machine.

Through Four States

This year's run will take in all the important cities in central Indiana, Ohio and Kentucky. The daytime schedule will be 24 miles per hour, while the night schedule will be 20 miles per hour. There will be checking stations at intervals of not more than 40 miles apart for the whole of the contest, and some of the checks will be as close as 20 miles between. There will be no secret checks.

Solo entrants will cover 434.2 miles. A special schedule and route will be laid out for sidecar and lightweight entrants. The course will be thoroughly marked with red and white painted figures. Officials will follow the run by automobile.

The start will be made from Indianapolis at 5 p. m. on August 12, and the first leg will be to Louisville, Ky., via Martinsville, Bloomington, Bedford, Salem, Jeffersonville and New Albany, the midnight control. After a rest of one hour the riders will start toward Cincinnati via Madison and Lawrenceburg Junction, with breakfast control at Cincinnati.

From Cincinnati the course will lead toward Indianapolis via Brockville, Newcastle and Muncie, with a control at the latter place. From Muncie the riders will go to Frankfort, then south through Lebanon and on to Indianapolis. The course will include [illegible] riding at night, sand plugging in [illegible]thern part of Indiana and in Ke[illegible] Finish will be at Soldiers and S[illegible]mment in this city at 5 p. m., A[illegible]

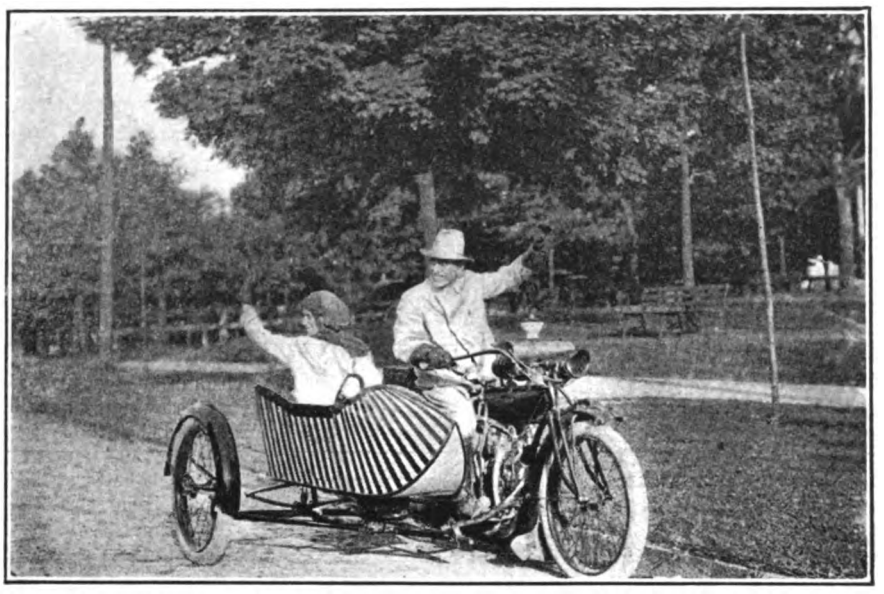
Cups and Medals

A [illegible]oving cup has been donated by the [illegible] States Tire Co. for the best fac[illegible]m performance. A diamond medal will be awarded to the highest individual medal and consistency scorer. Factory entries will be permitted to participate for this medal. Gold medals will be given to all perfect scorers, and bronze medals will be given to all riders finishing with medal scores of 950 or better. Merchandise awards will be given to all survivors of the run.

There will be five classes: A, factory teams, professional; B, profesional; C, amateur; D, sidecar (driver only competing); E, lightweights. Entry fees are: A, $10; B, $5; C, $3; D, $3; E, $3. Entries close on August 6. Address Jack Carr, Indiana F. A. M. Commissioner, 52 West New York street, Indianapolis.

Coincident with this run will be held the annual State convention of the Indiana F. A. M. at the rooms of the Consolidated M. C. in this city. The officers for 1917 will be elected at this meeting. At least 100 members will attend the convention. It is figured that Fred Dyer has a strong chance of becoming the next State Commissioner, since Jack Carr will not run for re-election, owing to pressure of business interests. There will probably be a number of "dark horses" in the field also.

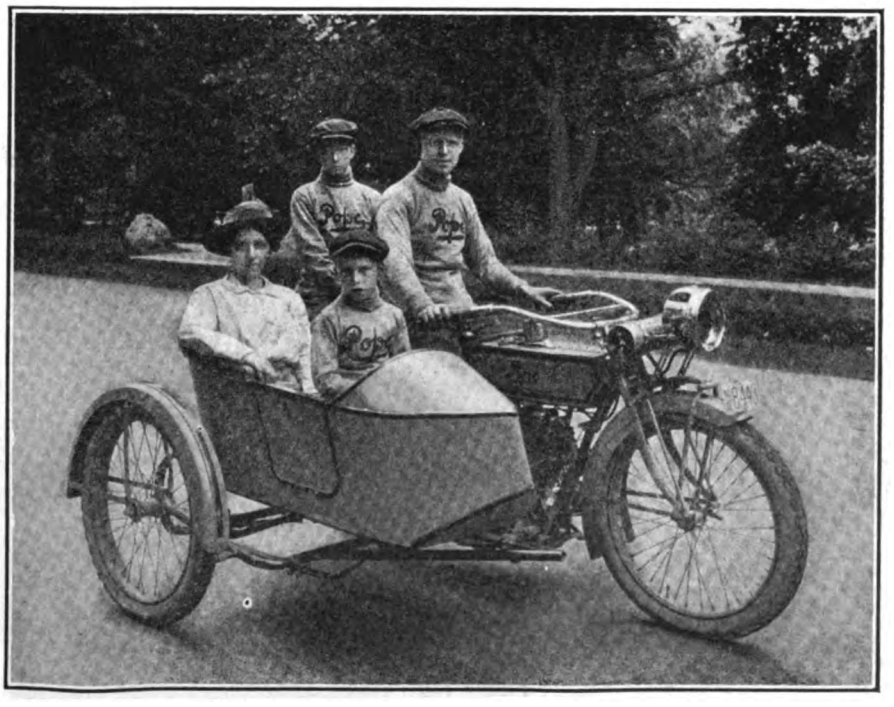
A STRIKING FLXIBLE SIDECAR OUTFIT



AN unusually attractive sidecar finish, which is suggestive of the higher grade English models, has just been applied to a Flxible sidecar body which will be used by L. E. Fowler, one of the travelers for the Flxible Sidecar Company, who is now covering the eastern States and closing up a lot of fat orders. The Fowler outfit follows the general lines of the standard Flxible products.

The Flxible company now has its 1917 model ready, and Mr. Fowler and other Flxible travelers are experiencing no difficulty in signing up dealers.

STRONG POPE ENTHUSIASM IN THIS FAMILY



Robert MacDonald, with His Wife and Sons, on a Run Through One of the Parks of Worcester, Mass., Where "Mac" Handles the Pope Products

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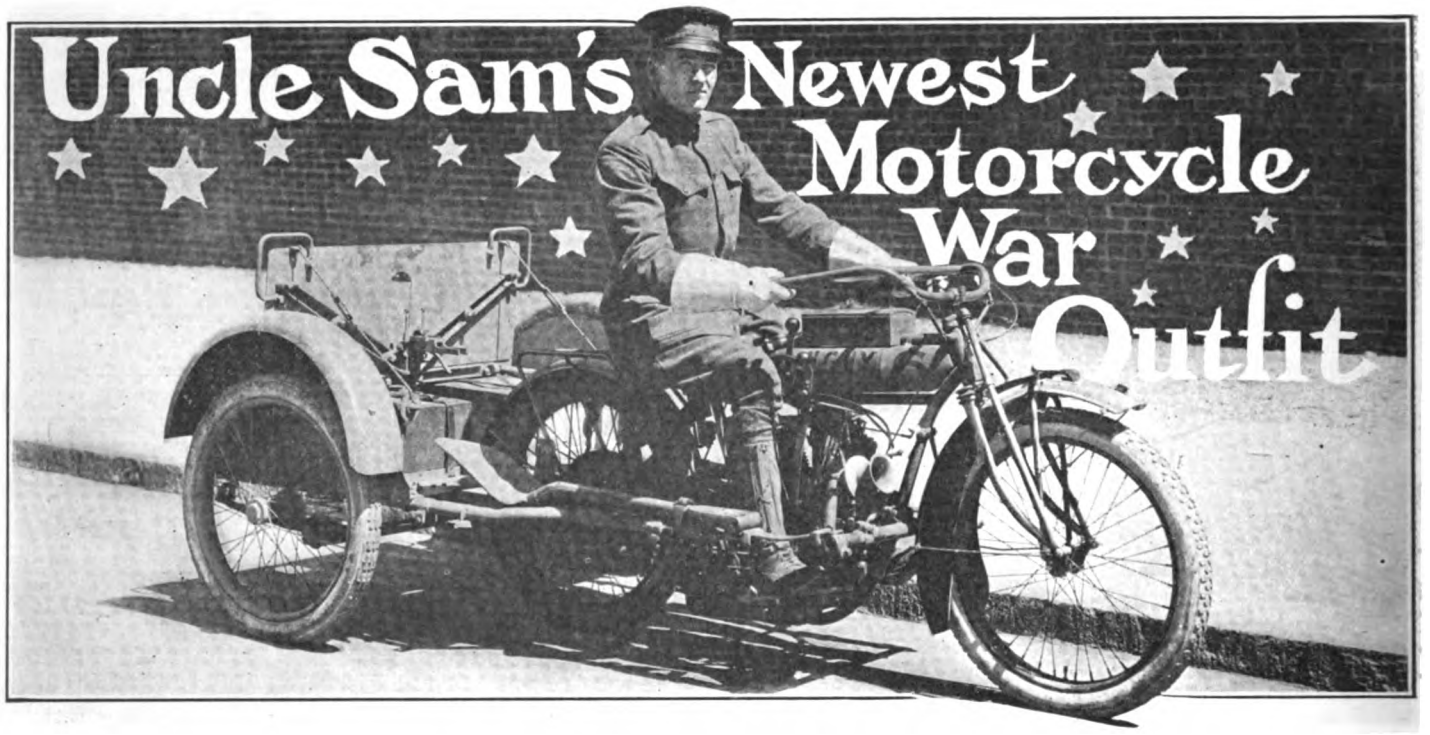
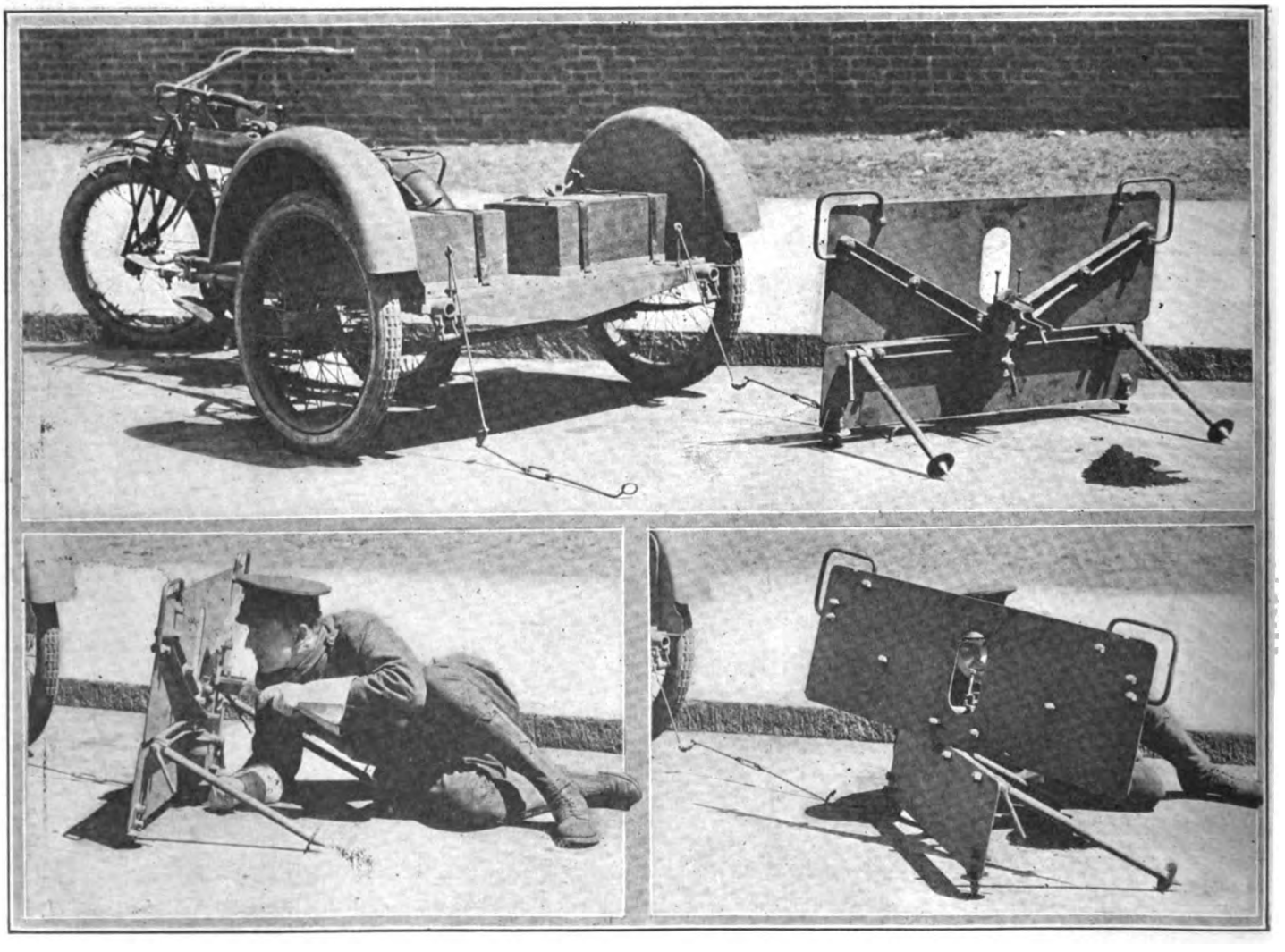


NEW YORK.—The photos show a new motorcycle machine gun outfit, the gun-carriage having been designed under supervision of Captain H. G. Montgomery, of the First Armored Motor Battery of New York, and A. F. Masury, chief engineer of the International Motor Co., also of New York. The gun-carriage, or trailer, was specially constructed by the Cygnet Rear Car Co., of Buffalo, and an Indian motorcycle is used, the battery being equipped throughout with Indians.

It will be noted that the shield is made in two pieces, the lower part being provided with a spud at each bottom corner, and a cast bracket which forms a fulcrum and permits of pivoting the upper part of the shield. With this arrangement the gun



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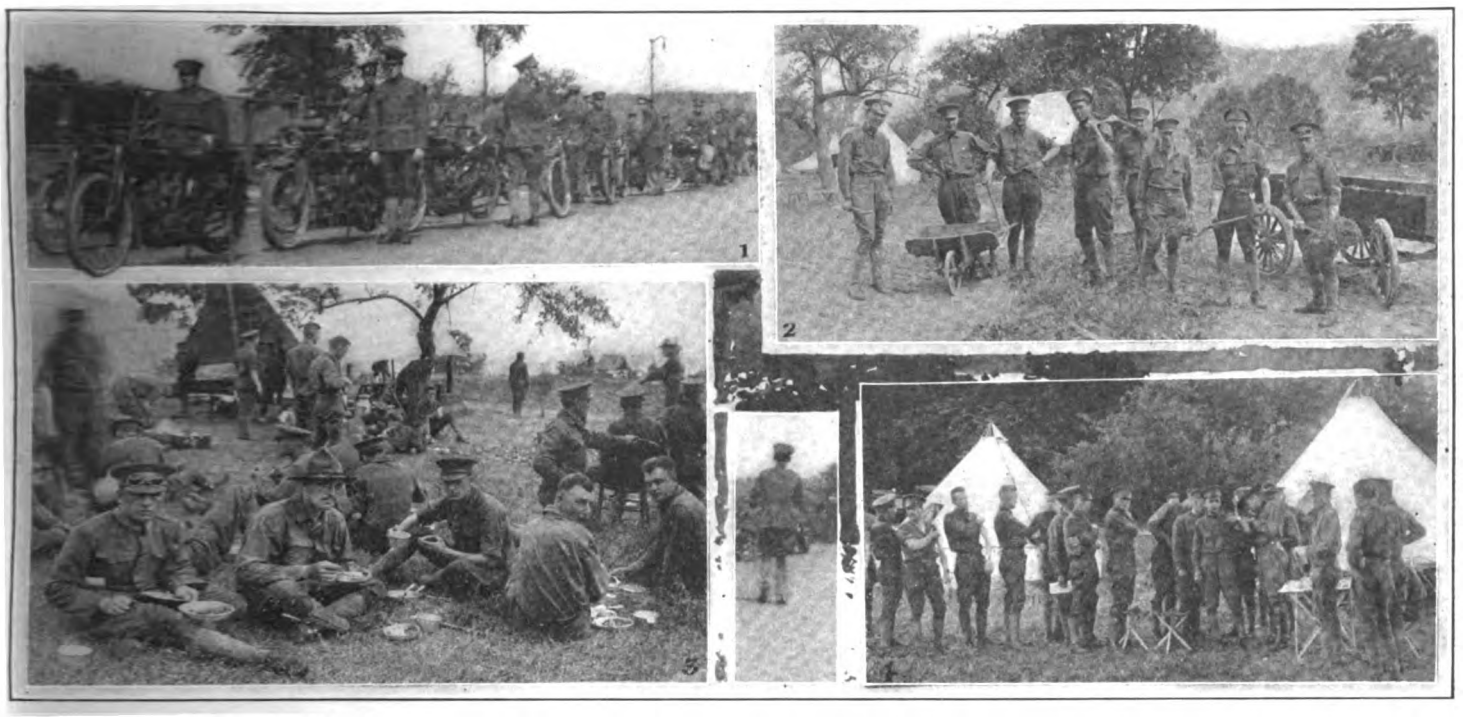
WITH ARMORED MOTOR BATTERY RIDERS AT PEEKSKILL, N. Y.



1, Ready for a Practice March; 2, Policing Camp—Fatigue Party Under Corporal Arthur Chapple Cleaning Up; 3, At Mess—Members of First Armored Motor Battery, N. Y. N. G., Live Under Service Conditions; 4, In Line for Vaccination

can be swung horizontally, at the same time giving the gunner full protection. Two legs are hinged at the ends of the fulcrum bracket and are also provided with spuds. These legs can be locked rigidly at any angle by means of a specially-constructed joint, and with only a slight turn of a handle. This permits of setting the shield at any angle, and when the legs are locked they form a solid base for the shield and gun. The armor plate used for the shield is two inches thick, and will resist service ammunition at fifty yards.

The gun and shield can be dismounted from the trailer in thirty seconds. Handles are provided so that two men can carry the whole firing unit and place it in fighting position. Intrenching tools are carried on the side of the trailer in such a way that they can be very quickly detached.

MACHINE GUN ROOKIES HAVE QUIET TIME

New Members of Special Company of 71st New York Infantry Waiting for Uniforms and Equipment at Fort Hamilton

By SERGEANT LOU H. GUTERMAN

NEW YORK, July 24.—Recruits to the motorcycle machine gun company of the 71st New York Infantry are having rather a quiet time just now. They are at Fort Hamilton, near Brooklyn, waiting to be fitted out with uniforms and full equipment, but will be shipped to Texas after being supplied with the necessary articles. Each man will be vaccinated and also inoculated for typhoid before entraining for the border.

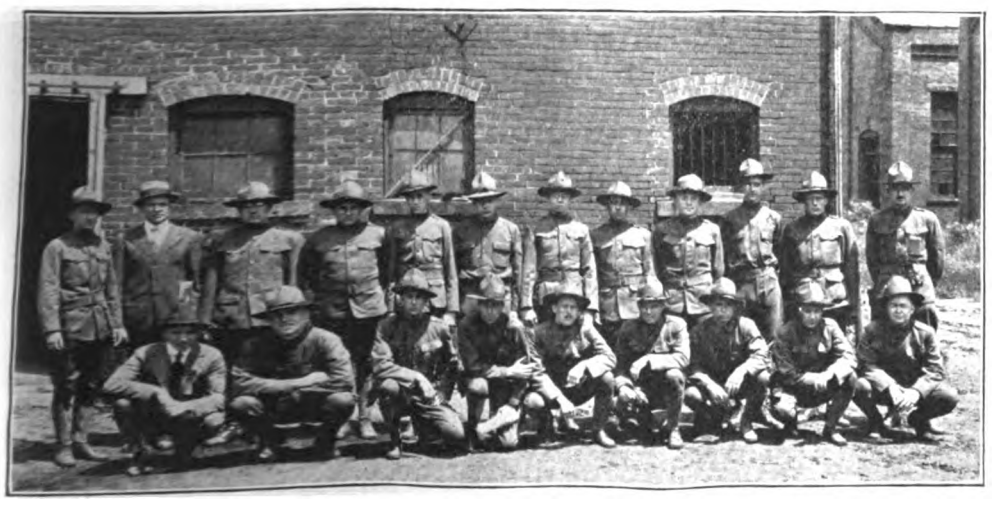
There are still a few vacancies in the company for expert riders. Captain Schroeder is starting a recruiting campaign today through Westchester and Orange Counties for men for this company and also for the various infantry companies of the 71st, and will have recruiting tents erected in the various towns for the next week. He will try to fill the regiment to war strength.

From the camp at M'Allen, has come an interesting letter from Corporal Joseph Grohs, in charge of Headquarters motorcycle detachment. There are eight men in the detachment, all of whom carry despatches for Major-General O'Ryan, of the New York Guard. The letter states that all hands were feeling fine and that the trip down was made in Pullmans all the way.

Stops were made at hotels in the different towns en route and first class meals were had, the letter says. At Tulsa, Okla., the company was taken for an auto ride and a swim, followed by a big dinner. The temperature is stated as 110 in the shade. The motorcycle detachment started in to pitch its tents and fix up its portion of the headquarters camp, in addition to message-carrying on their machines, as soon as it arrived.

Corporal Grohs says that he has to drive a motor truck in addition to riding his Reading Standard. He says that it is some riding, as there are no roads in the neighborhood. The Reading Standard machines used are standing up finely, in spite of the sand and high temperatures under which they have to work. The men are most enthusiastic over their mounts.

RUBBER MEN, BUT THEIR NERVES ARE OF STEEL



This Is a Lineup of the Goodyear Employes Who Have So Far Answered the Call of the Ohio National Guard Units for Service Along the Border

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MOTORCYCLE PATRIOTS STILL FILING NAMES

Several of Those Who Communicated with Motor Cycle Illustrated Are Now Enlisted in Motorcycle Army Units; Are You On the List?

NEW YORK.—Several of the motorcyclists who filed their names with **Motor Cycle Illustrated** and signified their willingness to serve with their machines in the Army have been enlisted in various motor units, and only a day or two ago several of these riders joined the motorcycle company of the Seventy-first Regiment at the armory in this city.

Two More Willing

The latest additions to the list are William R. Bryan, of Arnold, Pa., who states that he has an Excelsior motorcycle with Rogers sidecar, and Robert T. Farmer, of Jackson, Tenn. Mr. Farmer has ridden motorcycles for years, but does not at present own a machine. He is ready to enlist for motorcycle service, however.

Those who were previously mentioned as having expressed their willingness to serve the flag in a motorcycle unit are as follows:

W. H. Encll, 508 West 180th street, New York City.

James E. O'Connell, 40 Fourteenth street, North Troy, N. Y.

Charles E. Keniston, 314 Parkville avenue, Brooklyn, N. Y.

R. P. Fisher, Holcomb, N. Y.

Eugene Mangin, Biloxi, Miss.

J. A. McMichael, DeKalb, Texas.

Richard A. Aune, 52 Selden avenue, Detroit, Mich.

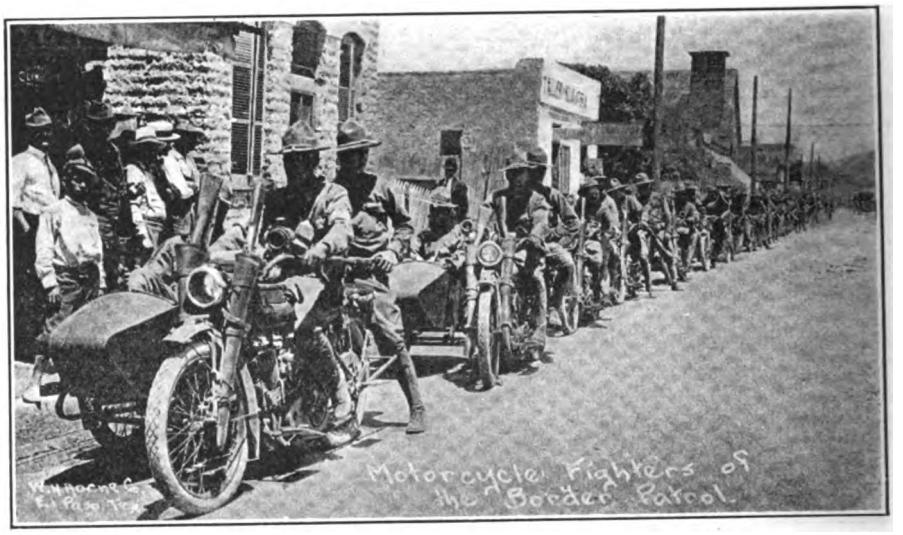
Walter E. Berger, 36 Selden avenue, Detroit, Mich.

Alfred A. Amirault, 16 Crest avenue, Revere, Mass.

Ralph Johnson, 55 Holly street, Lakewood, N. J.

Ray Bosher, 2014 Tenth avenue, Huntington, W. Va.

Cyril C. Babione, Fremont, Ohio.



Sidecar Combinations Employed by United States Infantry in Patroling Mexican Border. Powerplus Indian Models Are Here Shown. Note Rifles in Boots on Forks

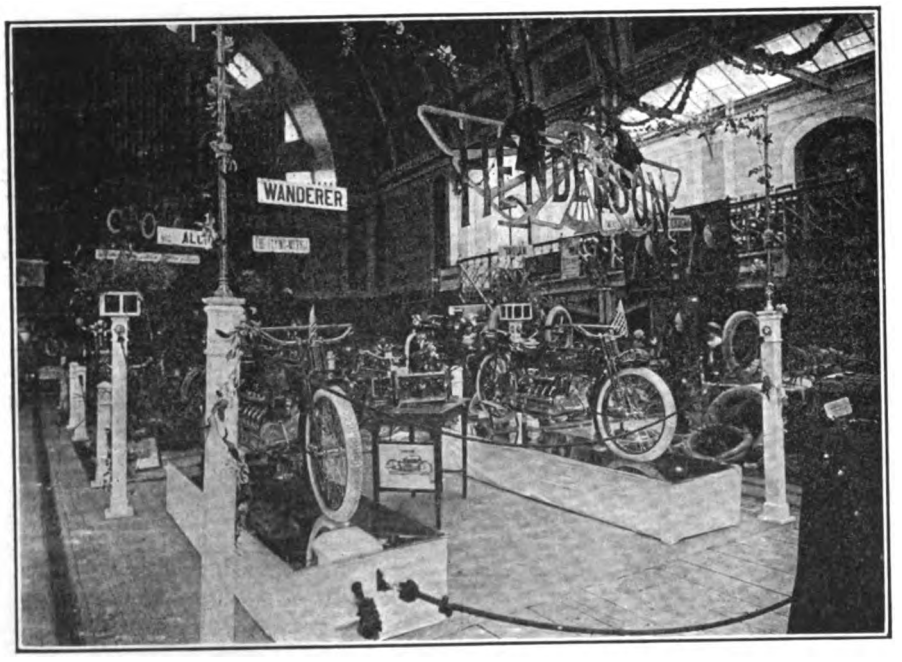
Lee J. Shields, of Crawfordsville, Ind.

Robert S. Beatty, 1112 Reddour street, Pittsburgh, N. S., Pa.

RACES AT SALISBURY, MD.

SALISBURY, Md.—The Wicomico Fair Association will stage motorcycle races on Tuesday and Wednesday, August 16 and 17. These are the two big days of the annual fair, and the management is putting on motor races as an extra attraction for the immense crowds that visit the grounds each year on those days. There will be about $400 in purses for the four five-mile professional races to be run. Entry blanks can be secured from E. A. Hearn, Salisbury, Md.

ATTRACTIVE HENDERSON EXHIBIT AT PORTO SHOW



Stand of Manoel da Silva Carmo, Portuguese Representative of Four-Cylinder American-Made Machine. It Occupied the Place of Honor at This Exhibition

BLANKS OUT FOR MEET AT BELMONT ON AUGUST 19

PHILADELPHIA, Pa., July 24.—The official entry blank for the meet of the Motorcycle Club of Philadelphia on the Belmont track at Narberth, on August 19, has been issued. The card shows that seven events will be run off: a five-mile novice, a five-mile amateur, a 15-mile pro., a 15-mile amateur, a five-mile amateur sidecar and a 100-mile pro., open. There will also be a mile-time trial. The long race will be the feature event, the winner to get $100. Application for entries should be made to C. G. Mueller, Franklin Bank building, Broad and Chestnut streets, Philadelphia.

WITHDRAWS TEAM FROM ALL SPEED CONTESTS

OMAHA, Neb., July 24.—Declaring that races tend to decrease interest in the sport rather than boosting it, Vic Roos, Harley-Davidson agent here, has announced the permanent withdrawal of his racing team from any further speed contests.

The Gray Fellows during the past year have annexed both the metropolitan and State titles, so it will be seen that it isn't lack of ability on the part of either the machines or riders that is forcing the withdrawal. Carl Pedersen, Otto Ramer and James Fisher, comprise the team.

OMAHA SPEEDWAY RACES ON AUGUST 8.

OMAHA, Neb., July 25.—W. E. Dewey, F. A. M. referee here, has announced a racing meet for the Omaha Speedway grounds on August 8, consisting of four events ranging from five to fifty miles. The races will not be held on the board track, but on the one-half mile oval within the speedway. Cash prizes of $100 are offered to riders in the 30-60 class. Sanction for the event has already been obtained from the F. A. M.

RACES AT K. C. SPEEDWAY

KANSAS CITY, Mo., July 24.—Motorcycle fans here have been thrilled by the news that Jack Prince, the speedway promoter, will stage the initial motorcycle meet on his new saucer on August 13.

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THESE TOURISTS CARRY A COMPLETE OUTFIT

THE accompanying photo shows the interesting outfit with which Mr. and Mrs. J. A. Robinson, of Tulsa, Okla., are making a motorcycle tour to Boston, Mass. The trip is to be made via Kansas City, St. Louis, Indianapolis, Columbus, Pittsburg, Washington, D. C., Baltimore, Hayannis, Mass., and to Boston. The Robinsons carry a complete camping outfit, including a good-sized tent and kitchen.

Robinson Outfit Unpacked for a Night's Camping. Note Spacious Tent, Which Has Capacity for Three, Although Two Occupy It. The Mount Is a Harley-Davidson

STRINGENT NEWPORT REGULATIONS

NEWPORT, Ky.—The City Commission is considering the enactment of a traffic ordinance which will regulate stringently all varieties of motor and other traffic. It will provide for a speed limit of 15 miles an hour in the city on the straight, and 8 miles at corners. Dimmers must be used on headlights, unnecessary use of horns will be penalized, and the use of muffler cut-outs will bring about to fines. Passing street cars which are taking on or unloading passengers is another point which will be covered.

SIEBERLING PASSES ON

JONESBORO, Ind.—James H. Sieberling, the veteran president of the Indiana Rubber & Insulated Wire Company, of this city, died here on July 7. Mr. Sieberling was in his eighty-first year and was one of the founders of this company. His death is greatly regretted by his many friends.

WESTMORELAND MEET SEPT. 9

YOUNGSWOOD, Pa.—The Westmoreland Fair Association has made arrangements to stage a motorcycle racing program on September 9, under F. A. M. sanction. Entries are now being received, and application may be made to Ted Holtzer, 956 17th street, Altoona, Pa.

GAS CO. BUYS FEATHERWEIGHT

The Central Hudson Gas & Electric Co., operating in the Hudson Valley, with main offices at Poughkeepsie, has just purchased an Indian Featherweight.

CENTRAL KANSAS M. C. TO HAVE 300-MILE RUN

Endurance Trial Will Be Held from Ellsworth to Wichita and Return August 5-6; First Big Contest Since Short Grass Club Disbanded

ELLSWORTH, Kansas.—From Paul "Speck" Warner comes the announcement that the Central Kansas Motorcycle Club will stage a 300-mile endurance run, from Ellsworth to Wichita and return, on August 5 and 6.

This is the first run of importance to be held by a Kansas club since the Famous Short Grass Club disbanded, and riders are sending in entries from far and near. About 15 solo machines have been entered so far, and five sidecars are also on the list. Merchandise prizes, aggregating $200 in value, will be awarded to the winners, and a trophy will go for the best score.

The route will be from Ellsworth to Salina, over the Golden Belt road, then south to Wichita, over Meridian road, and back as far as Lyons by way of Hutchinson over the Sante Fe trail. The run will then proceed back to Ellsworth. Most of the roads are in good condition, but considerable sand will have to be traversed. There will be seven checking stations and two secret controls.

All the dealers along the route are cooperating with the committee, and are offering free oil and gasoline to the riders. Special arrangements have been made for refreshments.

The run will start from "Speck" Warner's Indian shop in Ellsworth, and he has offered to fill up all the tanks with gas and oil free of charge, regardless of the makes of machines used.

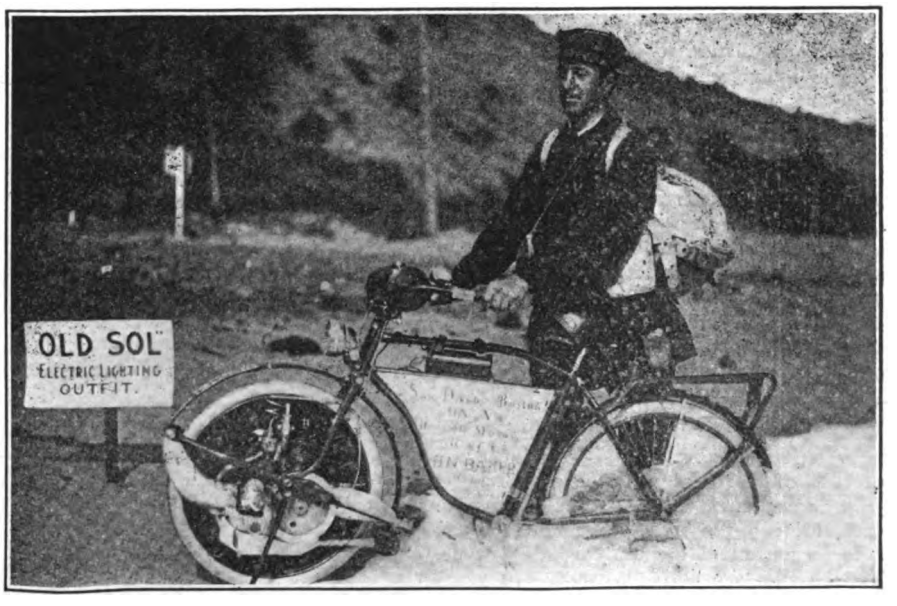
CINCINNATI SHAKES 'EM DOWN

CINCINNATI.—The sudden determination of local authorities to enforce every little provision of the traffic laws resulted in the arrest during the past week or so of hundreds of citizens, including motorcycle riders, on various charges, ranging from too much light to no light at all, and from having no license to having one too old. Fines of $2 and costs were assessed, as a rule.

SEVERE TEST FOR MOTOR BICYCLE

H. N. Baker, who rode to San Francisco from Boston on a Dayton bicycle last summer, has started his return trip on a Dayton motor bicycle. This is the word received from the Wm. H. Hoegee Co., of Los Angeles, Cal., by the factory. While the temperature in the Imperial Valley sometimes reaches 140 degrees at this time of the year, Mr. Baker has decided to direct his course over that route in order to give the motor bicycle the most severe test that it is possible to find.

READY TO CROSS TO BOSTON ON DAYTON MOTOR BIKE



H. N. Baker Dipping His Rear Wheel in Pacific Ocean Prior to Starting Cross-Country From San Diego, Cal., on Dayton-Built Machine. Item Above

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Our Canadian News Letter

FEATHERWEIGHT FINE IN DESPATCH WORK

Indian Two-Stroke Stands Up Under Severe Service in Big Training Area—Routes to Camp Outlined

CAMP BORDEN, Ont.—An Indian Featherweight motorcycle belonging to the 164th Halton Battalion, now in training in this tented city of 35,000 soldiers, seems to be filling the bill in a very satisfactory manner. This machine is being driven through the deep drifts of light sand, over and around stumps and across pathless plains practically all day long and it goes sailing along where three-ton motor trucks frequently get stalled. Soldiers by the hundreds pause in their work to watch the despatch rider of this battalion dash over the rough and sandy country on the small machine. Sometimes it dances a Highland fling in the deep stuff but the two-cycle power-plant never halts. The variable gears come in very handy for the rough riding around these parts.

For the information of Toronto motorcyclists who are arranging week-end trips to the big camp, which is seventy-five miles from Ontario's capital, the following routes are outlined: Out from Toronto the rider will follow Yonge street to Holland Landing, thence to the left to Bradford, to Bondhead, to Cookstown, to first concession road East of Alliston, thence Northward almost to Angus where a road running to the West will be found. This leads to Camp Borden. This route is sign-posted all the way and will be found the best way to reach the camp from Toronto. Other routes are more scenic but not so good.

CANADA CYCLE BUYS LAND FOR FACTORY

WESTON, Ont.—A tract of land, comprising 26½ acres of land adjoining Eagle avenue and the Canadian Pacific Railway tracks, has been purchased by the Canada Cycle & Motor Company, Limited, for the new bicycle and accessory factory of the company. The cost of the land was $52,000 and the purchasers have already started the erection of a $100,000 building on the site. The ground was formerly used as an aviation field and was owned by W. G. Tretheway. The present Canada Cycle factory near Toronto was bought by the Willys-Overland Company. It was in this plant that the Cleveland bicycle was made in the so-called boom days. The 1917 production of the Canada Cycle Company will be turned out in the new Weston works.

CYCLE OFFICIAL TRAINING AT CAMP BORDEN

CAMP BORDEN, Ont.—One of the prominent cyclists among the 35,000 Canadian soldiers now undergoing training at Camp Borden is Private William Marr of the 180th Sportsmen's Battalion of Toronto. Private Marr is the ex-president of the Toronto Bicycle Riders' Association and now represents the interests of the military cyclists on the executive board of the association. He has also been manager of the Classic Bicycle Club, Toronto, of which Arthur and William Spencer, now performing at Newark, are members.

SASKATCHEWAN ROAD GUIDE FILLS LONG FELT NEED

REGINA, SASK.—Owing to the lack of many landmarks throughout the Prairie Province of Saskatchewan, motorcycle touring has been rather uncertain. There is considerable long-distance riding, but it has been rather easy for a strange tourist to become lost. A road map of the Province, compiled from Government records, has just been issued, however, and it has met a popular demand. This map shows all churches, school-houses, cemeteries, bridges, railway crossings, sidings, stations and centers of habitation. Summer resorts, watering places, lakes and other scenic attractions are also indicated.

THEY RODE "ORDINARIES"

VANCOUVER, B. C.—During the periods of a recent lacrosse match here, Jack Mason and Jimmy Deane, two cycle veterans, engaged in an exhibition bicycle race on wheels of the old "ordinary" type. The bicycles are at least twenty-five years old and had not been ridden for twelve years. One of them belongs to Fred Deeley, the local dealer.

TELLS OF DISPATCH RIDING IN FLANDERS

Canadian Courier Writes of Thrilling Work in Conveying Messages on Western War Front—Was Slightly Hurt

TORONTO, Ont.—The story of the life of a motorcycle despatch rider on the Allied front in Flanders is coming back to Canada little by little but the piecemeal tales are now giving a fair idea of the experiences through which an army speedster passes. A very interesting letter has just been received by William Wyndham, of 92 Olive avenue, from his son, Ellis Wyndham, who is serving as a despatch carrier with the Canadian army.

"I tell you it is some excitement," wrote Wyndham. "Ammunition going up and empties coming back; mile after mile of galloping horses; trucks going and coming; everyone swearing and yelling to keep to the right. We ride up in the centre of the road just as fast as we can go. All this is done at night and no lights can be used. In the day-time there is not one one-hundredth part of the traffic that one sees at night. But in the daytime we can see hundreds of dead horses. I have had pretty good luck so far until last night a shell landed right beside me on the road and blew me off the machine into the ditch. A piece grazed my arm and made just a little cut but I hurt my knee in the spill, so the doctor told me not to ride for a week. My machine was smashed."

Wyndham has been behind the firing line for more than one year. He is enjoying his work immensely, and intends to stick it out to the finish.

This Is Private Marr of the Sportsman's Battalion, Toronto, Who Is Ex-President of the Toronto Bicycle Riders' Ass'n

CRACK RIDER IS MEMBER OF ROYAL FLYING CORPS

TORONTO, Ont.—Word has been received by President F. A. O. Johnston of the Canada Motorcyclists' Association that J. A. McNeil, the well-known motorcycle and bicycle racer, is now a full-fledged flier of the Royal Flying Corps. McNeil made several notable performances on the board tracks at Minneapolis, Omaha, Buffalo and Toronto in the summers of 1914 and 1915 and while racing in Toronto he decided to throw in his lot with the Canadian Overseas Army. He joined the 166th Battalion and was transferred to the 83rd Battalion which proceeded overseas early this year. After reaching England McNeil found an opportunity to become a birdman and worked hard to get his certificate.

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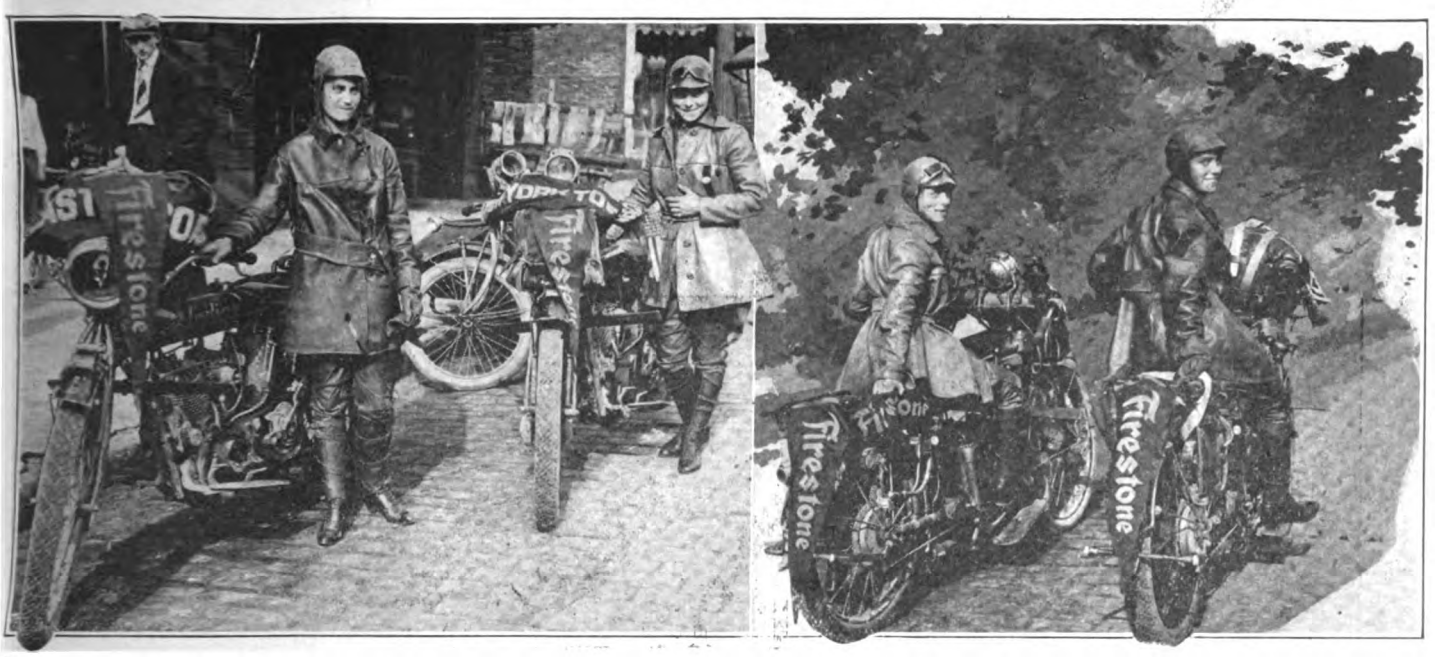
VAN BUREN GIRLS WARMLY WELCOMED IN TIRE CITY



Transcontinental Tourists Snap-Shotted on Arriving in Akron, O., and Again as They Said Good-bye; A Trip Through the Firestone Plant Was a Feature of Their Stay and They Enjoyed Every Minute of the Time

AKRON, O.—One of the longest stops made so far by the Misses Adeline and Augusta Van Buren, on their cross-country trip with Indian motorcycles was in this city, where they were given a warm welcome by trade folks and the general public. The chief feature of their visit in Akron was a tour of inspection of the Firestone Tire & Rubber Company's big plant. In view of the fact that they have selected Firestone tires for their coast-to-coatst grind, the girls were deeply interested in the processes of manufacture.

"After seeing the care, the skillful workmanship and the quality materials put into Firestone tires and the high standard of the whole organization behind the Firestone products we are now able to understand why our tires are giving us 'no-trouble' service over all kinds of roads," said Miss Augusta. "Our trip through the factory has shown us that Firestones are as good inside as they look outside."

"It is hardly necessary to state," continued the fair New York tourist, "that our Indian motorcycles are doing all that we expected of them—and then some. We have done lots of traveling over storm-washed roads, and have had a few spills, but our Indians are at top-notch efficiency."

LITTLE DOING AMONG AUSTRALIAN RIDERS

Clubs Hold Only Minor Sport Events, But Sidecar Outings for Wounded Soldiers Are Found on Most Fixture Lists.

SYDNEY, Australia.—Motorcycle matters are very quiet throughout the Commonwealth of Australia just now. The Victoria M. C. has just announced that, excepting for certain annual challenge trophies for which competitions must be held, it will promote no speed events during the next twelvemonth. In New South Wales, the clubs are only promoting events of an unimportant character. Down in Tasmania, S. Stearns, who will hop it on a 7 h. p. Dunlopshod Indian, intends still further reducing the Launceston-Hobart record of 2:33:30. The distance is 121 miles.

A new club has made its appearance in New South Wales, or perhaps it would be better to say an old one has been brought back from the dead. It is the Newcastle M. C., in the second city of the State, the center of the biggest coal field in Australia. In the club's first run—a 100-yards acceleration trial—G. Hoffman on a 2¾ h. p. Douglas beat W. Thomas, 6 h. p. M. A. G., from a standing start, covering the 100 in 0:09 4/5.

Half a dozen years ago there was a strong motorcycle club at Newcastle and some of our finest riders came from the coal fields. The most notable were S. L. Bailey, who attained international fame on the Douglas at Brooklands, England, and in the Isle of Man T. T.; J. E. Yee and J. Lynch.

Many Australian motorcycle clubs are now arranging sidecar outings as part of their regular fixtures. These outings are for the benefit of returned veterans of the Gallipoli, Egyptian and other campaigns in which Australian soldiers are doing their share to keep the flag of the British Empire flying. The Motorcycle Club of New South Wales is prominent in these fixtures.

DEMONSTRATING TWO-STROKE

Representative Cameron, of San Francisco, Cal., Putting Indian Featherweight Through Its Paces

HOW MOTORCYCLE AIDED IN THE MOBILIZATION

BOSTON, Mass.—Sergeant H. F. Drake, of the National Guard of Massachusetts, answered the call for troops in a unique manner by riding 306 miles on his motorcycle in nine hours from a summer camp to headquarters. He had just set up his camp at Fairhaven, N. Y., with several other young men, and was preparing to enjoy his vacation when the call for mobilization was issued. Drake states that he averaged 34 miles an hour all the way back to Springfield, Mass.

HOW REPAIR MAN SAVES TIME

LOUISVILLE, Ky.—J. H. Rouark, a repair man for the Columbia Graphophone Company's Louisville office, has just purchased a new 1916 electrically-equipped Harley-Davidson, which he is using in handling calls for repair and service work with talking machines and dictating machines. Mr. Rouark claims that with this machine he can cover as much ground in three hours as was possible in a day and a half on street cars. One repair man is now employed in place of two.

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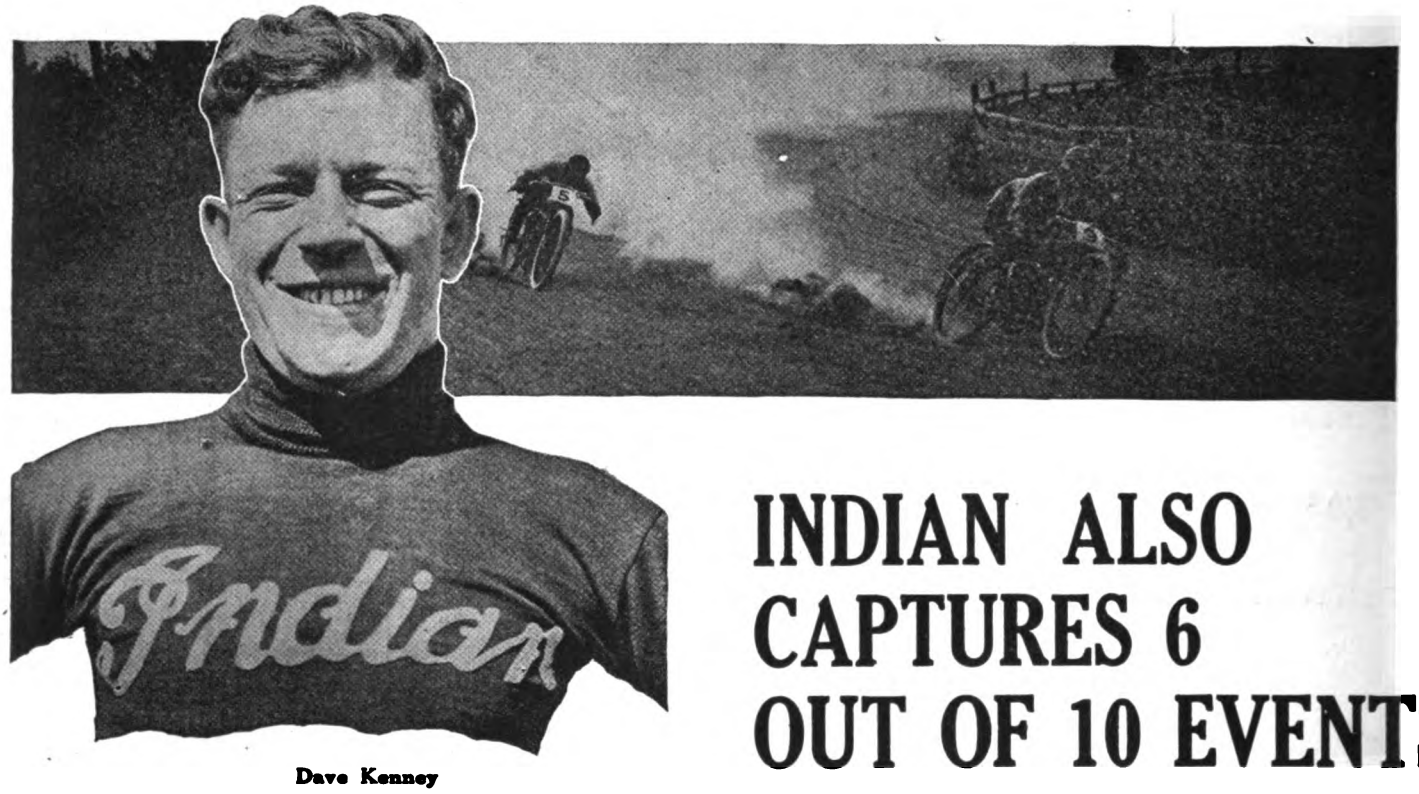
INDIAN SHATTER



Dave Kenney

INDIAN ALSO CAPTURES 6 OUT OF 10 EVENTS

Dave Kenney romped home the winner in the 5-mile free-for-all in 3 min., 16 2/5 sec., *the fastest five miles ever ridden on a dirt track*—an average of over 92 miles an hour!

Kenney finished First in the 10-mile free-for-all in 7 min., 31 2/5 sec.—*the fastest time ever recorded for ten miles on a dirt track!*

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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SPEED RECORDS

t La Grande, Oregon!

Indian, with Kenney up, won the Time and Final Trials for Track Record—making the 1½ miles in 1 min., 3⅗ sec!

ND—

An Indian Powerplus carried Chambers home a winner in the 5-mile event for local riders, also in the 10-mile for Northwestern riders!

The Indian Constantly Proves its Supremacy—not alone on the track but in Endurance Tests, in Hill-Climbing—in every possible manner! No matter what the test, Indian maintains its leadership!

Indian

HENDEE MANUFACTURING COMPANY

(Largest Motorcycle Manufacturers in the World)

Springfield, Mass.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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WEATHER SPOILS ACTIVITIES OF MILWAUKEE RIDERS

MILWAUKEE, Wis., July 25.—Now that the weather in these parts is beginning to show a little bit of reason the entertainment committee of the Milwaukee Motórcycle Club is laying out a program of outdoor events to stimulate the sporting blood of its members. The annual hill-climb at Becker's Hill, Menominee Falls, Wis., about nineteen miles from Milwaukee, will be held Sunday, July 30. This is limited to club members and is purely an amateur affair. H. E. Baldwin, State F. A. M. referee, will officiate as starter.

The club's annual fish fry at West Bend is scheduled for August 13, and the hare and hounds contest, which has been postponed several times on account of rain, will take place August 23. Rudolph Fischer is in charge of this contest.

YOUNGSWOOD MEET AUGUST 13

ALTOONA, Pa., July 24.—Plans have been completed for a motorcycle race meet to be held at Youngswood, Pa., by the Youngswood Racing Association, on August 13. Six events will be carded, one at eight miles, two at ten miles, one at five miles, one at 15 miles, and the final a ten-mile free-for-all. For information concerning the races address Ted Holtzer, 956 17th street, Altoona, Pa.

COULDN'T CATCH THIS FOX

SCHENECTADY, N. Y.—The Schenectady Motorcycle Club staged a motorcycle fox chase a few days ago, and Edward Clute, who acted the part of the fox, managed to elude his pursuers for five hours. He returned home finally and was awarded a five dollar gold piece for his good road work. More than 40 motorcyclists chased Clute across country without being able to capture him.

BIG ATTENDANCE AT GRAND RAPIDS PICNIC

GRAND RAPIDS, Mich., July 24.—More than 300 persons are expected to take part in the annual picnic of the Grand Rapids M. C. at Camp Lake on July 30. A splendid program of sports, including races has been provided for, and the affair is expected to be the most successful in the history of the organization.

No one will be allowed to go on the picnic unless he rides a motorcycle and is accompanied by a fair companion. Grand Rapids riders believe in sharing their pleasures with the girls and this occasion will be no exception to the rule.

TO FOIL THE CONSTABLES

CINCINNATI.—Local motorists who have suffered from the various roadside courts established by country magistrates for revenue purposes will have the benefit hereafter of a system of picketing established by the Cincinnati Automobile Club. The club proposes to maintain pickets on both sides of the roadside courts, warning all motorists to slow down to a walk in order to leave the country justices no room whatever for imposing fines. There is no intention of attempting to defend speeders, but the club has found that motorists are being held up as easy marks by many magistrates, and is determined to put a stop to it.

WELL REPRESENTED IN RANKS OF N. Y. GUARD

NEW YORK, July 25.—The Harlem M. C. of this city is well represented in the headquarters detachment and machine gun company of the 71st New York Infantry. Among the members are Sergeants Lou Guterman and Alfred Leach, Corporals Joseph Grohs and Abe Sacks, Lance Corporal Forbes Mackenzie, Lance Sergeant Arthur Freibel, Privates Edward Killmer, Leo Newman and Edward Guterman.

LONG PULL FOR TANDEMITES

ST. PAUL, Minn.—Earl Winslow, a former St. Paul boy, and Ross Mitchell of Saint Joseph, Mo., have arrived here from Milwaukee, having ridden about 450 miles in three days. The boys are using a tandem machine, and report very little trouble in spite of the fact that bad roads were encountered.

KLEBES HAS NEW MOUNT

PHILADELPHIA, Pa.—Harry Klebes, one of the best known local speed men, has just purchased a stock Harley-Davidson of the 1916 three-speed type. Klebes says that he has not entirely given up racing and may be seen in competitive events again before the summer is over.

CUMBERLAND COUNTY RACES

ROBINSON, Ill.—A race meet will be staged by the Cumberland County Fair Association, Aug. 31, for single-cylinder motorcycles on the half-mile track at Greenup, Ill. H. W. McKlintock, Indian dealer in Robinson, is helping to lay out the program. For information address Nelson Tharp, secretary, Greenup, Ill.

MADE FINE SHOWING IN MILWAUKEE'S PREPAREDNESS PARADE

Headed by the Clerical Staff of Girls in White, With American Flags, the Employes of the Harley-Davidson Motor Company Formed an Imposing Unit in City's Big Turnout in Aid of American Defense

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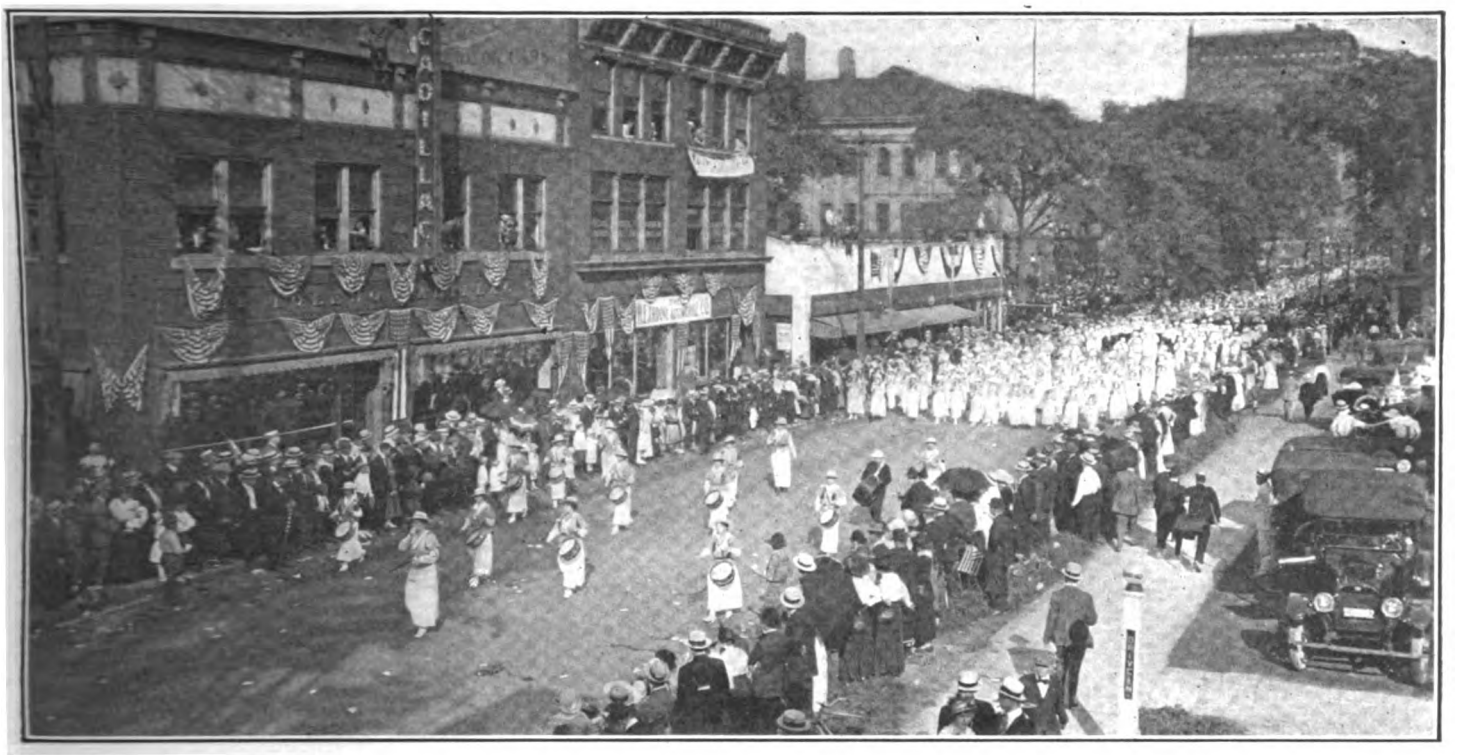
300 CHAMPION PLUG EMPLOYES IN TOLEDO PREPAREDNESS PARADE



TOLEDO, O.—Nearly 25,000 people participated in the big Preparedness Parade recently held in this city, and one of the most attractive divisions in line was that representing the Champion Spark Plug Company. The accompanying photograph shows the special drum corps of the Champion delegation, with the main body of Champion employes following. The girl drummers made a big hit with the crowds of spectators.

The Champion company had about 150 girls in line and an equal number of men. Because of the attractive costuming of the Champion marchers the judges declared this to be one of the most impressive groups in the entire procession. Each Champion girl carried an American flag, while following the girls came two mammoth banners, carried by the men, with the slogan: "We believe in preparedness."

FIRESTONE PICNIC TO BE BIG AFFAIR

Annual Outing of Tire Company Employees Has Elaborate Sports and Entertainment Program Laid Out—Date Is Set for July 29

AKRON, O.—Saturday, July 29, is the big date for the employees of the Firestone Tire & Rubber Company, of this city, it being the occasion of the annual picnic at Silver Lake Park, near Akron. Elaborate preparations are now being made to keep the picnic in harmony with the huge growth of the company during the last year.

Special cars will carry the picnickers to the Lake in the morning. The activities of the morning will include a soccer game and a baseball contest between department teams. At noon the "family basket" idea will be recognized with due formality. There will follow a continuous round of sports for all hands, until the time for departure.

In the evening there will be an elaborate display of fireworks, including a number of large set-pieces. The fireworks will be set off from an island in the center of the lake. It is expected that during the course of the day and evening, at least 25,000 people, composed of Firestonites and their families, will be in attendance.

FINE ISSUE MARKS FIRST YEAR OF "FIRESTONE"

OVER one-half of the attractive pages of the anniversary number of *The Firestone*, the house organ of the Firestone Tire & Rubber Company, of Akron, O., are devoted to the motorcycle. The principal motorcycle features are the United States riflemen at the Mexican border, Arizona pictures from Traveler Stewart Slosson, and the race achievements made on Firestone tires. The number, dated July, 1916, celebrates the first anniversary of this interesting publication.

HUFFMAN'S INTERESTING TRIP

H. M. Huffman, cycle department manager of the Davis Sewing Machine Co., returned from a two-weeks' trip Saturday, July 22. During the course of his auto trip through Wisconsin, he had occasion to talk business with a number of Dayton dealers, whom he found very enthusiastic over the large business that they had this year, and having high hopes of breaking their record during the coming fall and spring. In the course of his wanderings he met several Dayton motor bicycles and the riders were invariably enthusiastic over the front-wheel-drive machine.

GIVES INNER TUBES FREE

NEW YORK.—Starting July 15, the Pennsylvania Rubber Co., of Jeanette, Pa., maker of Vacuum Cup and other tires, has been giving an inner tube free to each purchaser of a new casing at the local branch. The same procedure is being followed out in Brooklyn at the branch in that city.

The tubes are given when the purchase takes place also through a dealer, but in the latter case, if the consumer price is paid, the dealer has to buy the tube from the company at 50 per cent of the actual cost.

FLXIBLE BACKER CLOSES A $7,000,000 DEAL

DAYTON, Ohio.—Charles F. Kettering, who is financing the Flxible Sidecar Co., at Loudonville, recently received $7,000,000 for his interest in the Delco company, of this city. At the same time E. A. Deeds sold out his Delco interests for a like sum. Mr. Deeds was formerly president of the Dayton Engineering Laboratories, and Mr. Kettering held the office of vice-president.

At the time of the consummation of the negotiations, by which the Delco plant was transferred to the United Motors Co., it was stated that Messrs. Deeds and Kettering received for their interests the approximate sum of $7,000,000 each.

FOUNDRY RESUMES OPERATIONS

BEAVER DAM, Wis., July 25.—To accommodate its increased business the Western Malleables Company, which took over the properties of the defunct Beaver Dam Malleable Iron Company two years ago, has resumed operations in the big South street foundry which has lain idle for the past two years.

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In the Commercial Field

UPKEEP OF COMMERCIAL OUTFITS

Dealers Should Instruct Van Purchasers Fully and Co-Operate with Them in Keeping Motorcycle at Maximum Efficiency

By JOHN O'BANNON

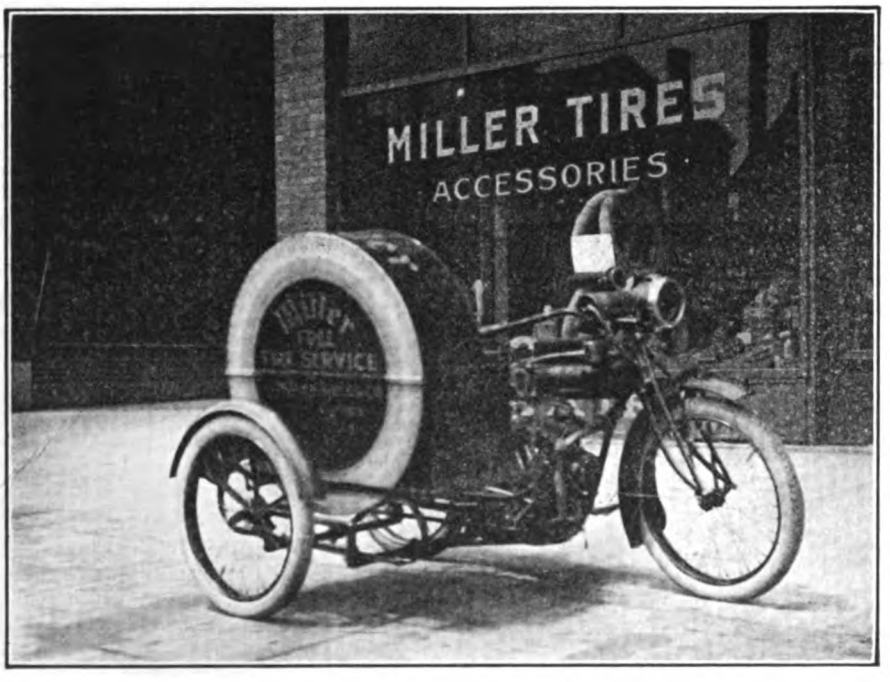
SUCCESS in the selling of motorcycles for commercial purposes depends in a large measure upon the upkeep of the machines after they have been taken over by the purchasers. If the outfit in each case is kept in first-class running condition, the dealer has a satisfied customer and one who will recommend his goods to others. If, on the other hand, no care is taken of the outfit, it may reach the stage where a visit to the repair shop is needed. In such a case, the purchaser will naturally feel aggrieved, as it will spell loss of the use of the machine for a time, and mean money out of his pocket for repairs, etc. If the dealer replaces parts which have failed by neglect to lubricate, for example, the dealer is out of pocket. So for the sake of both parties, co-operation in regard to upkeep between the dealer and purchaser is most desirable.

The fact that the outfit will work at its best when properly cared for should be impressed upon the prospective purchaser. There is nothing delicate in a first-class motorcycle which needs concealing from a would-be buyer, nor a procedure which requires hours of careful grooming, minute adjustment and the services of an expert. In fact, if some buyers are not told about caring for the machine until they take it over, they will start to look for trouble and may invent what they don't actually find.

The way to go about telling the prospect about the maintenance of the commercial outfit depends upon the business in which he is engaged. If he has used machinery, the dealer should point out that the motorcycle needs regular oiling, wiping down, etc., it being machinery of a high order, yet not of a type that needs "babying." If he has been a horse-user, it should be put up to him just what kind of a team he would have if the horse was never groomed, the wagon washed or the harness not kept in condition. And this should be followed by a demonstration of how much simpler it is to care for a motorcycle outfit.

The prospect should be impressed with the fact that a spick and span machine is a first-class advertisement, while a dirty outfit will turn trade away, besides bringing it in course of time to the shop for repair. Just how much work will have to be done to keep the machine in the pink of condition should be pointed out. If this information is not in the hands of the salesman or dealer, he can easily get it from the instruction book or the factory.

GIVES SATISFACTION IN TIRE COMPANY'S SERVICE



Indian Van Outfit Used by Miller Tire Co., Buffalo, N. Y. Note Tire Receptacle

DON'T OVERLOOK THESE PROSPECTS FOR COMMERCIAL MOTORCYCLES

Municipal
- Police
- Sheriff and Deputies
- Health Dept.
- Fire Dept.
- Libraries
- Parks
- Water Dept.
- Bridge Dept.
- Engineering
- Constables

Federal
- Forestry Service
- Conservation
- Navy Yards
- Militia
- Mail
- Special Delivery
- R. F. D.

Corporations
- Telephone
- Gas Companies
- Electric Service
- Prest-O-Lite Stations

Professions
- Engravers
- Printers
- Lithographers
- Adv. Agencies
- Photographers
- Photo Supplies
- Ministers
- Doctors
- Insurance Men
- Sign Painters
- Piano Tuners

If the purchaser does not desire to have his driver do this work, here is the dealer's opportunity. The latter should offer to have the work done for him for a certain sum per month or week. Incidentally, a strong point can be made that the dealer, with his shop and tools and familiarity with the motorcycle, is the logical man for the job.

If, on the other hand, the buyer wants his driver to do the maintenance work, the dealer should offer to look over the machine at stated intervals to see that all is correct and to forestall anything which may arise out of abnormal usage. In other words, it is to the advantage of the dealer to keep the machine in service all the time, hence it will pay him in the long run to make regular inspections of the machine.

When the dealer does these things, he is going a long way toward getting more customers. He makes the purchaser a booster for his machine as a commercial proposition, and the latter will be only too glad to recommend it to others.

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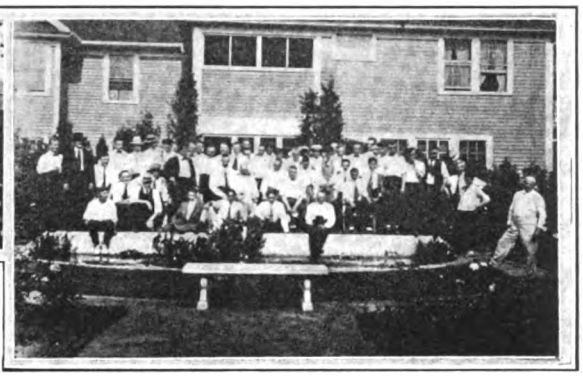
Bicycle Section

OLIVER CABANA IS HOST TO BUFFALO DEALERS

Gives Picnic to Trade Men of the Bison City and Nearby Towns at His Pine Grove Farms; John W. Henry Makes Rousing Speech, Asking for Dealers' Co-operation

By GEORGE W. GRUPP



At Left, Outing Arrangement Com.; Above, Dealers at Luncheon in Pine Grove; Right, "Those Present"

BUFFALO, N. Y., July 25.—More than three score dealers from the Bison city and nearby towns, the majority of whom are members of the Buffalo Cycle Dealers' Association, were the guests of Oliver Cabana, Jr., president of the Buffalo Specialty Co., at an outing given by him on his Pine Grove farms, at Elma Center, last week.

The day was ideal and the dealers enjoyed the exhilarating ride over thirteen miles of splendidly-paved State roads, running through a beautiful scenic valley that led out to the farms. Pine Grove farms is one of the show-places of the Buffalo suburbs and among its many novel and interesting features is a half-mile dirt track. No sooner had the party reached the farms, when Martin Cabana and John W. Henry headed their machines for the oval and entered into a race which proved to be as exciting and thrilling as a speedway affair. The battle raged for two miles and in the end Henry covered himself with glory.

Luncheon Is Served

Following this little bit of excitement, Oliver Cabana led his guests to a cool pine grove on the estate, where a long row of tables was streched in the inviting shade cast by the lofty trees. A picnic luncheon was served, and a typical outdoor menu of simple and substantial food occupied the attention of the dealers whose appetites had been whetted to a sword-like edge.

The first course consisted of clam chowder, which was followed by onions, pickles, radishes and olives. Then came delicious shrimp salad, choice cuts of ham and tongue, with home-made rye bread. There were pigs feet, too, for those who wanted them, and crisp potato chips, well salted to arouse thirsts that were frequently quenched by cooling drinks. The teetotalers were given coffee and "kuchen," while something "stronger" was bountifully offered and, in most cases, accepted by the anti-prohibitionists.

When luncheon was over and cigars had been passed around and lighted, the guests comfortably seated themselves back in their chairs and prepared for a round of speech-making. Henry was the first man on his feet, and in terms of glowing appreciation he thanked both Messrs. Martin and Oliver Cabana, Jr., for the splendid luncheon that had been served, and voiced the sentiment of the guests by lauding the keen interest which the Cabanas are taking in the Bison City trade association.

The Speeches Begin

Oliver Cabana responded modestly: "You gentlemen are not only welcome," he said, "but I deem it a great honor to have you with me. And I can assure you that I shall take extreme pleasure in having you here at any other time."

This was followed by one of John Henry's characteristic extemporaneous speeches, which was loaded to the muzzle with oodles of pep and punch. He opened his impromptu talk by the assertion that he was in his "fighting clothes," and was bound to bespeak his mind regardless of the consequences. This was received by his auditors with a great burst of applause. In part, his speech was as follows:

"The Buffalo Cycle Dealers' Association invites all you gentlemen who are not members to become one of us. It will certainly do you good to rub elbows with your competitors. There is no real reason why you should not compare notes with your fellow tradesmen, and there is no better place for doing it than at a trade meeting. The Buffalo dealers should be more united; by joining this association they will form a firm bond of friendship among themselves, and that destructive, ill feeling, often prevalent in trade circles, will entirely vanish."

Henry then launched into a heart-to-heart talk with the members of the association. He said:

"This association will be just what you fellows make it. If it lacks push and 'go-to-it-ive-ness,' it is your fault. Remember, fellows, this association should hold a warm spot in your hearts. Therefore, let us get together, put our shoulders to the wheel initiative, and make this trade body a model for the world. We can do it, if all of us offer a helping hand and work with the officers. And if we do that, the work will be so much easier and results more beneficial to every member of the association.

"At present, most of you fellows are leaners, not lifters, and this lack of interest is the greatest evil to our trade. Every dealer should attend the meetings of the association and heartily volunteer to do some constructive work. At the present time, only a few offer their services, and yet all of you receive an equal share of the benefits. Now let everyone of us get together, bury the hatchet and unite for the general good of the trade."

Rosenthal's Address

Then Morris Rosenthal, general chairman of the outing committee, addressed the picnickers and said that another dealers' outing would be held in the near future, in connection with a decorated bicycle parade and bicycle road races.

When the speech-making was over, Oliver Cabana gave an interesting description of his farms, prior to showing his guests over the estate. The big feature at Pine Grove that elicited great admiration from the guests was the herd of prize cattle, said to be superior to any in the country.

Bicycle races were held after the guests had inspected the estate. There were three events in all, each at a distance of half mile. The first event was for the dealers who had passed their forty-fifth year, the second for those who had cast their fifth vote, while the third was a merry free-for-all.

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BROWN NOW VICE-PRESIDENT OF PIERCE COMPANY

Many Congratulations Received; Has Achieved Remarkable Success With Pierce Cycle Company, Starting As An Agent; Sales Show Huge Increase Under Brown's Management

BUFFALO, N. Y., July 25.—Congratulations are pouring in on Freddie Brown, the genial sales manager of the Pierce Cycle Company, felicitating him on his appointment to the vice-presidency of the Pierce concern. Brown never knew, he says, that he had so many friends in the trade until the postmen and the hustling messenger boys started to pile the congratulatory letters and telegrams on his desk immediately after the formal announcement of his election to the new office.

Brown is one of the many men in the bicycle field who has forged ahead up the ladder of success, rung by rung, coping with hard knocks by consistent and conscientious application to business. As a boy he was a "bicycle crank." Thirteen years ago he assisted his father in a small general store out in Golden, Colo., and sold Pierce bicycles as a side line.

Attracted Attention of Botterill

Being a live young dealer, Brown soon attracted the attention of Tom Botterill, then manager of the Denver branch of the George N. Pierce Company. Their acquaintance grew into friendship, and as Botterill's branch business expanded, he took Brown on as assistant manager.

In the fall of 1907 the Pierce company scoured the country in search of a capable man to put in charge of its interests on the Pacific Coast, and finally decided to send Fred Brown out to Oakland to manage its branch. That position was capably handled by Brown until the spring of 1913, when, with the reorganization of the Pierce company, he was promoted to general sales

Fred L. Brown

manager. Further honors were bestowed on Brown in 1914, when he was elected to the company's board of directors.

Under his skilful management the sale of Pierce bicycles has been steadily increasing, each year showing a big percentage of increase over previous seasons. It is expected that the volume of sales for the current season will be 300 per cent greater than that of 1913—thanks to Brown's management.

Immediately upon taking over the managership of the Pierce company Brown made his influence felt. The first important step he took was to apply his intimate knowledge of bicycle construction to the Pierce machine, with the result that the Pierce models were thoroughly overhauled, and changes have been made from time to time that have brought Pierce bicycles up to a standard of perfection which is well recognized.

Perfects New Pierce Models

Freddie Brown points with pride to the Pierce one-piece crank hanger model and the Kramer special, both of which he created not only from own ideas but also from the suggestions which he was wise enough to accept and encourage from dealers the country over.

All of this hard and constructive work, of course, did not pass unobserved by the appreciative directors of the Pierce company, and the newest honor they have voted on Brown constitutes a strong endorsement of his successful and aggressive managership.

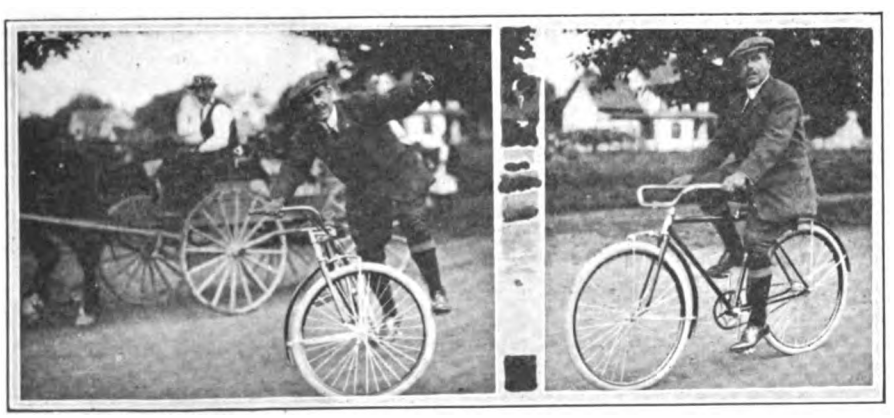
SHOWS HOW TO STAND STILL ON COASTER BRAKE BIKE

WESTFIELD, Mass.—Bubbling over with bicycle enthusiasm, as ever, Fred St. Onge dropped in at the office of the Westfield Manufacturing Company the other day.

He was riding a Seminole Road Pullman, made by this Company, which, although it had been ridden for a great many miles, looked as bright and new as when it left the factory.

In the course of his conversation, St. Onge said that though most people thought it impossible to stand perfectly still on a bicycle fitted with a coaster brake, he knew a way in which it could be done—in fact, he knew two ways—and forthwith demonstrated them, one of which is shown in the photographs.

In the fall of 1915, St. Onge purchased the second Road Pullman put out by the Westfield Company. He rode it all Winter, covering 2,900 miles, and then he says he sold the wheel as practically new.



Fred St. Onge, Trick Cyclist, Standing Still on Seminole Bicycle Fitted with Coaster Brake at Westfield Factory

CYCLEMOTOR ADDITION READY

ROCHESTER, N. Y., July 24.—The new addition to the factory of the Cyclemotor Corporation is now completed and machinery is being rapidly installed and set up in it.

CYCLES REPLACE HORSES

CHARLESTON, S. C., July 25.—In order to give the police horses a much-needed rest in the hot weather, Chief Black, of the police department, has mounted his sergeants on bicycles. The police awheel have been able to cover their rounds more rapidly than when mounted on horses, and the chief is being congratulated by residents on the better protection afforded.

BIG BUSINESS SURE, SAYS HOOD

L. Hood, treasurer and general manager of Walthour & Hood, Atlanta, Ga., made a hurry call upon the Dayton factory recently. Mr. Hood was on his way to Indianapolis, and stopped in to tell about the prospect of big business with the Dayton and Yale bicycles throughout the Southeast.

NEW MORMON CYCLE CONCERN

SALT LAKE CITY, UTAH.—With an authorized capitalization of $2,500, the Meredeth Cycle Co. has been incorporated in this city. The incorporators are: Alfred Meredeth, Adolph Brodbeck, Herman Kesler, Oscar Carlson and Eugene Kesler.

VISITORS FROM NEW ORLEANS

DAYTON, Ohio, July 22.—H. A. Testard, one of the largest bicycle and accessory jobbers in the South, with headquarters at New Orleans, spent Tuesday afternoon at the Dayton factory. Mr. Testard has the agency for southern Louisiana on motor bicycles and bicycles.

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MOTOR WHEEL ADAPTED TO RAILROAD VELOCIPEDES

Special Casting Perfected to Attach "Red Buzzer" to Railroad Machines; Outfits Will Be Sold Only Through Regular Smith Dealers; One Concern Orders Hundred Motor Wheels For Velocipedes, and Many Individual Purchases Are Made

MILWAUKEE, Wis., July 25.—Following the extensive tests made by railroad companies, both in this country and in Canada, of the Smith motor wheel as a propelling medium for velocipedes, the A. O. Smith Company, of this city, has perfected a special attachment that will render the "red buzzer" in every respect practical for its new use.

Quick Detachable Fitting

This special attachment consists of a casting which fits between the two lower rails of the velocipede, taking the place of a cross sill. It can be attached and taken off in a few minutes without making any alterations to the little railroad machine. The casting holds the motor wheel securely in place, so that it cannot move either to right or left, but stays constantly on the ball of the rail. The motor wheel is with this attachment able, however, to move freely up and down, and when not in use can be hooked to the back seat board of the velocipede.

The decision to perfect this attachment was made by the A. O. Smith Company only after exhaustive demonstrations and tests, supervised by railroad officials and employees, which proved beyond a doubt the practicability of the motor wheel for the propulsion of velocipedes.

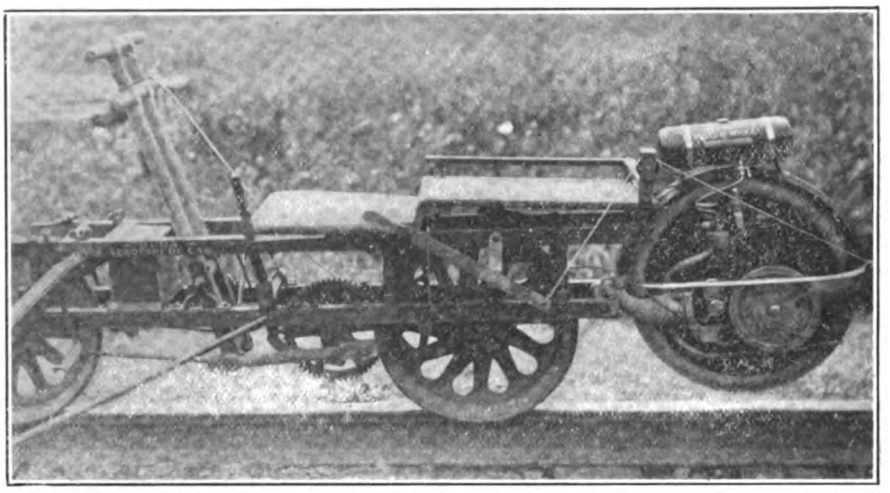
Only Through Dealers

Dealers who handle the motor wheel will be glad to learn that the "red speed demons" for velocipedes will be marketed entirely through them, affording an extensive field for the live dealer to cultivate. But if a dealer in any locality fails to take advantage of the opportunities to interest railroad men in the motor wheel, steps will be taken by the A. O. Smith Company to turn its agency over to a more active local representative.

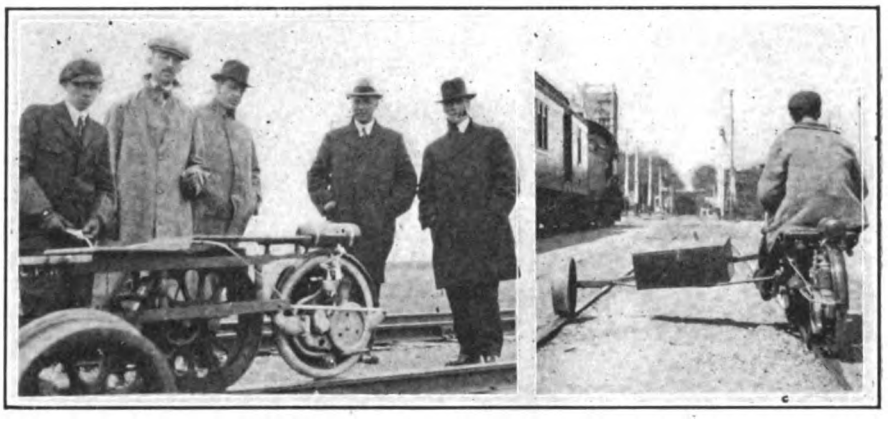
That the use of the motor wheel to propel velocipedes has passed the experimental stage and is regarded by wise railroad men as thoroughly practical, is shown by the fact that one railroad has already placed an order for one hundred outfits. And in addition to this many individual purchases have been made by signal men, line men, inspectors, pump men, power men, agents and operators whose work requires miles of travel on velocipedes up and down the line every day.

The A. O. Smith Company is confident that any live dealer will find a considerable number of prospects in nearby railroad yards and terminals. Every railroad man, the company says, who has occasion to use a velocipede, will hail the motor wheel with delight, for it will banish the drudgery of hand pumping and will enable him to reserve his energy and strength for the really important work connected with his duties on the right of way.

Extensive plans are now being laid out by the A. O. Smith Company for marketing the velocipede motor wheel, and the new attachment just announced has already been fully covered by patents.



Hanger and Control Device for Adapting Motor Wheel to Railroad Velocipede



Left, Officials of Grand Trunk Road Inspecting Rig; Right, Going Through St. Jerome, P. Q.

LONG TRIP PLANNED FOR MICHIGAN Y. M. C. A.

CADILLAC, Mich., July 25.—An opportunity to take a 200-mile bicycle trip to Grand Rapids and return, which will cover a period of six days, will be given to local boys who are 16 years of age or older, by the local Y. M. C. A. Physical Director Westerman, who is in charge of the tour, plans to have the youngsters leave this city on the morning of August 21, taking two days for the trip to Grand Rapids; to spend two days in the latter city and return home in the same time. Only minor details remain to be completed to make this one of the most enjoyable tours ever indulged in by local cyclists. One feature of the trip arranged for by Mr. Westerman is that of having Clarence Fuller, a local bicycle dealer, inspect and make minor adjustments on all bicycles used in the tour.

TO HOLD ROAD AND TRACK MEET AT TAUNTON, SEPT. 4

TAUNTON, Mass., July 14.—Albert E. Barber, who has promoted a number of successful bicycle races in this city this season, is planning to hold a big race meet here on Labor Day, September 4. The tentative program includes a ten-mile road race in the morning, starting from Broadway, while in the afternoon, a track meet will be held in connection with the scheduled races of the Gentlemen's Driving Club.

BIG CALENDAR OF EVENTS FOR ST. LOUIS CLUB

ST. LOUIS, Mo., July 25.—That the latter part of the outdoor season will be active for the St. Louis Cycling Club is evidenced by the calendar of events recently announced by the secretary. There will be three race meets, a picnic, a derby and a tour. The program follows:

Saturday, Aug. 5—Races, Fairgrounds Park. Sunday, Aug. 13—Annual picnic to Cromwell's. Sunday, Aug. 27—Annual Bicycle Derby through St. Louis County. Sept. 2-3-4—Annual Labor Day Tour. Saturday, Sept. 9—Bicycle Field Meet. Sunday, Sept. 17—Annual Bellefontaine Road Race.

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CHICAGO CYCLING FANS SEE SNAPPY RACING

CHICAGO, Ill., July 24.—Two snappy cards of racing were staged for the patrons of the Riverview Velodrome last night and on Saturday night. Spills were numerous last night and almost every event on the card had a tumble or two; none of the riders, however, suffered serious injuries. Egisto Davini, the Italian favorite, and Ernest Kockler, last year's Velodrome star, divided the big honors last night, Davini accounting for the five-mile open and Kockler the third-mile open. R. Vanderpalt, the Belgian, and Davini won the feature sprint races on Saturday night's card, while Ralph Scheppens defeated Paul Kell and Olaf Lodal in a 15-mile paced race in 24:30. Summaries, Saturday, July 22:

Half-mile novice—Won by C. Braeckelaere; second, D. Cichini. Time, 2:18.

One-mile open, amateur—Won by Earl Stasch; second, Nick Becker; third, Fred Vinch. Time, 2:25⅕.

Third-mile repechage handicap, amateur—Won by Egisto Davini; second, Andrew Andresen; third, V. Baldacci. Time, 38⅘ seconds.

Three-mile open, amateur—Won by R. Vanderpalt; second, Willie Kell; third, Ernest Kockler. Time, 6:36.

Fifteen-mile motor-paced, amateur—Won by Ralph Schepens; second, Paul Kell; third, Olaf Lodal. Time, 24:30.

Summaries, Sunday, July 23:

Half-mile novelty race, amateur—Won by Carl Selbach; second, T. Lawson; third, C. Vansteenkisci. Time, 1:10⅘.

Third-mile open, amateur—Won by Ernest Kockler; second, Egisto Davini; third, Peter Guidotti. Time, 42⅖ seconds.

Five-mile open, amateur—Won by Egisto Davini; second, Ernest Kockler; third, Willie Kell. Time, 11:19.

Miss and out race, amateur—Won by Carl Stockholm; second, Nick Becker; third, H. Chiostri. Time, 2:36⅗. Distance, 1 mile and 293⅗ yards.

Two-mile handicap, amateur—Won by Andrew Andresen; second, Fred Vinch; third, M. Damlos. Time, 4:34⅗.

FRANK KRAMER IN GOOD FORM AT BOSTON TRACK

BOSTON, Mass., July 25.—Frank Kramer, the National champion, made his first appearance of the season at the Revere Beach track last night in a match race with Al Grenda, the Australian. Kramer defeated the Antipodean in two straight heats at a half-mile in rather handy fashion. Fred Herbert, the Fall River rider, won the 25-mile paced race from Charles Turville, Jr., Revere, and George Colombatto, the Italian, in the order named in 36:38 3-5. Dennis Connolly won the five-mile open for the professionals in 12 minutes, and the half-mile handicap for the same class was won by Warren Holbrook. Fred Hansen won the one-mile handicap for the amateurs in 2:02 1-5, and the three-mile open for that class was accounted for by Elmer Duncan. The time was 6:49 2-5.

BICYCLISTS TO AID SOLDIERS

DAYTON, O.—The Dayton Bicycle Club, one of the oldest and best known social and sporting clubs of the city, is planning to keep the Third Ohio Infantry supplied with all manner of supplies if it goes to the Mexican border. The club will act as a clearing-house for packages to be forwarded to the soldiers, and see that everything goes through without a hitch. A man paid by the club is to be stationed with the regiment to take care of things at that end. Only a few companies of the regiment are from Dayton, but the club will take care of the whole regiment.

EXHIBIT FOR ATLANTIC CITY MEET

"Million Bicycles" Committee to Show Poster Drawings, Window Trims and Publicity Results; Cycle Racing to Be Extended; Bicycle Propaganda Recommended

THE "Million Bicycles" committee will have an interesting exhibit at the Atlantic City convention. So large will this exhibit be that it will be necessary to stage it as a permanent feature of the convention in a room directly opposite the convention hall, where there will be some member of the committee in constant attendance.

The exhibit will consist of color drawings of the proposed poster series, window trims, newspaper advertising cuts, etc. A feature of the exhibit will be a large variety of articles suitable for prizes in bicycle races. The committee proposes to give a great deal of attention to bicycle racing during the coming year, and will urge manufacturers to offer general prizes rather than products of their own manufacture. This has already been done to some extent this year and wherever the committee's suggestion has been followed out, larger entry lists and greater interest have resulted.

The committee will make recommendations for a bicycle propaganda beginning the first of September and concentrated for the remaining months of the present calendar year upon promoting large sales of bicycles at the Christmas season. By going at the work early and securing the co-operation of all manufacturers and dealers, the committee is confident that retail sales of bicycles during the holiday season can be increased many times.

The committee assumes throughout its entire report that the time is ripe now for a strong, co-operative effort to increase greatly the sales of bicycles at all seasons of the year and among all classes and so permanently establish the popularity of bicycle riding for pleasure as well as utilitarian purposes.

BEDELL TAKES FEATURE AT POINT BREEZE

PHILADELPHIA, Pa.—To Menus Bedell, who copped the prize in the 40-mile motor-paced race, the day's feature, went the lion's share of the honors in the Independence Day races staged on the Point Breeze track here. Bedell had Bobby Walthour and Vincent Madonna to contend with in the long grind, but the pace soon proved too fast for Walthour and he quit before completing half the distance. Madonna, however, soon grasped the lead away from his adversary, who had gotten away in the lead to a good start, and would, perhaps, have been first across the tape had it not been necessary for him to change mounts. Bedell completed the distance in 51:45⅗.

Three motorcycle races rounded out the card. The summaries:

Forty-mile motor-paced race—Won by Menus Bedell, Long Island; second, Vincent Madonna, Italy. Time, 51 min. 45⅗ sec.

Unknown distance motorcycle race—Won by Billy Armstrong; second, William H. Vanderberry; third, Henri St. Yves. Time, 1 min. 29 sec. Distance, two miles.

Two-mile motorcycle race—Won by Herman Veditz; second, Billy Armstrong; third, Henri St. Yves. Time, 1 min. 26⅗ sec.

Three-mile motorcycle race—Won by William H. Vanderberry; second, Herman Veditz; third, Billy Armstrong. Time, 2 min. 10⅗ sec.

McAVOY NAILS CRESCENT TITLE RACE AT 15 MILES

BALTIMORE, MD., July 25.—In a gruelling sprint of three-quarters of a mile, Wm. McAvoy defeated F. M. Sanborn last Sunday in the fifteen-mile club championship race of the Crescent Bicycle Club. The winning of the race gives McAvoy a lead of one point over Sanborn, who has a similar advantage on W. V. Iglehart, third place man in Sunday's race.

The start of the fifteen-mile saw McAvoy, Sanborn, Iglehart and Sherman at the tape. Iglehart was the first man to be eliminated after the gun, being thrown heavily from his wheel in a jam that occurred three miles from the start. The hot pace set in the first half of the race was too much for Sherman, who withdrew, leaving two riders to battle for the finish. Sanborn and McAvoy were on even terms until three-quarters of a mile from home, when Sanborn by a well-timed jump broke away from Mac. But the latter uncorked a burst of speed and soon covered his rival with dust. Time, 43 minutes, 30 seconds.

KOCKLER WINS TWO RACES AT CHICAGO MEET

HICAGO, Ill., July 24.—Ernest Kockler, champion of the city among the amateur cyclists, accounted for both cycling events at the games of the United Celtic societies, which were held at Gaelic Park yesterday afternoon. In the "Governor Dunne" open, a five-mile event, Kockler won from Peter Himschoot, the Belgian-American Cycle Club star; Egisto Davini, the Italian, and Van Riet, the Belgian, in 14:07 3/5. In the half-mile open for the Sweitzer cup, Kockler defeated Peter Guidotti, the Italian; Roy McWhirter, a former skater, and Andrew Andresen in the order named. The time was 1:19 3/5.

BELGIANS STAGE TWO RACES

MISHAWAKA, Ind., July 25.—Two road races were recently promoted by the Belgian Cycling Club, one at 10 miles and the second at 25 miles. Oscar Spreibroek won the 10-mile event from Rene Van Hove, Henry De Schryver, Emil Van Bruane and Firmin Van Holsbeke in the order named. The longer race, which was featured by a wordy and physical battle, was won by Odiel Volder from Victor Huisse, L. Dhuivetter and Rene Van Hove, who finished as named.

RACING AT SAC COUNTY FAIR

SAC CITY, Iowa.—The Sac County Fair, to be held at Sac City on August 8, will feature motorcycle races. That will be the opening day of the program and the speed events are counted upon to assist in swelling the attendance. Bicycle races for boys under 16 years of age will also be staged. For full information, address the secretary of the fair, at Sac City.

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CHAMPION FRANK KRAMER TRIUMPHS AGAIN

Defeats Spencer and Spears in Match at Newark Velodrome; John Staehle Is Hailed the New Amateur King; Australian's Clean-Up in Ten-Mile Open

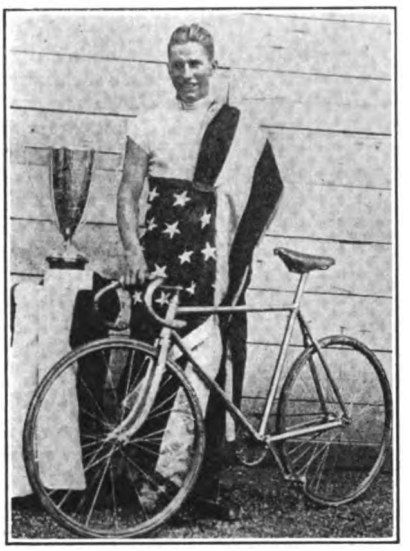
NEWARK, July 24.—Frank Louis Kramer, sixteen times winner of the American sprint crown, added another big win to his string at the Velodrome yesterday, when he defeated Arthur Spencer, the Canadian, and Bob Spears, the elongated sprinter from Australia, in a one-mile match race, Kramer taking the event in straight heats.

In the first heat Kramer went to the front at a little over two laps to go, the other two seemingly letting him ride his own race, while they fought for his rear wheel. Spears finally gave way to Spencer, and at the bell attempted to jump around both of them, but Kramer and Spencer fought off his effort to pass them, and they finished in that order. The second heat was practically a repetition of the first, and the finish was the same as in the first heat. Both Spears and Spencer showed the effects of their fall received in the "Alternance" race on Wednesday night, and neither appeared to be in the best of shape.

Spencer Retains the Brassard

Although beaten in the match by Kramer, Spencer had his opportunity to shine in the weekly running of the Brassard race in which he met Harry Kaiser, the New Yorker. Spencer lived up to all the good things expected of him and defeated the Bronx rider rather handily, reeling off the last eighth-mile in 12 1/5 seconds.

Due to the heat and the strenuous going in the ten-mile open for the professionals only thirteen riders survived out of a field of thirty-odd when the last mile was reached, Frank Kramer being among those who found the going too hard. Reggie McNamara, who, by his aggressive riding of late, has passed Champion Kramer in the all-around points table, went to the front at two laps to go and was never headed, although Alfred Grenda, his countryman, made a good bid for first honors. McNamara won by a narrow margin, and Grenda was nipped for second honors by Frank Corry, another native of Australia.



John Staehle and the Amateur Championship Cup

Eddie Madden, the local professional, and Hans Ohrt, last year's amateur champion, accounted for the other professional races on the card. Madden captured the unknown distance race for the invitation riders, and Ohrt accounted for the half-mile handicap from the 50-yard mark. McNamara, the lone scratch man, was unable to get through and finished fourth.

John Staehle, Newark's champion sprinter, left no doubt as to who is the best of the amateurs at the meet yesterday. Staehle won the two-mile national championship from William Spencer, a Canadian; Edward Byron, an Australian, and Tom Bello, the Brooklyn Italian, thereby further clinching his claim to the 1916 title and the Bamberger cup, a silver trophy donated by L. Bamberger & Co., which goes to the winner of the amateur crown.

Will Spencer Is Second

Staehle has 23 points to his credit, having won four ot the five races ridden and finished second in the fifth event. The others are credited with the following: William Spencer, 10; Tom Bello, 7; Ed Carroll, 6; Harry Hoffman and George Norgar, 3; Ed Byron, 2; Eric Paetz, 1. The two-third-mile handicap for the amateurs was accounted for by Ed J. Carroll, the Californian. Summaries:

Two-mile National championship, amateur—Won by John Staehle, Newark; second, William Spencer, Toronto; third, Ed. Byron, Australia; fourth, Tom Bello, Brooklyn. Time, 4:48.

One-Mile novice—Won by John Miller, Newark; second, William Hammer, Newark. Time, 2:56⅘.

Two-thirds-mile handicap, amateur—Won by Ed. J. Carroll, San Francisco, 20 yards; second, Gus Lang, Newark, 30 yards; third, Eric Paetz, Germany, 55 yards. Time, 1:20⅗.

Half-mile handicap, professional—Won by Hans Ohrt, San Francisco, 50 yards; second, Thomas Smith, Newark, 35 yards; third, Harry Kaiser, New York, 45 yards; fourth, Reggie McNamara, Australia, scratch. Time, 54 seconds.

One-mile Brassard race, professional—Arthur Spencer, Toronto, vs Harry Kaiser, New York. Won by Spencer. Time, 2:56.

One-mile match professional—Frank Kramer, East Orange; Arthur Spencer, Toronto, and Bob Spears, Australia. First heat won by Kramer; second, Spencer. Time, 3:10⅕. Second heat won by Kramer; second, Spencer. Time, 2:12⅘.

Unknown distance race, professional—Won by Eddie Madden, Newark; second, Frank Corry, Australia; third, Jake Magin, Newark; fourth, Charles Piercey, Australia. Time, 6:20⅗. Distance, 3 miles

Ten-mile open, professional—Won by Reggie McNamara, Australia; second, Frank Corry, Australia; third, Alfred Grenda, Australia; fourth, William Hanley, San Francisco. Time, 20:35⅗.

LEON DIDIER EASILY WINS FROM CARMAN

BOSTON, Mass., July 20.—Clarence Carman, the Long Islander, failed to make much of an impression in his match race with Leon Didier, the Frenchman, at the Revere track last night. Carman did not ride with his usual dash and Didier defeated him in two heats at 10 and 20 miles, the Frenchman having a lap lead in the short race and a seven-lap advantage in the longer event. The times were 13:35⅗ and 27:39⅕ respectively.

Ned Chandler, the negro sensation from this city, won the five-mile open for the professionals from Fred Herbert, the Fall River rider, and Tim Sullivan, who hails from New Haven. The above event started off with a bad spill in which most of the field took a tumble, but the majority pluckily remounted and finished. A two-mile tandem race for the professionals furnished plenty of action for the fans and was won by J. S. Grant and H. J. Reynolds, the Lynn-Forest Hills pair, in 4:12⅗. Charley Turville, Jr., captured the half-mile professional open, while the amateur open at a mile went to Fred Hansen of Revere. An amateur miss-and-out went to John Fardig after a plucky ride of a mile and three-quarters.

BICYCLE BUSINESS BOOMED BY DEALERS' RACES

KANSAS CITY, Mo., July 24.—That the local dealers' association in promoting bicycle races has increased interest in cycling and also the demand for machines and accessories is vouched for by nearly every member of the trade body. The publicity resulting from the bicycle activities backed by the merchants here has had a marked effect on sales, and more machines are seen out on the streets this summer than in any previous year. The dealers are now enthusiastically preparing for the races which will be held under their auspices on July 27.

Keen interest in the local association is being taken by W. W. Napier, of the United States Tire Co., who visited this city recently. Mr. Napier has promised to attend the races and will boost the association movement throughout his extensive territory.

VETERANS DIVISION WILL FEATURE CARNIVAL RUN

NEW YORK, July 25.—When the annual "Carnival of Sports and Pleasure" run of the New York Division of the Century Road Club Association leaves Columbus Circle at 9 o'clock Sunday, August 6, for Fordham Road, many of the old-time cyclists of the Metropolitan District are expected to be in line in the "veterans" division, which has been added this year. It is also the wish of the committee in charge to have the ladies participate as well. An excellent card of competitive events and a sumptuous luncheon have been arranged for by the committee.

MOTOR PACING AT CHICAGO

CHICAGO, Ill.—The management of the Velodrome is giving Chicago fans a taste of motor-paced bicycle races, and if the idea meets with approval such events will be continued. Plans are also under way to include motorcycle programs for the rest of the summer.

MORE BICYCLE NEWS ON PAGE 54

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FOURTEEN STATES SHOW SLIGHT F. A. M. GAIN

All the Others Were Less Progressive During Last Fiscal Year Than in 1915; Minnesota Has High Mark with a Gain of 124

PROVIDENCE, R. I., July 25.—The report of Dr. G. B. Gibson on the secretarial work of his office for the year ending July 1, 1916, indicates that the activity of the department was maintained and a great mass of business details handled with no confusion and at minimum expense. Even those who have lamented the fact that the scope of the secretary's office is somewhat limited have been moved to comment upon the loyalty of Dr. Gibson, especially when it is taken into consideration that the F. A. M. Treasury vanished three years ago.

The secretary's office has received 7,337 pieces of mail during the fiscal year, an average of 20 pieces a day, and 28,848 pieces of mail have been sent out, an outgoing average of 78 pieces a day. The secretary handles mail every day in the year, excepting Sundays, no holidays being allowed to interfere with the work of the office.

In spite of the fact that determined efforts have been made in some quarters to stimulate interest in the F. A. M. during the past twelve months, the figures of Secretary Gibson show that gains over 1915 were made in only 14 States. All the others showed losses.

Maine, New Hampshire, Vermont and Massachusetts had membership losses, as compared with 1915, of 10, 79, 16 and 16, respectively. Rhode Island gingered up slightly and showed a gain of two members over the preceding year, while Connecticut struck a better pace and finished with a gain of 38. New Jersey had a loss of 70, New York suffered a falling off of 398 and Pennsylvania was 18 behind the showing of 1915. Little Delaware came through with a gain of 2, but Maryland and Virginia offset this, and then some, by falling off 49 and 5, respectively. West Virginia gained 14, but the District of Columbia, North Carolina, South Carolina, Tennessee and Georgia all failed to maintain the pace of 1915, their losses being 8, 14, 32, 33 and 46, respectively. Florida punched the membership clock for a gain of one.

Louisiana Gains Ninety

Alabama and Arkansas had losses of 27 and 35, respectively, while Louisiana gained 30. Mississippi lost one; Texas, 97; Oklahoma, 77; Ohio, 393; Indiana, 64; Illinois, 251; Missouri, 39; Wisconsin, 74, and Michigan, 66. Minnesota broke the monotony by coming in with a gain of 124, the biggest advance made in Federation membership during the year. North Dakota went behind 96; South Dakota, 20; Kentucky, 6; Nebraska, 4; Kansas, 82; Iowa, 114, and Utah, 29.

Nevada, New Mexico and Colorado helped to somewhat uphold the reputation of the West and Southwest for sportsmanship by showing gains of 22, 2 and 22, respectively. In the loss column, however, were found Arizona, Wyoming, Montana, Idaho, Oregon, Washington and California, the losses being 22, 25, 5, 6, 96, 58 and 98, respectively.

Canada showed friendliness by setting up a gain of five members, the Panama Canal Zone lost 7; the Philippine Islands gained three; Hawaii and Sweden each gained one; Alaska stood pat with a grand total of one member; Cuba had two in 1915 and lost one for 1916, and China stood pat with two members.

The total of affiliated members taken in for the year was 2,318; the unaffiliated list was 1,019; the renewals amounted to 2,589. These figures give a total enrollment for the year of 5,926. The total for 1915 was 8,247, so that the net loss throughout the country during the past twelve months was 2,321.

The comparatively important gain in membership in Minnesota, where 124 more riders were enrolled during the past year than in 1915, was due to the active campaign waged by the Minneapolis Motorcycle Club.

MOTOR CYCLE ILLUSTRATED

With which is now incorporated

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ANNUAL FINANCIAL STATEMENT OF F. A. M.

Treasurer Gibson's Figures Show Balance of $28.62 on July 1, But Salaries Amounting to More Than $2,500 Remain Unpaid

PROVIDENCE, R. I., July 25.—The annual financial report of Secretary-Treasurer G. B. Gibson, as prepared for presentation before the F. A. M. convention, shows that the total receipts for the year amounted to $7,533.48, and that the total expenditures were $7,504.86. The balance carried over on July 1, 1915, was $7.02 and the balance on hand July 1 of this year was $28.62. This apparent surplus is a mere drop in the bucket, however, when it is taken into account that salary bills remaining unpaid foot up to $2,596.63, exclusive of Competition Chairman Donovan's back salary, for which Treasurer Gibson did not have exact figures.

$1,680 Due to Gibson

Of the unpaid salary account, $1,680 is due Secretary-Treasurer Gibson for 48 weeks, dating from August 1, 1915, and $916 is the amount due Chairman William M. Johnson for legal action work, no salary having been paid him since August 7, 1915.

Under the heading of receipts, it is shown that $109.50 was received for 54 registered repair shop signs sold by Secretary-Treasurer Gibson. The sale of F. A. M. novelties, such as pins, cuff-links and other jewelery, brought in $216.75, and miscellaneous receipts of Dr. Gibson's office amounted to $23.05.

During the year 2,318 new affiliated members were enrolled, each paying one dollar. The unaffiliated new members brought in during the twelve months reached 1,019 from whom $2,037.50 was received in fees. The renewals of old members numbered 2,589, each contributing one dollar to the treasury. It will be seen that the membership returns for the year make a grand total of $6,944.50.

The heaviest outlay under the heading of expenditures naturally was for the office of the secretary-treasurer, the salary account for that department amounting to $2,689.80. Added to this amount is a total of $1,158.85 for office expenses during the year.

The expenses of President Coffman's office for the twelve months footed up to $988.35. The more important items under this heading were $104 for office rent and $780 for a stenographer's services. The Touring Bureau entailed an outlay of $36.75 for the year.

Legal Action Committee's Item

The outlay incidental to operating the office of the Legal Action Committee was $1,017.71. Chairman Johnson received $416.65 as salary for five months, up to August 7, 1915, and the next heaviest item was $520 as salary for C. E. Johnson, stenographer to the chairman.

It cost the F. A. M. $200 to settle with O. F. McLain, of Indianapolis, former chairman of the Competition Committee, who brought action to obtain $300 due him in salary. The former chairman compromised upon $150, and a fee of $50 was paid to the attorney in the suit.

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The expenditures of six State commissioners amounted to $59.32 for the year, the more important outlays being in Indiana and Virginia, in which states considerable circularizing and other membership boosting work was done.

Printing, pennants and badges for the Ohio State convention entailed an outlay of $40 and the Ohio-New York endurance run ran up several small bills amounting to $22.50.

Six official F. A. M. collectors were paid $5 each for work during the year, and rewards for the recovery of motorcycles stolen from F. A. M. members footed up to $75. Three machines were recovered. Miscellaneous ungrouped expenses amounted to $18.61.

Providence M. C. members, headed by President Cleveland K. Joslyn, were active day and night seeing that conventionites were supplied with the needed information about meetings, hotels and other details. Vice-President E. L. Buffington, as vice-chairman of the Convention Committee could count himself, next to Swenson, the busiest man in the city of Providence.

Secretary John Edwards of the Providence M. C. was on the jump all the time. He has the secretariat for the Convention Committee and is clerk of the course for the races, so that, while not so evident to visitors as other club members, John is right on the job.

DONOVAN'S REPORT SHOWS DEFICIT

Annual Statement Shows That Competition Chairman's Office Is Short Nearly $2,000—Liabilities Include His Salary

PROVIDENCE, R. I., July 26.—John L. Donovan, chairman of the competition committee, in his official report, showed that there was an actual deficit of $1,924.30 as regards his office. Of this sum, $965 is due unpaid referees, $975 is salary due Chairman Donovan, and $220 due the manufacturer of medals not yet received. A further sum of $172 is listed, this being an advance made by the chairman from his personal funds during the winter months to keep the office running.

Part of the deficit is explained by the statement that in the Fall of 1914, at the orders of President Coffman, $1,000 was turned over to Treasurer G. B. Gibson and $166.66 paid to Legal Action Chairman Johnson. The report shows that for the fiscal year receipts were $4,096.49, while disursements to the sum of $3,909.36 were made. The balance on hand July 1, 1915 was $285.70.

Following is the report:

RECEIPTS

Balance on hand July 1, 1915	$ 466.29
215 sanctions	2,547.00
Membership applications and renewals	212.00
Medals	600.00
Registration of riders	94.50
Protest fee	5.00
Stamps	.70
Advancement by J. L. Donovan toward maintenance of office during winter months	172.00
Total receipts	$4,097.49

DISBURSEMENTS

Office rent	$ 420.00
Referee fees	696.00
Membership applications and renewals (GBG)	212.00
Medals	149.00
J. L. Donovan, salary to Sept. 30, 1915	850.00
C. E. Johnson, salary to June 30, 1916	795.00
Daily stamp purchases	77.35
Chicago Telephone Company	110.41
Western Union Telegraph Company	37.05
Postal Telegraph Company	64.65
Miscellaneous expenditures as per sheet	451.33
Total disbursements	$3,861.79

LIABILITIES

Unpaid referees	$ 965.00
J. L. Donovan, salary September 30-June 10, 1916	975.00
Medal manufacturer, balance due for medals not yet received	220.00
Total	$2,160.00
Balance on hand July 1, 1915	285.70

MISCELLANEOUS EXPENDITURES

Protested checks	$ 9.35
Protested checks	1.57
Printing	12.00
Exchange on checks	4.85
Wm. M. Johnson, salary advancement by J. L. D. on Legal Action Account	166.66
Expressage	.64
J. B. Newton	17.50
Incidentals	3.68
J. C. Allen, refund on sanction	3.00
Printing	27.96
Printing sanction books	26.50
M. C. Jenkins, refund on sanction	10.00
Exchange on checks	5.10
Baskin, C. W., refund	5.00
Bank charges and exchange	2.50
Incidental	4.62
J. L. Donovan, refund advancement	150.00
Incidentals	.40
Total	$ 451.33

UNFAIR DODGE CITY MEASURE REPEALED

Ordinance Permits Dealers to Stay in Business District, but Requires Fireproof Structures for Garages and Shops

DODGE CITY, Kas., July 24.—The objectionable ordinance, No. 454, which was passed by the Board of Public Commissioners and signed by the Mayor on July 7, has been repealed, much to the joy of Dodge City motorcycle dealers. The old ordinance sought to expel motorcycle "garages" and repair shops from the main business district and gave the dealers only ten days to seek new quarters and move to the same under penalty of $100 fine. A new ordinance replaces the old one.

The victory was obtained with the assistance of the M. M. A., F. A. M. and the business men of Dodge City. The latter stood by the dealers to a man, and freely signed a petition asking the repeal of ordinance No. 454. The business men went further and secured legislation which puts the dealers on a better footing than before the row started.

The new ordinance, No. 456, permits the dealers to open shop anywhere within the business district, but prohibits them from the residence district. It specifies fire-proof buildings for motorcycle garages, also. Agent Combs, representing the Harley-Davidson, will be forced to move under the new legislation, as he is just outside the main business district, while Indian representative Alexander and Excelsior agent Center will probably have to move, build or get a building of the specified requirements. Plenty of time will be given for the dealers to secure the proper locations and buildings.

SENECA LEWIS A BENEDICT

GREENSBURG, Pa.—General Manager Seneca G. Lewis, of the Pennsylvania Rubber Co., of Jeanette, Pa., and Elizabeth Ann McFall McAfee, of this city, were married on July 3 at the home of the bride in Sandusky, O. The Lewises will make their home in this city, which is only a short distance away from Jeanette.

BINGHAMTON RIDERS, BEWARE!

BINGHAMPTON, N. Y.—Chief of Police Cornelius P. Cronin, of this city, announces that mortorcycle riders who have not yet purchased 1916 license plates must get them at once, or put their machines in storage. Motorcyclists who appear on the streets hereafter without the proper plates will be arrested.

MUST BEHAVE IN MERRILL

MERRILL, Wis.—The local Council has voted to put a motorcycle policeman on the force to assist in curbing speeders. Special attention will also be paid to keeping bicycles off the sidewalks within the city limits.

PRIZE AWARDS ANNOUNCED IN DISPLAY CONTEST

BRISTOL, Conn., July 25.—At a recent meeting held in this city the committee of awards of the "Million Bicycles" Committee awarded the prizes in the newspaper advertising and window display contests:

For Ads Appealing to Men and Boys.

First prize $50, Jones Cyclery, Riverside, Cal.; second prize $25, P. B. Rutan & Son, Elmira, N. Y.; third prizes $10 each, Dan H. Willis & Co., Canton, O., and Union Supply Co., Toledo, O.

For Ads Appealing to Women and Girls.

First prize $50, Marshfield Cyclery, Marshfield, Ore.; second prize $25, A. D. Swanson, Galesburg, Ill.

Special Mention.

The George Worthington Co., Cleveland, O.; Landau's, Wilkes Barre, Pa., and the co-operative ad of the Terre Haute Bicycle Dealers entitled "My Life Story."

For Displays Appealing to Men and Boys.

First prize $50, C. R. Mahrer, with H. A. French & Co., Baltimore, Md.; second prize $25, The Remelin Co., Cincinnati, O.; third prize $10 each, Heagy Bros., Harrisburg, Pa., and E. G. Koenig's Sons, Newark, N. J.

For Displays Appealing to Women.

First prize $50, G. H. Westing Co., Indianapolis, Ind.; second prize $25, Meredith Motor & Bicycle Co., Salt Lake City, Utah; third prize $10, J. M. Antes, Jr., Elmira, N. Y.

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A Letter For You, Sir!

CLARK CYCLE COMPANY

COUNTY AGENTS

Excelsior Motorcycles : : National Bicycles

Smith Motor Wheels

REPAIRING AND SUPPLIES

ST. JOSEPH, MICHIGAN

The most any dealer can say for the Smith Motor Wheel is none too much. We started with it in a sort of skeptical way but now depend upon it to make a good share of our profits. After putting a little punch into the selling of the first few, the sales come easily and quickly.

New bicycles, saddles, handle bars and etc. go with almost every sale, and a machine once sold becomes your best advertisement.

It is worth while to sell something that you know will give no trouble to your customers and do more than you claim for it.

Wishing the Smith Motor Wheel greater success,

Yours truly,

CLARK CYCLE COMPANY.

Dealer Clark has already sold 59 Smith Motor Wheels. Ask us for a thousand other prosperity expressions like that above. Better than that become a Smith Motor Wheel dealer right now, and pocket profits with Clark and 1999 other Smith Motor Wheel Dealers.

Motor Wheel Division

A. O. SMITH COMPANY, MILWAUKEE

World's Largest Manufacturers of Automobile Parts.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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In the Dealer's Realm

BRISBANE CHIEFTAIN VISITS THE BIG WIGWAM

AMONG recent visitors to the plant of the Hendee Manufacturing Company at Springfield, Mass., was James Johnston, director of the Canada Cycle & Motor Agency, Queensland, Ltd., of Brisbane, Australia, Indian representative for that section of the Australian continent. Mr. Johnston is a typical Australian, combining the aggressiveness of the Queenslander with the conservativeness of the Briton. He is combining business and pleasure on his trip to this country, taking in as he does the principal points of interest and visiting numerous relatives and friends as well as business acquaintances.

Mr. Johnston made a thorough inspection of the big Hendee plants during his visit and expressed himself in glowing terms as to the thoroughness of the methods of manufacture and organization. He said that in Queensland, Indian sales far outstrip those of all other makes, and that the big red twins with Powerplus motor are in evidence everywhere.

The illustration at the left shows his establishment, in which he is associated with A. V. Dodwell. Messrs. Johnston and Dodwell took over a small store on this site some ten years ago and four years later erected the building shown. It is now becoming too crowded for the firm's business. There are some 170 employees in the plant, and the company has a chain of 400 sub-agents for the Indian throughout Queensland. Mr. Johnston's portrait appears at the right.

SOUNDS WARNING ON ACCEPTING CHECKS

W. D. Isham, Harley-Davidson Credit Man, Speaks Plainly to the Dealer Who Is Lax on This Score—Cites an Instance

MILWAUKEE, Wis., July 18.—Perhaps it does not need even so much as a warning from a credit man to convince most dealers of the fallacy of accepting a check from a stranger as payment for a motorcycle unless the document is certified, but nevertheless, feeling that his words might save many a dollar for some unsophisticated dealer, W. D. Isham, who holds down the credit desk at the Harley-Davidson plant, is sounding a note of warning on this score.

The incident which invited the warning was prompted by a letter from S. C. Hamilton, Pittsburgh, Pa., who accepted a check for $378.75, covering a Harley-Davidson with sidecar, lamp, tank, horn and back rest, from a party who represented himself as Stanford Brock, 227 S. St. Clair St., Pittsburgh, Pa. The check was drawn on the First National Bank of E. Palestine, Ohio, where the alleged Mr. Brock said his father lived and was in the oil business. The check came back from the bank marked "No such party," and now Mr. Hamilton is endeavoring to locate the machine, also the party who purchased it, if possible.

The Harley-Davidson left Mr. Hamilton's place on June 30, 1916, and Mr. Brock is described as being 5 feet 7 inches tall, weighing about 135 pounds, rather dark, good looking, and an excellent talker.

"No dealer should accept a personal check from anyone who he is not certain is perfectly good," said Mr. Isham. "Hamilton has been stung with an old, old story, but on the other hand it is one which most concerns fall for. For the good of the retail motorcycle business at large, more care should be used by dealers in the matter of accepting checks.

"If the customer happens to be from out of town, instead of being afraid of offending him by requesting him to allow you to telephone to find out whether the check is good or not, they should be perfectly frank and honest with him.

"Here at the factory I have no difficulty whatever when a customer presents a personal check and wishes to take away a machine, in getting him to authorize me to call up the bank regarding the check, and invariably at the customer's own expense. By putting it up to the customer by asking him if he would not do the same thing himself, he will have little or no difficulty. Checks should be scrutinized as carefully as money for a counterfeit bill.

An Active Association

"The Credit Men's Association is rapidly passing the Bad Check law on the law books of the several States. At the present time very stringent laws exist in the States of California, Colorado, Florida, Idaho, Kansas, Nebraska, Nevada, North Dakota, Vermont and Washington.. There are laws of a much weaker nature, but still covering this same evil in the States of Alabama, Arkansas, Georgia, Idaho, Indiana, Kentucky, Louisiana, Maine, Maryland, Minnesota, North Carolina, Oklahoma, Rhode Island, South Carolina, Tennessee, Texas, Utah, Virginia, West Virginia and Wyoming.

(Continued on page 50)

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DEALER WANTS KNOCKDOWN MOTORCYCLES

High Shipping Costs Limit Popularity of American Motorcycles in Australia, Says E. L. Brown—How British Makers Manage

SAN FRANCISCO, July 10.—E. L. Brown, of the house of E. W. Brown, a large motor importing and distributing house of Melbourne, Australia, recently spent several days in San Francisco, and is now visiting manufacturers in the East, where he expects to spend a month or more. Mr. Brown's firm handles several English makes of motorcycles: the Rudge, A. J. S., and J. A. P.; and has for some time had the agency for the Henderson and Dayton lines, which it distributes over a large part of Australia.

Mr. Brown says Australia is a great motorcycle country, and he finds that the American machines are very attractive, the principal drawback being the high price as compared with those of British make, due largely to the high cost of shipping. In this connection his method of handling the British machines is interesting. His firm maintains quite a large and well equipped manufacturing plant, in which English and American equipment are about equally used. Instead of importing the complete machines from England, only the motors are purchased in finished form, the frames being made up and mechanism assembled in their plant, which greatly reduces the cost. It is also of some interest to note that the Eclipse clutch, made by the Eclipse Machine Co., Elmira, N. Y., is used on these machines.

Mr. Brown's principal object in this country is to make arrangements with American manufacturers to ship the machines in knockdown form, as in that way he believes it will be possible to make a price that will give them a fair chance in competition with European makes. He expresses confidence that, on a basis of equal prices, the American motorcycles will find a very large sale in Australia.

SNAPPY TRADE PARAGRAPHS FROM LOS ANGELES

LOS ANGELES, Cal.—C. Will Risden received his 19th carload of motorcycles since the first of January a week ago. Eleven of these carloads were of Indians and eight of Cleveland lightweights. The present carload is awfully sick looking, as most of its contents have been disposed of before it arrived.

MANAGER THOMAS C. BUTLER, JR., of the Risden establishment, is happy over police deals recently closed. The city of Orange has purchased Powerplus models for the water and police forces, and El Centro and Uplands have both bought Indians for their police. The Long Beach police force has also taken an Indian Powerplus. All machines did their 70 miles or better on test and are now running on the road.

The El Centro police business brought Agent Guy Urquhart's figure for the week up to four orders.

BILLY GURR, handling the Indian in San Bernardino, was a visitor to the Risden store on South Olive street the other day, this being his third visit for the year. He came on both business and pleasure. Tommy Butler acted as host to Gurr while he was in Los Angeles.

KANSAS CITY WIGWAM IS SCENE OF ACTIVITY

KANSAS CITY, Mo., July 24.—Charlie Hanson, the local Indian man, is wearing a big, broad smile these days. "Business was never so brisk before," he says. "The Power Plus has made a hit with the riders and they are going fast. I have already sold out my entire allotment of Featherweights and wish I had some more." The volume of business in parts has assumed such large proportions that Hanson has found it necessary to take on Frank Kleuver, formerly of the Hendee branch here, to devote all his time and attention to the parts department.

NEW NASHVILLE COMPANY

NASHVILLE, Tenn.—A charter has just been filed in the Register's Office by the R. M. Rust Company, which will handle motorcycles, bicycles and accessories. The capital stock is $2,500, and the members of the company are Joseph A. DeMattee, Philip Hirsch, Rosa May Rust, H. F. Galloway and T. E. Vaughn.

A COASTER BRAKE That's Right That Will Not That Can Not Slip

Its positive Drive Its positive Brake

Small, Neat, Light, Compact

Less Parts, Less Weight, No Trouble

That's the Musselman Positive Drive Coaster Brake

Miami Cycle & Manufacturing Co.

Middletown - - - - Ohio

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GOODRICH

Note the famous Goodrich Safety Tread same as used on Goodrich Automobile Tires

ADVERTISED "FAIR-LIST" PRICES

23 x 3 in. (C. C. Rim)	$9.90 each
28 x 2¼ in. (C. C. Size)	$8.85 each
29 x 2¾ in. (OldTypeRim)	$8.85 each

The Jim-Dandiest tire of 'em all—

—You "scoop" the field when you push the sale of Goodrich Motorcycle Tires.

—That tough black BAREFOOT RUBBER used in their treads *alone* puts them in the blue-ribbon class.

—Because *never* has there been such sturdy, long-wearing, puncture-preventing rubber stock.

—It was first used on the famous Silvertown Cord Tires.

—Then on Goodrich Fabric Tires.

—And now on Goodrich Motorcycle Tires (and GIANT Bicycle Tires.)

—No other manufacturer can use BAREFOOT RUBBER.

It's a secret compound—and carefully guarded. Only its black *color* can be imitated—its exclusive advantages, never.

—It has been and continues to be advertised to over 60,000,000 people.

—Everyone has heard about it.

—Behind it is the strongest, most resilient fabric carcass that any motorcycle tire has.

—The "balance" is perfect. The fabric lasts as long as the BAREFOOT RUBBER tread.

—And, believe us, that is *some* length of time.

—Every Goodrich Motorcycle Tire wins you a "booster." Start pushing them and you'll land on top of the heap with business keeping your bank balance fat and rosy.

—Other dealers find it so. Why shouldn't *you?*

—Take a minute now and drop us a line.

Address nearest branch, or

THE B. F. GOODRICH COMPANY, AKRON, OHIO.
THE WORLD'S LARGEST RUBBER FACTORY

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MOTORCYCLES FILL A GAP AT CANADIAN CAMP

Every Battalion at Camp Borden Near Toronto, Where 32,000 British Overseas Troops Are Recruited, Has at Least One Two-Wheeler—Replace Horses

CAMP BORDEN, Ont.—The motorcycle has been adopted for many uses at Camp Borden, the new military camp for 32,000 overseas troops recruited in Ontario. The Government area is situated 75 miles north of Toronto in the heart of an unsettled district. Previous to the establishment of the great tented city here, the land consisted of a trackless veldt, known as Pine Plains, and there were many expanses of untrodden bush. The camp grounds, including sections for manoeuvres, rifle ranges, trenches and parade areas, measure about 12 miles square. Incidentally the soil is almost pure sand.

It was soon found that the life of a horse at Camp Borden was not more than one week. This is military parlance and means that a horse was not in a working condition after one week's experience here. A number of officers and men have therefore turned to the iron steed, the motorcycle, as a mode of conveyance through the desert-like sands of Borden. Each of the 32 battalions has at least one motorcycle which is used for special duties and more machines are arriving every few days. The dust arising from the sand is said to be very hard on the chains and other working parts of a motorcycle but they are giving much better satisfaction than horses, which suffered from both dust and heat.

Captain Coventry, intelligence officer attached to headquarters, uses an Indian motorcycle almost constantly in the performance of his duties.

"The Ice-Cream Special" is the name applied to a Harley-Davidson motorcycle and sidecar which is part of the equipment of the 170th Mississaugas. This machine is used mainly in trips to the camp's railway station for loads of ice-cream to be consumed by perspiring officers and men of this battalion. This outfit is driven by Sergeant Celan.

A Place of Distances

Camp Borden is a place of distances. From the camping grounds to the ranges is a distance of three miles and to the ceremonial parade grounds to the administration building is five miles. From the camp hospital to the athletic stadium which has just been constructed is another four miles. A telephone system is in use but the orders are generally written instructions which must be delivered by messenger. About a dozen of the despatch carriers use motorcycles or bicycles in the delivery of these messages.

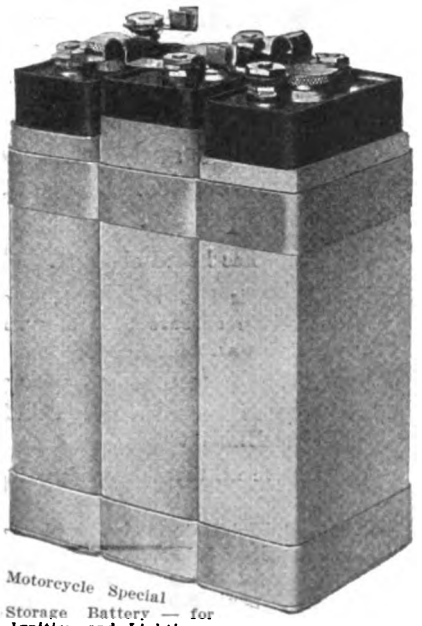
A number of visitors to the camp each Sunday are motorcycle riders from various Ontario cities. A party of six Excelsior and Henderson motorcyclists reached the camp last Sunday from Toronto, headed by Percy A. McBride, the Toronto dealer. The latter came here primarily for the purpose of studying local conditions with a view to showing the military authorities how motorcycles can be still more widely employed in camp work.

MONTREAL SEEMS ASSURED OF A MOTORCYCLE CLUB

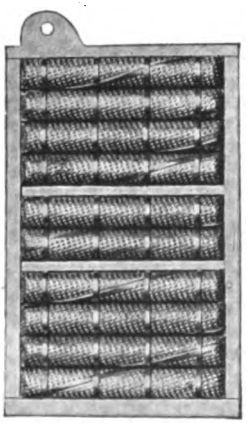
MONTREAL, Quebec.—Still another attempt is being made to organize a motorcycle club in Montreal. The leading spirits in the latest campaign declare that this will be the final effort, as the club looks assured. A preliminary organization meeting was held at 532 St. Catherine street, West, on Tuesday night, July 4, and another session has been called, to be held in two weeks' time. Montreal cannot yet boast of four hundred motorcycles.

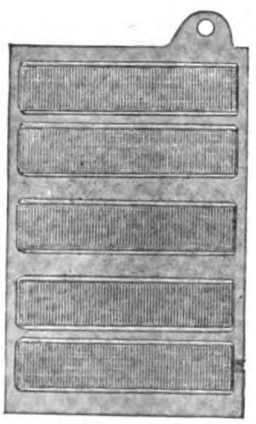
UXBRIDGE RACES AUGUST 7

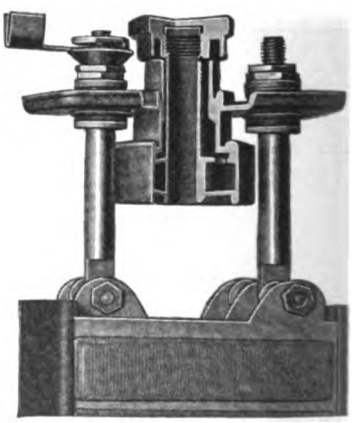
UXBRIDGE, Ont.—Motorcyclists of surrounding cities and towns are being notified by Uxbridge officials that motorcycle races will be held on the local half-mile track on Civic Holiday, August 7. A number of Toronto riders are expected for the occasion.



Storage Battery — for Ignition and Lighting.


Positive Plate: Steel Grid Holding Round Tubes of Nickel Hydrate. There are Two Such Plates in the Motorcycle Cell


Negative Plate: Steel Grid Holding Flat Pockets of Iron Oxide. There are Three Such Plates in the Motorcycle Cell.


This arrangement of top allows free escape of non-corrosive gases, but prevents spilling though cell is laid on any of its four sides.

The Non-Acid Steel-Encased

Edison Motorcycle Special

Alkaline Storage Battery

Active materials are not soluble in the solution and are securely held in steel tubes and pockets. Solution is non-acid, non-corrosive, cannot cause sulphation. Container, poles and plate grids are made of steel—unbreakable.

Light, compact, simple to install, inexpensive to maintain and gives genuine Edison light. Occasional filling with distilled water and a renewal of solution about once a year, is the only care required

Always ready—always reliable—may stand idle indefinitely without injury.

Write for Bulletin 883.

Edison Storage Battery Company

Factory and Main Office, 242 Lakeside Ave., Orange, N. J.

Distributors in

New York Boston Chicago Detroit Washington San Francisco Los Angeles Seattle New Orleans

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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JUST five years ago, on May twenty-ninth, the first Pope Lightweight was shipped from the Westfield factory.

Since then thousands of this, the first lightweight model built in our country, have been sent to every corner of the globe.

They have been put to the test of continuous service on the bullock trails of India and on the traffic-congested streets of the biggest American and European cities.

They have covered mountain trails from New Mexico to Newfoundland.

And they have never brought forth anything but praise for their sturdy strength, unexpected power and almost unbelievably small gasoline consumption.

Time, the unprejudiced judge who must pass on every product before it becomes standard, has put the mark of the world's approval on what is now the Most Popular American Lightweight.

Such a machine is one that you can afford to ride, to sell, and to boost with all the power at your command.

Westfield Manufacturing Company

(Successors to the Pope Mfg. Co.)

11 Lozier Ave. **Westfield, Mass.**

Largest Manufacturers of High-Grade Bicycles in the World.

Makers of the Columbia, Rambler, Cleveland, Tribune, Crescent and Pope.

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STOVER MOVES QUARTERS TO MAIN STREET

HUNTINGTON BEACH, Cal.—Charles G. Stover, of this place who has had a bicycle store and repair shop here for the past four years, moved on recently from Third to Main street. In addition to his repair shop and new bicycles of the lines jobbed by Appeal Manufacturing & Jobbing Co., and Pacific Motor Supply Co. of Los Angeles, he carries, in his case, one of the most complete and best arranged parts layouts in Southern California. His window display is an exceptionally complete and well arranged layout of accessories.

Stover finds that by featuring parts and accessories in this open and orderly way riders pick out things they would never dream of ordering if they did not see them. In his repair shop he handles repairs on motorcycles from surrounding country for many miles.

WON DOUGLAS-TUCSON ON BRAND NEW MERKEL

LOS ANGELES, Cal.—T. E. Berry, Southwestern distributor of the Flying Merkel and Miami products, tells how E. R. Highfill won the Douglas-Tucson road race on a machine he had never had a chance to ride until he mounted it for the race.

One June 30, Highfill wired to Berry that he wanted to enter the race and asked him to ship a machine. Berry took a Flying Merkel off the floor, tuned it up thoroughly and expressed it to Douglas, where it arrived in time for Highfill to just get in the race. Highfill had to enter without even making a trial spin. He won by 11 minutes over his nearest competitor.

EXCELSIORS ARE GOING AT BENTE'S PLACE

SAN FRANCISCO, Cal.—There is nothing slow these days around the store of Fred H. Bente, Excelsior agent. He has been getting a big call for used machines right along and now that he has some Series 17 models they are starting off in fine shape, three of the new arrivals having been sold last week.

KIEFFER BACK ON THE JOB

PHILADELPHIA, Pa.—Friends of John E. Kieffer, who is employed by Alexander Klein, the local distributor, as salesman and demonstrator, is reported to be on the way to complete recovery from his recent accident. Kieffer suffered a compound fracture of the right leg, and was confined to a hospital for six weeks. He is now being congratulated on the fact that he is able to operate a motorcycle once more.

A LIGHTWEIGHT'S FINE SHOWING

CINCINNATI.—The Brendamour Sporting Goods Co. has learned that Al. Turner, who recently went on a trip with an Excelsior lightweight, made an average of 25 miles an hour on the road, the total trip one way being 425 miles. He got 45 miles an hour out of the machine now and then, and had no trouble whatever with it.

SELLS MIAMI MOTOR BIKES THROUGH CYCLE STORES

LOS ANGELES, Cal.—T. E. Berry, handling the Miami Motor Bicycle in this city, is extending his sales by placing subagencies in various bicycle shops through out the city. He assists the dealers by putting in special Miami window displays, employing blue and white crepe paper decorations and catchy window signs.

On the dealer's floor is placed an exhibition machine. Berry allows the dealer an additional Miami for a demonstrator, both machines being consigned under option of purchase. The dealer receives a commission on each sale.

HAVERFORD STOCKS UP ON MOTOR WHEELS

PHILADELPHIA, Pa.—The Haverford Cycle Company, anticipating a heavy demand for Motor Wheels during the warm months of July and August, has stocked up on the little bicycle boosters, the number on hand now being close to 90. The rainy season in this section retarded sales to a certain extent, but Manager Breen has seen the fair and warm spell coming and he and his assistants are driving hard for the results that are now due.

SALES RECORD IN MIDDLETON

MIDDLETON, Ohio.—The Butler Motorcycle Company, managed by Mr. Pratt, has sold 22 Excelsior motorcycles this season. This is the best record for motorcycle sales ever recorded in this vicinity.

Positive Grip

due to the generous design and construction—we think it is the best and strongest rat-trap pedal you ever put your foot on.

The No. 4 Standard

is a big, substantial, motorcycle-type pedal. It stands for the utmost mechanical value.

With a pair of these pedals on your wheel you are equipped with correct, up-to-date foot-holds, fairly representative of our business in the cycle industry.

Our products comprise:

Diamond E Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

We are boosters for a "Million Bicycles in 1916"

THE STANDARD COMPANY
TORRINGTON, CONN.

No. 4 STANDARD RAT TRAP PEDAL

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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THE Thor is always at the front when it comes to the sensible accomplishments of the motorcycle and its marketing. We spend no money---which the consumer and dealer would have to pay---in manufacturing racing machines, nor do we campaign riders. When a Thor rider wins, he is racing on his own hook and on a stock machine.

For pleasure and commercial purposes the powerful, supremely reliable

Thor

is unexcelled. No sand is too soft and deep, no hill is too rough and steep, to conquer the Thor. The Thor does the conquering.

And Dealers! Are you aware of the Thor merchandising helps that we offer free to our dealers? Inquire about them. Find out how easy we make it for you to sell Thors. Then get an agency!

Write to Us Today!

AURORA AUTOMATIC MACHINERY COMPANY

GENERAL OFFICES:
Thor Bldg., 1307 Michigan Ave., Chicago
SALES OFFICES AND WORKS:
361 W. Superior St., Chicago
PACIFIC COAST BRANCH:
61 Fremont Street, San Francisco

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SOUNDS WARNING ON ACCEPTING CHECKS

(Continued from page 43.)

"The law in the first-mentioned States reads as follows:

"'Any person who with intent to defraud, shall make or draw or utter or deliver any check, draft or order for the payment of money upon any bank or the depository, knowing at the time of such drawing, making, uttering or delivering, that the maker or drawer has not sufficient funds in, or credit with, bank or other depository for the payment of such check, draft or order in full upon presentation (note, upon presentation, not at the time check is drawn) shall be guilty of a felony and upon conviction thereof shall be fined not more than five thousand dollars or imprisoned not more than five years, or both. The making, drawing and uttering or delivering of such check, draft, or order, as aforesaid, shall be prima facie evidence of intent to defraud. The word credit as used herein should be construed to mean an arrangement or understanding with the bank or depository for the payment of such check, draft or order."

SPEARS AND STAEHLE BEST AT NEWARK TRACK

NEWARK, N. J., July 20.—Bob Spears, the elongated Australian, and John L. Staehle, a member of the Bay View Wheelmen, won the feature races at the Velodrome last night. Staehle strengthened his claim to the amateur championship for the year by taking the one-mile title race for that class, while Spears won two of the three heats run in an "alternance" match race with Arthur Spencer, the Canadian; Frank Kramer, the champion; and Alfred Goullet, another Australian. Spencer, Spears and Goullet went down in a heap in the second heat and all three were badly bruised, Goullet suffering a sprained wrist. Summaries:

Half-mile handicap, amateur—Won by Ed. J. Carroll, San Francisco, 30 yards; second, Tom Fitzsimmons, East Orange, 15 yards; third, Anthony Attardi, Brooklyn, 60 yards; fourth, Frank Small, New York, 70 yards. Time, 57⅘ seconds.

One-mile championship, amateur—Won by John L. Staehle, Newark; second, Tom Bello, Brooklyn; third, Ed. J. Carroll, San Francisco; fourth, Eric Paetz, Germany. Time, 2:38⅘.

One-mile "Alternance" match race, professional—First heat won by Bob Spears, Australia; second, Frank Kramer, East Orange; third, Alfred Goullet, Australia. Time, 2:59⅘. Second heat won by Arthur Spencer, Toronto; second, Spears; third, Goullet. Time, 3:11⅘. Third heat won by Spears; second, dead heat between Kramer and Spencer. Time, 3:17⅘. Winner, Spears, 25 points; second, Spencer, 14 points; third, Kramer, 8 points; fourth, Goullet, 6 points.

Half-mile handicap, professional—Won by Eddie Root, Boston, 45 yards; second, Jackie Clark, Newark, 40 yards; third, Tommy Smith, Newark, 40 yards; fourth, Frank Corry, Australia, 35 yards. Time, 53⅘ seconds.

Five-mile open, professional—Won by Al Grenda, Australia; second, Jake Magin, Newark; third, John Bedell, Long Island; fourth, Reggie McNamara, Australia. Time, 9:31⅘.

LONDON CLUBSTERS MAKING LONG TRIPS

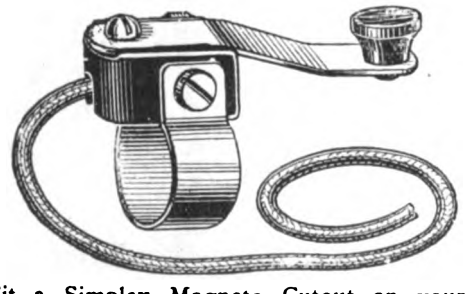
LONDON, Ont.—The London Motorcycle Club arranged for a club run to Springbank and a hill-climb there on Dominion Day, July 1, but this was called off to enable the members to follow their own riding inclinations. The local enthusiasts, accompanied by wives and sweethearts, scattered in every direction, a number of riders taking the short trip to Port Stanley, the Lake Erie summer resort, twenty-four miles away. A notable holiday ride was taken by W. England, acting president of the club, and Ken Clarke, when the pair made a flight to Oshawa, Ontario, 150 miles from here. England straddled his new Henderson while Clarke rode his Indian. They came home on the following day, Sunday.

The roads of Ontario have dried up at last and the riders are getting rid of a lot of pent-up touring enthusiasm. Fairly long trips have become the rule and longer rides are in contemplation.

RECIPROCITY QUADRUPLES CANADIAN VISITS

NIAGARA FALLS, ONT.—While the Canadian Customs officials are not keeping a distinct record of the American motorcycle tourists who have been entering the Province of Ontario since the establishment of a license reciprocity arrangement, the border officers estimate that four times the number of riders crossed the line during last June than in the same month one year ago. Upwards of one hundred and fifty motorcyclists invaded Ontario during the month while less than forty licenses were issued to American riders during June, 1915.

PUT AN EMERGENCY BRAKE ON YOUR MOTORCYCLE AND BE SAFE



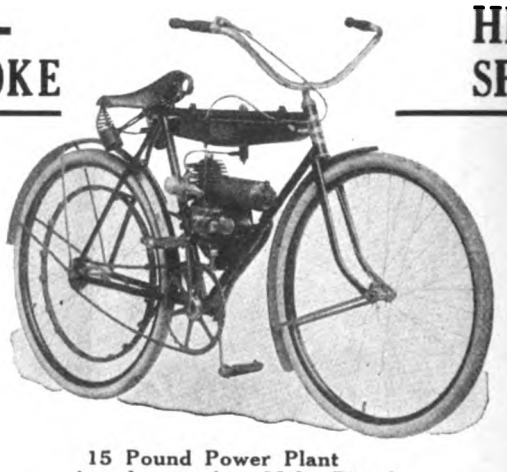
Fit a Simplex Magneto Cutout on your handlebar and be prepared for any emergency. The spark can be cut out instantly, without releasing the compression, which then acts as an effective brake.

Reduces Wear on Grip Controls, Clutch, Brake and Tires.

Price 50c. complete with cable. From your dealer.

STEVENS & CO.
MOTORCYCLE ACCESSORIES
375 BROADWAY N.Y.

2-STROKE HIGH-SPEED



15 Pound Power Plant
Attaches to Any Make Bicycle

Cyclemotor
WHEELING WITHOUT WORK

Fits right in the bicycle frame where it does not affect balancing or steering when riding.

DEALERS:—
We can show you how to double your sales and profits without increasing expenses. Ask for our paying proposition.

CYCLEMOTOR CORPORATION
Rochester New York

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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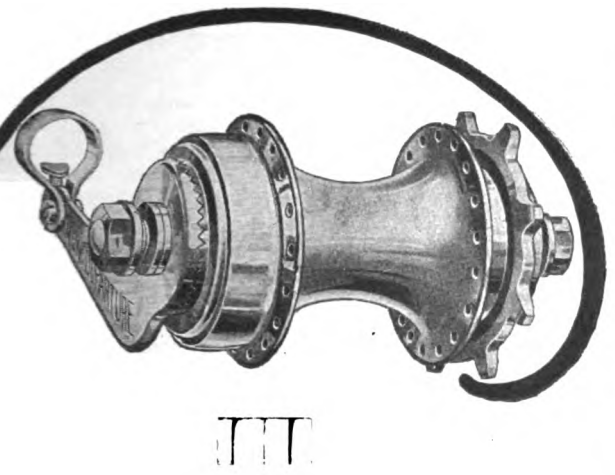


Over 28000 Miles of Service

"It is still in fine condition and I have not had to change any part"

THIS record enabled Vernon P. Cox, Secretary of Boys' Work of the Atlantic City Y. M. C. A., who rode his New Departure equipped wheel from Atlantic City, New Jersey, to Los Angeles, California, and return, to say: "I honestly believe that

The New Departure Coaster Brake

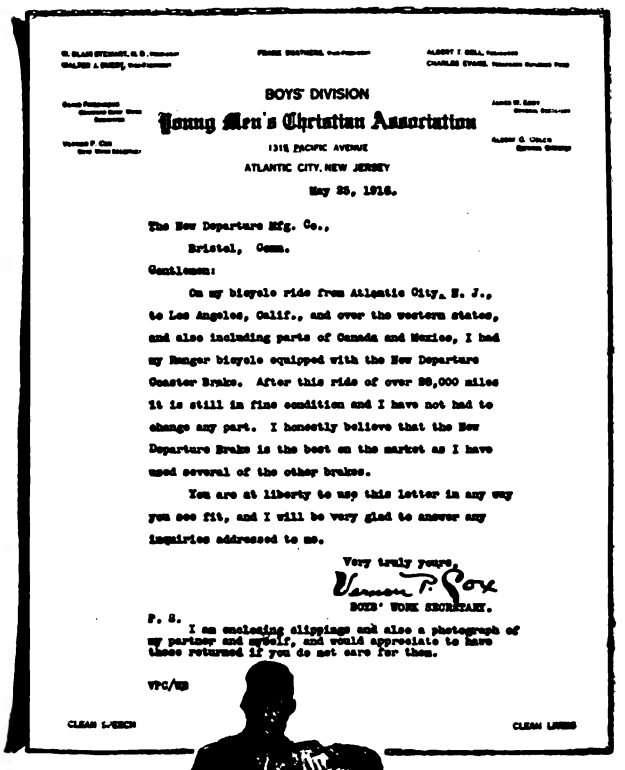
is the best on the market."

This is, indeed, a wonderful record of durability and consistent performance, over roads where often the very life of the rider depended upon the perfect control of his wheel.

There are thousands of New Departure Coaster Brakes in use today that have given even greater mileage during the years they have been in service.

Its ability to endure year after year in every kind of service and to stand up to its work in every emergency, are the great qualities that have made the New Departure the reliance of over 5,000,000 riders.

For these reasons, dealers everywhere now regularly specify the New Departure.



BOYS' DIVISION

Young Men's Christian Association

1315 PACIFIC AVENUE

ATLANTIC CITY, NEW JERSEY

May 25, 1916.

The New Departure Mfg. Co.,

Bristol, Conn.

Gentlemen:

On my bicycle ride from Atlantic City, N. J., to Los Angeles, Calif., and over the western states, and also including parts of Canada and Mexico, I had my Ranger bicycle equipped with the New Departure Coaster Brake. After this ride of over 28,000 miles it is still in fine condition and I have not had to change any part. I honestly believe that the New Departure Brake is the best on the market as I have used several of the other brakes.

You are at liberty to use this letter in any way you see fit, and I will be very glad to answer any inquiries addressed to me.

Very truly yours,

Vernon P. Cox

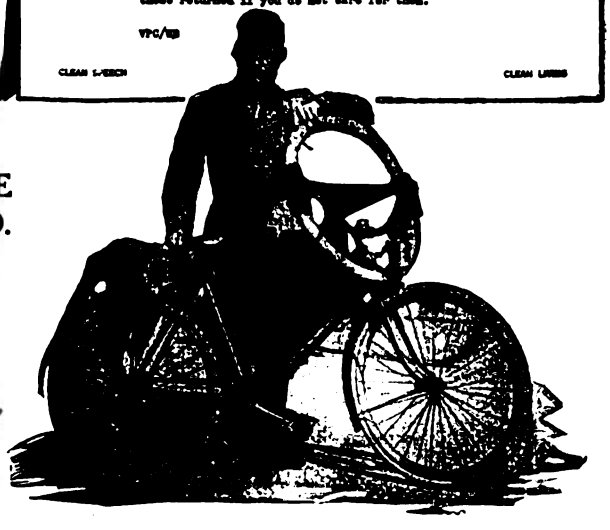
BOYS' WORK SECRETARY.

P. S.

I am enclosing clippings and also a photograph of my partner and myself, and would appreciate to have these returned if you do not care for them.

VPC/WB

CLEAN SPEECH CLEAN LIVING



THE NEW DEPARTURE MANUFACTURING CO.

Bristol, Conn.

U. S. A.

Meet us at Atlantic City. New Departure Headquarters St. Charles Hotel, opposite Convention Hall

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GOODYEAR STARTS COMMERCIAL CAMPAIGN

AKRON, O.—The Goodyear Tire & Rubber Company is promoting a "Commercial Motorcycle Campaign" in cooperation with motorcycle dealers throughout the country. The campaign has for its end the interesting of all dealers in the great possibilities of the two-wheeler and three-wheeler in the commercial field, and to prove the possibilities most convincingly.

"We are thoroughly convinced," says an official of the Goodyear company, "that the motorcycle delivery van is more efficient, practical and is a cheaper form of delivery than any other. If the dealers can only be led to see the facts of the case, there is absolutely no reason why they should not become sold on this proposition and the motorcycle industry receive a great boom in this field.

"With this in view, we are sending out a series of eight bulletins to dealers. To agents who will submit to us a list of prospects," concluded the official, "we purpose sending a series of four or five letters to all names on the list, showing where the motorcycle is cheaper, more efficient, etc. In other words, we are attempting to sell the dealer first on this proposition, and second, we are going to help the dealer bring about sales."

MORE THAN HE CAN DELIVER

HUNTINGTON BEACH, Cal.—W. R. Anderson, who has been in this city six months, has a sale for more bicycles than he can get delivered at present. He handles principally the Indian and Excelsior bicycles. Anderson is a man of eleven years in the automobile and motorcycle business. He is the Huntington Beach Indian agent and is an active booster for the Featherweights, which he expects will develop a good market among the industrial population of his city and surrounding ranches.

HELPED IN SUCCESSFUL PARADE

PHILADELPHIA, Pa.—When the Advertising Clubs of the World held their convention here recently, one of the features of the street parade was a squad of motorcycle riders furnished by the Philadelphia Motorcycle Club.

The motorcyclists acted as aids to the Marshal, and contributed largely to the success of the big demonstration. John Clark Simms, chief marshal of the pageant, remarked that it would have been difficult to get along without the services of the efficient motorcycle squad.

STAMPING COMPANY BUILDS

MILWAUKEE, Wis., July 25.—The Milwaukee Stamping Company, West Allis, is about to award contracts for a large factory addition, which it is estimated will cost about $20,000.

HEADS FEDERAL DISTRICT

CHICAGO, Ill.—E. P. Logan is now in charge of the Central District of the Federal Rubber Company, with headquarters in this city. He was formerly manager of the St. Louis, Mo., branch of the Federal firm.

STATEN ISLAND THE MECCA FOR C. R. C. A. RUN

NEW YORK, July 25.—Woodlawn Beach Staten Island, was the destination for the weekly club run of the New York Division of the Century Road Club Association, Sunday last. Arriving at Woodlawn the touring cyclists met other members of the association who went by rail. After lunch was served beach sports and ocean bathing were enjoyed by the entire party.

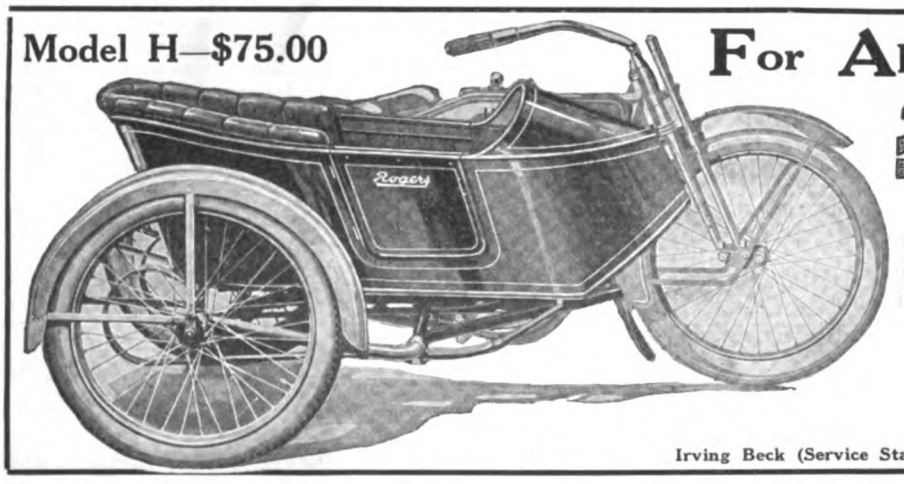
The return trip began after nightfall and Manhattan was reached after an adventurous ride over the dark and hilly roads. Next Sunday's ride will lead the cyclists to Flushing and North Beach, Long Island, the start to be made at 1 p. m., following the Pelham Parkway six-mile point race in the morning.

WANTS MOTORCYCLE PARTS

COMPONENT parts for motorcycles, such as engines, gearsets, clutches, hubs and bearers, are desired by an Australian manufacturer of motorcycles, now on a visit to this country. Those interested in providing such parts should address Kemsley, Millbourn & Co., Ltd., New York.

There was once a business man who couldn't be bothered answering the questions of his prospective patrons—but the sheriff made him answer a lot of 'em when he went around to spike a notice on the front door.

Model H—$75.00



For All Motorcycles

Rogers SIDECARS

No matter what the make or model of your motorcycle

The ROGERS WILL FIT IT

and when you sell your present motorcycle the ROGERS sidecar will fit the new one. Write for catalog, stating make of motorcycle you sell or use.

ROGERS MANUFACTURING CO.

337 West Madison Street Chicago

Irving Beck (Service Station), 1493 Fifth Ave., New York

BE THE LEADING DEALER IN YOUR SECTION

Nothing will do more to bring this about than to establish yourself headquarters for the now CELEBRATED

A. B. C. GENERATORS

The most simple—therefore the most developed Motorcycle Electric System on the market. Claims of Superiority — Applicability — Stability — Efficiency — Durability — Flexibility and Accessibility.

New Prices MODEL B—Complete less lamps Direct Lighting $25.00 | MODEL C Batt. Charging $30.00

You don't THINK you see the road—YOU DO SEE IT. Transportation paid on retail sales.

A. B. C. GENERATORS CO., Los Angeles, Calif.

All Los Angeles Police Use the A. B. C.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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As a Matter of Record

If for no other reason than that of being able to keep a record of the life of the tires used on your motorcycle, the amount of oil and gas consumed per mile and the rate of speed at which you ride, it would be advisable to equip your motorcycle with a

CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

This is a practical money saving consideration, but there is another one equally important—a speedometer, an accurate speedometer, such as the Corbin-Brown, greatly enhances the pleasure of motorcycling.

It is the sort of companion every motorcyclist needs, for it is constantly telling him interesting things along the road, the speed he made on a certain smooth stretch, the exact mileage of the previous day, the distance between these two towns and numerous other worth-knowing bits of information.

Why forego this pleasure when your dealer is ready now to equip your motorcycle with the famous Corbin-Brown? See him today.

If There Was a Better Brake They Would Use It

Without a moment's hesitation. Men who rent bicycles need the best, have to have it, and they get it. If they could find a brake that did better work for them than the

CORBIN

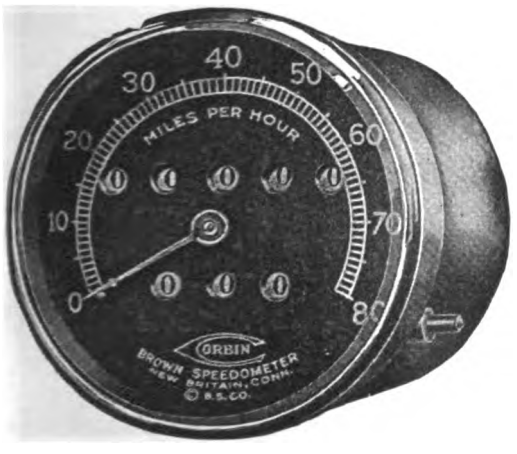
DUPLEX COASTER BRAKE

they'd take it quicker than a wink. But they have not found a better brake. In fact they have not found one as good. So they use the Corbin Duplex and are perfectly satisfied. It does all the work that is required of it and just a little more.

It stands a hotter pace than any other brake on the market can stand and continues to operate with the same smooth, frictionless action for which it is noted. It is powerful, sturdy and durable and capable of standing up under the hardest strains to which it can be subjected. These are the simple facts of the case.

You can find out more for yourself by asking a man whose business it is to rent bicycles about the Corbin Duplex Coaster Brake. He will tell you and what he says is backed by actual experience.

Catalogs on request.

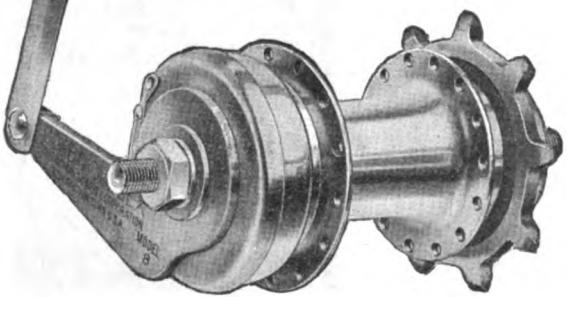


The Corbin Screw Corporation

THE AMERICAN HARDWARE CORPORATION, Successor

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia



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OLYMPIC CLUB MEMBER CAPTURES A RACE

SAN FRANCISCO, July 25.—Fred Hoffman, a member of the Olympic Club, won the one-mile cycle race, held recently at the Shellmound Park. James Hyerdoll, a clubmate, finished second and Ralph Welch, of the New Century Wheelmen, ran third. The time was 2:34. The race was somewhat marred by numerous spills, but was enjoyed by the large crowd on hand.

On Sunday, August 20, the California Associated Cycling Clubs will hold their semi-annual Australian team pursuit race at the Golden Gate Park. The trophy which goes to the winning team is a three-win affair, with the New Century Wheelmen having two wins to their credit. Entries have been assured from the Centuries, Samson Club, Olympic Club and the Garden City Wheelmen.

N. S. CYCLE ANNUAL OUTING BRINGS OUT VETERANS

MILWAUKEE, Wis., July 25.—The annual outing this year of the North Side Cycle Club commemorated its twenty-fifth birthday anniversary and was one of the most successful celebrations that the organization has ever staged. There were about fifty old-timers on deck for the start. President Louis Pierron was the center of attraction as he rode the same high-wheeler that he used when the club held its first outing, twenty-five years ago.

The old familiar Silver Spring course, going out the Green Bay and returning on the Port Washington roads, was used as the route to and from Thiensville where the participants enjoyed a chicken dinner. Among the prominent veteran Milwaukee wheelmen who attended were: J. W. Warnken, A. C. Runkel, Louis Pierron, Alex. W. Riebs, Charles C. Mass, F. Hausmann, Henry Stenzel, C. A. Rusch, Walter Dusold, Walter Sellke, Emil Kiehn, E. A. Schueppert, Edward Winkler, Dr. Nick Carter, Edwin A. Netz, George H. Schmidt, Alfred Steindler, Brownie Steindler, Otto J. Tank, William A. Zealley, Leo A. Kealner, Paul J. Kealner, F. A. Zimmermann, Fred W. Schmitz and Gerhardt Aussem.

KRAMER AND STAEHLE TIE IN TITULAR RACES

IN the running of the American championships for 1916 both Frank Kramer, the professional winner, and John L. Staehle, the Newarker who has the amateur laurels sewed up, have each scored the same number of points by taking four firsts and a second in the five titular races that have been run to date, each of the winners scoring 23 points. The table of the amateur championships run and the manner in which each rider scored in the races is given below:

Rider	¼m.	⅓m.	½m.	1m.	2m.	Pts.
Staehle	5	3	5	5	5	— 23
W. Spencer ...	1	5	1	0	3	— 10
Bello	0	1	2	3	1	— 7
Carroll	2	2	0	2	0	— 6
Hoffman	3	0	0	0	0	— 3
Norgar	0	0	3	0	0	— 3
Byron	0	0	0	0	2	— 2
Paetz	0	0	0	1	0	— 1

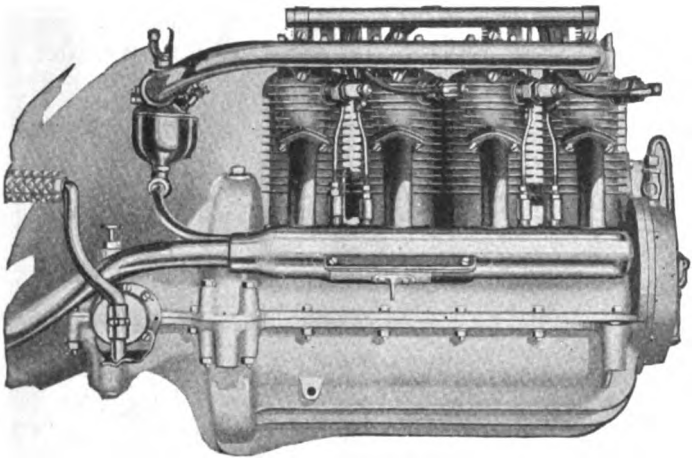
Five points for first, three for second, two for third and one for fourth.

GEORGE SERES DEFEATS CLASSY FIELD

BOSTON, Mass., July 23.—George Seres, the French pace follower, won the 40-mile paced race at the Revere Beach track last night. Seres at the finish had an advantage of one mile and one lap over Bobby Walthour, the Atlanta veteran, who finished second, while Victor Linart, the Belgian, finished a quarter-mile back of the Dixie man. Leon Didier, another Frenchman, was forced out of the race by a fall in the sixteenth mile when his tire gave way. Didier was badly scraped and bruised in the spill. Seres covered the distance in 58:37 3/5. Fred Herbert, the Fall River pro., won the five-mile race for that class from Tim Sullivan, New Haven, and Ned Chandler, the local negro. The time was 11:17 4/5. J. Hackett, Revere, won the half-mile amateur handicap in 58 4/5 seconds and J. Fardig, of Orient Heights, accounted for the two-mile amateur open in 4:34 4/5. A mile professional handicap went to Thomas Cutter, Everett, in 1:58 4/5.

MORE TAKE ON MOTOR WHEEL

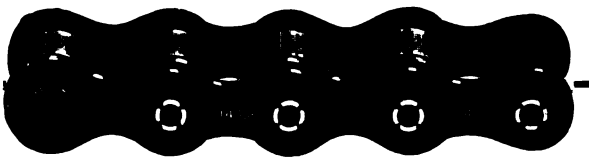
MILWAUKEE, Wis.—During the last two weeks of June, 1916, thirty-five new dealers were added to the Smith Motor Wheel roster. Among recent agents signed up for July, the A. O. Smith Company, makers of the Motor Wheel, announce R. Burk's Cycle Store, Tyler, Tex.; Thomas H. McGuire, Prince Albert, Sask.; and John Clements, Malta, Idaho.



OPTIMISM

Henderson dealers feel confident of *continued* success because their customers who are so pleased with their own machines will naturally advise their friends to buy at the same store. Thus Henderson dealers have seen their business grow consistently, and know that the growth will continue.

HENDERSON MOTORCYCLE CO., Detroit.



"149"

What the Rider Thinks

"I have a 'Diamond' chain on my Thor 9, 1914 model, Motorcycle which to date has been run 6,346 miles, according to the odometer, and I have been so fortunate as to not have a breakage in all these miles. However, some of the pins are slightly worn and before these broke I put in new repair links, to be on the safe side. Myself, I consider this a good record, considering the amount of hard usage I have given the chain, having done a good deal of rough mountain work." (*Name on request.*)

Do you want dependable transmission? Specify Diamond "149."

For sale by dealers and jobbers everywhere.

Diamond Chain & Mfg. Company
Indianapolis, Indiana

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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U.S. ARMY USES Prest-O-Lite for Motorcycles

Machine guns dismounted from Harley-Davidson motorcycles, which are equipped with Prest-O-Lite.

The Choice of Uncle Sam

PREST-O-LITE is used on the majority of motorcycles in the service of the U. S. Government. Right now Prest-O-Lite is seeing strenuous service with the U. S. Army in Mexico. Prest-O-Lite is used simply because it is the most reliable—and for no other reason. No frills go with an army; everything is measured by efficiency. And Prest-O-Lite is the truly efficient light—the light that stands the bumps and jolts, and gives safe, sure, penetrating light at all times and under all conditions.

Uncle Sam's choice should be your choice.

No Matter What Motorcycle You Buy

You can have it "Prest-O-Lite equipped." Ask your dealer about it. He can supply you with a very attractive equipment combination which includes **a Prest-O-Lite, a good lamp and a mechanical horn.**

This will start you right, and give you the greatest satisfaction at least cost.

Get complete information on motorcycle lighting now. We'll gladly send it on request.

DEALERS

You are losing good business if you do not handle Prest-O-Lite. "Cash in" on Prest-O-Lite sales in your store. Write for our proposition. It's a business getter.

The Prest-O-Lite Co., Inc.

The World's Largest Makers of Dissolved Acetylene

246 Speedway, Indianapolis, Ind.

Canadian Office and Factory: Merritton, Ontario

Prest-O-Lite Exchange Agencies Everywhere

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THIS QUARTET OUT TO MEET ALL COMERS

GRAND RAPIDS, Mich., July 24.—Four riders here believe that they can defeat any picked quartet in the country when it comes to endurance stuff, and are open to offers from any team of the same number in the country. They are Byrne Hull, Red Heth, Johnny Foster and Mud Vandenberg. All are amateurs.

Hull holds the racing championship of this city. Heth has demonstrated his class in the recent Jack Pines run, as one of the three finishers. Hull would have been a finisher in the same run, except for four blowouts in the last stretch and having to ride with a sprained wrist. His time through the 14-mile swamp was the best of the field of entrants.

Foster and Vandenberg are veterans of many endurance contests. Vandenberg has also had considerable experience with aeroplanes and racing automobiles.

SIDECAR IN R. F. D. SERVICE

LOUISVILLE, Ky.—Kline Brothers, the Louisville Harley-Davidson agents, report the sale of a sidecar to Emmett A. Crenshaw, a rural carrier at Shepherdsville, Ky., who will use it in delivery of mails until a special mail delivery van which he has ordered can be delivered.

MILLER DOING WELL

LOS ANGELES, Cal.—Henry Miller, from Portland, Ore., is getting a fine start in the new store, which he opened this spring at Huntington Park. His stock of new bicycles includes the Hudson and Angelus models from F. M. Jones Sales Co., and he notes a strong demand for Fisk tires.

MOTORCYCLISTS PAID $41,155

COLUMBUS, Ohio.—W. H. Walker, Ohio Registrar of Automobiles, in a financial report made public recently, shows the receipts of the department for the fiscal year ending June 30, 1916, to have been $1,200,237. It cost less than $100,000 to operate the department, leaving more than $1,100,000 to be turned over to the Ohio Highway Department for the construction and repair of roads. Receipts from the registration of motorcycles for the year amounted to $41,155.

GIBRALTAR MAN WANTS AGENCIES

A. E. SERFATY, of Gibraltar, is in the market for agencies for motorcycles in both solo and sidecar forms. He is anxious to hear from sidecar makers in America.

Senor Serfaty also contemplates handling the Cygnet Rear Car for his territory, and writes that he has been greatly struck with its performance in this country. His business address is Apartado 106.

RODE ON ENGINE'S COWCATCHER

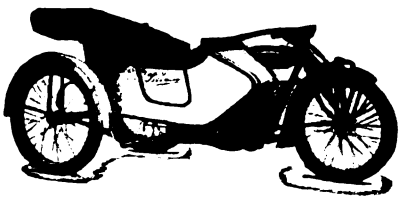
MILLVILLE, N. J.—Charles Norberry, of Fries Mill, while riding his motorcycle at a 30-mile clip in East Millville, was picked up by the cowcatcher of a West Jersey and Seashore Railroad train and carried 500 feet without being injured.

CANADIANS COMPLAIN OF HIGH GASOLINE RATES

TORONTO, Ont.—Hint of an official investigation into the high cost of gasoline is being heard in Government circles. Mr. E. A. Donovan, M. P., recently returned from an automobile tour into the States after which he realized for the first time that the price of "gas" in Toronto is exorbitant. He paid 19c a gallon for gasoline in several American cities and then paid from 31c. to 33c. per gallon for the volatile fluid in Toronto. Mr. Donovan has found that American companies list gasoline at 16c. per gallon for export to Canada. There is a one cent war tax on every gallon imported and there is no duty. The standard of measure in Canada is the Imperial gallon which is about one-fifth larger than the American gallon. The Canadian parliamentarian believes, however, that the difference in price at American and Canadian points is far too great.

A NEAT JOB OF BALANCING

READING, Pa.—Wellington Fleischer, a Mohnton motorcyclist, performed an unusual feat at a picnic near this city a few days ago when he volunteered to carry a full-sized can of ice cream on his motorcycle. Fleischer rode to a nearby town, had the big ice cream can placed on his luggage-carrier and made the trip back to the picnic grounds without a hitch. As it was necessary to balance the 150-pound can of cream on the luggage-carrier, it will be seen that the rider had a ticklish job.



Get Wised Up

If you have the idea that all sidecars are about the same, or if you measure sidecars by such things as lightness, you can't realize that the Pullman sidecar is superior to all others.

The Pullman is heavy enough to hold the road without bouncing around, and yet light enough to run along easily. But the big Pullman feature is the new Triangular Front Brace. It takes all the strain off the motorcycle. Get details.

Harry Svensgaard Sales Corporation
214 Jefferson Ave., East DETROIT, MICHIGAN

Sells

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT.
SIDECARS

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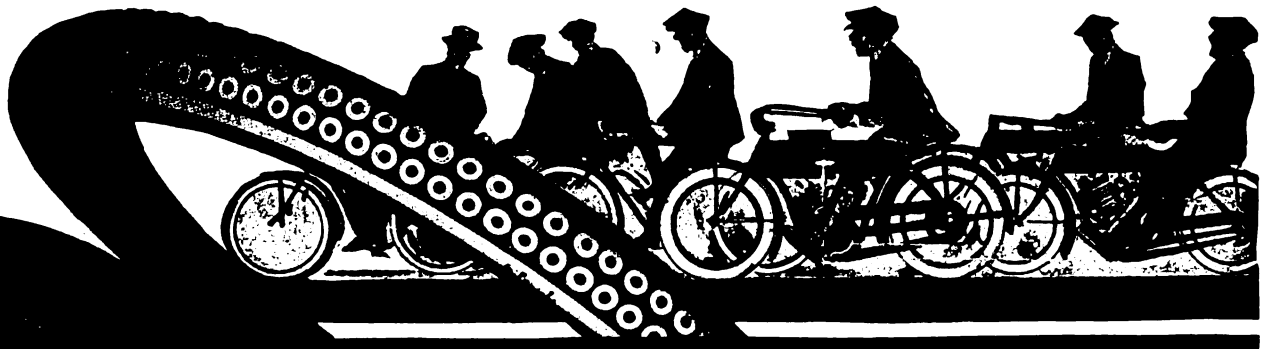

Every Demand of Traffic and Traction

is instantly met by the all-round service of

VACUUM CUP
Oilproof
MOTORCYCLE TIRES

Structural strength that stands the strains and stress of the short stop or the quick turn. Oilproof. Skid-safe. *Guaranteed*—per warranty tag attached to each casing—for

5,000 MILES

Proof positive that high quality casings can be modestly priced—

STURDY STUD
Oilproof
MOTORCYCLE TIRES

Sold to dealers direct. *Guaranteed*—per warranty tag—for

4,000 MILES

Actual Resistance

to the grinding wear and tear of continuous road usage—

VACUUM CUP
Red Oilproof *Tread*
BICYCLE TIRES

Practically puncture-proof. Skid-preventing. Heaviest, toughest fabric used in bicycle tire construction. *Guaranteed*—per warranty tag—for a season's service, else repaired or replaced free.

So good you'd save money even if they should cost more—

★THREE★STAR★
LINE OF
BICYCLE TIRES

Three snappy treads, three grades of quality, three popular prices.

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Direct factory branches and service agencies throughout the United States and Canada

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Brilliant Burners

—THE PERFECT HEADLIGHT—

A NEW ERA IN GAS LIGHTING

Motorcycle Riders!

Do YOU know that with "Brilliant" Burners—

You can get THREE TIMES the light you are now getting.

You can get the same light for much less cost.

You always have a dependable light — absolutely steady, no flicker, no jarring or blowing out — even without the front glass in the lamp.

Your night riding will be safer and more pleasant with the strong "Brilliant" white light ahead of you on the road.

Thousands of these Burners are now in use. They are fully guaranteed. If not obtainable at your dealers, a set will be sent prepaid upon receipt of $2.

DEALERS: Write today for our proposition.

The Monosmith Brothers Co.

Spencer, Ohio, U. S. A.

The H. M. Kipp Co., Ltd., Toronto, Distributors for Canada

YOU SOON NOTE THE DIFFERENCE

More Power—Quicker Pick-Up—Increased Speed

All from the use of

HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS AND GREASES

Your Motorcycle is a delicate machine. Proper lubrication is essential. Especially in hot weather is it necessary to insist upon the best oil—quality oil that cools the motor and lubricates without burning.

HARRIS OILS are refined from the best Pennsylvania Crude Stock.

"A Little Goes a Long Way and Every Drop Counts."

A. W. Harris Oil Company

326 S. Water St., Providence, R. I.

Branch: 143 No. Wabash Ave., Chicago, Ill.

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DIXIE'S CLEAN SWEEP

Indian
EXCELSIOR
Pope
Thor
HARLEY-DAVIDSON
MERKEL
Reading Standard
DAYTON

Manufacturers of these motorcycles have obligated us to supply them with DIXIE Equipment exclusively for their 1917 magneto requirements. All but two—*Merkel* and *Pope*—have signed their contracts and both of them will contract when their present engagements expire next month.

It clinches the overwhelming mastery of the DIXIE in the ignition field.

And there's only one reason for the practically unanimous choice of DIXIE—it is the best ignition. It is best in simplicity, in effectiveness and durability.

DIXIE claims for superiority are upheld by its clean sweep of the ignition field with the actual business contracted for.

Splitdorf Electrical Co.
There *is* a reason
—it's the best ignition.

Newark, New Jersey
There *is* a reason
—it's the best ignition.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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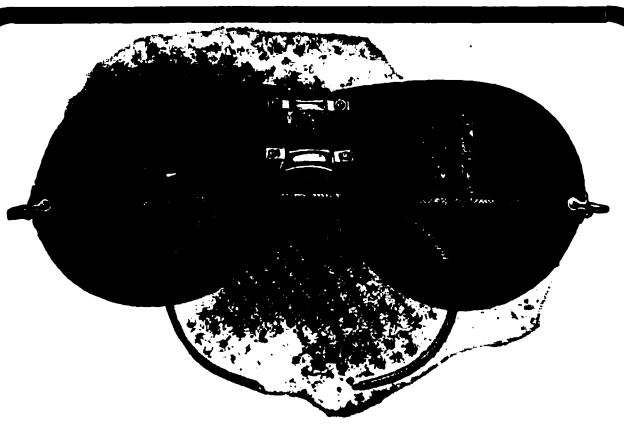

"LUXWELL"

These are the handsomest, most comfortable and most effective motoring goggles you ever saw. They give maximum of vision and eye protection.

Your stock, Mr. Dealer, is not complete when it does not contain the "Luxwell," the finest example of eye shield construction on the market. Write your jobber.

CHICAGO EYE SHIELD CO.
CHICAGO, ILL.

THE COAST LINE TO MACKINAC

DETROIT, CLEVELAND BUFFALO, NIAGARA FALLS. | TOLEDO, PT. HURON, ALPENA, ST. IGNACE.

A REAL VACATION

The D. & C. Line Steamers embody all the qualities of speed, safety and comfort. The freedom of the decks, cool, refreshing lake breezes and commodious state rooms makes life aboard these floating palaces a source of enjoyment.

"D. & C. A SERVICE GUARANTEE"

Daily service between Detroit and Buffalo and Detroit and Cleveland. Day trips during July and August, as well as two boats out of Detroit and Cleveland every Saturday and Sunday nights during these two months. FOUR TRIPS WEEKLY FROM TOLEDO AND DETROIT TO MACKINAC ISLAND AND WAY PORTS—From June 25th to Sept. 10th, SPECIAL STEAMER CLEVELAND TO MACKINAC ISLAND. TWO TRIPS WEEKLY. NO STOPS ENROUTE EXCEPT AT DETROIT EVERY TRIP. Daily service between Toledo and Put-in-Bay, June 10th to Sept. 10th.

RAILROAD TICKETS ACCEPTED on D. & C. Line steamers between Detroit, Cleveland and Buffalo, either direction. Send two cent stamp for illustrated pamphlet and Great Lakes Map. Address L. G. Lewis, G. P. A., Detroit.

DETROIT & CLEVELAND NAVIGATION COMPANY
P. H. McMILLAN, Pres. A. A. SCHANTZ, V. P. & G. M.

7143
⅝" pitch
¼" wide

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7144
⅝" pitch
⅜" wide

No chains are better fitted for the racking strain of race work than *Renold*. They're first choice of the speed kings.

PETER A. FRASSE & CO., 419 CANAL ST., NEW YORK

REMY

Bright, intense light—strong, steady ignition—that's what it means to have your mount equipped with the Remy system. Remy light never fails and you can depend on Remy ignition in any emergency.

Get full information from your nearest Harley-Davidson dealer.

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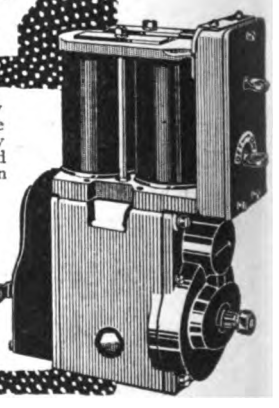
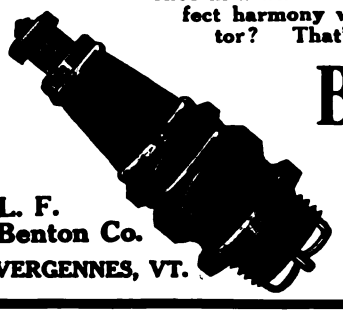


Part of a Perfect Whole

Does your spark plug become temperamental once in a while? Or does it work in perfect harmony with the rest of the motor? That's the big feature of

BENTON

"The Case Hardened Plug"



It's great for "teamwork." The most conspicuous thing about the BENTON is its unobtrusively perfect service ALWAYS. That's the sort of plug you want, isn't it?

L. F. Benton Co.
VERGENNES, VT.

FREE

The Oldest and Largest Supply House

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.
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3664 S. Main
LOS ANGELES, CAL.

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Jobbers—Remember!

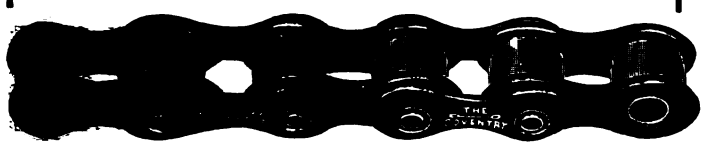
The goods you sell must sell not only on their merits, but they must also have the added "punch" of distinction. When you handle the "strongest motorcycle chain in the world," proven to be so by competitive tests, you are assured of a ready market—always.

"THE COVENTRY"

The price is $1.00 a foot to the consumer

HERBERT F. L. FUNKE CO.

112 Broad Street, New York



Firestone

Motorcycle Tires

The stunning red and black, the trade-mark of Firestones, should be your equipment for Most Miles per Dollar.

More rubber than in any other motorcycle tire! Same quality and materials as in Firestone Automobile Tire.

Firestone Tire and Rubber Company

"America's Largest Exclusive Tire and Rim Makers"

Akron, O.— Branches and Dealers Everywhere

WORTH MORE Berling Magneto DOES MORE

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.

WRIGHT SPARK PLUG

LOOK FOR THIS NAME

WRIGHT

Our plugs are imitated but not equaled.

Used on 1916 Harley - Davidson

Send for Convincing Catalog

N. Y. Mica Mfg. Co.

Auburn, New York

The

F-N Tandem

is now sold exclusively by nearly all jobbers and dealers. *It is a live selling proposition* and does not lie on the shelves from year to year.

Quick sales, quick profits

Price complete

$10.00

FENTRESS-NEWTON MFG. CO.

Largest manufacturers of tandems in the U. S.

NEW YORK SPORTING GOODS CO.

FREE TO DEALERS

Write us on your letter head or enclose your business card and we will send you our new catalogs.

No. 60 Motorcycle Supplies

No. 64 Bicycle Sundries

A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

New York Sporting Goods Co.

15 and 17 Warren St., near Broadway New York

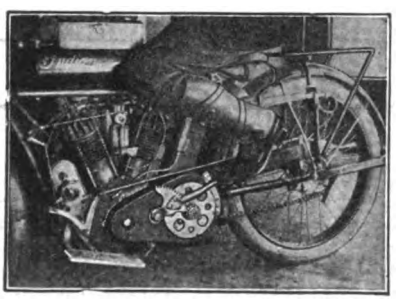
GET IN DIRECT TOUCH WITH PROSPECTIVE CUSTOMERS BY CIRCULARIZING TO OUR LISTS OF MOTORCYCLE OWNERS

We copy official motorcycle and auto records in the capitol here and can compile a list of the motorcycle or auto owners for your section of the state, at lowest rates, sending you supplements, regularly, the balance of the year. We can compile a list of the owners of any particular motorcycle or auto you may wish a list of.

CAPITOL AUTO LIST COMPANY,

68M STATE STREET ALBANY, N. Y.

PIONEER ECLIPSE STARTER Price $6.50



This Starter is adapted to all machines with the Eclipse Clutch on the counter-shaft. It eliminates the pedal nuisance and makes your machine up-to-date.

The INDIAN PIONEER B

should be on every Indian machine that has pedals. IT will save you time and money.

DEALERS can make money RIDERS want the Starter

Let us help you both today.

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OILS SUPPLIES
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Agent for INDIAN MOTORCYCLES
Repairing Storing
2959 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
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HARLEY-DAVIDSON MOTORCYCLES
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Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
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All Repairs Guaranteed
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Oliver Borchheimer, Prop. V. C. Pelemare, Mgr.

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1491 Fifth Avenue Telephone, Harlem 2337

T. J. SIXSMITH
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Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

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INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
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Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1080-1082 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

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All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
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155 Howard Ave. Phone: Bush 3039

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Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 2966 East N. Y.

Distributor
EXCELSIOR—CLEVELAND
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

THOR MOTORCYCLES
Complete stock of parts, over-night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN,
1031 Bedford Ave. Brooklyn, N. Y.

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

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INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 2045 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
Bridge Plaza South, Long Island City, N. Y.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop College Point.

NEW JERSEY

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
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INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1890 Hackensack, N. J.

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Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON. Reg. F. A. M.
Opp. Proctor's Thea.
Mt. Vernon, N. Y. Phone 2275
"WE FIX EVERYTHING"

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated

THE BIG RESULT GETTER

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Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
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You Can't Beat Our Prices
On Slightly Used and Rebuilt Motorcycles
The finest line ever offered, at the lowest prices, and if you don't get our list you'll be the loser. Machines from $30 up, and every one guaranteed.
A Big Free List on Request—Send For It
WESTERN SUPPLIES CO.
1448-52 Larimer St. Denver, Colo.
Largest Cycle and Motor House in the West

The wise ones are buying their tires from us.
Why?
Write us size you use and let us quote our prices.
E. J. WILLIS CO. 85 Chambers St. New York City

EXCELSIOR - SERVICE
Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.
STANLEY T. KELLOGG Eastern Distributor
Bridgeport Conn.

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines.
Special attention to dealers.
IRVING BECK
1491 Fifth Ave. Phone Harlem 7083

BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
MUNCIE PISTON CO., Muncie, Ind.

Are You Looking for Bargains in Second-hand Motorcycles?
Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

Classified Advertisements

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c. — MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

FOR SALE—1915 Model 2-speed Yale twin in first class condition. Old Sol light; F N tandem mechanical horn. For bargains write J. P. Culbertson, Richmond, Kentucky.

FOR SALE—1915 Indian three-speed twin, electrically equipped, and 1913 sidecar, complete with Corbin-Brown speedometer, luggage carrier, tire chain, etc.; run 4,878 miles; $225. F. L. Brainerd, Barton, Fla.

HENDERSON, four-cylinder, brand new 1915 single-speed, $195. Brand new two-speed, $225. Act quick if you want a bargain. L. J. Mueller, 6311 Woodland Ave., Cleveland, O.

MUST GO—We are cleaning out the balance of our used motorcycles. Now is the time to get a machine at your own price. All machines in perfect condition. 1912 twin cylinder Indian, $55; 1913 Indian, $75; three 1913 Excelsiors, $80 each; 1915 12 h.p. Thor with 1916 Rogers sidecar to match, complete, $180; 1916 3-speed Excelsior and sidecar, $250; 1913 Dayton, $80. Write for latest list $20 with order, balance C. O. D. Lowell Cycle Shop, Lowell, Mass.

FOR SALE—Motorcycle repair business including the following items: engine, lathe, drills, press, air compressors, enameling ovens, gasoline tanks, oil tanks, brazers, tools of all kinds; also parts for several makes of motorcycles. Will be sold very cheap. Address Best's Garage, Waverly, N. Y.

FOR SALE—CHEAP TO QUICK BUYER at $75.00, one Cygnet Rear Delivery Van, to fit Indian; investigate this offer at once. J. B. Flory, Lancaster, Pa.

FOR SALE—1914 twin 7 h.p. two-speed Indian, good running condition; will sacrifice for $110. L. J. Vogel, Glenmont, O.

BRAND NEW 16 F Harley-Davidson, three-speed, has not been out of crate; left factory July 12th; must sell for best cash offer; have joined army; cost me $275 with express. Leo Koch, R-6, Harlan, Iowa.

FOR SALE—A number of Indian carburetors complete with manifold, good as new, were taken in exchange for other makes; price $4.50. H. Rauer, 193 Belmont avenue, Haledon, N. J.

FOR SALE—Sidecar outfit: Pope two-speed twin with Majestic gunboat sidecar, in fine shape, only $200. Pope twin with Eclipse two-speed, almost new; new casings; big bargain; $150. Pope roadster, very fast; first class shape; bargain at $150. Terms, $25 down, balance C. O. D. Address Emery-Corwin Co., Belleville, Ill.

OLD ESTABLISHED motorcycle, auto supply business on Lincoln Highway, Philadelphia, Pa., doing $45,000 a year business; store with fixtures, office supplies, equipped shop, gas engine, lathe, welding outfit, etc.; complete stock, goodwill and fixtures; rent low; any kind of lease; valuable agency for well known motorcycle. Sell on account of health. For further particulars address S. W. G., 1525 Blavis street, Philadelphia, Pa.

HELP WANTED

SALESMAN WANTED—New York house of motorcycle repair parts and accessories has vacancy for traveling salesman. Good opportunity for right party. Chance for repairman or motorcycle dealer having salesman's ability. C. M., care of MOTOR CYCLE ILLUSTRATED.

POSITION WANTED

SALESMAN wants position with manufacturer or manufacturer's agent, well experienced in the motor and bicycle trade; commission or salary. F. S., care of Motorcycle Publishing Co.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

STOLEN—On May 29-30—An Indian "1915" twin motorcycle, 2-speed. Engine number 72G120. No rear seat or luggage carrier. Had headlight and presto tank, ribbed tread tires, Goodyear 28x3, special air cushion saddle, and front exhaust pipe had a large dent in it. Reward offered. William Bonin, Babylon, L. I., N. Y.

WANTED—25 second hand bicycle frames with hangers and forks. Can use a few juveniles' frames, boys' or girls'. Give best cash price. Layton's Bicycle Shop, Spartanburg, S. C.

WANTED—EVERY LIVE AGENT TO HANDLE OUR MONOGRAMS FOR MOTORCYCLES. Write for particulars. Western Motorist Accessories Co., Cheyenne, Wyoming.

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FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

Champion

"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"

Motorcycle Mica

75c Can't Break

Special Oil Resisting Construction

Champion Spark Plug Co. 2308 UPTON AVE. TOLEDO, OHIO

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.125 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.

Cleveland Ohio

MASCO

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

NEW CATALOG NOW READY

DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

Wherever Ball Bearings are used you will find

STAR Ball Retainers

Bearings Co. of America

Lancaster, Pa.

N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

TRAVEL ON AIR

INSIST ON COMFORT AND EASE, BY USING THE PNEUMATIC AIR CUSHION.

Is inflated without use of pump and deflated and carried in pocket or tool kit. Radically different and far superior to any article used for this purpose. FITS ALL LUGGAGE CARRIERS and can also be used for any other purpose, such as camping, fishing or any other place where comfort is desired. Its durability backed by two years' practical test.

PRICE $3.50

Write for literature today.

MOTORISTS' ACCESSORIES CO.

Ashland, Ohio.

"DUCKWORTH" CHAINS

Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

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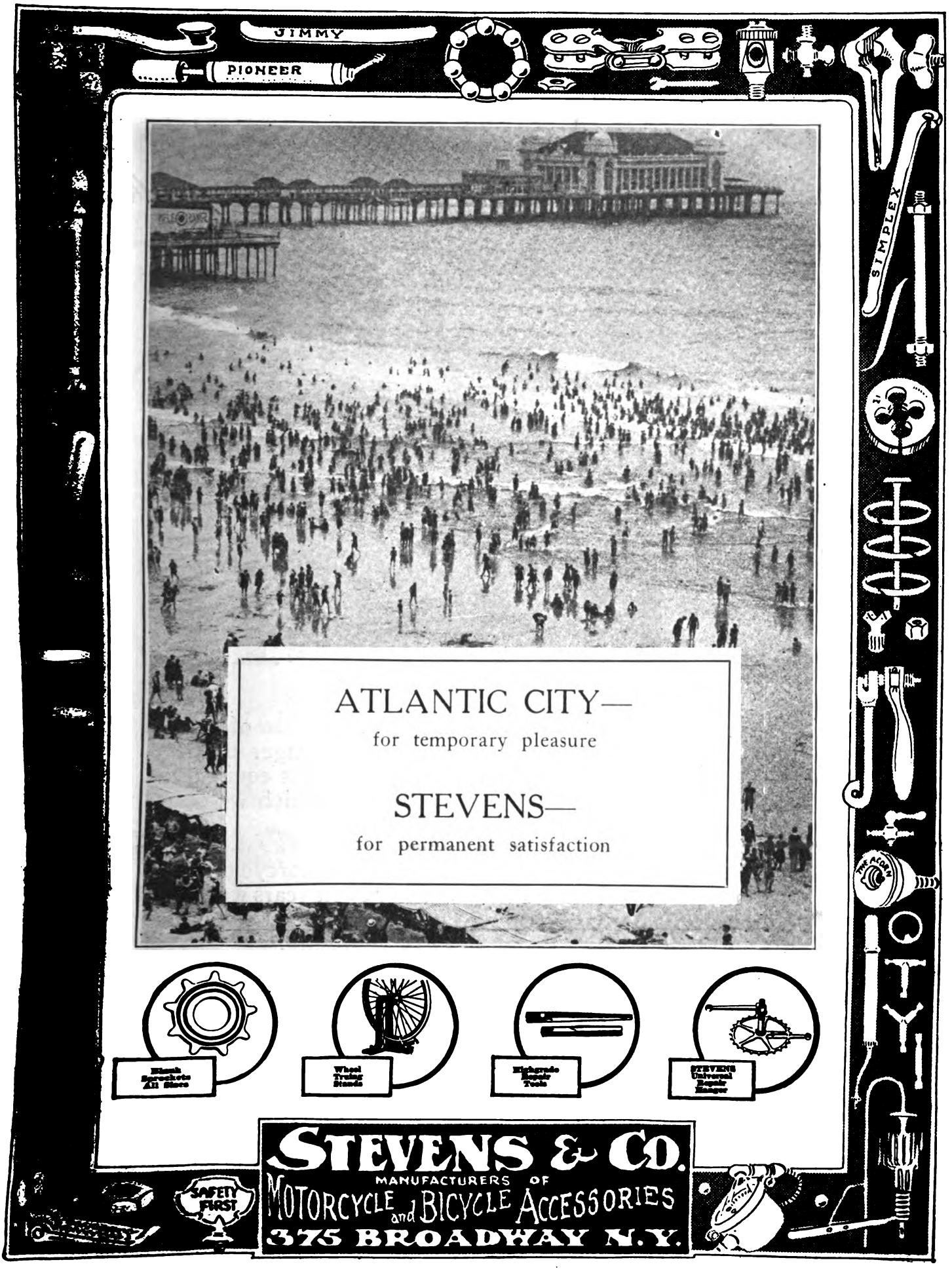

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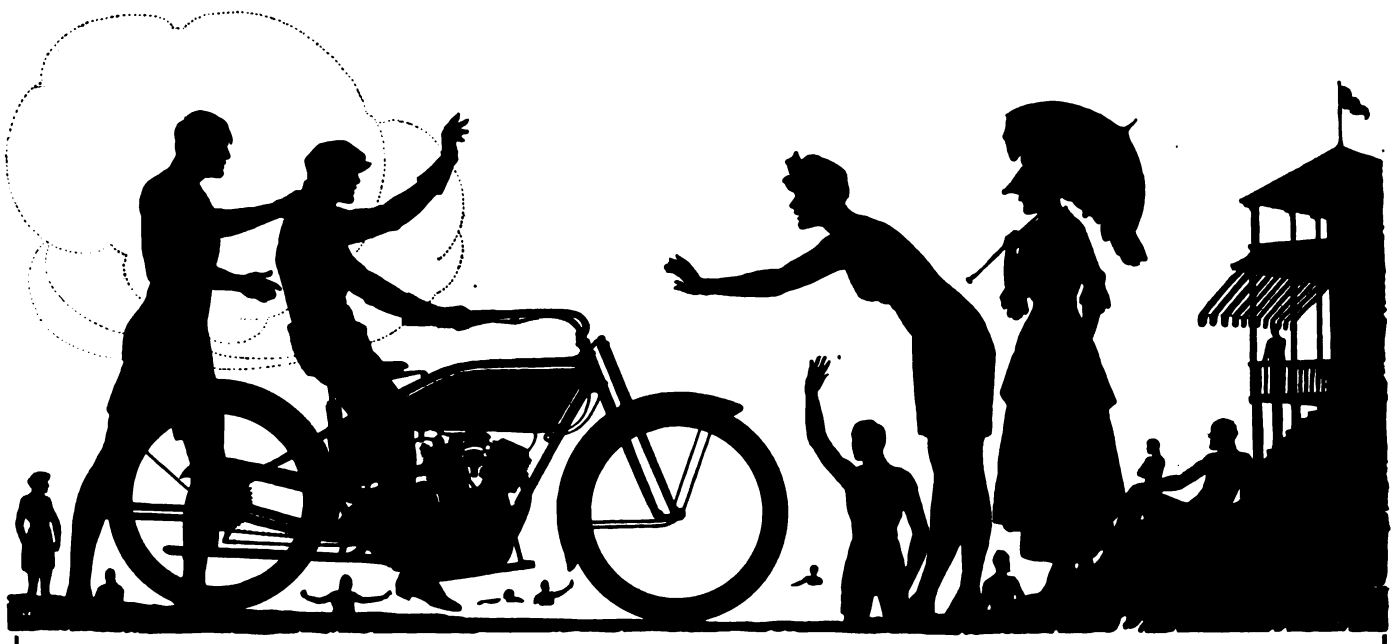

AT THE SEASHORE WITH AN "R-S"

THE R-S, QUALITY and BOSCH

"WE have always considered quality first instead of quantity," writes E. Theurer, general manager of the Reading-Standard Co., "and naturally we must equip our machines with the highest type of ignition, which we consider is the Bosch Magneto.

"When magnetos were first placed on motorcycles, we specified Bosch. During these seven or eight years we have had no trouble whatsoever, and this fact alone compels us to consider only Bosch equipment in the future.

"We do not know what ignition trouble is, our agents are satisfied, and the public demands Bosch."

Be Satisfied

For that feeling of confidence
For that extra ounce of power
For that vim, vigor and snap

Specify Bosch

Service Stations in Every State

Magneto Catalogue on Request

BOSCH MAGNETO COMPANY

206 WEST 46th STREET NEW YORK CITY, N. Y.

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When the Cycle Curtain Rises On Atlantic City It Will Reveal the

Thor

"In Front—As Usual"

The pioneer motorcycle has a "squatters" right to the foremost position. But more than "squatters" rights, it has this privilege by reason of its peerless quality and exclusive features.

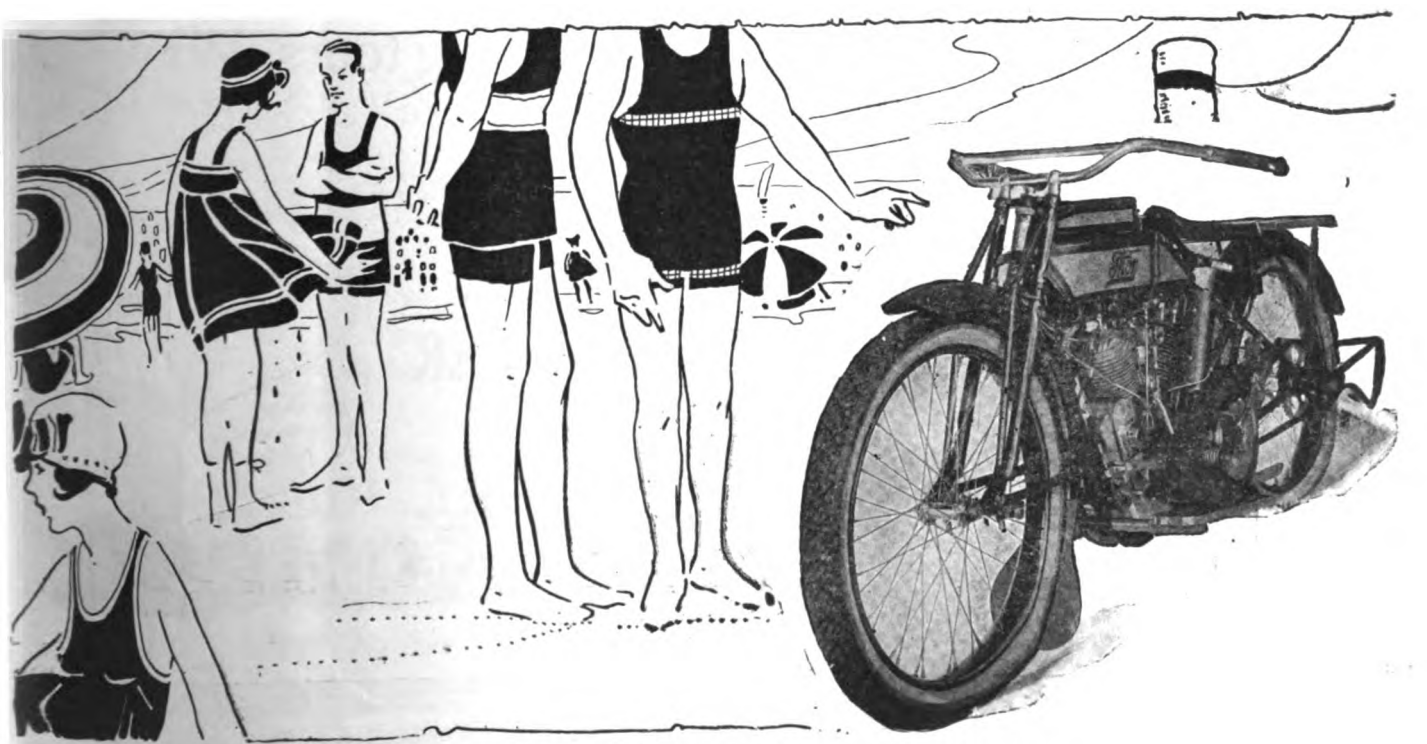
There's a Thor model for every purse and for every purpose. Model U 12-h.p. twin, $265. Model V 6 h.p. twin, $235. Model Y 4 h.p. single, $200. Every one is an exceptionally satisfactory mount.

Permit Us to Send You Details

AURORA AUTOMATIC MACHINERY COMPANY

GENERAL OFFICES, Thor Bldg., 1307 Michigan Ave., Chicago. SALES OFFICES AND WORKS, 361 W. Superior St., Chicago
PACIFIC COAST BRANCH, 61 Fremont Street, San Francisco

Originators of the "Rider-Interest" Policy



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MESINGER

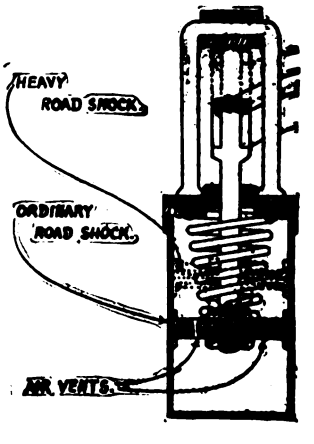
Air Cushion Saddle

Combines strength, comfort and lowest seating position. Used on all long distance and endurance runs. Watch the big endurance men on the Harley-Davidson, Indian, Excelsior and other makes. They all use Mesinger Air Cushion Saddles. Most factory riders and salesmen will use no other saddle. E. G. Baker used the Mesinger on all his great record-breaking tours. Why not you?

THE Van Buren sisters, who are making a coast-to-coast trip, write from Omaha, Neb.: "Have had many admirers of our low saddle positions. Have given you the credit gladly."

H. & F. MESINGER MFG. CO.

144th Street and Austin Place
NEW YORK



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A New Record of Excelsior Supremacy

When new and more exacting tests of motorcycle Dependability and Endurance are held it is simply building new evidence of EXCELSIOR SUPREMACY.

The latest test, THE NON-STOP RUN, held at Indianapolis, Saturday, July 29,

WAS WON BY ALONZO BOIDIO

riding a

MODEL 17-S.C. ULTRA POWER EXCELSIOR

Here are the details of Excelsior Supremacy:

Distance without a stop, 160 miles.
New World's Non-Stop Record; Time, 150 minutes.
Average speed for the distance, 64 miles per hour.

BREAKING THE 100 MILE TRACK RECORD

This is not merely an ordinary race, it is a test for

RELIABILITY and ENDURANCE

THINK IT OVER AND BEAR IN MIND that the motor was a regular stock design "X" twin such as you may buy from any Excelsior dealer.

Excelsior Motor Mfg. and Supply Co.

Office and Factory: 3703 Cortland Street, CHICAGO

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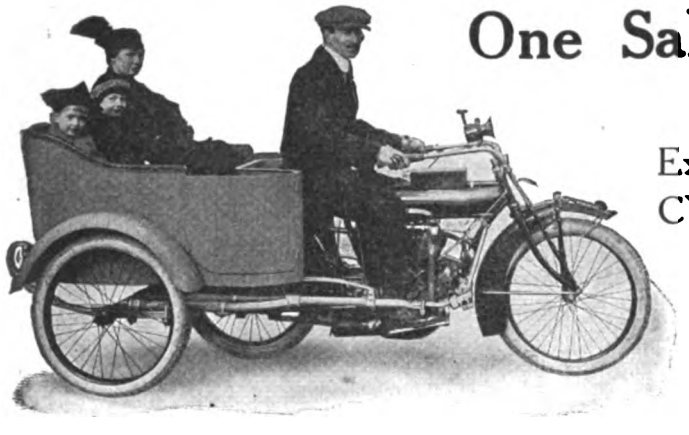
Fits Any Standard Motorcycle

CYGNET REAR CAR

"On or Off in 30 Seconds"

Velvet for YOU, Mr. Dealer

Pleasure Type



The 3-passenger Pleasure Model is called "The Little Brother to the Automobile."

One Sale Means Two Profits

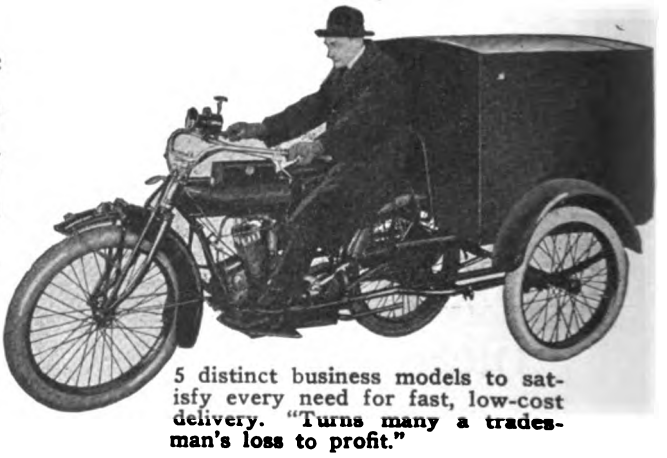
Experience shows that 8 out of every 10 CYGNET sales means a new motorcycle, because the CYGNET goes for a new field—**the family man,** opening the way for **two million** brand new prospects.

And remember **two profits** for one sales effort because THE CYGNET REAR CAR gives the family man a **real reason** for buying a motorcycle.

The CYGNET appeals to this man because he can use it singly all day and in the evening, convert it into a 2 or 3-passenger auto to take the wife and kiddies joy-riding.

Auto capacity, comfort and safety at one-quarter the cost of even a small auto.

The Delivery Van.



5 distinct business models to satisfy every need for fast, low-cost delivery. "Turns many a tradesman's loss to profit."

Write for Catalog—Prices and Trade Discounts. We can refer live inquiries from your territory to you. Our big magazine advertising will also send you customers—write for particulars today.

CYGNET REAR CAR CO.

Dept. 4, 1200 Niagara St., Buffalo, N. Y.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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ECLIPSE

THE true test of the value of a motorcycle fitment is to try to do without it.

If all the ECLIPSE CLUTCHES were withdrawn simultaneously from the market and removed from the hundreds of thousands of motorcycles to which they are fitted, the sport of motorcycling would receive such a serious set-back that it would take years to recover!

This statement seems somewhat arrogant and over-confident, but when one considers that the ECLIPSE CLUTCH in the "dark ages" of motorcycling was a leading factor in stimulating motorcycle sales—as it still is today—our statement seems justifiable.

The 1916 ECLIPSE CLUTCH is worthy of the name it bears. With 107 square inches of friction surface, with larger and heavier self-lubricating discs than ever before, the new "CLUTCH OF A THOUSAND SPEEDS" clinches more firmly than ever the solid ECLIPSE reputation.

Literature upon request.

ECLIPSE MACHINE COMPANY

ELMIRA **NEW YORK**

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"The Mark of a Friend"

Look for the "M" on the tools you buy.

"The Bicycle's Own Kit." Brass oiler, wrench and screwdriver—all in khaki kit. **No. 720** .....**25c.**

Good tools are the best friends you have. You can be sure that those with the magic "M" will always show their metal in a pinch—or a twist. They are bound to stand the gaff of hard service as no others can—for they are built for the sort of work that includes more than merely tightening or loosening a nut or bolt—they're made to stand up after being thrown down, on the hard road, a rock or the rider's foot, as the case may be.

Look for that "M." Don't be satisfied till you see it.

No. 743 fits all nipple nuts and swings between spokes. Per doz. **$1.20**

Send for Complete Tool Book No. 182B

Well adapted to your work—thin-model, strong and with 9 openings. **No. 715**—In a canvas case .....**50c.**

"710" Tire Irons will save you so much time and trouble—three tempered, specially designed tools—Packed in canvas kit.....**25c.**

Frank Mossberg Co.
Attelboro, Mass.
U. S. A.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS

Think About Selecting Your Belt Drive Lightweight Now

WHEN you select your 1917 line, don't fail to include a belt drive Lightweight. It may seem a bit early to talk about 1917 now, but it isn't.

You know of the possibilities of the Lightweight, its appeal to the masses is strong. You know when you sell outside of your regular line of customers, you can't talk technical "dope." You know when you start to talk Lightweights you have got to talk "simplicity"; and that is where belt-drive helps—helps wonderfully.

Start now to make known your 1917 wants; select a belt drive Lightweight, because it is free from numerous additional parts, because it has the most simple and cleanest form of drive, and because this type of motorcycle obviously can be made to sell at that price which best interests the new, large field of prospects made available.

Remember especially this one point—the success of belt transmission depends considerably on the belt. When you select your Lightweight, insist that it be fitted with a long-lived and genuine.

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.

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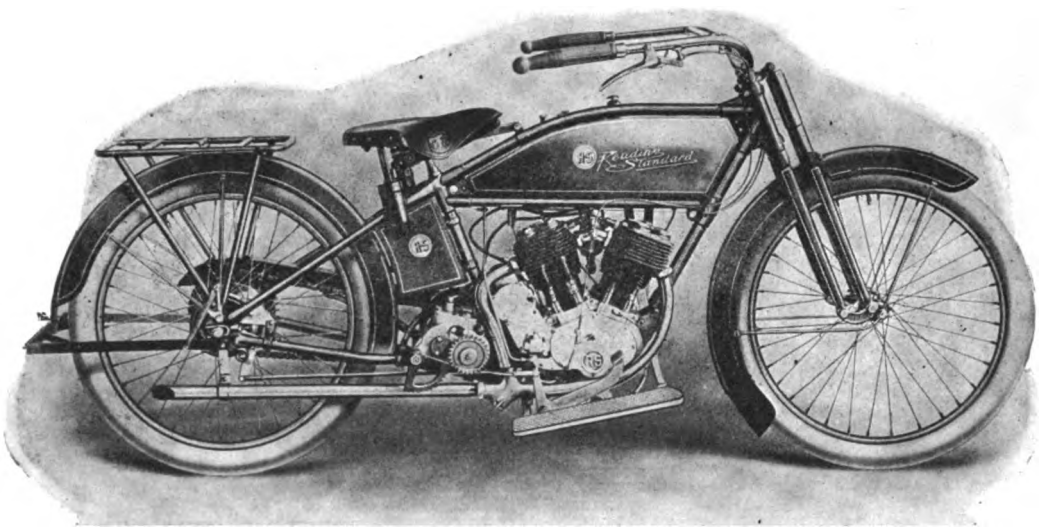
R-S THE ORIGINAL

MECHANICALLY OPERATED SIDE BY SIDE VALVE MOTOR



Time and again, during the past nine years we have demonstrated that the R-S Motor with its integral cams and gears, of specially treated Vanadium Steel, its large cooling flanges, its long stroke, its mechanically operated Valves is the most reliable, flexible, powerful and durable Motor that stands the test of time. It triumphs over the worst road conditions and survives the most gruelling tests, yet remains fresh and sweet through it all—never taxed to its utmost, but always with plenty of power on which to draw.

We are the originators of the Mechanically Operated Side by Side Valve Motor and therefore eight years in advance of all others. The R-S is not an experiment at the expense of the rider.

With such a motor to start with is there any wonder that the other features of the R-S are in keeping with the recognized superiority of the R-S Motor?

Write for catalogue and dealer's proposition.

READING STANDARD COMPANY

501 Water Street **Reading, Penna.**

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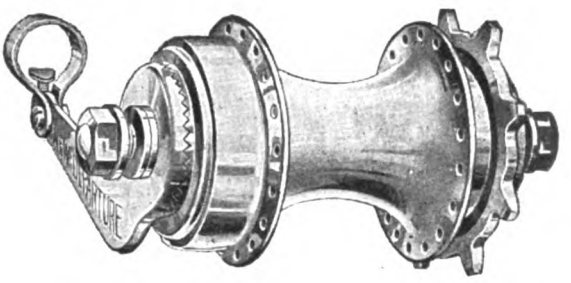
Here is my Best Talking Point



THIS is the opinion that thousands of Bicycle Dealers now have of

THE NEW DEPARTURE COASTER BRAKE

Most of these dealers have told us so in so many words, or by what amounts to the same thing, continuing as enthusiastic New Departure Dealers year after year.

AND THE REASONS ARE PLAIN

It is the brake of few parts. Easily adjusted. Never out of order. Good for a life time of hard usage.

It has most attractive lines. Its fine finish endures for years.

It is thoroughly guaranteed.

FOR THESE REASONS AND BECAUSE

every man, woman and child knows the Brake that Brought the Bike Back, the New Departure has become the best talking point of this host of dealers.

What the New Departure is doing for them it will surely do for you.

THE NEW DEPARTURE MFG. CO.,
Bristol, Conn., U. S. A.

New Departure Service is far-reaching

Our Sales Helps go to every New Departure Dealer. They bring a constant stream of new customers into your store. Write us for full details.

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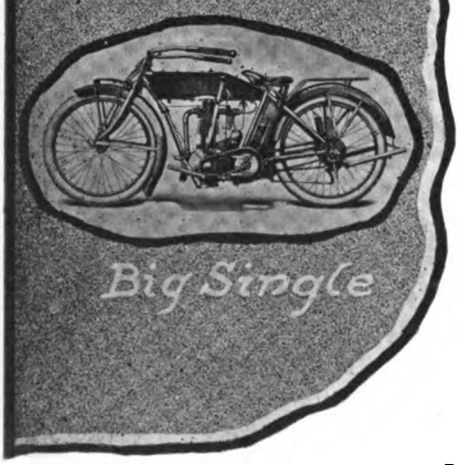
A Pope for Every Prospect.

Three Speed "Champion of The Hills"

Big Twin

Three Speed Single



Big Single

Lightweight

HERE are the models that have made the name of Pope famous wherever high-grade motorcycles are sold.

From the big Three Speed "Champion of the Hills," the latest addition to the Pope family, to the quick-stepping, dependable little Lightweight, the pioneer of all American lightweights, there's a Pope for every purse and purpose.

Motorcycle dealers everywhere are taking on Popes because they know that these motorcycles are made of the very best materials the market supplies, and they can count on making a satisfied customer and a satisfactory profit with every sale.

Among these models you'll find the one best suited to each prospect's needs.

Write us today for our profit-making dealers' proposition.

Westfield Manufacturing Company

(Successors to the Pope Mfg. Co.)

11 Lozier Ave. **Westfield, Mass.**

Largest Manufacturers of High-Grade Bicycles in the World.

Columbia	**Tribune**	**Crescent**
Cleveland	**Rambler**	**Pope**

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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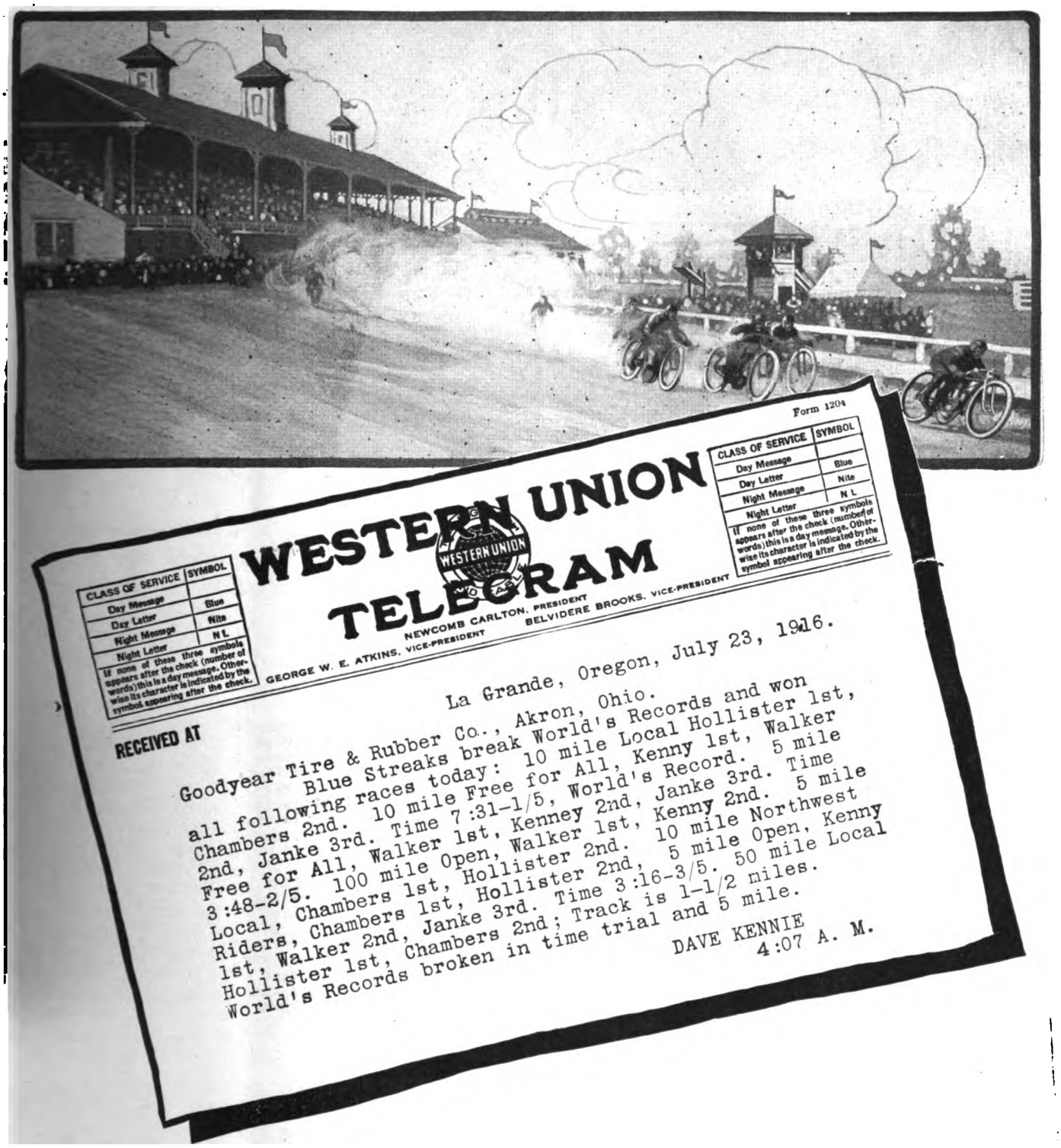

BLUE STREAKS

GOODYEAR AKRON

MOTORCYCLE TIRES

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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'CHAIN' TREADS FOR HARD USAGE

Down on the Mexican border where it's sizzling hot—where the going is rough and tires *must* make good, the Machine Gun Company of the 71st N. Y. is using 'Chain' Treads. Here's the reason—

READING STANDARD COMPANY, INC.
MANUFACTURERS OF
RS MOTOR CYCLES

NOTICE: [redacted] AND NOT TO INDIVIDUALS.
Dictated by GEA/JEU. READING, PA., U.S.A. 7/17/16.

United States Tire Company,
Broadway at 58th St.,
New York City.

Attention M.C. Stokes, Manager,
Bicycle and Motorcycle Tire Dept.

Gentlemen:-

You possibly already know that we recently received an order from the Machine Gun Company, 71st Regiment of the New York National Guard, for 65 twin cylinder three-speed models and 8 Light Delivery Vans. This is, undoubtedly, the largest single order ever handed to any motorcycle concern for military use in this country. The order has already been completed, and we understand that the machines are on their way to the border.

We naturally were desirous of furnishing the very best, and we believe it will be interesting for you to know that we equipped these motorcycles and Delivery Vans with U.S. CHAIN TREAD TIRES. We have tested out these tires to our entire satisfaction and, knowing that these motorcycles and Delivery Vans will be subjected to hard usage where the tire equipment is a most important factor, we advised the officials to specify the CHAIN TREAD, which we knew would give them the service they expect.

Yours very truly,

READING STANDARD COMPANY.

G E Atkins

Sales Manager.

If you want tires that will stand up, that will give real ungrudging service, Mr. Atkins' advice is very much worth following.

UNITED STATES TIRE COMPANY *'Chain' Tread Motorcycle Tires* 1790 Broadway, New York

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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MOTORCYCLE MEN AT CONVENTION PROPOSE COMBINING M. M. A. WITH RECENTLY FORMED ASSOCIATION TO PROMOTE WIDER PUBLICITY

Committee of Three Is Appointed to Handle the Proposed Consolidation—Matter Will Be Threshed Out with Motorcycle and Allied Trades Association During the Convention—Move, if Successful, Will Create Strong Organization to Arouse New Interest in Two-Wheeler

ATLANTIC CITY, N. J., Aug. 2.—A resolution to combine the Motorcycle Manufacturers' Association with the Motorcycle and Allied Trades Association, recently organized at Milwaukee, was the most important development of the several business meetings of the Cycle Trades Convention now in progress here.

A thorough discussion of the aims and the general policies of the Motorcycle and Allied Trades Association led the Motorcycle Manufacturers to adopt unanimously a resolution to the effect that the industry at large would be benefited through the proposed combination of the two organizations. This resolution also provided for the appointment of a committee of three to devise ways and means of effecting the union of the two trade bodies.

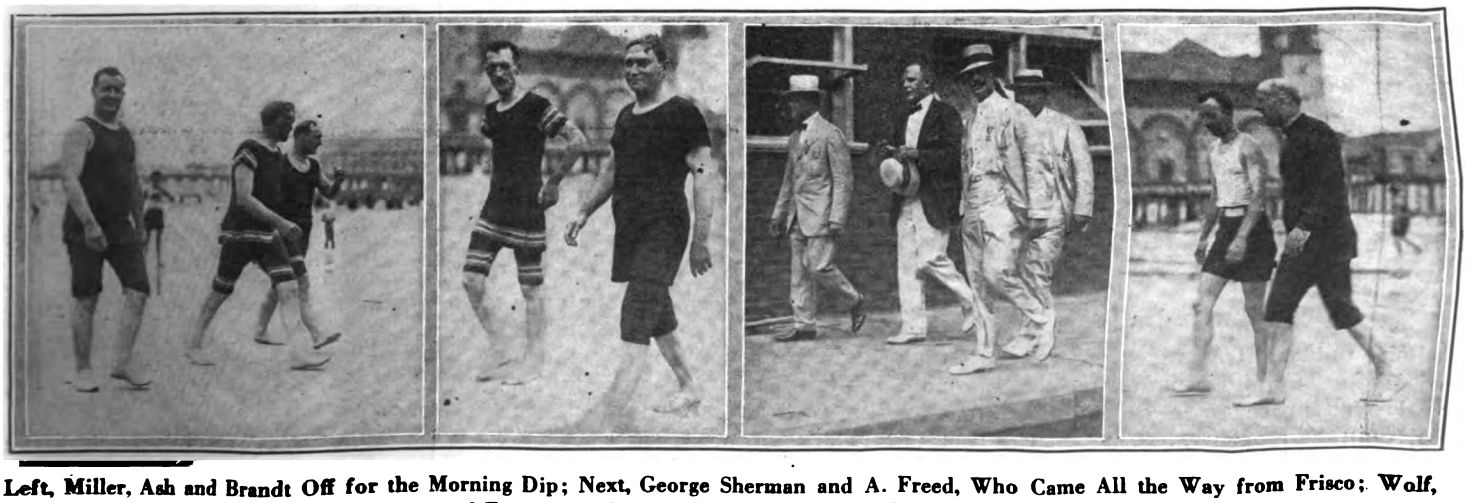
The committee which will handle the proposed consolidation is composed of W. V. C. Jackson, A. O. Smith Co.; J. P. Fogarty, Westfield Mfg. Co., and Arthur Davidson, Harley-Davidson Motor Co. No statement can be made at this hour as to the basis upon which the combination will be effected, but there is a strong inclination to adopt a new name for the merging organizations and to continue for the future on a firmer foundation, with regard for the fact that the Motorcycle Manufacturers' Association has been long in the field, while the Motorcycle and Allied Trades Association is a comparatively newcomer.

Merger Seems Certain

That point and many others will be threshed out at the earliest possible opportunity, and it is certain that the strong feelings and trade fellowship and the desire of the manufacturers for general co-operation will result in a combined organization working toward unprecedented motorcycle publicity.

It was quite late when the Motorcycle Manufacturers, the Cycle Jobbers and the Cycle Jobbers and Accessories associations opened their meetings this afternoon. The second meeting of the Motorcycle and Allied Trades Associations opened at five o'clock and turned out to be simply a formal matter of adjourning until Thursday afternoon at three o'clock. Chairman H. S. Quine, of the executive committee of the Motorcycle and Allied Trades Association, called the meeting to order, but no attempt was made to transact business.

When the association meets tomor-



Left, Miller, Ash and Brandt Off for the Morning Dip; Next, George Sherman and A. Freed, Who Came All the Way from Frisco; Wolf, Funke, Sherman and Freed Rambling on the Boardwalk; Right, A. C. Rice and S. J. Hood

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L. Fairbanks and C. W. Speaks

row afternoon, several matters of prime importance will be discussed, in addition to the plans of the proposed consolidation of the M. M. A.

Much interest centers in the report of the publicity of the Dealers Betterment Committee, which has already been discussed at some length and which will formally be presented at the meeting of the Motorcycle and Allied Trades body tomorrow.

PUBLICITY COMMITTEE LAYS DEFINITE PLANS

THE report of the publicity committee, covering eight typewritten pages and touching upon every condition affecting the motorcycle's appeal to the public, gave highly interesting proof of the thoroughness with which Chairman Lacy Crolius and his associates entered upon their work, following the launching of the new motorcycle and allied trades organization in Milwaukee recently.

A most promising plan evolved for attracting favorable attention to the motorcycle on a national basis calls for a countrywide touring program, with hundreds of small tours radiating from the large motorcycle centers throughout the country. It is the intention to have all the tours start on the same day and pass through as many towns as possible in each district covered by the movement.

Crolius' Idea

The national tours idea originated with Mr. Crolius some time back, and was presented by him at the Milwaukee meetings, at which time it was approved by the motorcycle and allied trade associations. It will be the aim to feature neatness and silent riding on these tours and to have them placed on an annual basis. It is likely that the touring period will be officially referred to as the "Gipsy Holidays."

The national tours proposition was left in the hands of the various motorcycle sales managers at the Milwaukee meeting and they are preparing to act in concert with the publicity committee to put the plan across on a big scale in the summer of 1917.

More General Publicity

The committee reports that steps have been taken to bring about the publication of more articles and stories of motorcycle interest in the general periodicals, and that the power two-wheeler will from now on receive attention from many magazine editors who have heretofore treated it with indifference. Definite plans are being laid to cooperate with publishers of outdoor

Mike Toepel and Dan Walls

and recreation magazines, so that they will be able to procure the kind of motorcycle material most satisfactory to all concerned.

The report states that it is a serious mistake to regard the motorcycle as a makeshift for the motor car, that the proper viewpoint is to consider the motorcycle as the finest and most distinctive sport in the world and to act accordingly at all times.

Open Muffler Scored

Attention is directed in the opening of the publicity report, to the fact that the prevention of undesirable publicity concerning the motorcycle is just as important as the more positive work of obtaining favorable publicity, and in keeping with that idea the committee gave much thought to correction of matters which now help to prejudice the general public.

The open muffler is charged with being the chief cause of public dissatisfaction, and the co-operation of the members of the new association is solicited on plans for curbing the noisy rider. It is recommended that the laws and ordinances concerning open mufflers be strictly enforced, through the combined efforts of the local authorities, the trade bodies and motorcyclists; and that steps be taken to obtain restrictive legislation in districts where there are at present no regulations concerning mufflers.

Would Arrest Offenders

The committee favors arresting open muffler fiends under the public nuisance ordinance, if no other corrective measures can be applied. Motorcycle clubs throughout the country are asked to work with the Motorcycle and Allied Trades Association along these lines.

The speeder is also handled without gloves by the publicity committee. The same drastic methods desired to be brought to bear upon the open muffler fiend are advocated for use against the chronic roadburner.

Tank riding on motorcycles is unconditionally condemned. The committee favors the passage of laws in all States forbidding the carrying of a passenger anywhere except on a regularly accepted attachment.

Abolish the Cut-Out

Motorcycle manufacturers are advised by the committee that the complete elimination of the muffler cut-out would be a move in the right direction. It is admitted that some riders might cut off the exhaust pipes in order to continue their noisy careers, but at least ninety per cent. would accept the motors

W. S. Quinlan and H. G. Alexander

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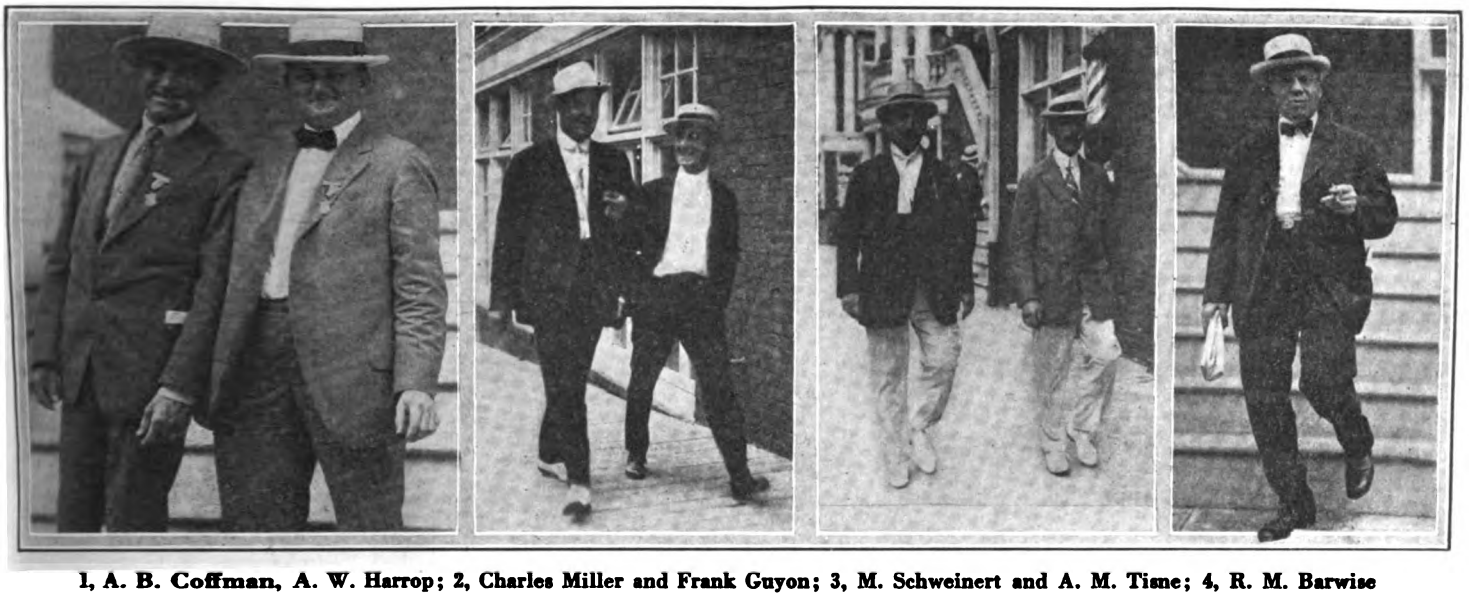

1, A. B. Coffman, A. W. Harrop; 2, Charles Miller and Frank Guyon; 3, M. Schweinert and A. M. Tisne; 4, R. M. Barwise

as turned out by the factory, in the opinion of the committee.

Clothing for the motorcyclist comes in for special attention in the report, and a strong appeal is made for abandonment of overalls, soiled khaki and other unattractive riding togs. Motorcyclists are asked to set a good example by using neat suits of good quality, and it is suggested that those who will not join the cleanliness movement be dropped from club rosters and shamed into a realization of their unpleasant position.

Awards for Neatness

Clubs are advised to award prizes for neat riders in every run or contest arranged, and to donate a month's dues to the member who is credited with the highest neatness record for the preceding month. It is recommended that the F. A. M. adopt an official uniform which will meet the requirements and insist upon its use by members. Forestry cloth and moleskin are mentioned as the most satisfactory materials to replace the now commonly used fustian.

The committee also taboos the jersey for road use, and advocates a flannel or woolen shirt. Leather vests are recommended for use instead of sweaters in cold weather. Spiral or formed puttees are approved in preference to the standard leather legging.

The committee viewed the clothing situation from every angle, collected much data, threshed out all possible problems before framing its recommendations, and regards this part of its report as of the utmost importance in connection with the future of the motorcycle in America.

Motorcycle racing has been overdone in the opinion of the committee, and it is argued that accidents occurring at small race meets throughout the country more than offset any advertising value that the contests might have. Motorcycle manufacturers are advised to give their support in future only to programs of national or semi-national interest and that they discourage as far as possible any racing where danger is involved.

Races for specially constructed speed machines, such as the eight-valve models, should in the opinion of the committee be confined to two-mile tracks or larger. Competition of half-mile tracks should be limited to stock singles. The F. A. M. is appealed to for co-operation in the improvement of the racing situation, and its support will undoubtedly be given.

DEALERS' BETTERMENT COMMITTEE REPORTS

Series of Letters Discussing Important Merchandising Factors Will Be Sent to Dealers; Folders Will Illustrate Live Selling Methods

ATLANTIC CITY, N. J., Aug. 2.—A series of six letters, dealing with the high points of a proposed co-operative campaign, and an attractive folder for distribution to the retailers are the outstanding features recommended in the report of the Dealers' Betterment Committee, of which Charles S. Speaks is chairman.

It is the intention to have the first letter tell of the aims of the Motorcycle and Allied Trade Association; the second will emphasize the advantages of a clean and systematic store; the third will give definite sales suggestions for dealers; the fourth is to treat of advertising and general publicity work from the dealer's viewpoint, and the fifth and sixth will discuss time payments and accounting, respectively.

The committee aims to send out the first letter about September 18, and continue them for six weeks. After each letter is distributed every company on the list of the association will be expected to follow it up with letters on the firm stationery, designed to inform the jobbers and dealers that the manufacturer is directly interested in the educational work in hand.

Scope of Folder

The committee is convinced that this systematic follow-up plan will exert a nationwide influence upon the dealers. The folder referred to is designed to include pictures of simple and attractive window displays, and will be so attractive in typographical makeup and sales arguments, as to make a strong appeal to the dealer.

The folders will be supplied at nominal cost to the members of the Motorcycle and Allied Trades Association for distribution to their dealers throughout the country. The first folder is ready to be made up and others will be forthcoming.

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The Crowd the C. P. A. M

John W. and Mrs. Henry, Mrs. John Hassett and Miss Blanche Hassett, of the Vim Cycle & Hardware Company.

H. A. Watty, A. R. Mosler Company.

A. B. Coffman, American Wood Rim Cimpany.

W. F. Emerson, Buffalo Metal Goods Company.

E. J. Dunn, T. M. Biddle, L. S. Whittier, J. G. Ferguson, A. C. & Mrs. Rice, and J. F. Winters, Eclipse Machine Company.

J. A. and Mrs. Ramsey, Holland-Baden-Ramsey Company.

George J. Seiss and H. B. Eyer, Seiss Mfg. Company.

W. G. Schack and J. R. Glynn, Emblem Manufacturing Company.

R. W. Bush, W. P. Swartz Company.

Martin J. and Mrs. Cabana, Fred H. and Mrs. Wood, Buffalo Specialty Company.

Maximilian C. and Mrs. Schweinert, Miss Marjorie Schweinert, M. H. and Mrs. Tisne, A. Schrader's Son, Inc.

W. F. Bartlet and J. J. Dempsey, Wolverine Leather Goods Company.

R. M. Barwise, Diamond Chain Manufacturing Company.

Walter Bardgett, *The Bicycling World*.

R. J. Leacocks, R. J. Leacocks Sporting Goods Company.

F. W. Grubb, Union Supply Company.

J. W. Talty, Racine Rubber Company.

Jesse and Mrs. Edwards, Miss Lotta Edwards, Edwards-Crist Company.

Harry G. and Mrs. Jacobs, **Motor Cycle Illustrated**, *The Bicycling World*.

Max M. Sladkin, Haverford Cycle Company.

Fred Mathis, Excelsior Motor Manufacturing Company.

J. W. Brandt, R. E. Jackson, Troxel Manufacturing Company.

R. C. Crist, Edwards-Crist Manufacturing Company.

W. S. Quinlan, M. A. Woods, Cleveland Motorcycle Company.

H. G. Alexander, National Screw & Tack Company.

H. F. L. Funke, New York City.

George J. and Mrs. Wagner, Rochester.

J. J. and Mrs. Oliver, Joseph Straus & Son, Buffalo.

H. H. Muir, B. F. Goodrich Company.

F. W. and Mrs. Harris, B. F. Goodrich Company.

Joe Nechamkin, John Beck, Maryland Cycle Company.

J. Leo and Mrs. Sauer, **Motor Cycle Illustrated**, *The Bicycling World*.

H. N. Condict, **Motor Cycle Illustrated.**

P. A. Hall, Hall-Williams Company.

W. D. and Mrs. Callender, *Motorcycling*.

E. A. and Mrs. Strickland, Continental Rubber Works.

A. S. Billger, Haverford Cycle Company.

W. J. and Mrs. Surre, Continental Rubber Works.

Percy Pierce and Fred L. Brown, Pierce Cycle Company.

A. M. Humphries and Mary A. Casey, Continental Rubber Works.

A. Scaison, O. H. Hernstadt, Nat Low, M. Laderer, Miss Hernstadt and Carl Scaison, Progressive Cycle Company.

E. W. Scott and W. C. Rastetter, Rastetters' Sons.

J. H. Jones, *Pacific Motorcyclist*.

T. J. Sullivan, *Motorcycling*.

C. A. Persons and C. A. Sawyer, Persons Manufacturing Company.

J. F. Pope, New York.

H. A. Williams, *Motorcycling*.

Joseph and Mrs. Breen, Haverford Cycle Company.

G. C. Sandruck, Miss C. Upton, F. S. and Mrs. Sandruck, Baltimore.

Keyser and Mrs. Fry, Joseph Beck, Reading Cycle Company.

Hon. J. B. Tucker and E. C. Wolf, Tucker Wood Rim Company.

T. E. Martin, Henry Keidel & Co.

J. H. Donehue, **Motor Cycle Illustrated.**

Arthur T. Merrick, **Motor Cycle Illustrated.**

A. W. Parry, *The Bicycling World*.

E. F. and Mrs. Hallock, M. M. A.

Miss Van Name, Brooklyn.

Walter and Mrs. Davidson, Arthur and Mrs. Davidson, Harley-Davidson Motor Company.

Frank J. Weschler, E. M. Jackson, John A. Priest and G. W. Sherman, Hendee Manufacturing Company.

James Johnston, Australian Indian agent.

E. W. Theurer, Reading Standard Company.

L. G. Fairbanks, Stewart Slosson, C. E. Speaks, E. S. Babcox, R. J. Firestone and F. C. Blanchard, Firestone Tire & Rubber Co.

J. Berkowitz, Hub Cycle Company.

George M. and Mrs. Port and Benjamin M. Port, Colonial Rubber Specialties Company.

A. Freed, Pacific Motor Supply Co.

H. W. Huffman, Davis Sewing Machine Co.

D. J. McIntyre, Inter-Club Amateur Road Racing League.

J. P. Fogarty, L. D. Hardin and B. A. Eager, Westfield Manufacturing Co.

W. J. Carroll, Utica Cycle Co.

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e Happy at Big Convention

Stanley Wilson, D. P. Harris Hardware Co.

M. J. Horton, A. E. Griffith, C. F. Olin and E. W. Mink, New Departure Co.

Mr. and Mrs. W. D. Alexander, Rose Manufacturing Co.

Louis Schwab, J. M. Morse, P. L. Rinck, E. C. Huntington and L. S. Parker, Stevens & Co.

Walter S. Johnson, Sporting Sales Journal.

Mr. and Mrs. A. Hawthorne and E. Horace Hawthorne, Hawthorne Manufacturing Co.

Bett A. Quayle, Standard Welding Co.

William Foerstner, Amana Society.

Dan R. Walls, Splitdorf Electrical Co.

Mr. and Mrs. F. A. Baker, New York Sporting Goods Co.

B. S. Keefer, Chicago Handlebar Co.

D. F. Printz, Mr. and Mrs. Harold Printz, and M. M. Deem, Reading Saddle Co.

Mr. and Mrs. M. C. Stokes and Mr. and Mrs. George K. Culp, United States Tire Co.

R. W. Seiberling, R. V. Greenwood and G. R. Hall, Indiana Rubber & Insulated Wire Co.

W. A. Owens, Coggins & Owens.

J. D. Hurley, Aurora Automatic Machinery Co.

Mr. and Mrs. H. S. Wise, Miami Cycle & Manufacturing Co.

J. W. Grady, J. W. Grady & Co.

J. F. McKenneth, Buffalo Metal Goods Co.

Mr. and Mrs. Albert E. Goodby, George C. Colt and N. C. Cohen, Goodby-Rankin Co.

Jacob Zabetinsky, City Supply Co.

Leadlay Ogden, Cygnet Rear Car Co.

W. E. Deal. Corbin Screw Corporation.

T. A. Crabtree, Persons Manufacturing Co.

Mr. and Mrs. B. L. Creamer, Haverford Cycle Co.

Mr. and Mrs. George W. Ellis, Supplee-Biddle Co.

F. A. Smith, Rochester.

Mr. and Mrs. George W. Neck, George W. Neck Co.

Thomas J. Heller, Atlas Ball Co.

L. J. Keckland and H. G. Haft, Badger Brass Manufacturing Co.

Mr. and Mrs. George H. Greiss and daughters, George H. Greiss Co.

A. J. Musselman, Cycle Manufacturing and Supply Co.

D. P. Harris, D. P. Harris Hardware Co.

D. E. Marks, Harry C. Wigmere and Mr. and Mrs. C. A. Wigmere, Manufacturers Supply Co.

Mr. and Mrs. W. R. Barnes, Lee Tire Sales Co.

W. J. Cameron, Goodyear Tire and Rubber Co.

Mr. and Mrs. E. H. Leng, John S. Leng and Sons.

Mr. and Mrs. E. E. Blackwell and George T. Briggs, Wheeler & Schebler Co.

George C. Smith and H. S. Austin, J. W. Grady & Co.

E. B. Richardson, Empire Rubber & Tire Co.

Mr. and Mrs. H. E. Ring and Frank T. Chase, Frank Mossberg Co.

Edward P. Seeber, Seeber-Hofheins Co.

Mr. and Mrs. A. H. Harrop, Corbin Screw Corporation.

William Holland, Holland-Baden-Ramsey Co.

Mr. and Mrs. Clinton Lovell and Mrs. E. E. Jennings, K & C Manufacturing Co.

Mr. and Mrs. Richard F. Kelsey, *Bicycle News.*

B. W. Swanson, Continental Rubber Works.

Frank K. Pierce, Superior Metal Products Co.

Mr. and Mrs. Al Bartsch, Bosch Magneto Co.

Alden A. Perrin, Motorcycling and Bicycling.

Edward Vogt and I. L. Ecrit, Miller-Ecrit Co.

H. J. McCauley, Forsyth Metal Goods Co.

C. B. Morehouse and Mr. and Mrs. E. Frost Knapp, Standard Co.

Frank Mossberg, W. J. Tuttle and F. W. Lynn, Frank Mossberg Co.

Henry Horton, Henry Horton Co.

D. G. Anderson and E. R. Perrin, Cyclemotor Corporation.

Mr. and Mrs. James W. Ash and son, Mr. and Mrs. C. R. Miller and Mr. and Mrs. C. A. Van Doren, Miami Cycle & Manufacturing Co.

W. B. Harding and E. H. Johnson, United States Tire Co.

E. B. Saufley, Saufley Supply Co.

E. J. Hood, Walthour & Hood.

Harold E. Turner and J. E. Murphy, *Bicycle News.*

G. M. McWilliams, Hyslop Bros., Ltd.

The four Misses Bell, K. D. Carlson and R. A. Lungdahl, Corbin Screw Corporation.

Mr. and Mrs. E. S. Gram and William H. Hill, Crosby Co.

L. M. Wainright, Diamond Chain & Manufacturing Co.

Mr. and Mrs. E. J. Lenn, Great Western Manufacturing Co.

Mr. and Mrs. L. K. Southmayd, Fisk Rubber Co.

Mr. and Mrs. G. G. Brandenburg and daughters, Eclipse Machine Co.

P. P. O'Horn, Excelsior Cycle Co.

W. V. C. Jackson, A. O. Smith Co.

H. S. Quine, Goodyear Tire & Rubber Co.

(Continued on page 32)

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Yep, Those Smiles Won't Come Off While the Convention Lasts!

"MILLION" PLANS TENTATIVELY APPROVED

Cycle Jobbers Appoint Committee to Consider Details of New Campaign with Representatives of Other Bodies—Fry Again President

ATLANTIC CITY, N. J., August 2.—Quite the biggest things that occupied the attention of the members of the Cycle Jobbers' Association of America at their meeting here today, aside from the election of officers, was the tentative approval of the plan of action submitted for the consideration of the cycle members of the Million Bicycles Committee. The appointed committee will confer in the morning with a similar body appointed by the other associations and with the Million Bicycles Committee to go over the details of the movement and decide upon a course of action.

Members of Committee

The committee which was appointed at the Cycle Jobbers' Association's meeting was "Doc." Owens, of Coggins & Owens, with J. W. Grady, of J. W. Grady Co., and Fred Baker, of the New York Sporting Goods Co., acting in conjunction with him, while Keyser Fry and John Henry, president and secretary and treasurer, respectively, to the association, were elected to act as ex-officio members of the Committee.

Keyser Fry, of the Reading Cycle Co., was re-elected to the presidency of the association. Frank I. Williams, of the Continental Rubber Supply Co., of Indianapolis, and John Henry, of the Vim Cycle Co., of Buffalo, N. Y., were respectively re-elected to the vice-presidency and secretary-treasurership.

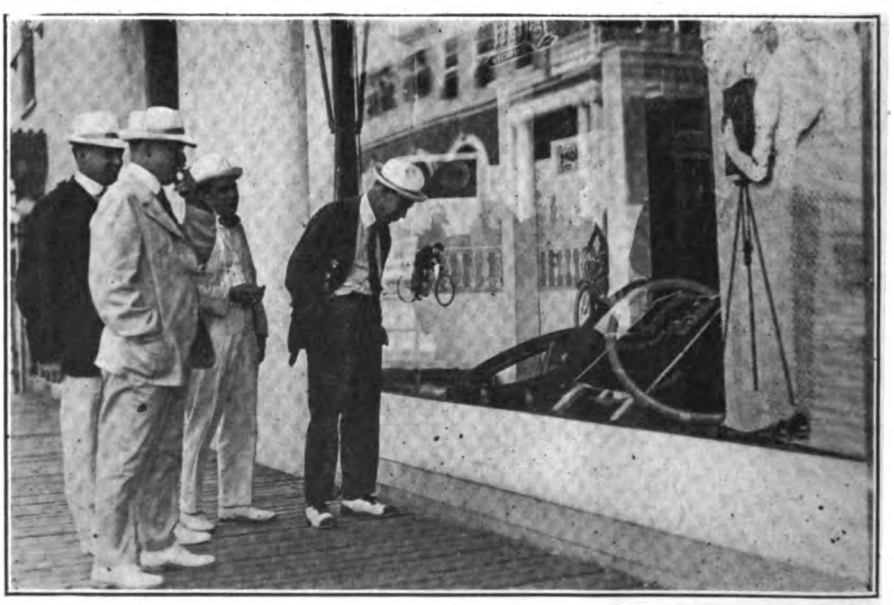
New Board Members

The new Board of Director members are: Fred A. Baker, W. H. Grover, A. Freed, of the Pacific Motorcycle Co., and Fred Grubb, of the Union Supply Co., of Toledo, Ohio.

It was decided after due consideration, in conjunction with the other trade bodies, that the most suitable time for holding the midwinter gathering of the trade bodies is at the time of the Chicago Show, November 13 to 18, in that city.

Edwards-Crist Mfg. Co., of Chicago, Ill; the Holland-Baden-Ramsey Co., of Baltimore, and the Saufley Supply Co., of Kansas City, were elected to membership, while the Southern Hardware & Bicycle Co., Jacksonville, Fla., took the place of McGraw Bros., which it has succeeded in that city.

An invitation from the Chicago



Firestone Men Examining Display in Local Branch. Left to Right, They Are Messrs. Babcox, Fairbanks, Speaks and Slosson

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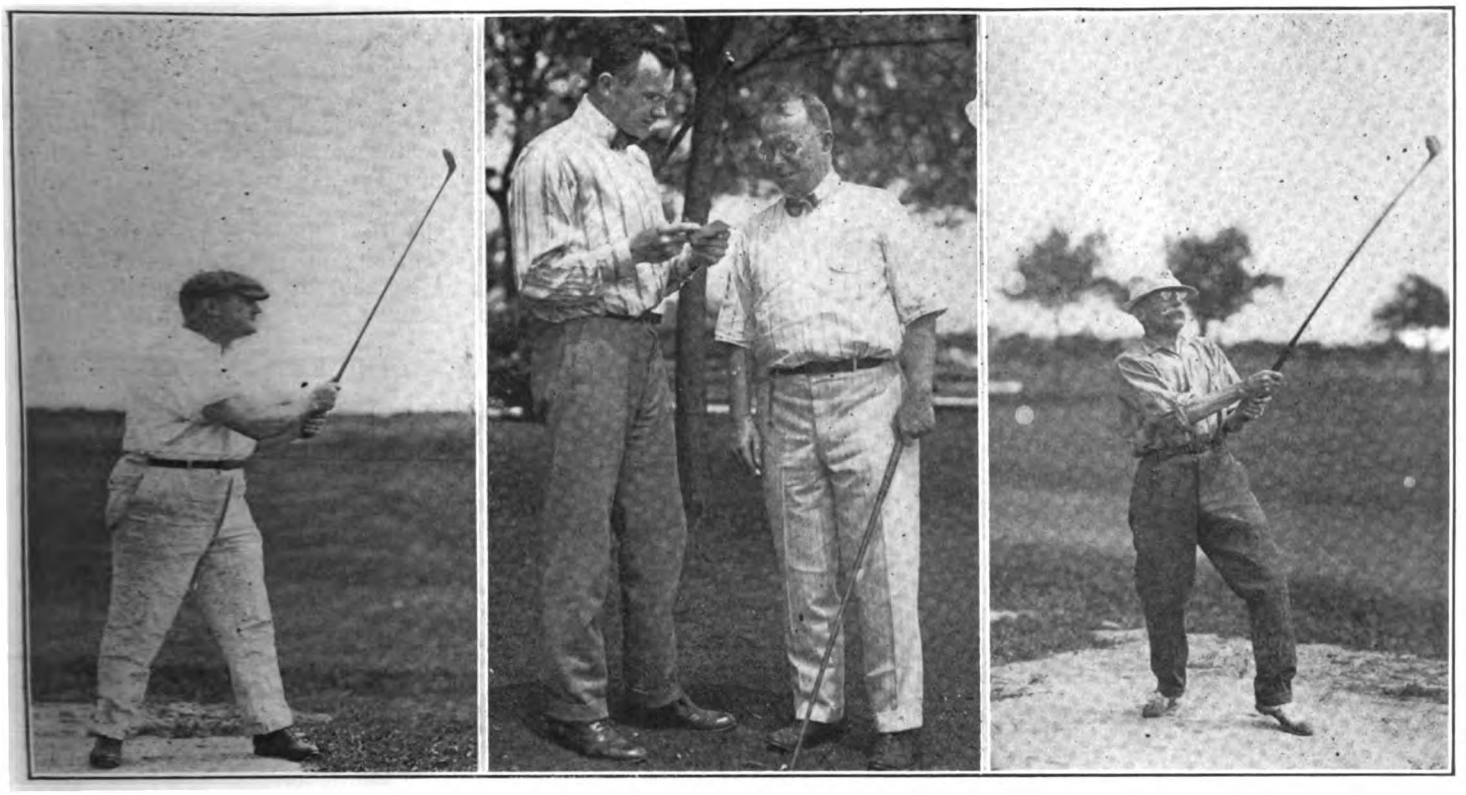

On the Links: Left, A. H. Harrop; Center, J. Leo Sauer and Walter Shoemaker; Right, Henry Horton

Board of Trade to the association to hold its next convention in the Windy City was recorded, but in view of the fact that the Jobbers' Association has nothing to do with the selection of the convention city, no action was taken on the matter.

ST. ONGE RIDES IN

Fred St. Onge, of the Smith Motor Wheel, blew in on Wednesday astride a Pope Seminole bicycle, propelled by a "bicycle booster," which he had piloted down from Boston. He came equipped with a letter of well-wishes for the cycle trade from the Mayor of Boston.

W. V. Jackson, T. N. Biddle, Pete O'Horo and H. S. Quine

READING STANDARD RETURNS TO M. M. A.

Pioneer Firm Once More Joins Manufacturers' Ranks—Cyclemotor Application Not Acted Upon—The Dodge City Ordinance

ATLANTIC CITY, N. J., Aug. 2.—One of the interesting developments of the meeting of the M. M. A. at the St. Charles Hotel this afternoon was the return of the Reading Standard Company to the ranks of the organization.

An application for membership was received from the Cyclemotor Corporation, of Rochester, N. Y., but no action was taken in connection with it, pending the outcome of the present plan for consolidation of the M. M. A. with the Motorcycle and Allied Trades Association. When the consolidation is brought about it may affect the membership fee and for that reason the application of the Cyclemotor Corporation was not put through.

How Travellers Helped

A report was submitted to the effect that the action obtained in connection with the objectionable ordinance recently adopted in Dodge City, Kansas, against motorcycle dealers was brought about through the prompt activities of the Harley-Davidson and Indian travelling salesmen in that district. They went to Dodge City as soon as the ordinance was passed prohibiting motorcycle agencies from operating in the business districts of Dodge City, and played a prominent part in having the measure repealed.

Those present at the Motorcycle Manufacturers' meeting were J. W. Hurley, Aurora Automatic Machine Co.; H. G. Alexander and W. S. Quinlan, Cleveland Motorcycle Mfg. Co.; Horace M. Huffman, Davis Sewing Machine Co.; W. G. Schack, Emblem Mfg. Co.; T. W. Henderson, Henderson Motorcycle Co.; Ar-

(Continued on page 30)

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Top, a Jolly Crowd in the Surf; Center, Harding and Johanson of United States Tire Company; Below, Harry Jacobs, Motor Cycle Illustrated and Miss Lotta Edwards

NEW FIRMS JOIN CYCLE PARTS ASSOCIATION

Eight New Names Are Added to Roster—Former Officers Are Retained—Next Meeting Will Be Held at Chicago Show

ATLANTIC CITY, N. J., Aug. 2.—At the meeting this afternoon of the Cycle Parts and Accessories Association in the St. Charles Hotel, Daniel F. Printz, of the Reading Saddle Mfg. Co., was re-elected to the presidency. Louis Schwab of Stevens & Co. was retained as vice-president, W. J. Surre continued as treasurer and C. E. Morehouse as secretary.

Committees Named

The present Entertainment Committee was continued, with thanks for his excellent work for the past term. A committee of three composed of L. M. Wainwright of Diamond Chain Mfg. Co., H. S. Quine of Goodyear Tire & Rubber Co., and D. H. Wetzel of the Mott Wheel Works, was appointed to confer with the committees representing the other cycle organizations relative to further action based upon the report of the "Million Bicycles Committee."

Nineteen on Roll

The reports showed that upwards of 19 members are now on the roll of the Association and the following new names were announced:

F. A. Smith Manufacturing Co., Rochester, N. Y.; Champion Spark Plug Co., Toledo, Ohio; National Coil Company, Lansing, Mich; Cyclemotor Corp. of Rochester, N. Y.; American Skate & Mfg. Co., Reading, Penn.; Constant A. Benoit, Sheepshead Bay, N. Y.; Elyria Iron & Steel Co., Elyria, Ohio; New England Pressed Steel Co., of Nattick, Maine, and Julius Blum & Co., New York City.

Invitations were received from Cincinnati, San Francisco, New Haven, Norfolk and Niagara Falls, to stage the national convention of the Cycle Trades Industries in these cities.

The next meeting of the Motorcycle and Allied Trades Association will be held in Chicago during the National Convention Show Week.

HOUDINI FEATURE AT THEATRE PARTY

ATLANTIC CITY, N. J., Aug. 2.—The entertainment side of the cycle trades convention program was given added interest this year by the decision of General Committeemen Surre and Morehouse to have two theatre parties instead of the usual one. The convention crowd, and let it be understood that it is the biggest crowd ever attracted to a circle trades program, attended Keith's Theatre on Tuesday evening and on Thursday evening the drama, "Cheating the Cheaters" was witnessed at the New Nixon.

Baffle the Experts

Houdini, the Handcuff King, was the chief attraction at Keith's on Tuesday evening and even such a keen and distinguished committee as Arthur Davidson, W. G. Schack, Marty Stokes, Jim Ash, Scotty and Horace Huffman, could not fathom the performer's stunts, although they went upon the stage and gave his exhibition the double O. Arthur Davidson did not like Houdini's bow to the audience and made one himself which nearly earned him a contract with the management. A trick bicyclist who did some surprising work with only one wheel and a few minor parts of a bike scored a big hit with the convention visitors, and Fred St. Onge, the Smith motor wheel booster, who is a veteran vaudeville bicyclist, was almost inspired to take the stage himself and keep the clever performer company in his stunts. Those who have seen St. Onge in action on the stage say that he is easily in the top rank of trick bicyclists, although for years past he has been a cycle trade traveler.

Both Tuesday's and Thursday's programs were thoroughly enjoyed by the conventionites, the dramas at the Nixon being excellently put on.

The Fair Sex Was Much in Evidence

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BIG APPROPRIATION CONSIDERED TO ADVANCE CYCLE BOOSTING CAMPAIGN

In Report to Convention at Atlantic City, Secretary Olin Advises the Expenditure of $90,000 to Further the Work of His Committee—Manufacturers Are All in Favor of Continuing Campaign—Standardization Committee Reports Great Progress—Quine Sees Big Future for Industry

ATLANTIC CITY, August 1.—The joint meeting of the Cycle Parts and Accessories Association, Motorcycle and Bicycle Manufacturers' Associations and the Cycle Jobbers of America opened to a capacity house at 3 o'clock this afternoon, every seat in the big assembly chamber being occupied when President Daniel F. Printz, of the Cycle Parts and Accessories Association, called the session to order.

The fact that such a large number of trade men scorned the lure of the breakers to participate in a purely business meeting on a warm afternoon was accepted as additional testimony to the spirit of earnestness with which cycle matters are being threshed out by the trade leaders.

Remarkable Progress Made

Chairman Printz spoke briefly of the unusual progress that has been made in the cycle industries in the past year, and dwelt upon the increasing inclination towards co-operation and the remarkable impetus given to cycling affairs by the activities of the "Million Bicycles" committee.

"Even the most conservative among us must now be convinced that we have at hand an era of wonderful possibilities for the two-wheelers," said the chairman, "and it is only fair also to state that we have made rapid strides of late towards full appreciation of those possibilities. We see on all sides concrete evidences of an awakening to our responsibilities, and of a desire to combine our efforts for the further upbuilding of what we know to be an industry of world-wide significance.

"We must consider," he continued, "the future of the two-wheeler, both here and abroad, and lay such plans as will enable American manufacturers to reap the benefits of the educational work which is opening the eyes of the world to the true appreciation of cycling."

Standardization Plans Developed

Mr. Printz then called upon Keyser Fry, Chairman of the Standardization Committee, for a report on the accomplishments of that committee since the meeting held at the Hotel

Souvenirs!

Astor, in New York, last winter. Mr. Fry stated that he had been given much encouragement by the cycle trade men and that the plans for greater standardization of cycle parts had been brought to something like a focus.

In reply to the blanks sent out at the time of the New York meeting, calling for replies to questions bearing upon standardization, no less than eighty-two cycle men had filed their opinions, and the sentiment was found to be strong—in fact, practically unanimous — for standardizing cycle parts.

Backed by this support of the trade representatives, the Standardization Committee proceeded with its work, Mr. Fry explained, and had been able to make definite plans for better co-operation along manufacturing lines. Mr. Fry mentioned some of the points upon which the manufacturers and jobbers had reached an agreement, among them the decision that "36 drilling" of rims was most advisable. It was also brought out that 7/16 drilling for rims to take tires larger than 1¼ inches was satisfactory to the majority of manufacturers, and that two thirds of all the rims put out are now drilled with 36 holes.

Majority Favor Two Shows

In reply to an inquiry from the committee concerning the national cycle shows, thirty-four went on record as favoring the continuance of the Chicago exhibition and twenty-four were against it. Twenty-eight trade representatives voted for the continuance of the show in New York, and twenty-one expressed a contrary opinion. There was considerable sentiment favoring the holding of one national show, and that in the West.

In the material received by the Standardization Committee were suggestions as to how the jobber can better co-operate with the manufacturer, and also some pointers for the manufacturer who wishes to improve his

Left, Frank Linn and Frank Chase, with George Wagner Between; Center, Cycle and Accessory Men in the Briny: Left to Right, E. J. Lonn, Charles Miller, George Sherman, Jim Ash, A. C. Rice, A. Freed, Jack Brandt and A. Wolf; Right, Elias Miller, Jim Ash, Doc Owens and Wolf Enjoying Atlantic's Surf.

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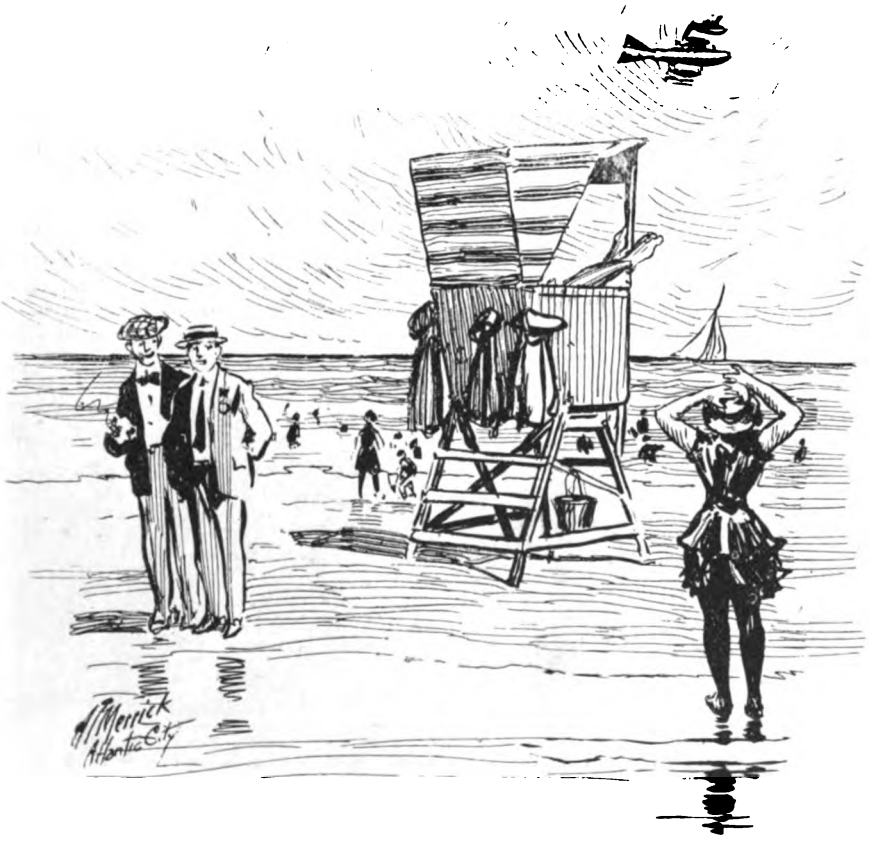
relations with the jobber. Under the first heading it was argued that the jobber should "push" standardized goods, work in harmony with the producer, not demand too many changes in models and settle on plans for the gradual elimination of slow-selling types of cycles.

For the manufacturer it was suggested that improvements would be brought about through having the head of a firm get in direct touch with the jobber and dealer, that better packing of goods should be arranged for, that standardization of models would permit of giving greater general satisfaction to buyers and that prices should be quoted for the entire season, as far as could be made possible.

Benefit to Entire Industry

Messrs. Lovell, Tucker, Rastetter, Coffman, Stokes, Wainwright, Grady, Owen, Henry and Nock discussed various angles of the standardization plans, and agreed that the progress made so far had justified the efforts put forth. Mr. Henry, of the Vim Cycle Co., placed emphasis upon the fact that greater standardization of parts would permit of more satisfactory service to the rider, and that such service in turn would benefit the entire industry. Some time was devoted to a discussion relative to standardizing sprockets, and it was decided that a special committee should be named to take up this matter with the coaster brake manufacturers.

Messrs. Ferguson, of Eclipse Machine Co.; Diehl, of the Corbin Corporation, and Olin, of the New Departure Mfg. Co., pointed out that standardization of sprockets would entail some trouble, but that the companies they represented would be found willing to take up the matter open-mindedly. The motion to have a committee of three appointed to consider the sprocket situation with the coaster brake men was approved unanimously.



Quine Tells of Committee's Work

H. S. Quine, of the Goodyear Tire & Rubber Co., chairman of the "Million Bicycles" Committee, summed up briefly the work accomplished by the bicycle-boosting campaign. He referred back to the New York midwinter meeting at which the movement was started and stated that the committee and its co-workers had "seen a great vision of the bicycle's future."

Mr. Quine emphasized the magnitude of the bicycle industry, called attention to the progress made in the campaign for advancement, though but limited facilities were available during the past year, and informed the cycle trade men that they have in their hands "the recreation of the bicycle industry." Mr. Quine's short address sounded the top note of optimism and was received enthusiastically by his audience.

Charles F. Olin, secretary of the "Million Bicycles" Committee, read an unusually interesting and informative report on the plans formulated and the actual results obtained by the boosting campaign in the past year. He explained that the primary purpose of the committee was to co-operate with the retail cycle dealer to the end of building up a stronger and more business-like national sales organization.

Dealers Appreciate Aid

The first move along those lines was the staging of Bicycle Day, in connection with which the dealers of the country spent about $100,000

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with the committee's co-operation. The committee itself expended only $800 in direct connection with Bicycle Day, but the results were concrete and widely apparent. Mr. Olin advanced the opinion that the outlay by the dealers was only a small part of what they are willing to spend under systematic guidance.

Reference was made to the impetus given the movement for better window displays, and it was stated that one big store in New England that had not previously featured bicycles to any extent sold thirty bicycles as a result of the ginger injected into the sales work immediately preceding and following Bicycle Day.

Secretary Olin reported that the total expenditures of the "Million Bicycles" Committee amounted to $5,000, and the organizations interested agreed later to consider means for supplying the necessary funds. The outlay of $5,000 was about double that which was originally contemplated, but the quick response of dealers, with the additional expense entailed for circularizing and supplying the general material of the campaign to the unexpectedly large lineup of retailers boosted the figure.

Asks for Three Field Workers

Secretary Olin's report was topped off with a number of significant recommendations, chief among which was one providing for the appointment of three educational workers to go out all over the country with the view of assisting dealers and aiding them to carry out the plans of the "Million Bicycles" Committee. It is the intention to have these missionaries visit every town of 5,000 inhabitants or more.

It was also suggested that an expert be placed in active charge of the work of the "Million Bicycles" Committee, to act in conjunction with the present committeemen, the latter being unable, because of other business obligations, to give the "Million Bicycles" campaign all the attention it requires. The appointment of such a director will be taken up for further consideration.

M. H. Tisne and Jesse Edwards Having a Quiet Chat on the Beach Between the Business Meetings. These Talks Were Regular Functions Each Day.

Another recommendation concerned plans for a national bicycle organization, to appeal especially to boys, and to involve close affiliation with the boys' clubs of Y. M. C. A. bodies throughout the country.

Display Advertising Material

The committee displayed several sample posters and cut-out figures for use in general advertising work, and explained that if the use of this material is decided upon it will be appropriate for billboards, the windows of dealers and local newspapers. The cut-out figures are exclusively for use in window designs. Both posters and cut-out samples brought much favorable comment.

The committee went on record as favoring more bicycle races throughout the country, with prizes other than cycle merchandise offered for the winners. It was argued that the awards of cycle merchandise did not arouse the interest or gain the general publicity that would be obtained through such prizes as watches, fountain pens, etc.

Plans have also been considered for a publication to go to the dealers monthly from the "Million Bicycles" Committee.

Two high spots in the yearly campaign were pointed out, the Christmas buying period and the annual Bicycle Day. Special plans have been partly worked out towards giving these sales

(Continued on page 31)

Left, George Wagner of Rochester, N. Y., and Mrs. Wagner; Center, Keyser Fry, J. Leo Sauer, A. Freed, Fred Mathis and E. P. Saufley of Kansas City; Right, Saufley and Mathis Discuss Medals and Other Things

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Convention Slants at Motorcycle Men

THE long distance travelling record for the Convention was split fifty-fifty between George Sherman and A. Freed, the latter being Indian Distributor for Northern California. In this connection, it is reported that the Hendee Manufacturing Company is planning to have Sherman carry on, throughout the entire country, the splendid work which he has been doing on the Pacific Coast. That is to say, in all probability, he will spend most of his time calling on dealers with a view of organizing them to the end of broadening the already national scope of the Hendee sales organization.

Max Sladkin, of the Haverford Cycle Co., Excelsior distributor, is a firm believer in the idea that the problem of selling motorcycles is fully 90 per cent. a question of selecting the right kind of merchants. Sladkin cited as an illustration the case of Wilmington, Del., where they have thus far this year sold 60 Excelsiors, as against only five in 1915. In calling attention to this big difference, Max made the point that no doubt the sales in Wilmington were materially helped by the wonderful prosperity surrounding the powder works, but added that the problem was to take advantage of just such opportunities, and that it required a real, live merchant to appreciate favorable conditions and avail himself of the openings thus offered.

The trade will be interested to learn that Dave Troxel, of the Troxel Mfg. Co., of Elyria, Ohio, has a good chance of capturing the Republican nomination for Congress in his district. The nomination is equivalent to an election, and if Troxel succeeds in winning it will probably be the first time that the cycle trades have ever been represented in the national law-making body.

No doubt the most distinctive accomplishment manifested at the convention was George Sherman's ability to write intelligently in Chinese. At least, he claimed that the hieroglyphics he exhibited to the editor of **Motor Cycle Illustrated** were perfectly good Chinese words, and the aforesaid editor took him at his own say-so.

As early as possible after his arrival in Atlantic City, A. J. Musselman, of the Cycle Mfg. & Supply Co., teed off at the links of the Country Club of Atlantic City and quickly demonstrated to the complete satisfaction of the handicappers that the Chicagoan was the man the others would have to beat in order to win first prize in the golf finals on Friday. Musselman is the sort of chap who will go around in 85, and then complain that he is away off his game. It is safe to say, however, that experts like Sundvahl and Bill Holland will do their utmost to make it interesting for Musselman.

The Excelsior Motor Mfg. and Supply Co. was capably represented at both the F. A. M. convention in Providence and the Atlantic City gathering by Sales Manager Fred Mathis. Fred expressed himself as very favorably impressed by the quantity and quality of the constructive work now being done by the various cycle trades associations, and was of the opinion that the substantial enthusiasm, and the tendency to get down to definite plans spoke well for the future of both the motorcycle and bicycle.

Frank Weschler, of the Hendee Mfg. Co., was preceded to the convention by E. M. Jackson and J. A. Priest, of the sales and advertising departments, respectively. Jackson is an oldtimer at motorcycle and bicycle conventions, but this was the first attended by the Hendee Company's new advertising manager. Priest made it a point to attend every one of the business sessions, and incidentally made many friends.

Harden and Edgar, of the Westfield Mfg. Co., came on a day or two ahead of Fogarty in order to get in as much practice as they possibly could for the golf tournament. Edgar told Diehl, of the Corbin Corporation, that if he were to take the amount of handicap to which his scores entitled him, he would feel ashamed to accept the cup, if perchance he should win it.

Messrs. Alexander and Quinlan, than whom there are no more active or conscientious participants in the various movements for the betterment of trade conditions, represented the Cleveland Motorcycle Mfg. Co., makers of the Cleveland lightweight.

The average individual fails to distinguish himself in more than one kind of sporting endeavor. W. G. Schack, of the Emblem Mfg. Co., however, has a right to lay claim to being an expert in at least two, viz., bowling and water polo. There is no getting away from the fact that the Emblem manufacturer is well qualified to compete with the best of them in both sports.

Representing the Miami Cycle and Mfg. Co., of Middletown, were H. S. Wise, Jim Ash and C. R. Miller; Aurora Automatic Machinery Co., J. D. Hurley; Davis Sewing Machine Co., Horace Huffman; Cygnet Rear Car Co., Leadley Ogden; Cyclemotor Corporation, D. G. Anderson and E. R. Perrin and O. W. Adams; A. O. Smith Co., W. V. C. Jackson; Henderson Motorcycle Co., T. W. Henderson.

Among Tuesday's arrivals were Walter Davidson, just back from Europe, and Arthur Davidson, who has been as busy as

Left, W. E. Diehl, Driving Off; A. H. Musselman and B. A. Edgar on Sideline; Right, Frank Chase, at End of Swing.

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usual right in the old U. S. A. With their wives, the Harley-Davidson officials immediately entered into the spirit of the convention and whether the call of the hour was for recreation or business Milwaukee was certain to be capably represented.

While the conventionites were gathering for the big joint meeting on Tuesday afternoon, with Old Man Humidity still fighting the well-meaning Atlantic City breezes, E. Theurer, of the Reading Standard Company, discovered some striking photographs of Pennsylvania mountains on the walls and heaved a sigh. "Just imagine rolling along one of those shady mountain roads with an R-S motorcycle and sidecar," advised the Reading official, "and you won't feel this heat half so much."

Messrs. Fairbanks and Slosson, of the Firestone staff, spent several hours on Monday evening (while the mercury was trying to crawl through the top of the tube), in laying out a decidedly novel window display just across from the St. Charles Hotel. They rigged up a striking cut-out figure of a moving picture photographer aiming his camera at two "action" posters showing Firestone-equipped motorcycles and bicycles, backed up by a neat spread of Firestone tires—and Mr. Photographer actually turned the crank of his camera. It required some engineering to produce the effect desired, but the attention attracted by the completed arrangement amply repaid the originators of the design for their painstaking and perspiration-generating efforts.

One of the chief topics of conversation from the opening of the convention was the bicycle race, which featured the sporting side of Thursday's program, and nothing helped more effectually to draw attention to that event than the handsome cup offered for the winner by Dan R. Walls, of the Splitdorf Electrical Co. "Dixie" Dan himself answered scores of questions about the

cup, in reply to the queries of enthusiasts, and attendants at the Haverford headquarters, where the 15-inch trophy was displayed, were kept busy receiving an extra run of visitors who "just dropped in to see that cup."

J. R. Ramsey, E. H. Vogt and H. H. Miur

"DIXIELITE" MAKES ITS BOW AT CONVENTION

Newest Splitdorf Apparatus Has Separate Ignition and Lighting Elements in One Casing—Constant Voltage Regulation

ATLANTIC CITY, N. J., Aug. 2.—One unexpected bit of "Newness" of the sort that helps to enliven the midsummer Cycle Trades Convention showed up today when E. C. Robertson, of the Splitdorf engineering staff, rolled into town on an Indian Powerplus sidecar combination, equipped with a new Splitdorf creation which goes under the name "Dixielite," and which, as the name suggests, is a combination of a Dixie magneto and a lighting dynamo.

Its chief feature, aside from the fact that the new tried and proven Dixie magneto which forms the ignition element is retained practically without alteration, is that the ignition and lighting elements are entirely separate from each other, neither one depending in the slightest degree on the other for the proper performance of its various functions.

The only changes made in the orthodox Dixie construction are a slight flattening of the field magnets whereby room is made for the accommodation of the lighting dynamo, and a shifting of the high tension distributor brushes, from the right to the left side of the machine for greater accessibility. The brush holders have been changed in detail only, a spring replacing the brush holding screws formerly employed and giving greater facility in removing and replacing these important elements.

Igniter and Dynamo Elements

As for the rest of it, the Dixie element remains intact, and even the parts of the magneto, aside from the field magneto, are interchangeable with corresponding parts of the regular Dixie igniter. The dynamo is a six-volt shuntwound machine with the armature geared to the rotor of the magneto, the whole being gear driven from the magneto train as usual. Regulation to prevent fluctuation of the lights at varying motor speeds is effected through the intermediary of a voltage regulator of the vibratory type, whereby at speeds above a certain predetermined point, the field circuit is intermittently opened and closed and its strength thereby lessened.

The decrease in the strength of the field causes a corresponding falling off in the output of the machine and maintains the voltage practically constant throughout the full scope of motor speeds. A reverse current relay, connected in series with the machine, serves to disconnect the dynamo from the battery when the motor is inoperative or is running too slowly for the dynamo voltage to equal that of the battery. The new system will be ready for the market about September 1.

A NEW BICYCLE MOTOR

AL. WOODRUFF packed into the St. Charles with a box which he seemed to prize most highly and which bore a return address to his Brooklyn, New York, Excelsior Agency. It developed that Woodruff had all the making of a new type of bicycle motor attachment which he brought down for the enlightenment of the jobbers, who, by the way, were more than ordinarily interested, especially in the price, which is to be in the neighborhood of $40. The attachment fits over the front wheel and the two cycle motor drives the mount through a friction wheel on the motor shaft.

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MEN WHO COMMANDED THE TRENCHES AT CYCLE TRADES CONVENTION

COMMITTEE OF ARRANGEMENTS

W. J. Surre, Continental Rubber Works.
C. E. Morehouse, The Standard Company.

RECEPTION COMMITTEE

D. F. Printz, Chairman, Reading Saddle & Mfg. Co.
B. S. Keefer, Chicago Handle Bar Co.
W. H. Hill, The Crosby Company.
L. M. Wainwright, Diamond Chain & Mfg. Co.
Clinton Lovell, K. & C. Mfg. Co.
D. S. Troxel, Troxel Mfg. Co.
L. C. Spraker, Kokomo Rubber Co.
J. B. Tucker, Troxel Mfg. Co.
C. E. Weaver, Kelly Handle Bar Co.
E. J. Dunn, Eclipse Machine Co.

BASEBALL COMMITTEE

G. H. Hamilton, Chairman, Federal Rubber Mfg. Co.
H. M. Huffman, Davis Sewing Machine Co.
Louis Schwab, Stevens & Co.
J. W. Grady, J. W. Grady & Co.
A. B. Coffman, American Wood Rim Co.
E. F. Knapp, The Standard Company.
J. W. Ash, Miami Cycle & Mfg. Co.

CABARET COMMITTEE

F. T. Chase, Chairman, Frank Mossberg Co.
A. G. Hertzler, The Bearings Company of America.
H. A. Wattenscheid, A. R. Mosler & Co.
H. M. Tisne, A. Schrader's Son, Inc.

ROAD RACE COMMITTEE

Max M. Sladkin, Chairman, Haverford Cycle Co.
C. F. Olin, New Departure Mfg. Co.
M. C. Schweinert, A. Schrader's Son. Inc.
W. V. C. Jackson, A. O. Smith Mfg. Co.
H. S. Quine, Goodyear Tire & Rubber Co.

BOWLING COMMITTEE

E. Horace Hawthorne, Chairman, Hawthorne Mfg. Co.
M. C. Stokes, U. S. Tire Company.
H. Mesinger, H. & F. Mesinger Co.
Milton Brown, Fisk Rubber Co.
A. B. Dick, Louis Rastetter & Sons.
M. J. Cabana, Buffalo Specialty Co.

GOLF COMMITTEE

W. E. Diehl, Chairman, Corbin Screw Corporation.
DeWitt Page, New Departure Mfg. Co.
W. S. Quinlan, National Screw & Tack Company.
W. E. Holland, Holland, Baden Ramsey Company.
C. L. Elyea, Elyea-Austell Co.
J. E. Talty, Racine Rubber Co.

GRANDSTAND COMMITTEE

W. E. Owens.
W. H. Grover.

PRESS COMMITTEE

J. Leo Sauer, Motor Cycle Illustrated.
T. J. Sullivan, Chairman, *Motorcycling & Bicycling.*
R. F. Kelsey, *Bicycle News.*

LADIES COMMITTEE

Mrs. W. J. Surre,
Mrs. C. E. Morehouse,
Mrs. E. E. Hawthorne,
Mrs. Keyser Fry.

HENDERSON'S WIT TICKLES THE CONVENTION

Asked to Speak on "The Motorcycle," Tom Quickly Disposes of the Subject and Then Launches Into a Batch of Clever Anecdotes That Throw Convention Into Uproar

IN one respect the motorcycle beats every other form of transportation. It has no space for bad habits. When the motorcycle does leave the straight and narrow path and gets itself into the accident feature of publicity, the enterprising reporters discover no empty bottles that once contained whisky anywhere in or on the motorcycle; no beer bottles; no hair pins, no garters or other articles of feminine apparel that mark the trail of the joy riding automobilists.

What is left of the motorcycle is pure and clean; it may be a torn and twisted relic of what was once a joy to see and a pleasure to possess, but it has no storehouse of debauchery wherein the traces of vice are found brazen and unashamed. Since the motorcycle has been equipped with those combination bathtub, old fashioned sofa affairs called sidecars they may fall from grace, but I trust not.

A Case of Embarrassment

What to say on this occasion has long perplexed me. I confess to you that I am embarrassed—as embarrassed as was the minister who was called in unexpectedly to preach a funeral sermon in the home of a family with whom he was unacquainted. It was a hurry-up call, the regular pastor having been detained or not paid for his last services or something.

Anyhow, the substitute parson got into the middle of his discourse before he realized that he had forgotten to inquire the sex of the corpse. He didn't know whether it was male or female in the box besides him. This realization came to him just at that very point where it was necessary that he refer to the dear departed. So leaning across the bier, in a low voice he said to one of the mourners in front:

"Brother or sister?"

"Cousin," came the answer. How that minister got out of his difficulty I don't know; and I am equally perplexed as to how I am going to get out of mine. And then again on occasions like this I think always of the servant who tapped on the door of her mistress' bedroom one afternoon and said:

"A gentleman to see you, mum."

"Tell the gentleman I'm not receiving this afternoon," said the lady in a haughty voice.

"Lord, mum, he ain't delivering nothing," was the reply. "He's collecting."

Wisdom of Fathers

And I—I always wonder whether or not I am going to deliver. I wish I were really wise and had some real message to bring you. I wish I knew something worth while to say. But I don't. I am *not* like the father of a small boy. You know there is one time in a man's life when he is credited with the possession of great wisdom. In the eyes of the trusting boy, his father is the greatest man on earth. Of course, this illusion doesn't last long, so you fathers who are now enjoying that experience make the most of it. The boy will get wise to you all too soon. But a friend of mine has a small son who still believes in him. The boy saw a colored woman for the first time in his life.

"Oh, gee! Pa," he said, "look at that woman with the dirty face."

"Hush, my boy," said the father, "you mustn't say that. That is that poor

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woman's natural color." The next question was most natural: "Is she black like that all over, Pa?" he asked.

"Why, yes, my son, of course, she is," he answered.

"Gee, Pa!" exclaimed the child, "you know everything, don't you?"

Wide Scope of Motorcycle

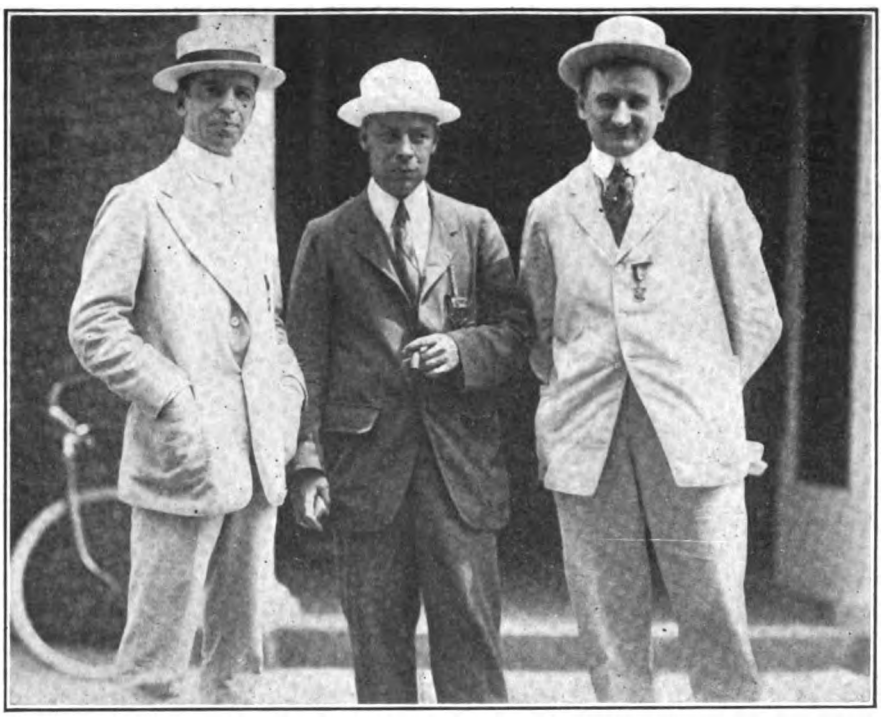
But to get back to the motorcycle. It is playing its part in the great scheme of life and playing it well. It is helping to win the great European war. I like to think of the motorcycle as the aeroplane of the earth. It is swift, sure and dependable. With it battalions are being saved; the wounded succored speedily; and, amid the silences when the big guns rest, can be heard throughout all Europe the "putt-putt" of the motorcycle about its work of communication and defense.

The jokesmiths sneer at it, but the frightened wife at home alone breathes a sigh and a prayer of thanks for the motorcycle which has brought the police so swiftly to her aid, and hundreds of thousands of men, weary and toil stained, ride nightly to their homes in God's fresh air, back to their wives and children and contentment, and call it *friend*.

RUBBER CLUB HOLDS ITS ANNUAL CONVENTION

LOWELL, Mass.—The Rubber Club of America held its seventeenth annual convention in Boston and this city last week, with President H. S. Firestone in charge. The convention this year was noteworthy as being the first occasion in which Western rubber men mingled with Eastern representatives of the industry. Lunch was taken at the Copley Plaza in Boston, with a shore drive and games at Manchester-by-the-Sea, as well as a banquet on Tuesday filled the program. Several business sessions were held.

Among those present from the West were H. S. Firestone, R. J. Firestone and E. S. Babcox, of the Firestone organization; P. W. Litchfield, W. D. Shilts and M. E. Morris, of the Goodyear forces, and W. O. Rutherford, H. K Raymond and W. H. Yule, of the B. F. Goodrich Company.



Al Bartsch, Stewart Slosson and E. Theurer

CYCLEMOTOR AVERAGES 79½ M. P. G.

Little Two-Stroker Shows Remarkably Low Fuel and Oil Consumption in Run From Providence to Cycle Parts Convention

ATLANTIC CITY, N. J., July 31.—While far from being of a boastful nature, D. G. Anderson, E. R. Perrin and O. Adams of the Cyclemotor Corporation of Rochester, N. Y., are pointing with pride at the performance of Mr. Adams, who rode his Cyclemotor-fitted Pierce bicycle from the F. A. M. Convention in Providence to this city in fine style. He averaged 79½ miles per gallon for the trip, while the oil consumption was so slight as to be inconsequential.

Starts from Providence

Adams filled up his tank and put Providence behind him at 3:40 o'clock on Friday afternoon last and rode to Norwich, Conn., 60 miles, arriving at that point at 7:20 o'clock in the evening. He averaged for that three score miles just about 17 miles an hour. Saturday morning he lit out for New York arriving at Gotham in the afternoon and taking the boat for Atlantic Highlands. His average speed for Providence and New York figures out at 15.67 miles an hour, of which Adams and those connected with the Cyclemotor are justly proud.

However, it was in covering the remainder of the distance between Atlantic Highlands and this point that Adams made his best showing. Pulling out on Sunday morning he completed the distance at an average clip of 24.1 miles an hour, letting the machine "all out" for the greater part of the distance. Adams, who is of the precise sort, kept an accurate record of his gas consumption and he figures that he averaged 79.5 miles to each gallon of gasoline. The oil consumption was next to nothing. The performance is one that has impressed folks hereabouts deeply, and cannot fail to be of general interest.

ERECT NEW TIRE PLANT

SPOONER, Wis., July 29.—J. H. Newburg, Warsaw, N. C., together with Akron, O., interests, has practically closed a deal for the erection of an extensive tire and rubber plant in this city. An effort is being made to interest local capital also.

TO STAGE RUNS AND RACES

JOLIET, Ill.—The Joliet Motorcycle Association has just been organized to stage endurance runs and other contests. Frank Uhde is president; William Todd is vice-president and Ray Bassett, secretary-treasurer.

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MOTOR WHEEL DRIVEN JUNIOR AUTO FOR A. O. SMITH

Milwaukee Company to Market Miniature Motorcar Having Bicycle Booster as Power Plant —Has Pressed Steel Body and Novel Means of Control

ATLANTIC CITY, N. J., Aug. 1.—Undoubtedly the most interesting announcement that has broken to date at the Cycle Trades Convention here comes from W. V. C. Jackson, of the A. O. Smith Company. It is that the Smith Motor Wheel is to be made the basis of a junior automobile which is to be ready for the market under the Smith nameplate within the next sixty days.

The new product will be made "in toto" at the Smith plant in Milwaukee and will be sold only as a complete unit. It is intended to reach a class of youngsters to whom bicycles with Motor Wheel attachments cannot be sold by reason of parental objections, inability to ride a two-wheeler or other causes.

Details of Construction

In its simplest aspect this newest creation of the Milwaukee plant comprises a pressed-steel frame with members of channel cross-section, providing extreme strength and rigidity without the handicap of excessive weight, mounted, with interposed cushioning springs, on four wire wheels. The arrangement provides a wheelbase of 70 inches and a tread of 40 inches. The wheels are 20 inches in diameter and, as is the case with the Motor Wheel, are shod with 2-inch tires.

The Motor Wheel power plant attaches to the rear axle through the intermediary of special fittings which not only compensate for unevenness in the road surface, but also make allowance for any strains incidental to rounding corners and doing away with the necessity of a differential.

Emphasis is put on the simplicity of this self-contained power plant by the Smith folk, for with the motor and all its appendages, even including gas and oil tanks, contained in the small expanse of this fifth wheel attachment, there is a minimum of complication and weight, while at the same time the working parts of the machine are instantly accessible. Aside from the use of the special fittings to adapt the wheel to this special service, there has been but one change in the Motor Wheel proper which represents the fitting of a starting handle to the disc wheel, whereby the driver can reach over the back and start up the motor. Also emphasizing the simplicity of the arrangement is the fact that by a special pedal arrangement, the Motor Wheel itself is lifted from the ground thus providing a very simple, albeit serviceable substitute for a free engine clutch and opening the way for hand starting of the motor.

The clutch pedal arrangement is such that the clutch can be locked in the inoperative position.

Control Is Simple

A second pedal provides the means for operating the brakes, which following closely automobile practice, are arranged to operate on brake drums positioned on the rear wheels. As for the rest of it, the spark, compression release and throttle control are all vested in a single little lever as with the ordinary Motor Wheel, the lever being fitted on the well proportioned steering wheel.

The pressed steel body is built on classy racing lines, the effect being heightened by the inclusion of a dummy hood and radiator, the latter being hinged so as to swing forward when the filler cap is unscrewed disclosing an ample space for carrying luggage and packages, a fact which it is thought, will induce many merchants to employ Junior Car owners for package delivery service.

The speed of the car is given at about 20 miles an hour and it is pointed out that it will climb all ordinary grades. The Smith company, having specialized in automobile parts for years and being at the present time the largest parts builder in the United States is sufficient guarantee of the quality and durability of the new machine. The price has not yet been announced to the trade.

Shooting-the-Shoots

F. M. Germane, Jesse Edwards, E. J. Lonn and J. Brandt.

R-S JOINS M. M. A.

(Continued from page 21)

thur and Walter Davidson, Harley-Davidson Motor Co.; E. F. Jackson, J. A. Priest and Mr. Shaw, Hendee Mfg. Co.; W. V. C. Jackson, A. O. Smith Co.; H. F. Hopkins, Shickel Motor Co.; J. P. Fogarty and L. D. Harden, Westfield Mfg. Co., and A. B. Coffman.

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WALTER DAVIDSON RETURNS FROM TRIP TO ENGLAND

Made Three Weeks' Sojourn in the "Tight Little Isles" to Look Into Details of Foreign Business at London Branch—Royally Entertained by His English Friends

ATLANTIC CITY, N. J., Aug. 2.—That it is no "cinch" to pilot a motorcycle with the sidecar on the left side, a British practice, and that the English buyer is much more deeply impressed with quality than he is with low price, are the chief impressions which Walter Davidson, president of the Harley-Davidson Motor Co., brought back with him from a three weeks' sojourn in the "Tight Little Isles."

His trip terminated happily on Sunday morning last when his steamer docked in New York. Mr. Davidson quietly slipped away from America on June 29 and set foot on British soil for the first time five days later. He put in most of the three weeks he spent there at the London branch of the Harley-Davidson Motor Co., looking into the details of the foreign business.

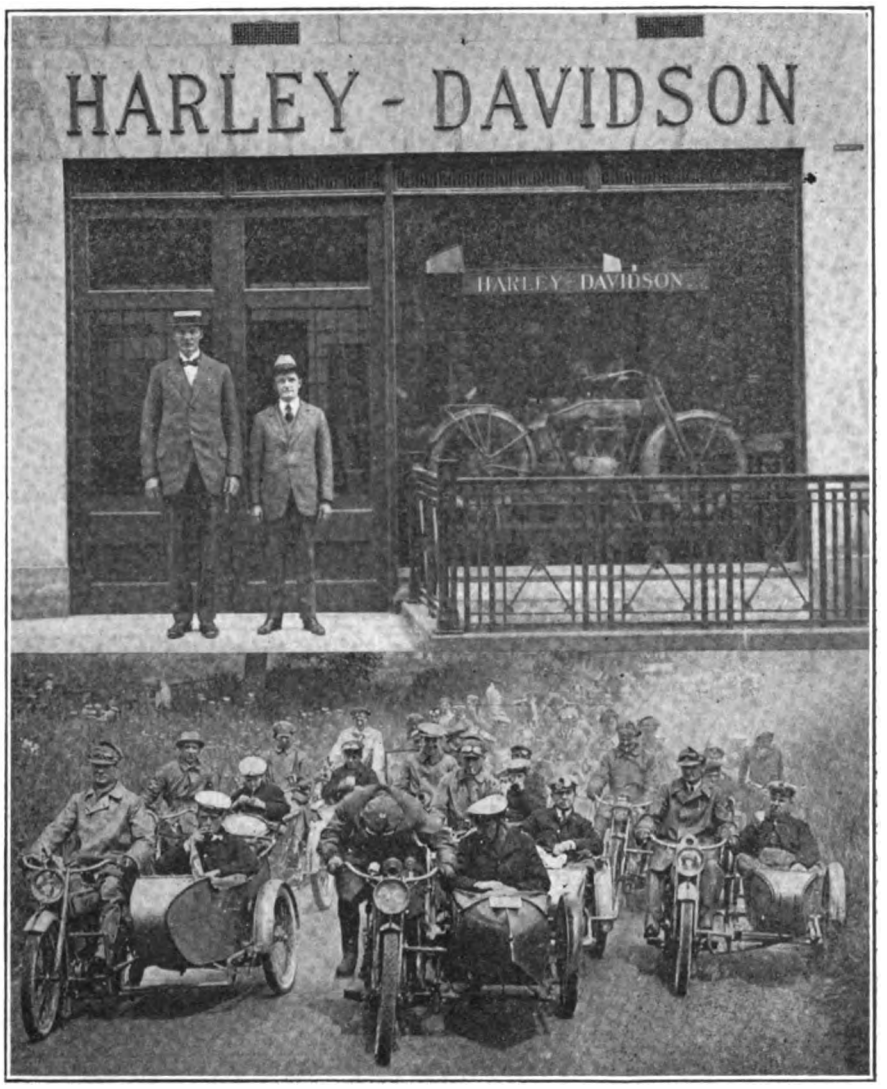
British Branch Well Stocked

Regarding the trade in Great Britain and the British embargo on the importation of American motorcycles, which hits hard at the business done in American machines in that quarter of the globe, Mr. Davidson says that, through foresight of the far-reaching sort, the Harley-Davidson British branch is well stocked, both with machines and parts, sufficiently so to ensure continued prosperity, despite the embargo. The most disquieting feature of the British business at the present time, according to Mr. Davidson, is the recently adopted war measure requiring all users of "petrol" (gasoline) to take out a license, which is due to go into effect today, and which has given rise to a degree of uncertainty affecting the motorcycle trade.

Mr. Davidson speaks appreciatively of the welcome extended him by the British trade, and especially the British trade press, which organized a Harley-Davidson dinner for his especial benefit at which better than half a hundred covers were laid.

It was on the Saturday after he arrived that Managing Director Duncan Watson, of the London branch, chose to stage a wounded sailors' run, along lines similar to the two highly successful wounded soldiers' runs that had been held previously, and it was while driving one of the crippled sailors, a survivor of the recent Jutland naval engagement, from Westminster Abbey to Lord Northcliffs castle at Guildford, that Mr. Davidson discovered the difficulty of manipulating a left-handed sidecar combination on streets and roadways, with the traffic all taking the left side of the road.

Aside from the business of a special nature with the London branch, which took Mr. Davidson across the pond, he met many other foreign Harley-Davidson agents from various parts of the continent, meetings which not only tended to make his journey thoroughly enjoyable, but which also added considerable to it as a business trip.



Top, Fries Hansen, Harley-Davidson Agent From Denmark, Six Feet Eight Inches in Height, with Walter Davidson in Front of London Branch; Below, Off on Sailors' Outing—President Davidson Driving Sidecar at Right with Warrant Officer as Passenger

BIG APPROPRIATION TO BOOST CAMPAIGN

(Continued from page 25)

occasions the importance they deserve.

The crux of the situation, so far as the work of the "Million Bicycles Committee" is concerned, is that an expenditure of $85,000 to $90,000 should be assured for the year beginning September 1 next, if the campaign already launched is to continue to bear fruit. The advisability of laying out such a sum, or methods of furnishing it, were not entered into.

The cycle representatives present, however, expressed complete satisfaction with the operations of the committee to date, and there appeared to be strong sentiment in favor of a continuance of the boosting and educational efforts on any basis that can be properly financed without undue strain.

A detailed report on the expenditures of the committee could not be given, owing to the absence of Treasurer Fred I. Willis.

L. M. Wainwright offered the motion providing for the acceptance of the "Million Bicycles" report, and embodied in it a provision for the continuance of the present committee, at least until a permanent arrangement can be decided upon.

Following the reading of Secretary Olin's report and supplemental remarks by Chairman Quine, to the effect that the time is at hand to take up a "big matter" with a full appreciation of its significance, the meeting adjourned.

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LATE ARRIVALS AT THE CONVENTION

Mr. and Mrs. F. R. Guyon, Elyria Iron & Steel Co.

M. Botherson, Hafer Auto Co.

M. E. Toepel, Splitdorf Electrical Co.

D. H. Wetzel, Mott Wheel Works.

John McBride, *Pacific Motorcyclist.*

Mr. and Mrs. Joe Merkle, New York City.

Mr. and Mrs. W. W. Shoemaker, Graton & Knight.

Mr. and Mrs. T. W. Henderson, Henderson Motorcycle Co.

G. H. Hamilton, H. A. Githens and Mr. and Mrs. H. D. Benner, Federal Rubber Manufacturing Co.

Guernsey Van Riper, Kokomo Rubber Co.

Mr. and Mrs. A. E. Bregent, Montreal.

Mr. and Mrs. Barnett, City Supply Co.

F. A. Drake, United States Tire Co.

L. D. Rockwell, Standard Welding Co.

Mr. and Mrs. Fred Mesinger, Fred W. Mesinger and Henry Mesinger, H. & F. Mesinger, Mesinger Manufacturing Co.

Mr. and Mrs. Howard A. French and son, Howard A. French & Co.

D. Westreich and G. Westreich, New York.

A. M. Starr, Starr Brothers Bell Co.

Harry A. Gliesman, Miami Cycle & Mfg. Co.

Irving Beck, Fentress-Newton Mfg. Co., and Rogers Mfg. Co.

R. G. Betts, *Sporting Goods Sales Journal.*

Stanley Bevin and M. S. Peeple, Bevin Brothers Mfg. Co.

Dewitt and Mrs. Page, New Departure Mfg. Co.

C. A. Baldwin, Bridgeport Brass Co.

R. J. Tiedecken and I. P. Dickey, Bridgeport Brass Co.

H. Newton and Mrs. Schilling.

Howard A. French, Washington.

H. Perlman, N. Evens, Leo Blisel, Perlman Cycle Co.

John T. R. Bell, Norma Co. of America.

Charles Zehner, City Supply Co.

W. K. Porzer, Westfield Mfg. Co.

Fred St. Onge and A. E. Bregent, A. E. Bregent Co.

W. H. and Mrs. Grover, W. H. Grover.

E. R. Pickard, Queen City Cycle Co.

G. H. Westing, G. H. Westing Co.

D. L. Spraker, Kokomo Rubber Co.

C. H. Mark, Electric Storage Battery Co.

SPECIAL BASEBALL EXTREE! JOBBERS WIN!

With a Score of 18 to 6, the Mfrs. Bow in Defeat; Splendid "Police" Protection Against "Unruly" Spectators; Several Fans Fined

ATLANTIC CITY, N. J., Aug. 2.—This morning's program called the cycle trades conventionites to the Ball Park, where teams representing the manufacturers and the jobbers served up a contest replete with grandstand plays. With Cobb base running and fielding novelties, the ball game with the incidental trimmings, was one of the most spirited features so far staged, and interest in it was heightened by the appearance of the cycle trade "strong arm squad," composed of "Sheriff" John Henry, "Police Captain" Jack Brandt, and "Sergeant Jim Grady."

Brass Buttons and All!

These trade hustlers were dolled up with the full layout of brass buttons and all the fixings of honest-to-goodness coppers, and they lived up to appearances. About two dozen spectators at the ball game were fined a dollar a piece for merely looking pleasant, and the proceeds were used to buy refreshments for the ladies and the perspiring players.

Messrs. Owen and Grover, acting as the grandstand committee, called for reinforcements, and A. B. Coffman and J. C. Ferguson jumped into the breach. From that time forth the sales of candy climbed to astonishing figures, and the spectators who complained to the officers that he had received for candy a few gum-drops for a perfectly good quarter were, in most cases, fined another quarter for being too fussy. It was a genial crowd and a large one.

Hamilton Is Umpire

G. H. Hamilton, of the Federal Rubber Co., and former F. A. M. president, acted as umpire under the guard of "Sheriff" John Henry, supplemented from time to time by "Police Captain" Brandt and "Sergeant" Grady. Seeber occupied the box for the jobbers, with Wagner as backstop; Anderson, of Cyclemotor Corp., handled the slab work for the manufacturers, and Southmayd received him. The manufacturers had Tisne on first base, Horace Hoffman on second, and Schwab, of Stevens & Co., on third. Percy Pierce pulled down the hot ones at shortstop, and Griffith, Ash and Glynn made up the manufacturers' outfield.

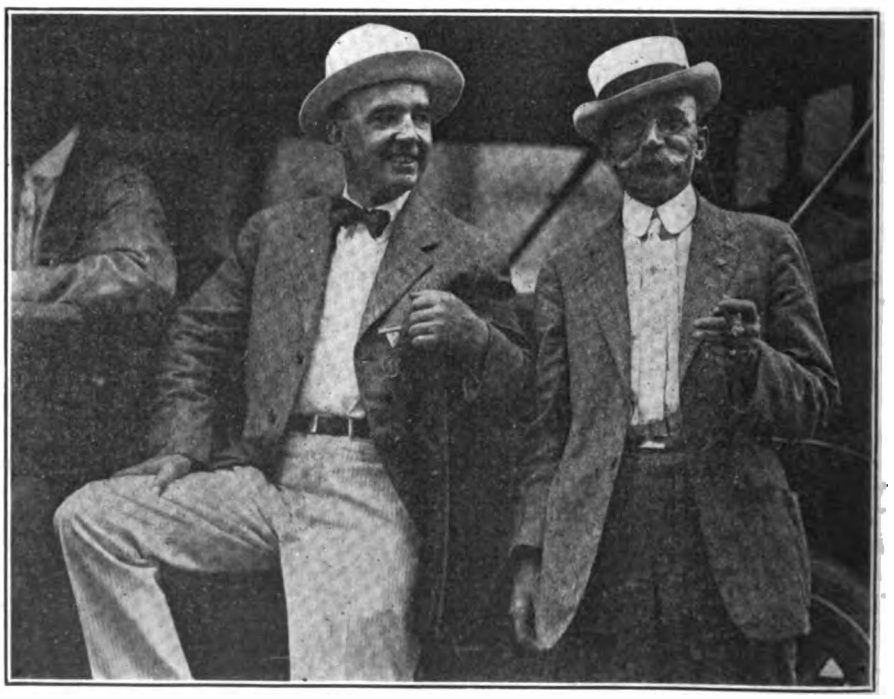
The battery of the jobbers was backed up by an all-star aggregation composed of Oliver, Wigmore, Sauffey, Grist, McKenneth, Ramsey and Vogt. There were differences of opinion about the score as usual, but the jobbers claimed a victory by 18 to 6, and the official guardians of the peace let them get away with it.

NEW IMPETUS WILL BE GIVEN LIGHTWEIGHT

Commenting on the announcement of reduction of Ford prices and its effect on the motorcycle trade, R. G. Betts, founder of the F. A. M. and formerly editor of *Bicycling World* and *Motorcycle Review*, thought that it would ultimately result in the more rapid development of the lightweight motorcycle field and especially the development of a lightweight twin machine to sell at a lower moderate price.

HURLEY IS LINKS DEVOTEE

S. C. HURLEY, formerly sales manager for the Diamond Chain & Mfg. Co., of Indianapolis, and now covering central territory for the house, has become quite a golf enthusiast. Those who have seen him play agree that he is rapidly becoming an expert. Other golfers in the trade take notice.



E. W. Scott and Henry Horton

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There is no porcelain
to break away and
score cylinders
in the mica
insulated

SPLITDORF
SPARK PLUGS

They're
easily cleaned
and it is never
necessary to
throw them away.

Look for the name SPLITDORF on the Green Jacket, which is hexagonal in shape. Refuse imitations or "just as good" substitutes. The SPLITDORF Trade Mark appears on every SPLITDORF PLUG, and the Trade Mark carries the SPLITDORF GUARANTEE

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BOIDO WINS INDIANAPOLIS NON-STOP RACE

Phoenix Indian Rider Is Victor in First Continuous Race Without Refilling, Covering 160 Miles in 2:30—Ellis and Fields, on Indians, Get Second and Third Places

INDIANAPOLIS Ind.—Lorenzo Boido, Indian rider from Phoenix, Ariz., covered the greatest distance in the non-stop race in this city, covering 160 miles. His time was 2:30. Johnny Ellis, riding the same Indian on which he has won the last three 100-mile races here, was second with 155 miles before running out ot gasoline. Russell Fields, like Ellis, from Indianapolis, and also Indian mounted, ran 107 miles before going dry. Boido was declared the winner. As the event was the first of its kind ever promoted in this country, it is expected that Boido will be considered as the record holder by the F. A. M.

High Average Speed

A clause in the entry blanks demanding that the winner run at an average speed of not less than fifty-eight miles resulted in making a very close and interesting race from the standpoint of the spectators. Up until 90 miles six of the original starters took part in the race. Joe Wolters, on an Excelsior, was the first man to go out. On the eighth lap he lost an air valve and withdrew. Keller, on an Excelsior, soon afterwards came in limping on one cylinder, after which the race went on for fifty miles without any other riders dropping out. Sandman, of Louisville, on an Excelsior, ran out of gasoline on the sixtieth lap and Hilliard, Excelsior, went out of the race at this point with a broken sprocket.

Only Three Left

The race then narrowed down to Boido, Ellis, and Fields in the positions named. Boido continued to increase his lead over the other two until he was leading them by four miles. He was turning laps at this period in 54 seconds and appeared good to run 100 miles more. At 107 miles Fields' Indian heaved one big sigh and lay down to rest against the inside fence on the west turn. Then Ellis and Boido set down to see who could outlast the other with the chances in the favor of the Chicago man as he carried eight gallons of fuel when he made the start, while Ellis only carried four and a half.

Boido Has Trouble

At the 130 mile mark Boido began to develop trouble of some kind which was soon diagnosed from the pitts as lack of oil. He slowed down considerably at this point and settled down to make it run as far as possible on the small supply in the crankcase. Ellis was still tearing off mile after mile without slackening his speed perceptibly and was seen to be gaining on Boido. The fans in the stand began to wonder if Ellis could repeat again and even his wife moved down close to the track so that she would be in a better position to meet him when he finished and give him her usual kiss of thanks for bringing home the bacon.

Ellis Is Out

Then the strain of waiting was broken, for Ellis was seen to slow up on the back stretch and come very slowly down the main straightaway. When he was a few feet from the judges' stand he straightened up and smiled the smile that has made him a favorite in Indiana. The machine barked its last bark and rolled over on its side. Before Ellis could push the machine off the track down the stretch came Boido, the winner by five miles. He was jerking along spasmodically. Foot by foot he crawled along past the stands and into the east turn, only to come to a dead stop with his motor frozen tight. He had been running for the last ten miles without oil.

The attendance at the meet was a sorry blow to the promoters as less than one thousand fans witnessed the race. Boido won $164 as his share of the prize money while Ellis, who ran a few miles shorter, received $75.

ALL-PRO. MEET DATE SET IN COLUMBIA, S. C.

COLUMBIA, S. C., July 28.—The second annual pro. race meet will be held on Labor Day, September 4, on the mile track of the South Carolina State fair grounds, in this city. The events will be open to riders of machines of 61 cubic inches piston displacement. The following events are on the card: 15, 10, 7, 5 and 3 miles open. Cash prizes aggregating $200 are offered.

The meet is being promoted by George M. Thayer, B. L. Duncan and W. J. Heidt, Jr., the same trio who ran off the first all-pro. meet here last year. Over 3,000 spectators saw the races last season, and a much larger crowd is expected this year. Entry blanks can be had of any of the promoters.

SPRINGFIELD M. C. OFFICERS

SPRINGFIELD, Ill.—William Londrigan, of this city, has been elected president of the Springfield Motorcycle Club. The other officers are: Roy F. Chiles, vice-president; Frank J. Koch, secretary; Herbert George, treasurer.

VAN BUREN GIRLS STOP OFF AT OMAHA TEPEE

Fair New Yorkers with Indian Mounts on Which They Will Ride to Coast, in Front of Omaha Bicycle Company's Agency at Sixteenth and Chicago Streets. Miss Adeline Is at Left

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WAITING FOR THE WORD AT BELMONT PARK TRACK

Starters in Five-Mile Amateur Race at Recent Meet on Philadelphia Track. Joe Pancoast, Dayton (in Center), Has Won Most Events at This Track

BAIRDS ARE WINNERS IN UTICA MEET

UTICA, N. Y.—Walter Baird, Excelsior, won the single cylinder and the free-for-all motorcycle events in the Oriskany Falls hill climb near this city. His times were respectively 1:20 and 1:19. Stuart Baird, Excelsior, made the best time in the twin cylinder class, as well as the best time of the day, the ascent being negotiated in 47 seconds.

George Lochner, Excelsior, was second in the single-cylinder class. Sam Neilson, Excelsior, took second place in the twin cylinder class and Lochner again came second in the free for all. There were five automobile events on the program in addition to the two interesting motorcycle hill climbs.

LABOR DAY MEET FOR SHEEPSHEAD BAY

NEW YORK, July 14.—Pointing to the Independence Day meet at the Sheepshead Bay track as a motorcycle achievement of the first water sort, both from the angle of good sport and financial return, the Sheepshead Bay Speedway management goes a step further than merely hinting that Labor Day, September 4, will witness the staging of a similar racemeet. If things go according to the tentative program, a prize purse of $3,000 will be hung up for the occasion with "primes" of $100 for each record shattered.

INDIAN M. C. MEMBERS TAKE 1,000 MILE TRIP

NEW BRUNSWICK, N. J.—Four members of the Indian M. C. of this city, spent their vacations in riding for six days through Massachusetts, Connecticut, New York, Pennsylvania and New Jersey, covering 1,000 miles during the period. They left on Monday and returned Saturday, having covered the distance with but one mishap, a bent fork due to running off the road. The riders were Wesley De Hart, Russell Pharr, Elmer J. Mills and Fred Leach.

PRESENT TIME RUN MEDALS

READING, Pa.—At the last meeting of the reading M. C., the awards for the recent sealed time run of the club to Harrisburg and return were presented. Paul Maurer, Indian, and Roy Stoyer, Emblem, tied for first place and each received a gold medal. William Buel, Harley-Davidson, received the silver medal, and Raymond Fritz, Indian, got the bronze medal for third place.

KAY EASILY WINS TWO

PHILADELPHIA, Pa., July 28.—Thomas Kay, mounting a Dayton motorcycle, won the two races staged at Point Breeze Park on July 15. One event was over the five-mile route, and the other at ten miles. Kay succeeded in lapping several of the competitors, and, all in all, had an easy time of it. In a trial circuit of the track he reeled off a mile in 48 seconds. Speed fans to the number of 2,500 witnessed the races.

MERCIER WINS AT SHEEPSHEAD FIELD DAY

Indian Amateur Is Victor in Ten Mile Race at National Guardsmen's Benefit at Speedway—Police Champ Makes Circuit in 1:25 4-5

SHEEPSHEAD BAY, N. Y., July 30.—Only four racing motorcyclists showed up for the races and exhibitions that were staged at the National Guardsmen's Field Day at the Sheepshead Bay Speedway, yesterday afternoon, and one of them was eliminated before the start of the first heat of the ten-mile race, the contest being run in four and six-mile legs. The starters in the race were Julius F. Mercier, Brooklyn; John Lindner, Brooklyn, and George Hamilton, Upper Montclair, N. J. Sid Brown, another entrant, lost his driving sprocket as he was warming up for the start of the first leg at four miles and was forced to abandon the contest.

Mercier Wins First Heat

Julius Mercier, mounted on an Indian, won the first heat, with John Lindner in second place. Hamilton trailed in third. The time was 3:04. In the second stage of the race at six miles, Lindner had an easy time of it, winning as he pleased in 4:35. Mercier blew a shoe in the first lap and the heat proved to be a walkover for his fellow townsman. The officials decided that Mercier and Lindner were tied and decided to give the race to the one making the fastest time. As each averaged 46 seconds to the mile when they won their heats the race was decided on the toss of a coin, which was won by Mercier.

Two-mile time trials were also scheduled for the day, but the only time trial indulged in was that of Howard Smith, the champion of the police department, who covered the two-mile circuit in 1:25 4-5. With the exception of Mercier's Indian, the machines used were Harley-Davidsons.

AMATEUR CLIMB WON BY OWEN AT MILWAUKEE

MILWAUKEE, Wis., July 31.—Elmer Owen, the Milwaukee M. C. Beau Brummel, demonstrated his riding as well as dressing ability by winning the amateur event on the club's hill climbing contest program today. M. Kavanaugh was second and Fred Gross third.

Leo Conners won the single cylinder event, while the pro. climb was won by "Red" Lewis Hadfield. No times were taken, owing to the absence of a stopwatch.

SPEEDSTERS PERFORM AT GUARDSMEN'S BENEFIT

Start of Ten-Mile Race Which Was Feature Motorcycle Event in Performance to Aid Families of Militia at Mexican Border. Julius Mercier, Winner, at Left

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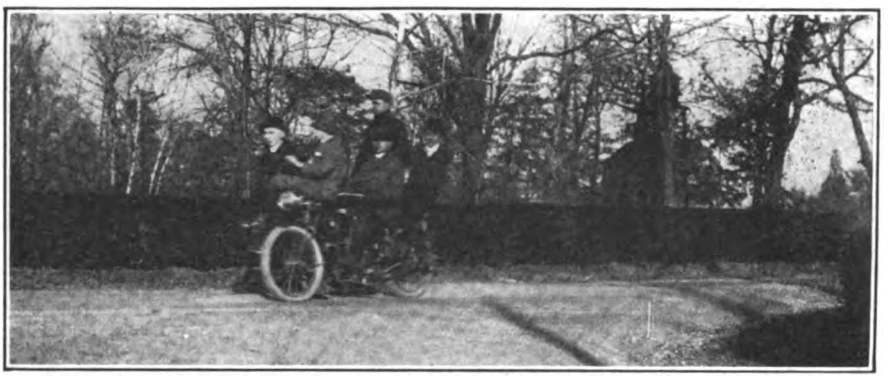
GALESBURG MEET TO HAVE FIVE EVENTS

GALESBURG, Ill., August 1.—Five events comprise the program for the meet of August 7 at the district fair grounds one-mile track, under the auspices of the Galesburg District Fair Association.

The opening event will be a 10-mile pro., while the second will be a 10-mile amateur. Following these two will be a 15-mile pro., a five-mile sidecar and a 25-mile pro. Class B open. In the latter event, first money will be $40, with $30 for second and $20 for third place. Entry in all events is free until August 5, when a post entry fee of $1 will be charged. Application should be made to the association, this city.

TESTING 1916 READING STANDARD AT BALTIMORE



How Agent S. Neshemkin Proves Pulling Ability of Big Brown Twin to Prospects in Maryland Metropolis. Five Are Readily Carried

ARMSTRONG TAKES TWO AT POINT BREEZE

PHILADELPHIA, Pa., July 28.—Billy Armstrong, Indian, ran off with the five mile and three mile pro events at the Point Breeze Motordrome last night. Armstrong's time for the five mile was 3:43, and for the two mile was 2.07 1/5. Henri St. Yves came second in the five mile and first in the two mile, his time for the latter event being 1:27. Herman Veditz took second place in the two mile and three mile events. Over 20,000 fans saw the motorcycle event, as well as a 50-mile motor paced bicycle race, which was won by Clarence Carmen, in 1:09:04.

MEMBERSHIP CONTEST WINNER

C. E. WHITCOMB, of Chestnut and 14th streets, Kansas City, Mo., has been declared the winner of the F. A. M. membership contest for the week of July 16-22, by Secretary G. B. Gibson. Whitcomb recommended six applications, which was high mark for that week.

WEST VIRGINIANS TO RACE

WHEELING, W. Va., July 29.—Arrangements are being made by local cycling enthusiasts to hold a bicycle race during the summer. The event will be staged on the fast track at the local fair grounds, at one time one of the leading courses in this State.

VERRILL IS VICTOR IN TOLEDO 100-MILE RELAY

Indian Speedster Wins Feature at Interstate Meet in 2:05:27—Meyers, Excelsior, Second, and Sudduth, Thor, Third

TOLEDO, O., July 31.—"Krazy" Horse Verrill, riding for the Indian team Verrill-Nixon, won the 100-mile relay teature at the meet of the Interstate Racing Association on the local half-mile track yesterday. His time was 2:05:27. Fritz Meyers, Excelsior, came in second, and Sudduth, of Marks-Sudduth Thor team, third. Mathews, of Mathews-Pineau team, came a poor fourth.

Eight teams in all faced the starter for the long relay feature. For several miles after the flag dropped there was a battle royal between Jones (Harley-Davidson), Mathews, Verrill and Marks, all being closely bunched. Mathews slowly came into the lead, and at 12 miles was slightly ahead of the field. Verrill came next, and Luther, Excelsior, third.

Pineau Comes On

Pineau came on the track in the 16th mile to relieve Mathews, and thereafter the switching began. In the 21st mile Morrison started on the track to relieve Jones, when the latter struck a bad spot and came off. The spill put Jones' mount out of the running, so Morrison had to ride the rest of the race alone. At 25 miles Verrill led, with Mathews second and Morrison third. Time, 29:54⅘.

In the next 20 miles a number of reliefs were effected, but at the 50-mile mark Verrill was still in first place, and Marks on his Thor in second position. Schaefer, Excelsior, was third, and Mathews far back. Morrison was out. Time, 1:01:15. At 75 miles the positions were the same, with Nixon riding for his team mate, Verrill. The time here was 1:34:50⅘.

Verrill Comes Home

Verrill and Nixon kept at it and refused to allow anyone to get within striking distance, Verrill crossing the tape first in 2:05:27. The Marks-Sudduth team were in second place, but lost time in switching, giving Meyers a chance for second.

In the opening five-mile heat Morrison took first place, with Verrill second and Meyers third. Time, 5:54. In the second heat, Jones overtook Mathews in the third mile and held first place all through. Time, 5:53 2/5. Mathews beat Marks for second.

In the final heat Jones shot to the front, but had to withdraw on the second lap due to a loose sprocket. Morrison then went out ahead, with Verrill close, but Morrison held on and finished first. Verrill ran second and Marks third. Time, 6:02.

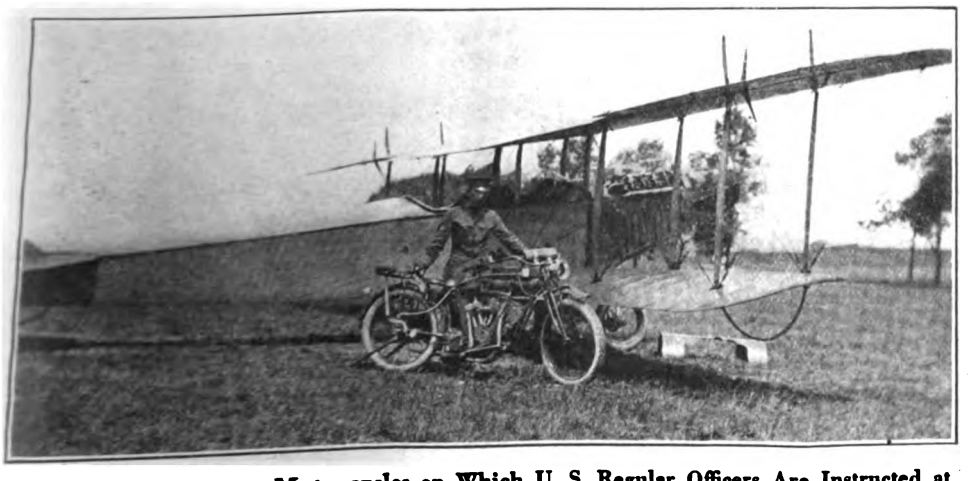
A one-mile bicycle race followed with a big field of entries. This was won by Scarletto in 2:22. Nagel was second and Leonard third. All were members of the Toledo B. C.

A novelty event followed, this being a three-mile race for automobiles of the vest-pocket variety. Having been widely advertised as "every way superior to the motorcycle," the race attracted some interest at first, but the audience relapsed into boredom while the little machines struggled to make the circuit six times. The winner covered the distance in 4:54⅗ amid a dead silence from the audience.

HAD PLEASANT RUN

LEBANON, Pa.—The Harley-Davidson M. C. of this city, indulged in a Sunday run with chicken dinner accompaniment on Sunday last, the course being to Columbia, Marietta, York, Chickies Rocks, Rocky Springs Park and Lancaster. The dinner stop was at York. The next run will be to Mt. Penn and Reading.

FOR TRAINING ARMY OFFICERS IN IMPORTANT BRANCHES



One of Two Indian Motorcycles on Which U. S. Regular Officers Are Instructed at Governors' Island, N. Y., with Aeroplane Used in Pilot-Training

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ECHOES OF THE BIG CENTURY GRIND RECENTLY HELD AT LA GRANDE, ORE.

1, Dave Kenney, Indian Rider Who Was Winner of Race; 2, O. P. T. Daenitz, in Charge of Harley-Davidson Team; 3, Walker, Harley-Davidson, Taking Lead from Kenney in Feature Event; 4, Hollister, Harley-Davidson, in Action—He Won Northwest Championship Event; 5, Start of 100 Mile Race; 6, Harley-Davidson Team with Mascot Between Walker (Left) and Janke

PLANS COMPLETE FOR DIXIE 500-MILE

Two-Day Endurance Run Will Have No Known Checking Stations—Three Divisions Provided For—Regular and Special Medal Awards

ROANOKE, Va., July 27.—All is ready for the two-day, 500-mile endurance run of the Dixie M. C. to Richmond and return, on August 11 and 12. There are at least 40 entries figured upon for the three divisions of the run: lightweight, solo and sidecar.

There will be no known checking stations on this run, only regular controls and a number of secret checks. This unique feature will probably make it difficult for a contestant to get a perfect score unless he rides very close to schedule, even with the two-minute allowance at controls.

Controls and Schedules

The first day's controls will be at Roanoke (start), Bedford, Lynchburg, Farmville, Petersburg and Richmond (night control). For the second day, Louisa, Charlottesville, Staunton, Natural Bridge and Roanoke (finish), are the controls. The schedules will be as follows: lightweight division—15 miles per hour; solo division—20 miles per hour; sidecar division—20 miles per hour.

Gold medals will be awarded for perfect scores; silver medals for scores 990 to 999, inclusive, and bronze medals for scores of 900 to 989, inclusive, in all three divisions. Special gold medals will be awarded as follows: highest perfect consistency score in solo division; highest perfect consistency score in sidecar division; highest amateur consistency score in solo division.

The course will be thoroughly posted with large metal signs furnished by the Firestone Tire & Rubber Company, of Akron, O., and every precaution will be taken to give every contestant fair treatment. Further information can be had from R. C. Horn, chairman of the endurance run committee, 105½ Campbell avenue, West, Roanoke, Va.

SIX FOR OKLAHOMA GUARD

OKLAHOMA CITY, Okla.—Six motorcycles, purchased with part of the fund for the National Guard raised by subscription throughout the State, are now on their way to Llano Grande to the First Regiment, O. N. G. The machines were purchased on the recommendation of Colonel R. V. Hoffman, who stated that they would be of more value to the troops than any other equipment which could be purchased. The make has not yet been decided on.

WANTS TWO MACHINES

RICHMOND, Va. — Superintendent Knowles of the gas works has requested the administrative board to permit him to purchase two motorcycles for his department for repair work. At present the department is using wagons, but the superintendent has tried out motorcycles and says that they are superior in service and economy. In all probability, the machines will be authorized.

NOW HEADQUARTERS ORDERLY

CHAUNCEY BOTTOM, who has been using a Pope twin in the employ of the Government road service, has enlisted in the Illinois National Guard and is now mounted orderly to General Foster, commanding the First Brigade. This is the first time a motorcycle has been used for orderly service in the Illinois Guard.

GASOLINE DROPS CENT A GALLON

NEW YORK, July 29.—The first downward move of the gasoline market in many months was announced yesterday when the Standard Oil Company of New Jersey reduced the price of the precious fluid to 22 cents per gallon, tank wagon basis. The reduction affects the New Jersey district, but it is expected that New York prices will also be reduced.

HARLEY-DAVIDSON IN COBALT

COBALT, ONT.—The motorcycle is now an acknowledged fixture of Cobalt's rock-bound existence. A dozen or more single-trackers are now in daily use in the rough mining district. A recently-appointed agent here is the Milton Cat Hardware Co., and the motorcycle represented by this concern is the Harley-Davidson.

THESE TWELVE REGULATE ROCHESTER'S TRAFFIC

Mounted on Their Firestone Tire-Equipped Harley-Davidsons. This Squad Is Terror of Speedsters in Empire State Camera Center

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MOVIE STAR IN FIRESTONE-SHOD BABY RACER

Miss Marjorie Daw, of Lasky Film Corporation, Enjoys a Run with Traveler Stewart Slosson in Miniature Speed Machine Near Los Angeles

CRACK PROS. FOR PIKES PEAK CLIMB

Stokes, Perry and Wolter of Excelsior Camp, and Glaskin, Indian, Are Entered in Ascent of Noted Mountain on Aug. 10

COLORADO SPRINGS, Colo., July 29.—Four of the country's leading pro. riders have signed for the climb up Pikes Peak which is to be held on Thursday, August 10, under the auspices of the Pikes Peak Auto Highway Company, of this city. The four who have entered for the 13 mile ascent from Crystal Bridge Creek to the summit are Joe Wolter, Excelsior; J. B. Glaskin, Indian; Bob Perry, Excelsior, and Glen Stokes, Excelsior.

Four Events Slated

There will be four events, the first being for sidecars with one passenger, the motor being 61 cubic inches and the machine fitted with a three-speed gear. Glaskin, Wolter, Perry and Stokes are all entered in this event. The second event, an open pro. for solo machines, and the fourth, a similar climb, has the list of entrants headed by Stokes, Wolter and Perry. The third event, for the Colorado State Championship, has no entries as yet.

The climb along the highway is up grades which average 7 per cent., with a maximum grade of 10 per cent. The route is rough in spots and there are a number of sharp turns, on which a miscalculation might be fatal. This has probably deterred a number of riders from entering the climb, but the importance of the event will undoubtedly bring out a considerable number of others, in spite of the risks.

A Big Event

This climb is an annual event, looked forward to by automobile manufacturers all over the country. The automobile events for the climb this season will be held on August 11 and 12, the days succeeding the motorcycle events. The Pikes Peak climb has been received as an automobile classic and it will soon be considered such in the motorcycle field.

LONGSHORE STRIKE KEEPS MOTORCYCLE COPS BUSY

SAN FRANCISCO, Cal., July 26.—Motorcycle police squads of all the seaport cities on the Pacific Coast have had busy times during the last few weeks, owing to the strike of longshoremen which has resulted in frequent disorders along the waterfronts.

It has been manifestly impossible to take care of the situation adequately with the regular waterfront forces, and the superior mobility of the motorcycle squad has brought it into prominence, as it is able to bring reinforcements to any needed spot in the minimum time.

The San Francisco police force has sixteen machines, all Indians, six of which are constantly in regular use, the remainder being usually held in reserve. Four of the machines have been deemed sufficient to look after the special waterfront work here, and the work of looking after motor traffic in other parts of town has suffered no serious interference.

A different story comes from Los Angeles, where a local motorcycle dealer last week observed the automobile traffic practically running wild, speeding on downtown streets, etc. As the traffic there is usually strictly controlled, he was at a loss to account for the change until informed that the motorcycle police had been sent to San Pedro on special strike duty.

AWARDS TAG CONTRACT

COLUMBUS, Ohio.—Secretary of State Hilderbrant has awarded the contract for 1917 motorcycle tags to the Abbott Stamping Company of Detroit at 6.9 cents per set. This is an extreme low price and preclude the state from manufacturing the tags by the use of convict labor. The 1917 tags will be on a yellow background with black letters and will be similar to the 1916 tags as far as design goes.

LIVE SPANISH PAPER

NEWS of all Spanish bicycle and motorcycle events is chronicled each week in "Espana Sportiva," a journal devoted to sports in general. It is published in Madrid, and is of the regulation newspaper size. No less than four pages are regularly devoted to cycling.

15 FOR ILLINOIS BRIGADES

FORT SAM HOUSTON, Tex.—Fifteen motorcycles have been assigned each of the brigades of the Illinois National Guard, for the use of orderlies. Each regiment is to have one machine and three will be used for brigade headquarters.

PUEBLANS TRAVEL TO END OF PIKES PEAK HIGHWAY

Led by Dealer R. L. Fleming This Party Rode Up to 14,000 Foot Level Where Picture Was Taken. Note Absence of Vegetation

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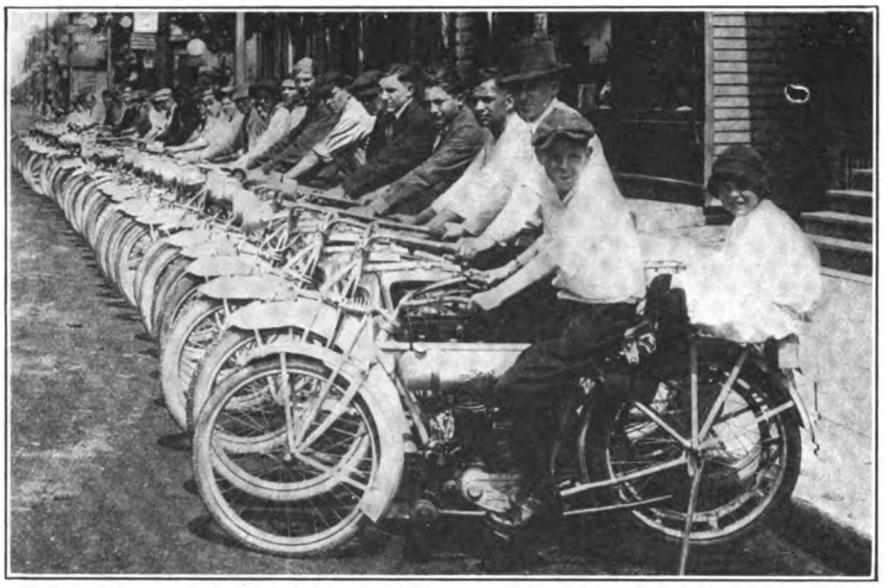
EXCELSIOR FOLLOWERS OF HAMMOND, IND.



Snapshot Taken Before Local Dealer's Store Prior to Recent Run to Seader Lake. Several "X" Lightweights Participated

STAR ENTRIES FOR INDIANA 24-HOUR RUN

"Cannon-Ball" Baker and Iwin Jacobs Head List of 14 Now Signed For Tri-State F. A. M. Contest on August 12 and 13

INDIANAPOLIS, Ind., July 31.—Fourteen entries have been received so far for the Tri-State 24-hour endurance run of the Indiana F. A. M. scheduled for August 12 and 13. At least four factories are expected to send in their entries before the time set for closing on August 6. State Commissioner Jack Carr will positively enforce the ruling calling for double entry fees for post entries, as he wishes to put a stop to the old practice of Indiana riders of coming in at the last minute and causing trouble to the promoters.

Erwin G. Baker is No. 1 on the entry list. He will go over the route with Carr and Van Staden to mark the course. Iwin Jacobs, who won the run last year, has also entered, and will probably ride independently again to try for the diamond medal. Both Baker and Jacobs state that the course is a gruelling one, and that it is doubtful if any perfect scores will be obtained.

The day schedule of 24 miles per hour is expected to bring a number of riders to grief, while the night figure of 20 miles per hour will probably be the cause of several eliminations before Cincinnati is reached. The roads during the day section are good, and should not prove difficult to first-class riders.

Entries should be mailed at once to Jack Carr, 52 West New York street, Indianapolis, Ind.

BENSON IN EAST VISITING MOTOR WHEEL AGENTS

MILWAUKEE, Wis.—J. A. Benson, the live wire traveling representative for the Smith Motor Wheel, is now covering the East visiting dealers who handle the little bicycle booster. He is at present in Pennsylvania, having covered New Jersey, and will soon work the entire territory from New York to Maine.

Benson writes that the Motor Wheel is taking hold stronger than ever in the East. "Dealers are highly enthusiastic," he says, "as the warm weather following the cold spring is producing Motor Wheel sales as the sun brings out the flowers after the rain." Benson is making "Service" his watchword and is giving dealers all along the line a practical course in service work.

LIVE POPE QUARTET FOR ATLANTIC CITY

WESTFIELD, Mass.—The Westfield Manufacturing Company, maker of Pope and Columbia bicycles and Pope motorcycles, will be represented at the Atlantic City convention of the Cycle Parts and Accessories Association by Manager J. P. Fogarty, Sales Manager L. D. Harden, Publicity Manager W. K. Porzer and B. A. Edgar, special representative.

CHICAGO COPS IN GUARD

CHICAGO, Ill.—Several members of the Chicago police force are enrolled in the 7th Infantry, Illinois National Guard. Among them are Captain J. J. Dineen, of C Company; John Murphy, of H Company; John Horan, of the Supply Depot; Arthur Schumaker, of G Company, and Barney Dohney, of the Supply Depot.

The motorcyclist who feels that he has it in him to be a human comet is wasting his time frightening horses and killing chickens on country roads while race promoters are yawping month in and month out for record-breakers on the tracks.

WORKSMAN VAN ADVERTISEMENT

ATTENTION is called by the A. O. Smith company to the fact that the advertisement of the Worksman bicycle van, appearing in last week's issue, in which was shown a cut of the van attached to a motor wheel with the statement, "Retails for $75 complete," might lead some dealers to believe that both the van and the motor wheel sell for $75. That sum covers only the retail cost of the van, the motor wheel being a separate item.

TO ENTRAIN FOR CAMP

BALTIMORE, Md.—August 1.—Latest orders from headquarters state that the first section of the Motorcycle Battery, of this city, will travel to the camp of instruction at Fort Ethan Allen, Vermont, by rail on August 10, instead of riding the machines as at first intended. The return trip, however, will be made on the section's motorcycles, which should prove to be a good test for the battery.

100-MILE PRO. CHAMPIONSHIP FOR DETROIT

Interstate Racing Association to Hold Big F. A. M. National Race at State Fair Grounds on August 13—Factory Stars to Ride

DETROIT, Mich., July 31.—The 100-mile National Professional Championship of the F. A. M. will be run off at the mile track at the fair grounds here on August 13. Chairman Donovan of the Competition Committee has awarded the event to the Interstate Racing Association, which has conducted a successful series of speed events in this part of the country during the past two years.

The big factories have signified their intention of entering the pick of their speedsters for this race. The pro. championship is a plum worth picking off, as the cash prizes are fine, and the Interstate Association has added others for the various place men. It is expected that Creviston, Verrill, Stokes, Wolter, Graves, Perry, Davis, Warner, Boido, Parkhurst, Brier and Weishaar will be at the starting line, as well as a pair of dark horses, who threaten to break into the limelight by crowding the veterans.

The race is being given lots of publicity, newspapers, billboards, posters and other means being used lavishly by the promoters, so that it is practically certain that a big crowd will be on hand. The Detroit track is fast, so that new records are regarded as likely.

The State fair officials are preparing the track for the coming big event. The surface is being treated with calcium chloride to render it free of dust. The turns are being graded and the dirt smoothed and packed. Final treatment will be given the course the day before the race, assuring plenty of speed.

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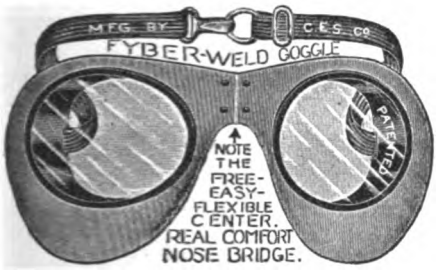
With the Manufacturers

NEW GOGGLE FOR USERS OF WELDING PROCESS

CHICAGO, Ill.—Another new product has just been announced by the Chicago Eyeshield Co. in the form of a goggle for those who use the oxy-acetylene welding



process. Operators of the oxy-acetylene apparatus are always equipped with goggles, but some of those in use do not give perfect satisfaction. To meet all the demands of the situation the Chicago Eyeshield Co. has marketed its latest goggle

The new goggle can be had in any of the standard colors that are suitable for the work, but they are ordinarily fitted with the new lenses recently brought out by the Chicago Eyeshield Co. and called the "No-Ultra" violet lenses. This type of lens positively excludes all violet rays and at the same time gives a perfectly clear vision.

The Fyber-Weld goggle retails at $3 a pair, fitted with the "No-Ultra" lenses. With the ordinary dark smoked, blue or green lenses, or with amber, they sell for $2.50 retail.

SUN NEVER SETS ON UNITED STATES TIRE CO.

NEW YORK.—The United States Tire Company, of 1790 Broadway, this city, makes the claim that the sun never sets on its product. It brings as substantiation the fact that its factories, laboratories, plantations and stores are distributed all over the globe. In addition to this, the United States Tire Company can now boast of being the largest shipper of first class freight in the country.

If all the fabric used by the company in a year was placed in a single strip, 12 inches wide, it would reach three times around the earth. The 206,000,000 pounds of manufactured rubber goods which leave the factories in the course of a year would fill a freight train 112 miles long.

MONOSMITH EXPORTS SHOW RAPID INCREASE

SPENCER, Ohio.—Foreign orders for "Brilliant" burners for motorcycle and automobile headlights are showing a rapid increase, as the record of shipments of the Monosmith Brothers Company, maker of these articles, indicates. Messrs. Backdahl & Co., of Stockholm, Sweden, one of the foreign agents, reports heavy sales in the territory assigned to this firm, which includes Sweden, Norway, Denmark, Finland and Russia. Similar reports come from representatives in Great Britain, France and Spain, as well as Italy.

The domestic business in the "Brilliant" burner is also growing rapidly. Every mail brings orders or inquiries from new dealers and repeat orders from old ones.

GOODRICH DECLARES REGULAR DIVIDEND

AKRON, O.—The B. F. Goodrich Company has declared the regular quarterly dividend of 1¾ per cent. on the preferred stock payable on October 2 to stockholders of record September 1. It has also declared a regular quarterly dividend of 1 per cent. on the common stock, payable on November 15 to stock of record November 3. Net profits for the six months ending July 1 are declared to have amounted to $4,800,000, as compared with $4,000,000 for the corresponding period one year ago.

STEWART-WARNER SHEET SHOWS BIG PROFIT

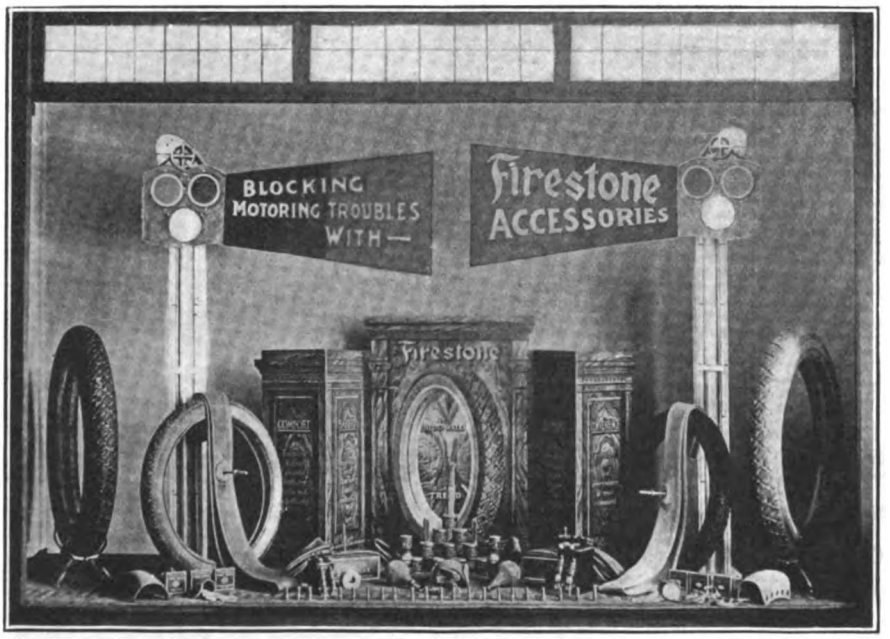
CHICAGO, Ill.—The Stewart-Warner Speedometer Corporation, of this city, has just announced its preliminary balance sheet for the first six months of 1916, and declared a dividend of 1½ per cent. on the common stock, payable August 1 to stockholders of record July 22. The directors voted to retire a large amount of preferred stock, setting aside $307.463 for the purpose.

The net profits for the first quarter of the present year were $572,000 and for the second quarter $703,000, making a total of $1,275,000, or 13 per cent. of the common stock valuation.

McGRATH IN SUMMER HOME

WESTFIELD, Mass.—W. L. McGrath, chief engineer of the Westfield Manufacturing Company, has established a summer home about seven miles from this city. He uses his Pope sidecar combination to travel to and from the factory each day.

FIRESTONE DISPLAY FEATURES ACCESSORIES



AMONG the window displays put forth by the Firestone Tire & Rubber Company of Akron, O., that shown in the accompanying photograph, is one of the most unique and original. It is being used by all Firestone branches and agencies throughout the country and has caused much favorable comment wherever shown.

The display is produced in three colors, and aided by the contrast of the red sidewalls and black treads of the tires, it is decidedly attractive. Accessories are prominently featured in the layout.

The window shown is but one of many which form part of a huge display campaign now being conducted by the Firestone folks. The campaign, though by no means nearing its termination, has already produced excellent results in all quarters.

FINISH 1620 MILE TRIP

BELLEVILLE, Mo.—George and Gustav Jacobs have just completed a 1629-mile motorcycle trip which started from Delta, Colo. The boys rode tandem and were in the saddle eight and a half days.

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INDIAN TRIUMPHS

Indian Sets Up Three New World's Road Records!

JACK BOOTH

You have recently read a whole lot about Australian Road Records—READ THIS!

July 25, Jack Booth, mounted on an Indian, hung up three world's road records at Melbourne, Australia, at the same time made a tremendous slashing into the Australian records made by another American make.

1 MILE WORLD'S ROAD RECORD

Booth rode one mile over the road in 37 1/5 seconds! Just think of it—An average of 96¾ miles per hour! Cutting off 9 1/5 seconds from the record of another American machine!

5 MILE WORLD'S ROAD RECORD

Booth covered 5 miles over the road in 3 minutes, 25 3/5 seconds! Here he reduced the record of another American machine by 46 1/5 seconds! A wonderful demonstration of Indian's undisputed supremacy!

10 MILE WORLD'S ROAD RECORD

Indian carried Booth over 10 miles in 7 minutes, 45 4/5 seconds! Once more Booth hacked off the big total of 42¾ seconds from the previous road record!

A most marvelous exhibition of Indian leadership—
Indian's premiership cannot be disputed.
Don't have any regrets—own an Indian.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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THE WORLD OVER!

Indian-Powerplus Makes Real Clean-up in F.A.M. Convention Endurance Run!

8 of the 9 machines to finish the F. A. M. Convention Endurance Run with perfect scores were Indians!

Starting from Albany, N. Y., the course extended over 560 miles of widely varying road, through the states of Vermont, New Hampshire, Massachusetts and Rhode Island. Undeveloped country roads were traveled! The rugged White mountains were traversed! All sorts of dangerous and difficult roads confronted the riders!

All well known makes were represented—But the always-reliable Indian-Powerplus carried Harvey Bernard, Iwin Jacobs, "Cannon Ball" Baker, E. H. Tracy, R. L. Veazey, John Constant, F. O. Brown and C. B. Long to the finishing line at Providence, R. I., with Perfect scores! Think it over—8 of the 9 to finish with perfect scores rode Indian Powerpluses!

Just another proof that Indian-Powerplus is the

BEST STOCK MOTOR EVER BUILT!

Indian

HENDEE MANUFACTURING COMPANY

(The Largest Manufacturers of Motorcycles in the World)

Springfield, Mass.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Questions and Answers

ROUTE TO TORONTO

PLEASE give me the best route to Toronto, Canada, also license requirements for a Maryland rider going to Canada.

O. W. HESS.

Union Bridge, Md.

Your best route is via Gettysburg, York and Lancaster to Philadelphia. Gettysburg is about 16 miles from your home. The route to Philadelphia is through New Oxford, Abbotstown, Thomasville, York, Columbia, Lancaster, Coatesville, Downington, Paoli, Wayne, Bryn Mawr, Ardmore to Philadelphia, 118½ miles. The next leg will be Philadelphia to Trenton, New Brunswick and Newark to New York, 100 miles, all good roads and well posted.

The route will then go to Albany, N. Y., 159 miles, all good roads and posted. Then across to Utica, Syracuse, Rochester and Buffalo, about 308 miles. Go to Niagara Falls, 21½ miles from Buffalo, ride across to Niagara Falls, Ont., then through St. Davids, St. Catharines, Jordan, Beamsville, Grimsby, Hamilton (50½ miles), Aldershot, Freeman, Appleby, Trafalgar, Cooksville, Lambton Mills to Toronto, 98 miles from Niagara Falls. You had better get a New York or Canadian license as Maryland is not included in the latest Canadian tourist privilege. New York is, however, for ten days.

WRITE THESE FIRMS

WE are desirous of getting a number of motors similar to the J. A. P. 8 h p. twin model for a French firm and would like you to give us names of makers of such motors.

D. C. ANDREWS & Co.

New York.

The Reading Standard Co., of 344 Water street, Reading, Pa., makes a motor similar to that of the J. A. P. but of larger bore and stroke. The valves are side-by-side. The Hendee Mfg. Co., of Springfield, Mass., uses a motor very similar in arrangement to the British motor mentioned, and might be able to supply you with a considerable number.

DROP-FORGING FIRMS

I WISH to get some connecting rods and crankshafts for experimental purposes and would like the address of makers of such drop-forgings.

MICHAEL KUCSERA.

Dunellen, N. J.

We doubt if you can find a company these days who will sell just a few connecting rods and crankshafts. Certainly, very few of the regular drop-forging companies will make up less than 1,000 pounds of forgings to order. Why not purchase some rods and shafts from another make of motor having the same bore and stroke as the one you have and experiment with them?

Here are a few drop-forging firms: Western Tool & Forge Co., Brackenridge, Pa.; Consolidated Mfg. Co., Toledo, O.; Cleveland Hardware Co., Lakeside avenue and East 45th street, Cleveland, O. They may be able to supply what you need.

N. S. U. PARTS

I HAVE an N. S. U. machine and would like to get parts for it. Please give me the address of the agent.

HENRY DUDLEY, JR.

Moorestown, N. J.

There is no agent for this make at present. You might try the Metropolitan Motor Cycle Repairing Co., 542 West 127th street, New York, which had some parts for this make a short time ago.

GO TO AN AUTO SUPPLY CO.

I WISH to get some Gredag No. 51½, but do not know to whom to apply. No dealers seem to have it.

GEORGE HURLEY.

Bronx, N. Y.

Go to Charles E. Miller, or the International Acheson Graphite Co., 90 West street, New York. A first class automobile supply house should have it or get it for you.

WRITE MAJESTIC CO.

SOME years ago I had a wicker body sidecar, but sold it, and now, as I am resuming riding, I would like to get a similar car.

New York. ALBERT COX.

We suggest that you write to the Majestic Manufacturing Co., of Worcester, Mass. They used to make wicker body cars and might be able to supply you with one.

MAKERS OF GERHART

PLEASE give me the address of the makers of the Gerhart motorcycle. They made a four-cylinder motorcycle last season.

J. H. G. HEBEL.

Berlin, Ont.

The Gerhart motorcycle, four-cylinder model, was made by the Gerhart Motorcycle Co., of Harrisburg, Pa. We doubt if the firm is making motorcycles at present.

YALE IS NOT MADE

PLEASE tell me who makes the Yale motorcycle and give their address. I wish to get some parts.

L. VAN VOORT.

Hull, Iowa.

It is no longer made. See answer to J. B. Clarke.

CUP WINNER IN NEWARK (N. J.) TERCENTENARY

Driven by Fred S. Hoffman, This Harley-Davidson Combination Depicted the Garb of 1616 and 1916, the Former in the Delaware Chief in the Canoe

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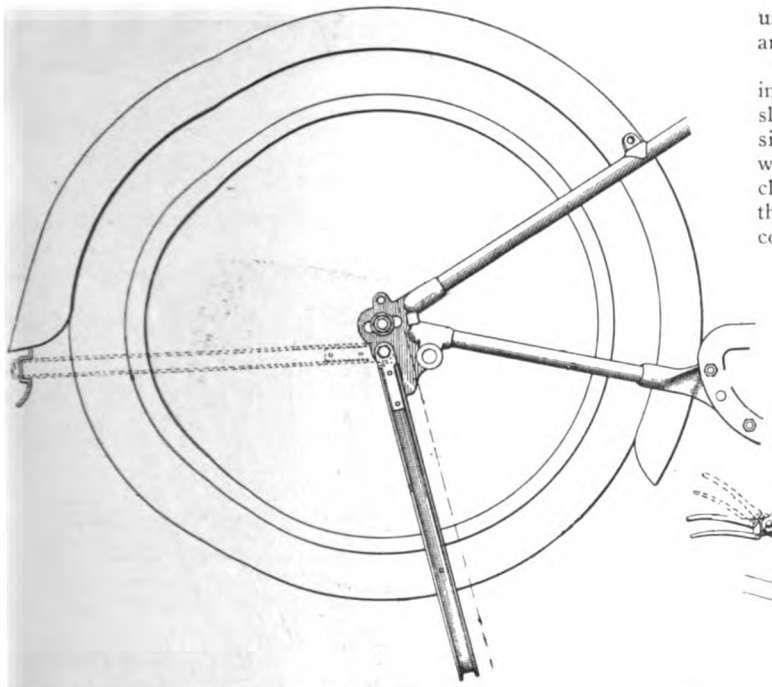
RECENT PATENT GRANTS TO CYCLE INVENTORS

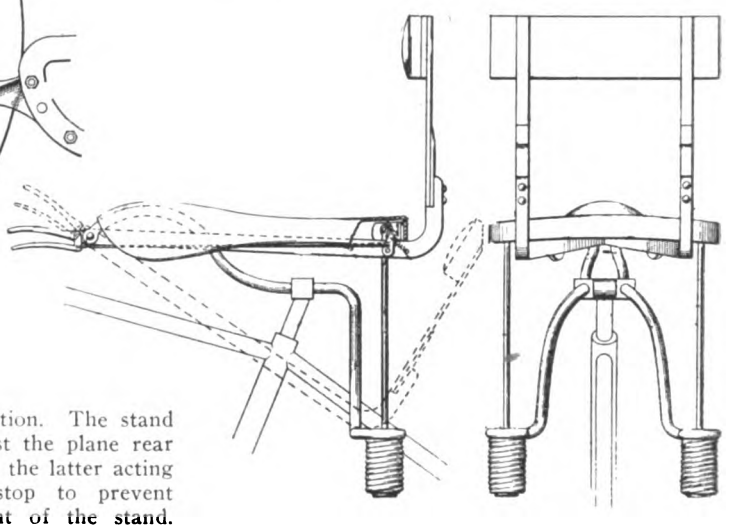
Stand With Long Support and Manually-Operated Backrest Are Latest Offerings



PRESIDENT IGNAZ SCHWINN, of the Excelsior Motor Mfg. & Supply Co., of Chicago, Ill., has just patented a new motorcycle stand construction incorporating a latch of improved type and an anchorage in unit with the slider forks. The stand is held in its raised position by a spring latch attached to the mudguard tail, the latch having an outwardly-bent tongue permitting the stand to slip readily under the same and latch securely.

The anchorage in unit with the slider fork on each side has lugs which are so inclined as to have the stand at the correct angle when in operative position. The stand arms bear against the plane rear faces of the lugs, the latter acting as a positive stop to prevent further movement of the stand. The construction eliminates the braces formerly used. The patent is No. 1,180,956. It is shown at the left.

At the right is a patent, No. 1,190,828, issued to Howard W. Weed, of Stamford, Conn., for a backrest. This rest consists of a pivoted frame carrying a back pad, to be attached to the motorcycle or bicycle saddle. The main frame carries the pad on suitable parallel members, the pivot being under the pommel of the saddle. For the inoperative position (shown in dotted lines), the user lifts the latch on the short arm, thus releasing the frame, which falls downward and offers no hindrance to his mounting or dismounting. For bringing the backrest to the operating position, the user presses down on the arm, and raises the rest to the vertical. The latch releases a catch under the saddle cantle.



INTEREST IN TOURING IS GROWING STRONGER

SAN FRANCISCO, Cal.—The last few weeks have brought out a marked increase in touring among local motorcyclists and every few days some rider starts on a long trip. Two of the local Excelsior riders have just returned from the Sierras, H. M. Brickwedel having gone to Reno, Nev., and return, while Floyd Henion spent his vacation in the Feather River Canyon.

John Gassman, on his Thor, returned a few days ago from Lake Tahoe. He says that the roads are in good shape as far as Auburn, but beyond it was rather rough. Arthur Green and Henry Brandon, members of the Vallejo M. C., have also completed a Tahoe trip.

C. Ballhaus, Powerplus Indian, is soon going to start across the continent, leaving over the mountain route via Folsom and Reno.

Some riders are holding off touring in the hopes that Yosemite will be thrown open to riders soon, while others are waiting for the game season to open. They will then use their mounts to ride to the mountains and camp there.

QUINCY SIDECARISTS OFF FOR NIAGARA

QUINCY, Ill.—Carl and Mrs. Childers and Leo and Mrs. Haley are riding to Niagara Falls by easy stages from this city. Both pairs use Excelsior sidecar combinations, the cars being of Rogers make. At the last writing they were leaving South Bend, Ind. They will be away for two months.

WATCH FOR THIS RIDER; HE IS WANTED AT TRENTON

DEALERS in the South, Central and Middle Western sections are requested to keep a lookout for Albert Campbell, a young man of slight build, light complexion, blue eyes. Campbell lives in Trenton, N. J., with his mother, at 125 Anabelle avenue. He is riding a Harley-Davidson, motor No. 4898-M, with New Jersey license C-1845. The machine is the property of R. S. Woods, Harley-Davidson agent at 145 North Broad street, until fully paid for by young Campbell. If he is found, he is to be detained, and either his mother or Dealer Woods notified at their expense at once.

Campbell deceived his people as to his destination when he returned to Trenton, after a trip to Bridgeport, Conn., and return on July 14. He was traced to Philadelphia and Baltimore and Washington. He was in company with two Michigan riders, carrying full camping kits, on July 14-15. These men rode, respectively, an Indian and a Harley-Davidson. They can probably give some information as to Campbell's whereabouts if seen on the road, as they traveled some distance with him.

MOTOR COPS VALUABLE IN CURBING RIOTERS

NEW YORK.—Predictions made of late that the motorcycle squad of the New York Police Department would render invaluable aid in case of a serious disturbance are being verified by the results obtained in connection with the general tie-up of surface traction lines throughout New York and Brooklyn. Some rioting has already occurred, and the ability of the motorcycle police to cover a great deal of ground and keep in touch with all phases of the outbreak has added considerably to the piece of mind of the municipal authorities.

Solo and Sidecar Mounts

Both solo machines and sidecar combinations are being used by the police, and it has already been demonstrated that the power two-wheeler can be made a remarkable agency for curbing the unruly element. In several instances it became necessary to have fairly large bodies of policemen moved from one center of action to another on a moment's notice, and the motorcycle, under such conditions, offered transportation facilities that could not have been attained in any other way. Just how far the motorcycle squad will figure in the developments from now on is not being made known by the headquarter's officials, but the showing already made has created a decidedly favorable impression.

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Open House To

Rollfast Distributors

Atlanta, Ga., Walthour & Hood.
Baltimore, Md., Holland, Baden, Ramsey Co.
Boston, Mass., Hub Cycle Co.
Buffalo, N. Y., Vim Cycle & Hardware Co.
Chicago, Ill., Edwards & Crist Mfg. Co.
Denver, Colo., M. L. Foss.
Detroit, Mich., Detroit Cycle Supply Co.
Indianapolis, Ind., Geo. H. Westing Co.
Jacksonville, Fla., McGraw Bros.
Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y., Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
Philadelphia, Pa., Geo. W. Robb.
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry.
San Francisco, Cal., Appeal Mfg. & Job. Co.
Syracuse, N. Y., The Olmsted Co.
Tacoma, Wash., Washington Cycle Sup. Co.
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.

HARWACO RUBBER WORKS CO.

Office, Church and Murray Sts., New York

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Our Trade Friends

To those of our friends who will be at Atlantic City, we extend our heartiest invitation to see us and enjoy the resort together. We promise not to talk "shop"—just endeavor to further the spirit of comradeship between us. Get in touch with us without fail, and we'll make things ROLL FAST together.

Rollfast
TRADE MARK
-made to last

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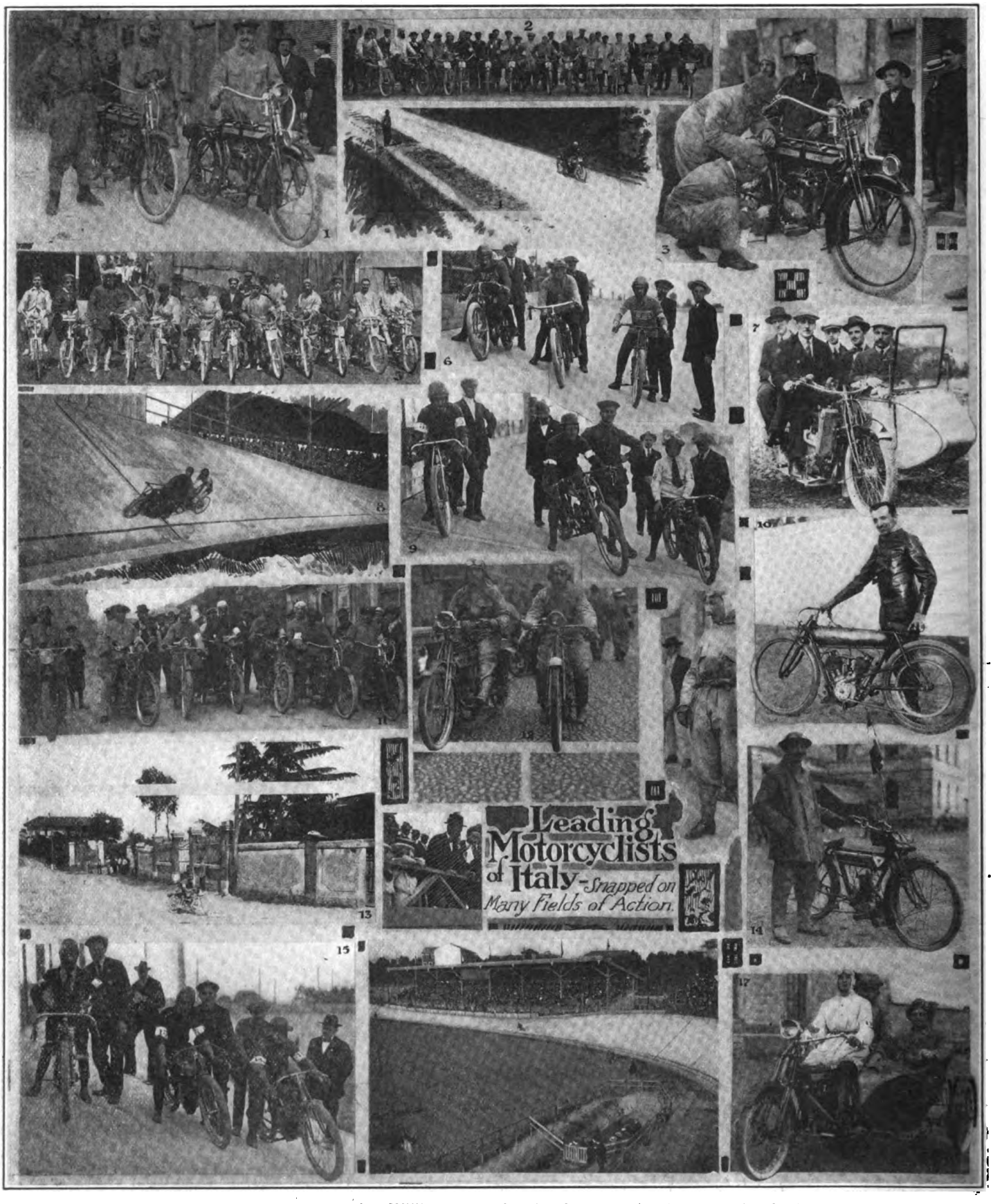

1. Members of Terrot team during a reliability run. 2. Line-up at start of Milan reliability trial. 3. Halt for adjustment in Milan run. 4. At speed near Milan. 5. Group of Moto-Reve riders in control during recent trial. 6. Start of a race on Pavia track—pole man on a Galera and others on N. S. U. 7. Agent Lanfranchi, Indian and Williamson representative, driving water-cooled Williamson outfit with five aboard. 8. Competitor in motor-paced race on Milan track. 9. Starters in special match race on Milan track—left to right, Maffeis (Moto-Reve), Belfanti (A. B. C.), Miss Sambri (Borgo). 10. Mario Sassi, well-known track champion, with S. I. A. M. T. racer. 11. Competitors in recent Sportiva Pro Gorla trial, mounting Indian, Douglas Motosacoche, Rudge, Premier and Terrot. 12. Singer and Motosacoche riders in a run. 13. Taking a corner during a road race—one of the Motosacoche team. 14. An Italian rider of a two-stroke Levis. 15. Start of free-for-all on Milan track—riders are on two Freras and a Borgo. 16. View on Milan saucer. 17. Motosacoche outfit in a run.

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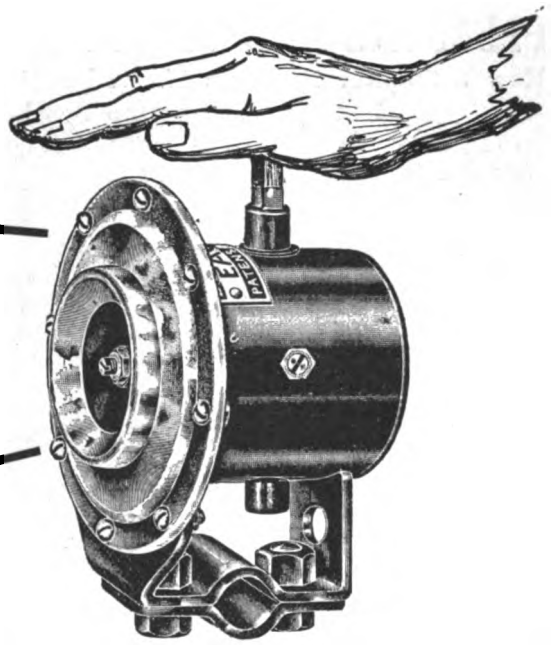
Don't place your order before inspecting our horns and getting our prices. Our prices guaranteed to be lowest and your profits larger.



Many times the question is asked "How can you afford to turn out a horn of such manifest merit—of such acknowledged superiority—of such high grade construction at the price?" Our answer is — VOLUME—BIG PURCHASING POWER—CONCENTRATED MANUFACTURING METHODS!

EACO

Our entire floor space of 40,000 square feet is devoted to the EXCLUSIVE making of automobile, motorcycle and bicycle horns. Our entire large force of skilled horn-building veterans is consecrated to the task of building the best hand horns.

Therefore, the EACO Horn, backed as it is by the brains of the men who FIRST ORIGINATED the hand-actuated warning signal, plus the enormous factory facilities of an organization devoted entirely to building these horns—IS THE BEST VALUE BY FAR.

The EACO Line is the line for you to stock. Write today for information.

E. A. LABORATORIES, Broadway and Wythe Ave., Brooklyn, N. Y.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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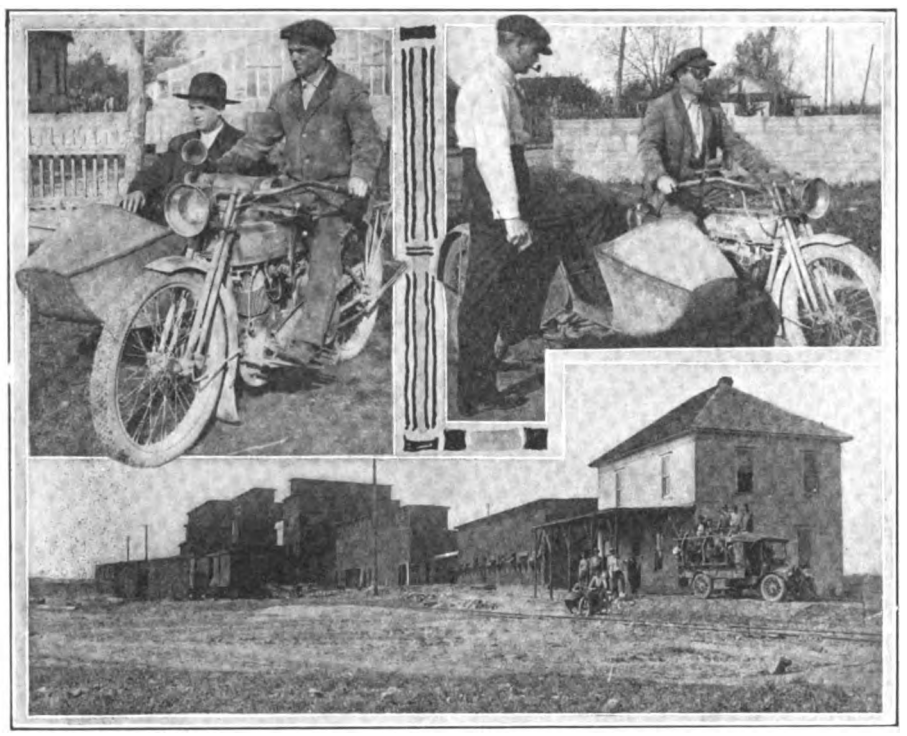
PLEASURE AND PROFIT FROM A MOTORCYCLE

How a Smelter Foreman Showed a Balance in His Favor in Both Directions After One Year's Use of a Sidecar

By J. C. WHITESCARVER



Upper Left, Whitescarver and the Manager Off to Work; Right, Taking a Passenger for Trip to Town; Below, Smelter Where Writer Is Employed

FOR several years I have been "shift foreman" at a lead smelter in a Missouri mining camp. Those acquainted with smelting methods know that the fumes from the works make the immediate neighborhood a very undesirable place within which to live. For this and other reasons, myself, as well as other employes, live in a city twenty miles from the smelter.

Although the plant can be reached by street car, it is such a roundabout course, and the cost so high, that a motor truck receives most of the travel,—at the rate of sixty cents per trip.

As I made the trip 365 days each year, I was out, for transportation, the sum of $219.00. In addition to this, I figure that pleasure trips for myself and family cost me about $100 each year, at three dollars each trip for livery hire.

Purchased a Combination

Finally, I got tired of this and decided to try a new plan, which I did at the expense of much jeering and laughter from my neighbors. I purchased a motorcycle with side-car attachment, paying for same the sum of $300.

I deserted the passenger truck and rode in my own "car" from that time on. The third, and on each succeeding trip, from then on the manager of the smelter rode with me, at fifty cents a trip, and was glad of the chance. We made better time, with far easier riding and both saved money, as I will show in the following accounting. Also, I and my family took many little jaunts into the country that we could not before afford. Horse hire is steep in this section.

Here is how I stand on my experiment for one year. I think the difference is well worth while.

Transportation for one year, to smelter, before car purchase	**$219.00**
Pleasure trips (at $3.00 each)	**99.00**
	$318.00
Cost of motorcycle and side-car	**$300.00**
One new casing	**9.00**
Inner tube	**3.00**
Gasoline	**90.00**
Oil	**35.00**
Vulcanizer and rubber	**5.00**
License	**4.00**
Repairs (Due to carelessness)	**10.00**
"Prest-O-Lite" (Lighting, due to "night shift")	**14.00**
Incidental expense	**10.00**
	$480.00

The $318, fare on truck and livery, and $180 received from the manager for riding, against the $480, leaves a clear profit of $18, in addition to the pleasure trips with the family (four of us) which, otherwise, we could not have taken.

Profit Will Be Larger

And, of course, first cost of car being eliminated, profit for next year will be much larger, for the machine is practically as good as the day I purchased it.

Besides all this, I have earned several dollars (of which I have kept no accounting) from "hurry-up" calls—passengers who were anxious to reach their desired destination in the shortest possible time and thus could not bother with a taxi or street car.

As to the manager, who rode with me, he has saved about $35 in motor truck fare, and has better transportation—faster time and much easier riding.

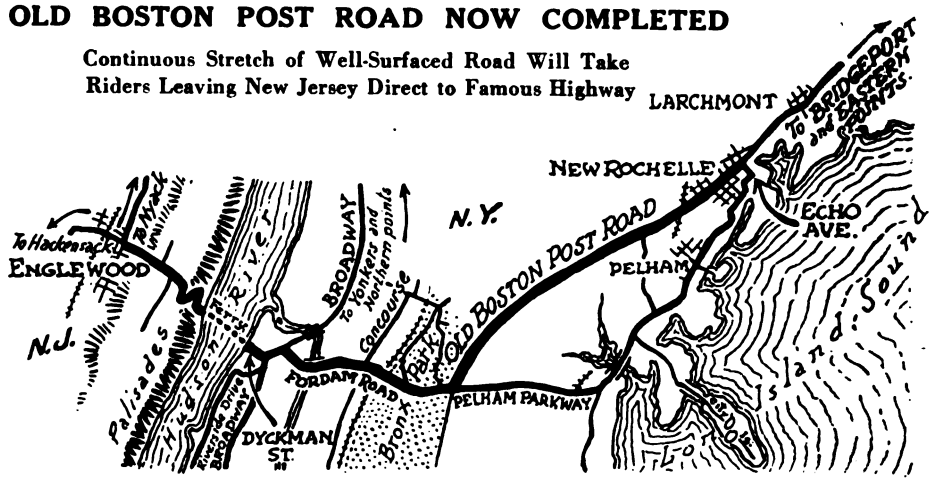
WESTFIELD MEN TO HAVE ANNUAL CLAMBAKE

WESTFIELD, Mass.—Employees of the Westfield Manufacturing Company will hold a clambake at Woronoco Park, this city, on Saturday, August 5. An elaborate program of athletic events and the "big eats" will make this an all-day affair. The big list of prizes and the keen rivalry between the various factory departments give promise of some exciting sport.

The Westfield outings of this type have always been extremely popular, ever since the days of the old Pope company.

OLD BOSTON POST ROAD NOW COMPLETED

Continuous Stretch of Well-Surfaced Road Will Take Riders Leaving New Jersey Direct to Famous Highway



NEW YORK, N. Y., Aug. 3.—Of interest to tourists who have occasion to pass through the Metropolitan District to reach New England States is the recently completed connection making the Boston Post road a continuous stretch of good highway, linking it with the Fordham road. The latter has been broadened, straightened and resurfaced, making an almost direct line from the Boston Post road to the ferry for New Jersey.

This ferry, the dock of which on the New York side is located at the foot of Dyckman street, goes over to the Interstate Park at the Palisades. The road up the Palisades from the ferry is newly brick-surfaced, with sharp turns, and leads direct to Englewood, N. J.

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JOHN BULL TIGHTENS HIS GASOLINE REGULATIONS

A SPECIAL war tax of 12 cents has been placed on gasoline by the British government to be reduced to 6 cents per gallon in the case of doctors and veterinary surgeons. Before obtaining any gasoline at all from garages, motorists have to take out a permit, good for one month, and no dealer is permitted to sell gasoline to a motorist who can not show the official permit for the current month. A priority scheme also has been established by means of a census, dividing motor owners into three classes. Class B can get gasoline only after Class A is provided for, and Class C only if both A and B have sufficient fuel in sight. Class A comprises war transports, fire brigades, ambulances, government officials, police and veterinary surgeons. Class B includes commercial users, stationary engines, aeroplane schools. Class C comprises pleasure cars, taxicabs hired from garages, motor boats used for pleasure and hotels.

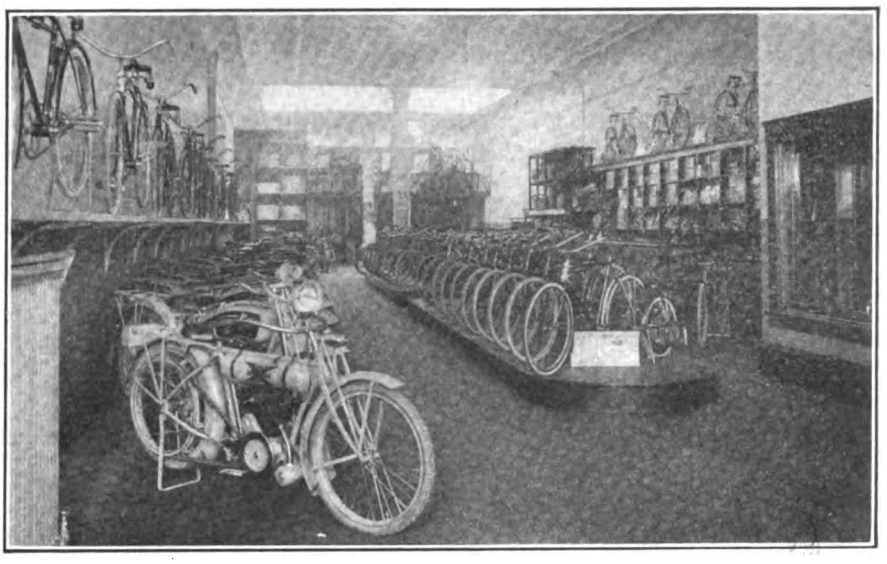
IN THE NEAT RIDER CLASS

Mrs. Fred V. Thompson, of Trenton, N. J., with Costume Combining Serviceability with Smartness

ELOPED BY MOTORCYCLE

MILFORD, N. H.—The motorcycle once again has proved itself a staunch ally of Cupid in this section. Opposition to the union of Miss Gloria Fraser of this city and Fred Paro of Wilton only strengthened their determination to wed, so they mounted Paro's machine and shot off to Bellows Falls, Vt., one afternoon, where the marriage was performed. The journey was kept secret for several weeks, townspeople here thinking that she and Paro were off on one of their regular Saturday afternoon trips. Mr. and Mrs. Paro received the parental blessing on their announcing the marriage and will live in Wilton.

ATTRACTIVE CLEVELAND, O., HOME OF EXCELSIOR



Salesroom of Haverford Cycle Company, at 405 Superior Avenue, North West, Handling "Big X," Smith Motor Wheel and Many Lines of Bicycles

THE HIGH COST OF SPEEDING

MILWAUKEE, Wis., Aug. 2.—As a result of arrests made by the motorcycle squad of the county sheriff's office during the first half of this year the county coffers have been enriched to the extent of $4,335, the state $2,425, and the city $80. This vast unwilling expenditure of money on the part of motorists was the result of 294 arrests for speeding. This has been a great speed year, the arrests being an increase over last year of 60 per cent. The record was made also in the face of rainy weather during the early part of June that made riding anything but a pleasure for a stretch of three weeks.

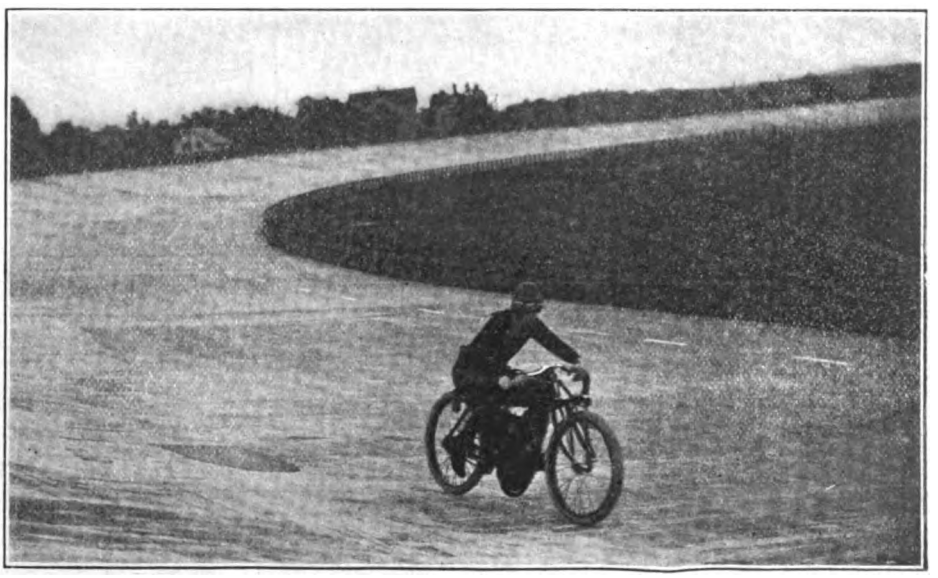
COUNTING ON MORE RIDERS

FRANKFORT, Ky.—That there will be an increased number of motorcycles in use in Kentucky in 1917 is the opinion of Secretary of State Lewis, who has placed an order with the National Color Type Co., of Newport, Ky., for 2,000 motorcycle plates to cost ten cents each. From January 1 to June 30 of this year only 1,330 plates were issued, and very few plates are issued after July 1 as a rule. Secretary Lewis has observed an increased use of two-wheelers out in the State and has laid his 1917 planus accordingly.

TOURISTS REPORT ON ROADS

FLINT, Mich., Aug. 2.—That both the Lincoln Highway and the Santa Fe Trail are in fairly good shape is the report of Elmer W. Parke and Mr. and Mrs. Arthur Thompson, who have just returned from a 3,160-mile trip to Dodge City and return. Including stops and an extended layover at Dodge to see the big speedfest, the journey took about four weeks and was one of the most enjoyable vacations the motorcyclists ever had.

COMING OUT OF A TURN ON NARRAGANSETT SPEEDWAY



Indian Rider Practising on Day Before Meet Was to Be Held. Picture Gives Good Idea of Surface Which Speedsters Declared Was Dangerous to Negotiate

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F. A. M. IS HEADED TOWARD SUCCESS

Delegates Harmoniously Discuss Present F. A. M. Status at Chief Business Session of Convention—Johnson Reports No Less Than $80,000 Have Been Saved to Riders by Legal Action Committee—Donovan Declares That F. A. M. Now Has Firm Control of Racing Affairs—More Intimate Relationship with Riders Necessary, Says Sauer, to Increase Membership

PROVIDENCE, R. I., July 29.—Repeated flashes of old-time F. A. M. spirit featured the chief business session of the convention, held on Thursday, and the delegates were found to be in harmony on practically all the matters taken up. President A. B. Coffman opened the meeting and in a characteristically pithy address pointed out how lack of interest and co-operation had hampered the national body in the past, and offered suggestions for strengthening the Federation in the future. Chairmen William M. Johnson, of the Legal Action Committee, and John L. Donovan, of the Competition Committee, submitted their annual reports, both indicating consistent activity in behalf of F. A. M. members.

Work of Legal Department

Chairman Johnson called attention to numerous instances in which the F. A. M. legal department had been able to safeguard the members against unreasonable State legislation, and summed up by stating that the Federation's legal activities had saved riders throughout the country no less than $80,000.

Donovan on Racing Affairs

Chairman Donovan spoke of many trips he was called upon to make in connection with F. A. M. racing affairs, at his own expense, and with his salary a year in arrears, and stated that while some knotty problems had developed he had managed to convince promoters and racing men that their best interests would be served in the long run by strict adherence to the rules and policies of the Federation. Mr. Donovan was called back to Chicago by a telegram stating that his mother was ill, but before going he had the satisfaction of hearing the convention delegates give him three hearty cheers and a vote of thanks. Excerpts from the Legal Action and Competition reports were published in the July 27 number of this journal.

Chairman J. Leo Sauer, of the Membership Committee, reported that systematic

Changing Gasoline for Steam: the Trip to Newport When Meetings Were Over

Official Staff of F. A. M. for the Coming Year

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Shelby A. Falor, of Akron, O.
First Vice-President
(Eastern District)
Jes Campbell, of Boston, Mass.
Second Vice-President
(Western District)
C. S. Pixley, of Sacramento, Cal.

Board of Directors
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Jes Campbell, of Boston, for New England District
W. M. Johnson, Chicago, for Lake District
Gus Castle, Atlanta, for South Atlantic District
O. P. Daemitz, Portland, for North Pacific District
E. B. Holton, Newark, for North Atlantic District
P. E. Zimmerman, Lindsborg, Kas., for South Central District
E. W. Pierson, Minneapolis, for North Central District

plans had been taken up for adding to the F. A. M. roster many of the manufacturers offering attractive prizes for clubs and individuals bringing in the most recruits, but that the returns had not come up to expectations. He attributed the apparent lack of interest to the fact that the national body is not able under present conditions to maintain the intimate relationship with the riders that is essential to an active organization of national scope. Mr. Sauer was convinced, however, that plans now under consideration will permit of better membership returns.

E. F. Hallock, chairman of the Publicity Committee, stated in his report that much valuable newspaper publicity has been obtained in the past year, and that even better results will be evident if dealers and riders will assist him by sending all items and photographs that can be used to promote motorcycle interests through the general press.

Swenson's Report Interests

B. A. Swenson, F. A. M. Commissioner for Rhode Island, made an unusually interesting report in which he pointed out the incongruities of the present State motor regulations and explained how he had been able to overcome them in some instances. He called attention to the five-dollar registration fee for sidecars which is now in effect, and stated that he has plans laid to bring about a revision in this statute when the Legislature gets down to work again. Mr. Swenson showed a thorough grasp

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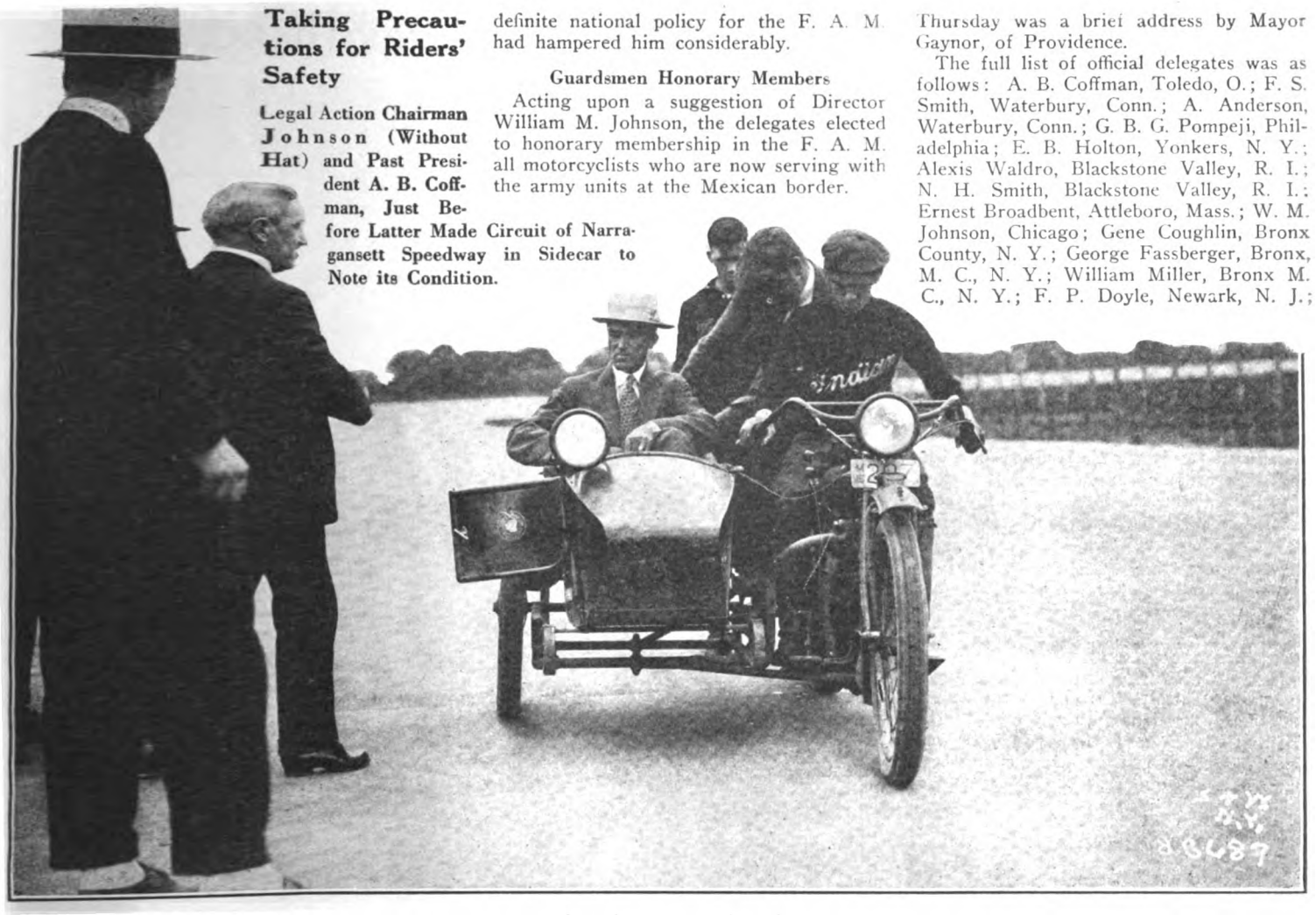

Taking Precautions for Riders' Safety

Legal Action Chairman Johnson (Without Hat) and Past President A. B. Coffman, Just Before Latter Made Circuit of Narragansett Speedway in Sidecar to Note its Condition.

of State motor legislation, and a keen interest in the welfare of F. A. M. riders, and was advised by Legal Action Chairman Johnson that he will be authorized to keep in touch with Rhode Island motor legislation in behalf of the Federation hereafter.

Ivan F. Jacobs, State Commissioner for Ohio, spoke along membership lines and requested that he be supplied with a complete list of F. A. M. members in his State and also with a list of delinquents.

E. B. Holton, New Jersey State Commissioner, reported that he had made special efforts to keep the riders of his district in line, and that he had been fairly successful although the lack of funds and of a definite national policy for the F. A. M. had hampered him considerably.

Guardsmen Honorary Members

Acting upon a suggestion of Director William M. Johnson, the delegates elected to honorary membership in the F. A. M. all motorcyclists who are now serving with the army units at the Mexican border.

The financial and membership reports of Secretary-Treasurer G. B. Gibson were accepted as submitted, without reading, all the delegates having been given an opportunity to peruse them in the trade journals.

Frank Rodger paid a tribute to retiring President Coffman for his indefatigable work in behalf of the F. A. M. and offered a motion calling for a rising vote of thanks. This was given and topped off with three rousing cheers and a tiger.

A vote of thanks was also given to B. A. Swenson and the Providence M. C. for the work done on the convention program, and for the generous efforts made to entertain the F. A. M. visitors.

A feature of the morning session on Thursday was a brief address by Mayor Gaynor, of Providence.

The full list of official delegates was as follows: A. B. Coffman, Toledo, O.; F. S. Smith, Waterbury, Conn.; A. Anderson, Waterbury, Conn.; G. B. G. Pompeji, Philadelphia; E. B. Holton, Yonkers, N. Y.; Alexis Waldro, Blackstone Valley, R. I.; N. H. Smith, Blackstone Valley, R. I.; Ernest Broadbent, Attleboro, Mass.; W. M. Johnson, Chicago; Gene Coughlin, Bronx County, N. Y.; George Fassberger, Bronx, M. C., N. Y.; William Miller, Bronx M. C., N. Y.; F. P. Doyle, Newark, N. J.; W. H. Bergfels, New Jersey M. C.; P. N. Stevens, New Jersey M. C.; J. A. Foizie, Pittsfield, Mass.; C. W. Waughop, New Jersey; Charles Latterman, New Jersey; George Hamilton, New Jersey; Bob Brazenor, Brooklyn; W. F. Walker, Bridgeport, Conn.; F. W. Stierhoff, Boston; Ralph Watson, Boston; Ben Strube, Boston; E. R. Durkee, Milwaukee, Wis.; T. J. Sullivan, Chicago, Ill.; F. F. Hallock, New York; J. L. Sauer, New York; J. H. Donehue, New York; A. W. Parry, New York; Harvey L. Bernard, Pennsylvania; Jes Campbell, Boston; Arthur Rochow, New York; A. H. Bartsch, New York; J. J. Hanse, New York; Steward Slosson, New York; E. B. Holton, New Jersey State Commissioner; Ivan F. Jacobs, Ohio State Commissioner; Fred B. Mathis, Chicago; Bob Perry, Chicago; J. C. Loftes, Providence, R. I.; H. V. Mauritho, Jr., Jamaica, N. Y.; Arthur Davidson, Milwaukee; Frank B. Rodger, Milwaukee.

Directors Holton, Campbell and Coffman Talk Over the General Situation

FINAL ARRANGEMENTS FOR SEATTLE RUN

SEATTLE, Wash.—W. A. Steinhart, of the Seattle M. C., has made final arrangements for a checking station in North Yakima for the endurance run to be held the first week in August. The course of this run will be over 630 miles, leading from Seattle to North Yakima, Goldendale, Portland and back to Seattle. There will be 25 machines in the run. The start will be made from this city at 3:20 a. m.

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MEMORIZES TRAFFIC LAWS IN LIEU OF FINE

SAN JOSE, Cal.—Hugh Carney is now busy committing to memory the traffic laws of California and will have an opportunity to pass an examination in court on them within three weeks. Carney was speeding on his motorcycle recently, and on being brought before Police Judge Dougherty, was sentenced to learn the laws by heart and recite on them at the end of the time mentioned, instead of being fined. The sentence is something new and is considered a very effective one.

CANADA FIRM INCREASES SALES

LONDON, Ont., July 25.—An elaborate publicity campaign has been launched by the Bicycle & Motor Sales Co., 425 Wellington street, who are boosting Brantford bicycles. According to a recent full page newspaper advertisement, they disposed of 320 Brantford bicycles in the first six months of 1916. During 1915 they sold 315 machines of that make.

MEYER BACK IN FRISCO

SAN FRANCISCO, Cal.—Charles Meyer, in charge of the stockroom of the Pacific Motor Supply Company, and president of the San Francisco M. C., has just returned from a run to Reno, Nev., combining both business and pleasure.

PREST-O-LITE AGENT

TORONTO, Ont.—S. L. Pearson & Company, 559 Yonge street, Toronto, have been appointed the local representatives for the Prest-O-Lite Company and all facilities have been installed to take care of the needs of motorcyclists for gas tanks.

Secretary-Treasurer Gibson with Load of Reports and Prizes

SNAPSHOTS OF CONVENTION GROUPS

IN the upper picture are some of the earliest arrivals at the Convention City, all of whom came in on their machines. In the central view is the Cyclemotor, which created an immense sensation, the steady hum of its little two-stroke motor acting as a magnet to draw crowds at all points. Below, riders and others are examining the tires of an Indian racing machine which were badly worn after several circuits of the Narragansett Speedway were made at a preliminary speed trial.

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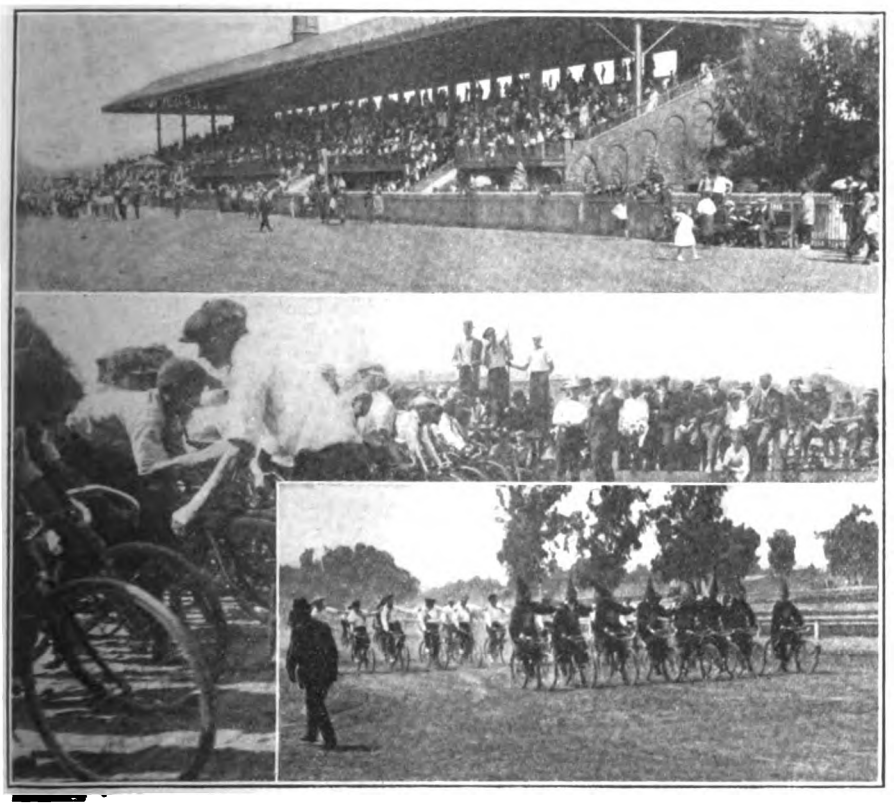
Bicycle Section

LOS ANGELES HOLDS BICYCLE FETE



Top, the Grandstand with Its 5,000 Spectators; Center, Start of Race for Boys from 8 to 10 Years of Age; Below, Firestone Tire Men Parading in Fancy Costume

LOS ANGELES, Cal., July 23.—Natives of this city were treated to a real surprise here yesterday, something that they had not seen in years. It was Bicycle Day in Los Angeles and the local dealers did themselves proud in staging a monster parade, in which nearly 1,200 men and boys participated, and a race meet at Exposition Park, where a dozen events were run off before a crowd estimated at 5,000.

Many ancient models were seen in the parade and from the looks of some of them the cycle museums and the attics and cellars were cleaned out of some of their choicest treasures ranging from the "ordinary" with "direct drive," and the first "safeties" to the more up-to-date models. The parade covered a four-mile course, the route being out Broadway to First street to Spring and then out Jefferson street to the park.

There was plenty of excitement on tap at the race meet and there was great interest centered in the quarter-mile for high wheels. Julius Smith, a star performer a score of years ago, won the race from Eugene Matthews, while Leslie Allen ran third. The time was 44 seconds. Another event that had "pep" to it was the "Tire Men's Derby," in which Ed Lingenfelder met defeat at the hands of his old time rival, John Dye.

It was said that fifteen years ago Dye and Lingenfelder competed in a race at Kansas City, Lingenfelder winning, but in so doing he "squeezed" Dye in sprinting by him. Yesterday's race was called a revenge race and both were out to win. Lingenfelder almost had the race sewed up in the stretch, but due to lack of condition "blew up" and John Dye beat him with something to spare.

GARDEN CITY WHEELMEN IS NOW REORGANIZED

SAN JOSE, Cal.—Seventy-six cycle enthusiasts, including many former bicycle racers and others interested in the sport, have joined the Garden City Wheelmen, since a committee of young men started to reorganize the club. The committee started to work on July 10 and the enrolment represents three days' work.

The committee includes F. M. Snedaker, G. Semondi, Ernest Hilett and Charles Flint. The plan calls for monthly dues of 50 cents. Tentative arrangements have been made to take Belloli Hall as club headquarters, where a dancing floor, card tables, kitchen, etc., will be available, with the idea of making the club rooms attractive to a large membership. Home trainers will be put in the hall, it is also planned. The organizers hope to get formally under way by August 1, when a meeting for the election of permanent officers will be held.

Among the well-known cyclists who have joined are: Joseph Desimone, Wm. Moon, B. F. Walker, W. H. Walker, J. D. Byrd, C. L. Showalter, Mr. Battlase, D. L. Maxwell, Chas. Baxter, the Powell brothers, M. L. Shoop, G. W. Fowler, L. Maggini, Jack Dermody, G. Goddard, L. Thompson, B. Montgomery and M. Bader.

BELLO AND NUNZIATA WINNERS AT SHEEPSHEAD BAY

SHEEPSHEAD BAY, July 30.—Tom Bello and Jerry Nunziata, two members of the Unione Sportiva Italiana, the Italian club of New York, accounted for the two bicycle races on the program of the benefit meet staged by the National Guardsmen at the two-mile automobile speedway yesterday afternoon.

Thirty-three riders lined up for the two-mile open, which was won by Nunziata in a good sprint down the stretch. Nelson Johnson, a fellow club member, followed him across the tape, and Bello ran third. The time was 4:48⅕. In the six-mile handicap 40 riders started and Bello won the race from scratch. Paul Reineke, 100 yards, finished second and Anthony Attardi, 40 yards, accounted for third prize. The race was ridden in 14:17⅕.

GOOD PRIZES FOR C. R. C. A. STATEN ISLAND RUN

NEW YORK, August 3.—Over forty prizes have already been donated by the cycle trades members for the carnival of sports and pleasure run of the New York division, Century Road Club Association, to be held on Staten Island, Sunday, August 6. The events to be staged are as follows: Novelty race, three-mile handicap, slow race, one-mile scratch, and a quarter-mile scratch race for the cyclists; a 100-yard dash and a half-mile run for the cinder path followers. First prize in the three-mile will be a gold watch with chain and knife, while cycle sundries make up the balance of the awards.

TWO FOR RAILWAY WORK

CALGARY, Alta.—The Alberta Motor Wheel Company has sold two Smith Motor Wheels to the Canadian Pacific Railway for use with railway velocipedes. The Motor Wheel is taking a strong hold in this section for railway inspection work in connection with velocipedes.

THIEF IN THE TOILS

WAUKESHA, Wis.—Joe Dillon, an alleged bicycle thief, who broke jail but was later recaptured, has been bound over for the September term of Court for $500 bonds. The charge against him is grand larceny. A determined effort has been made here to stamp out bicycle thievery.

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"HERE YOU ARE! GET YOUR BUTTER AND CHEESE!"

Type of Delivery Van Used by Dairy Merchant in the City of Vienna, Austria; Note Heavy Wheels and Solid Tires. Also Hand Brake and Bell

THIRTY-TWO NEW SMITH MOTOR WHEEL DEALERS

MILWAUKEE, Mis., Aug. 3.—The following new Smith motor wheel dealers were appointed within the last three weeks:

Joseph Butcher, Parkersburg, W. Va.; C. E. Goodwin & Sons, Cumberland Gap, Tenn.; E. W. Peterson, Florence, Wis.; Wm. G. Zimmerman, Leachburg, Pa.; S. W. Frizell, Athens, Tex.; A. P. Mainon, Duvall, Wash.; E. P. Phillip, Duncan, B. C., Canada; J. K. Stewart, Ladysmith, B. C., Canada; C. G. Firth, Nanaimo, B. C., Canada; W. J. Ellis & Co., Kamloops, B. C., Canada; John Leavitt, Kelowna, B. C., Megaw Motor Co., Vernon, B. C., Canada; John Mahoney, Penticton, B. C., Canada; A. H. Coulter, Salmon Arms, B. C., Canada; Premier Cycle Works 430 South Third street, Norfolk, Neb.; Charles W. Morgan, 152 Howell avenue, Milwaukee, Wis.; L. E. Aurand, Mifflintown, Pa.; Fleck Hardware Co., De Pere, Wis.; E. A. Mayer, Kaukauna, Wis.; Anselo Tortora, 620 Lexington avenue, New York City; Reinhart Bros., Brewster, O.; Oliver Gulickson, Barron, Wis.; W. D. Finzell, Milledgeville, Ill.; Alfred Buttafoco, Chicago Heights, Ill.; J. A. Wisenand, Rock Springs, Wyo.; J. Neilson, Roslyn, L. I., New York; W. Hinderman, Brooklyn, N. Y.; Waterbury-Wallace Co., New York City; W. C. Stokes, Cooperstown, N. Y.; F. F. Robinson, Highland Falls, N. Y.; Wesley T. House, Wheeling, W. Va.; Tony Guarino, Abbesville, La.

CHICAGO UNION PLAN RACE

CHICAGO, Ill., Aug. 3.—The Irish Counties Social Union have arranged a five-mile amateur bicycle race for their annual picnic at Gardner's Park, Sunday, August 27

JOHN BULL'S WHEELS HARD TO GET

Vancouver Jobber Looks to Uncle Sam for His Supply of Bicycles—Week-end Runs Are Now Popular—Forming Clubs for Adults

VANCOUVER, B. C., July 14.—Fred Deeley has just received a shipment of English wheels, to the amount of about fifty. These machines have been for many months on the way, so long overdue that Fred has been almost distracted trying to keep on good terms with dealers on the island and different parts of the mainland in his capacity as a jobber.

Shipments from the old country have since the war been of a very erratic nature—so much so that many of the best English lines have had of necessity to be replaced by Canadian and American goods. Deeley reports business as "the best ever," with all the staff on the eternal hustle, and things humming all the time.

Outings Pay the Dealers

Fred says it's a real wonder that he finds time to go out with the boys on their cycle jaunts Sundays, but he recognizes that it's good policy to nurse these outings and help other dealers in their laudable efforts to organize a real live adult cycling club in Vancouver.

Last Sunday the "bunch" had a most enjoyable time riding to Cypress Park, on the shores of West Vancouver. The run along the newly paved Marine Drive was a revelation in natural beauty; glimpses of the smiling waters of the Gulf of Georgia, dotted with the white canvas of pleasure yachts, alternated with the verdant green of the plentitude of scented firs which line the driveway in parts. Everybody was happy, and the twenty-five riders who composed the party had a great time.

Fred St. Onge, the famed trick cyclist, who is now boosting the Smith motor wheel from coast to coast, was with the bunch, and proved himself a fine "mixer." Coasting down the fine bitulithic pavement, with his legs dangling carelessly over the handlebars of his machine, he was rather a novelty; and his conversation, liberally interspersed with personal reminiscences, held the crowd's attention.

GARDEN CITY CLUB ADDS TO MEMBERS ROLL

SAN JOSE, Cal., July 24.—Renewed interest in cycling in this section of the state has boosted the membership of the Garden City Wheelmen, and the officers of the club have hopes that it will bring back many of the old-time members to the fold. A recent effort on the part of the wheelmen increased the membership by over a hundred names. Races and other features that were run in the old days have partially been the cause of the boom and a number of other like events are planned by the entertainment committee. Roller races and other athletic features will be held at the club rooms weekly.

SATTLER WINS C. R. C. A. HANDICAP FROM SMALL MARK

NEW YORK, Aug. 3.—Louis P. Sattler won the weekly point race of the New York Division, Century Road Club Association, over the Pelham Parkway course. The field with their handicaps finished as follows: Louis P. Sattler, 30 seconds; second, J. Tomosulo, 1 minute; third, Vito Cestone, 30 seconds; fourth, W. M. Winquist, 1 minute; fifth, J. Marquart, scratch; sixth, Eddie Jensen, scratch; seventh, W. Knecht, 1 minute, 30 seconds; eighth, G. Steppello, 1 minute.

MENUS BEDELL WINS RACE BEHIND MOTORS

PHILADELPHIA, Pa., August 3.—Menus Bedell, the Long Islander, won the forty-mile motor-paced race at the Point Breeze track, Saturday, July 29. Bedell was opposed by George Colombatto, the Italian, and Martin Ryan, the Newarker. Considerable trouble was encountered by both Ryan and Colombatto, a chain breaking on the eighth mile, putting the latter out of the lead, while a puncture eliminated Ryan from the big end of the money at the fifteen-mile mark. Bedell, however, rode a fine race and won in 55:14⅗.

FOSTER CARRIER CYCLE

AN improved package-carrying bicycle is the subject of Patent No. 1,189,929, issued to William M. C. Foster, of Chicago, Ill. The carrier is supported from the handlebars, from braces attached to the axle of the front wheel and from the lower portion of the head of the frame. The package portion is disposed in such a position as to bring the center of gravity of the load as low as possible over the front wheel.

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FIXED

Cholly Weeils—"What's the matter, old man—broken down?"

Bill Biker—"No; I have one of those combination locks and I have forgotten the combination numbers."

MILWAUKEE MERGER AMONG CYCLE CLUBS

MILWAUKEE, Wis., August 3.—A merger between the North Side Motor and Bicycle Club and the North Side Cycling Club, the new organization taking the latter name, is one of the late moves in cycling circles in this city. North side bicycle fans are taking a great deal of interest in the cycle race to be run Sunday, August 20, over the old course on the Port Washington Road. George Schmidt, holder of the 100-mile record for this section of the State, and winner of the Waukesha road race in 1895, is entered along with many other veterans. On Saturday, August 12, the club will boost the race by staging a lantern parade, which promises to be highly successful.

TAKE BICYCLE TOUR TO COLORADO, SEEKING HEALTH

FREEPORT, Ill., July 29.—Averaging between thirty and thirty-five miles a day, James H. Garrison, a retired business man of Rochester, N. Y., accompanied by his daughter Ethel, recently passed through this city en route to Denver, Colo., on bicycles. The trip is being made on account of the illness of Miss Garrison, who is suffering from tuberculosis and was taken on the advice of the attending physician in Rochester. The start was made from the eastern city on June 17, and they expect to reach Denver about August 15.

WEEKLY POINT RACE TO SLUYTER

NEW YORK, Aug. 2.—W. Sluyter defeated A. Levine, W. Maas and W. Weber in the order named in the weekly point race of the New England Wheelmen, held Sunday, July 30, over the Pelham Parkway course. C. Eiler won the six-mile unpaced race in 16:27. In the one-mile Tonges trophy race E. Aickelin won from J. Palmier, R. Kissman and W. Sluyter in the order named in 3:04

WILEY AND CARMAN WIN TEAM RACE

Americans Defeat Leon Didier and George Seres, Frenchmen, in Revere Beach Track Feature; Veteran Pat Logan Improves

BOSTON, Mass., August 3.—George Wiley, the Syracusan, who holds the American paced crown, and Clarence Carman, from Jamaica, L. I., comprising the American team, easily defeated Leon Didier and George Seres, the French pair, in a 40-mile motor-paced team race at the Revere Beach track, Saturday night, July 29. The Americans had an advantage of over a mile when the tape was crossed.

Wiley Gets Ovation

The race of Saturday night marked the first appearance of Wiley since his bad accident three weeks previous, when he fractured his collarbone in a race at the same track. When the little cyclist appeared on the track he was given a great ovation by the massive crowd, and was also presented with a floral boquet. Instead of the floral piece being a jinx, as most of them prove to be, it turned out to be an omen of good luck, and both Wiley, who did not appear to lose any of his splendid form by his enforced layoff, and Carman rode in superb form.

Carman and Seres started hostilities for their respective teams, and at the ten-mile mark Didier and Wiley came on the track to relieve them. The Wiley-Carman team led at the 15-mile mark, and a mile later, Seres, who had relieved Didier, lost his pace and rode unpaced for a lap or two before Didier could pick him up. From that time on to the finish it was all Carman and Wiley.

Pat Logan, the South Boston rider, who is the father of a big family, accounted for the five-mile open, and finished second in the three-quarter-mile handicap from the 90-yard mark, L. C. Rollins, the Everett rider, accounting for the latter event. William Cupit, Roxbury, starting from the 65-yard mark, won the half-mile handicap for the amateurs, while the two-mile open for the same class went to the credit of Fred McKenzie, of Revere. Summaries:

Half-mile handicap, amateur—Won by William Cupit, Roxbury (65 yards); second, Michael Barber, Brighton (105 yards); third, John Fardig, Orient Heights (35 yards). Time, 1:01⅕.

Two-mile open amateur—Won by Fred McKenzie, Revere; second, Elmer Duncan, Everett; third, Frank Jeehan, New Haven, Conn. Time, 4:26⅗.

Three-fourths-mile handicap, professional—Won by L. C. Rollins, Everett (70 yards); second, Pat Logan, S. Boston (90 yards); third, Percy Cutter, Wakefield (140 yards); fourth, Dennis Connolly, Everett (120 yards). Time, 1:25⅕.

Five-mile open, professional—Won by Pat Logan, S. Boston; second, Fred Herbert, Fall River; third, Ned Chandler, Boston; fourth, Tom Connolly, Everett. Time, 11:36⅘.

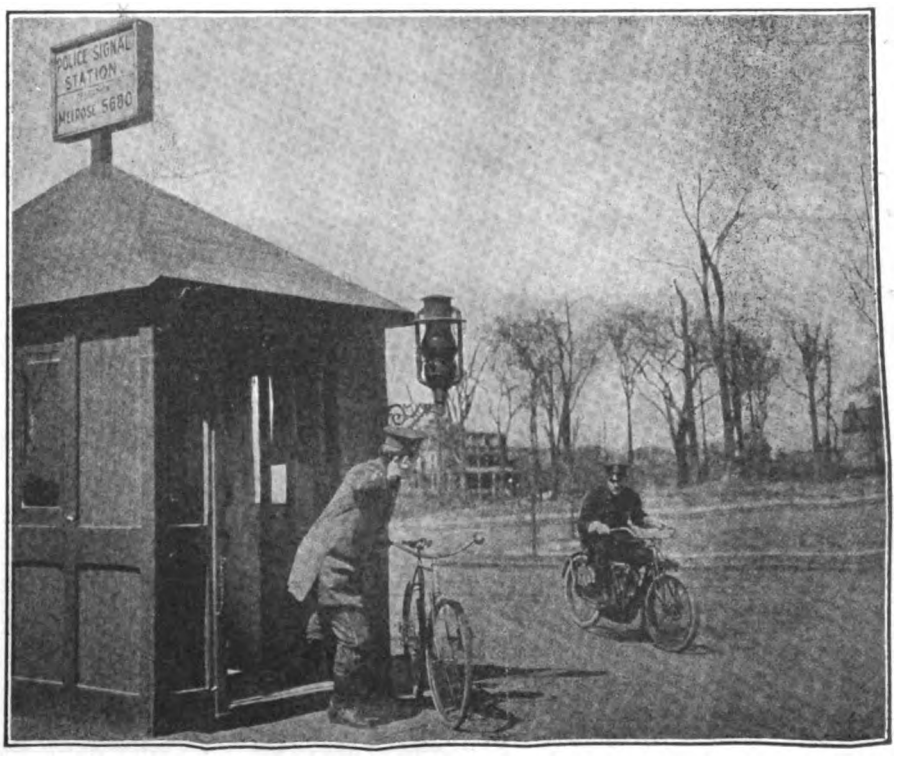
Forty-mile motor-paced team race—George Wiley and Clarence Carman, America, vs. Leon Didier and George Seres, France. Won by Wiley and Carman. Time, 57:19.

BICYCLISTS ON OUTING

DAYTON, O.—The recent annual outing of the Dayton Bicycle Club, held at Halcyon Hall, near Englewood, was a huge success. A large number of members and guests attended, enjoying a noon lunch and a chicken dinner later. J. E. Redelle was chairman of the committee which handled the event.

Though the members of the Dayton Club are not active wheelmen, they hold a high position in the esteem of their city for activities in connection with municipal and social affairs.

THE POWER AND SILENT "STEEDS" CO-OPERATE



New York Bicycle Policeman Receives Emergency Call From Distant Point at One of the Signal Stations and Directs Motorcycle Officer to Respond

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THROUGH SAND AND OVER HILLS TO QUEBEC

Being an Account of a Trip of Four Canadian Riders Over the New Government Highway From Montreal—There Was Plenty of Enjoyment En Route

By ERIC CHOYCE

SO much has been written about the many wonderful trips to be taken in the United States that I feel that Canada has been overlooked. Canada, and in particular the Province of Quebec, has many possibilities, and so I intend to tell of a trip from Montreal to Quebec, which four of us took along the new Government Highway a short time ago.

This trip wasn't plain sailing by any means, but the true motorcyclist does not want fair winds and sunshine all the time. Difficulties to be overcome in the way of road conditions all help to make a trip seem worth while, and there is always satisfaction in looking back and saying to yourself: "We got there."

As I said, there were four of us. The redoubtable Jimmy Drury, ex-champion runner, skater and cyclist; Tom Bentley and his brother á la tandem, and the writer. We left the local agency at 6:30 a. m., and by 7 were well outside the city limits. After negotiating the sandy approaches at grade to the C. N. R. bridge of the island of Montreal we were able to open up over a beautiful road up till Berthier.

Through Picturesque Berthier

Berthier is at the western end of Lake St. Peter, a widening of the St. Lawrence, and is one of the most picturesque French-Canadian towns in the entire province. Memories even now constantly recur of its pretty tree-lined streets and the wonderful views of the river. Gas cost us 38 cents, and a very genial French-Canadian hotelkeeper furnished us with liquid refreshments which seemed to agree with Jimmy particularly well. Incidentally Berthier is famous for a brand of cheap gin manufactured there. Once more on our way we quickly passed some of the oldest towns in Canada, St. Barthelemy, Maskinonge, Louiseville and Yamachiche.

French-Canadian towns, although picturesque, are somewhat monotonously alike. The church, which is always the most imposing building occupies the center of the town. A couple of general stores and the more pretentious residences of retired farmers usually constitute the balance, and are spread along the one street.

Into the Sand

After leaving Yamachiche we had our first trouble. Three miles of deep, soft sand. Personally I like a little sand, because there is all kinds of fun in feeling your iron horse buck like a broncho. But if you are not used to sand-riding your bus has a habit of sliding away from you. Jimmy soon learnt that sand is a pleasant thing when the surf is rolling over it, and you are in your bathing suit, but as we were a long way from the surf he was satisfied to long only for the latter article. In and out of ditches and land slides wasn't Jimmy's forte, so he tried pushing, which made the bathing suit seem all the more desirable as it was mighty hot. Now if you have ever tried to push a 370-pound machines through soft sand you can sympathize with Jimmy. I did, but not in the sense of simile as I had tried to push mine

(Continued on page 68)

Snapshots taken on interesting Canadian trip participated in by Eric Choyce and three friends. Photo number one shows Jimmy Drury, the ex-champion cyclist, and the writer of this story; in the second picture Jimmy is seen "filling-up" from a generous supply of well water. A glimpse of the party in a pretty section called Berthier appears in the third photo, while Tom Bentley, one of the quartette, is ready for action in picture number four. Sandy roads brought the party to a temporary halt at Point-du-Lac, where photo five was kodaked. An impressive view of Quebec from Citadel Hill is presented in the large panorama, this old town marking the end of the outward trip. That the journey was not smooth going all of the way can be gathered from picture six, showing Drury lifting his machine up in the sand.

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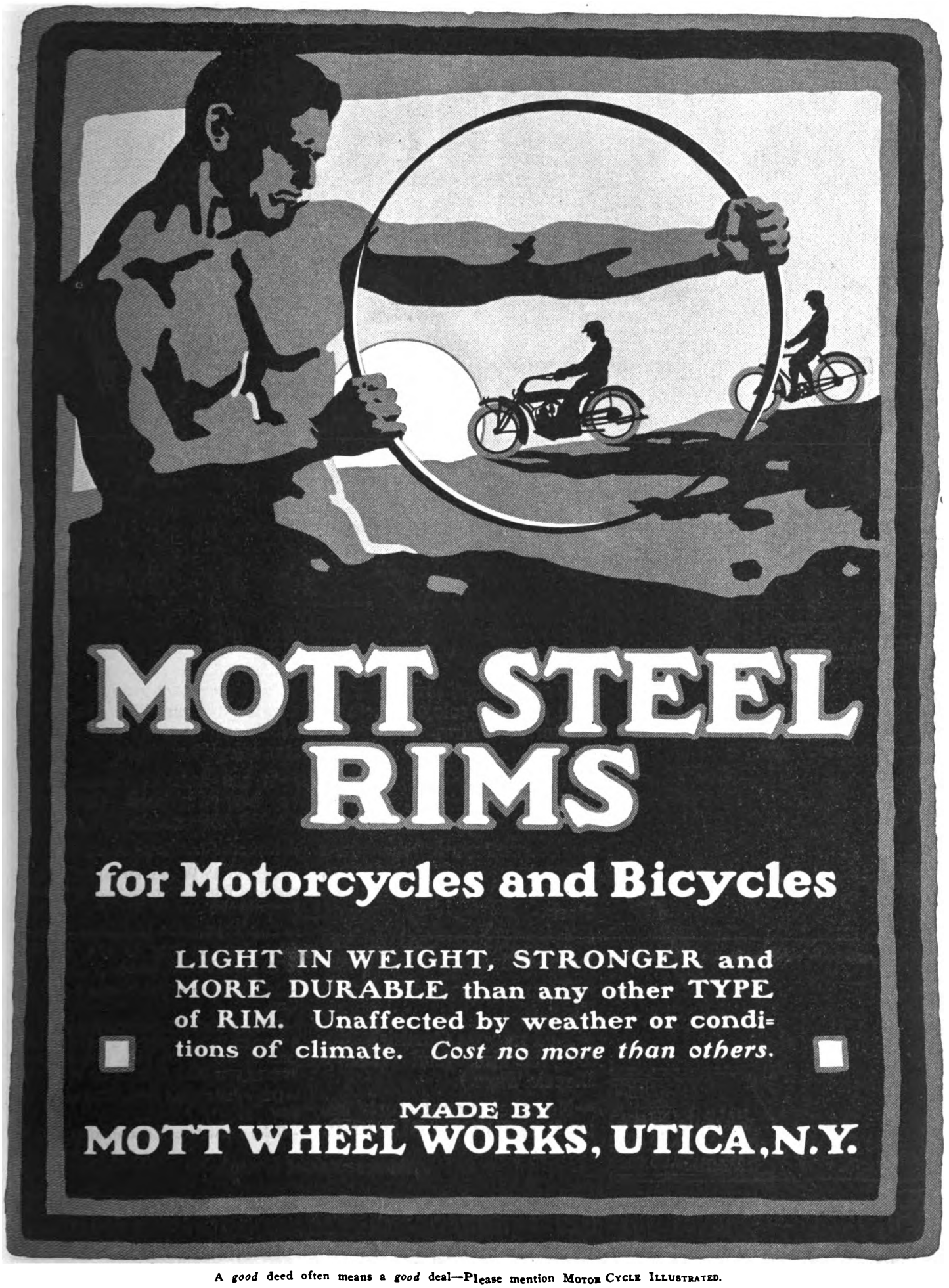

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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GOODRICH

Note the famous Goodrich Safety Tread same as used on Goodrich Automobile Tires

ADVERTISED "FAIR-LIST" PRICES

23 x 3 in. (C. C. Rim)	$9.90 each
23 x 2¼ in. (C. C. Rim)	$8.85 each
29 x 2¾ in. (Clincher Type Rim)	$8.85 each

The Jim-Dandiest tire of 'em all—

—You "scoop" the field when you push the sale of Goodrich Motorcycle Tires.

—That tough black BAREFOOT RUBBER used in their treads *alone* puts them in the blue-ribbon class.

—Because *never* has there been such sturdy, long-wearing, puncture-preventing rubber stock.

—It was first used on the famous Silvertown Cord Tires.

—Then on Goodrich Fabric Tires.

—And now on Goodrich Motorcycle Tires (and GIANT Bicycle Tires.)

—No other manufacturer can use BAREFOOT RUBBER.

It's a secret compound—and carefully guarded. Only its black *color* can be imitated—its exclusive advantages, never.

—It has been and continues to be advertised to over 60,000,000 people.

—Everyone has heard about it.

—Behind it is the strongest, most resilient fabric carcass that any motorcycle tire has.

—The "balance" is perfect. The fabric lasts as long as the BAREFOOT RUBBER tread.

—And, believe us, that is *some* length of time.

—Every Goodrich Motorcycle Tire wins you a "booster." Start pushing them and you'll land on top of the heap with business keeping your bank balance fat and rosy.

—Other dealers find it so. Why shouldn't *you?*

—Take a minute now and drop us a line.

Address nearest branch, or

THE B. F. GOODRICH COMPANY, AKRON, OHIO.
THE WORLD'S LARGEST RUBBER FACTORY

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In the Dealer's Realm

BIG THOR SALES CAMPAIGN ON COAST

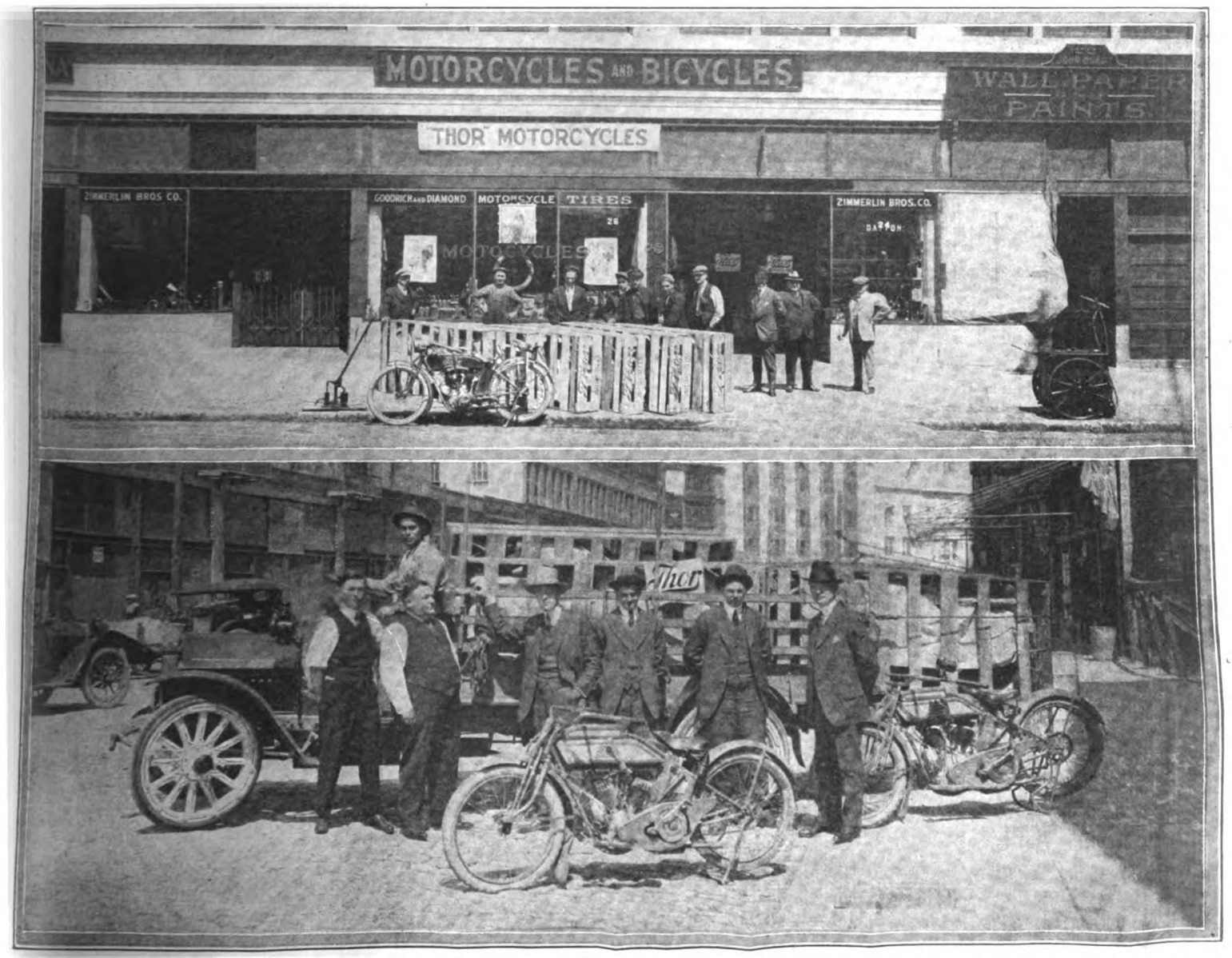
General Manager O'Hare Starts Ball Rolling in Pacific Territory by Signing Up Important Frisco House—Barton on Road

SAN FRANCISCO, Cal., July 27.—The Thor organization on the Pacific Coast is starting a new selling campaign, and will make a stronger drive than ever for the business of this territory. The preliminary work has been carried through, the San Francisco branch having proved its usefulness in taking care of the distribution, and Manager Z. Barton has completed all preparations, following a close survey of the field, which occupied some months.

The signal to "commence firing" was given by General Sales Manager Charles B. O'Hare, of the Aurora Automatic Machinery Company, who reached this city a few days ago. Mr. O'Hare is certainly a hustler, and lost no time getting busy.

His most important move in this city was the closing of a retail agency arrangement with Zimmerlin Brothers, one of the largest motorcycle supply houses in this part of California. The brothers are entering the Thor campaign in a large way, placing an initial order for 60 machines, including ten for immediate delivery. Zimmerlin Brothers have two large stores in San Francisco, one at 24-30 Van Ness avenue, in the heart of the motorcycle district, and the other at 1030 Golden Gate avenue, another part of "Gasoline Row." They have also a branch at San Rafael. The two brothers, Armand and Jules, have been many years in the business, and have built up a large organization which will be utilized to the full in promoting the new line.

After a few days in San Francisco, Mr. O'Hare left for southern California, where he will close several important deals on which Mr. Barton, who accompanies him,



Above, Portion of First Carload of Thors Unloaded at Zimmerlin Brothers' Agency at 24-30 Van Ness Avenue; Below, Loading Zimmerlin Shipment at Warehouse; General Sales Manager C. B. O'Hare Is Third Figure from Left

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has been working earnestly for some time.

In the new campaign Mr. Barton will spend about 90 per cent. of his time on the road, working directly with the dealers for the promotion of sales. The dealers on the Coast are taking advantage of the stock carried at San Francisco, as is shown by the receipt within the last six days of over 400 orders for shipments of parts. The new Model 17-Y Thor, since its announcement, has attracted wide attention all over the Coast territory, and many new applications for agencies have been received. A big majority of these come from dealers who have never handled the Thor before. New connections are being made where it can be done to advantage, and the result will be the opening of much new territory and the covering of the entire Coast in a much more thorough manner than ever before.

Accompanying General Manager O'Hare is Mrs. O'Hare, who is on her first trip West. She was greatly pleased with San Francisco.

INCREASING DEMAND FOR SIDECARS, SAYS FRASER

SAN FRANCISCO, Cal. — Manager Fraser, of the local branch of the Appeal Mfg. & Jobbing Co., Harley-Davidson distributors, is responsible for the statement that the unprecedented growth in the demand for pleasure sidecars is one of the most promising features of the motorcycle business in this section. "It indicates," says Fraser, "that this form of vehicle is at last coming into its own. It is making good headway in competition with the cheap automobile, and overcoming all prejudices against it."

Fraser says that quite a number of people are coming to feel ashamed to be seen in some of the cheapest makes of automobile, and regard a sidecar outfit as the classier rig, as well as being more satisfactory in results. The demand for Harley-Davidson sidecars has been so great that Fraser had to wire the factory for a 50 per cent. increase in the shipment sent July 22. He finds that all makes of sidecar are in strong demand, and even used sidecars are asked for. The fact that used sidecars are scarce he also regards as significant.

ADELAIDE AGENT VISITS INDIAN FACTORY

SPRINGFIELD, Mass.—Among recent trade visitors to the Hendee plant was W. A. Crowle, Adelaide, Australia. Mr. Crowle is a partner in the firm of Easy & Crowle, Indian representative in that city.

He has the best sales record for an individual Indian man in Australia. He says that the Powerplus motor has made as great a hit in the Commonwealth as in this country, and that the cradle spring frame is ideal for use on Australian roads.

SECOND SHIPMENT OF R-S FOR REINOEHL

MANSFIELD, O.—H. C. Reinoehl, proprietor of Reinoehl's Garage, holding the agency of the Reading Standard motorcycles, has just received another shipment of machines from the factory. His sales so far this season exceeded those of 1915 by 60 per cent., and he figures that before 1916 is over he will have increased this to 100 per cent.

AGENT COMPLETES LONG TRIP

HARRISBURG, Pa.—Nat Feldstern, of the Excelsior Cycle Co., has just returned from a sidecar trip which took in Boston, New York, Philadelphia and Atlantic City. He was accompanied by Mrs. Feldstern, Miss Sarah Brightbill and the youngest member of the Feldstern family. A three-speed Excelsior and Rogers sidecar were used to carry the four.

BIRKENBACH TO MOVE

COLUMBUS, Ohio.—The L. P. Birkenbach Co., well known bicycle firm, which has been operating two stores, one at 17 North Fourth street and the other at 584 North High street, will move about Aug. 1 into its new home 39 East Long street. The two stores will be combined and a complete line of bicycles and accessories carried.

Over 11,000 Miles

On Vitalic Tires!

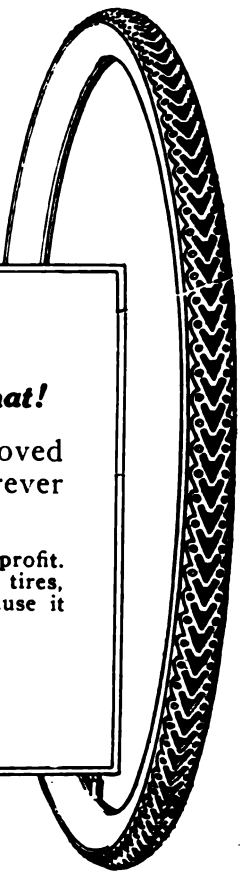
What ordinary bicycle tire could come anywhere near that record? None! It took VITALICS to do it.

Out of over 60 tires used during a period of 25 years by Dr. F. S. Cate of Florence, Cal., the Vitalic was the only one to reach anywhere near this mileage. Among the 60 tires used were the *very best* of other makes, a number of them much higher priced than the Vitalic. But Vitalics ran *more than three times* the average mileage of the seven next best makes of tires used (based on an accurately kept mileage record sworn to before a notary).

It is this unmatched *mileage* which Vitalics are giving wherever used that proves beyond question their unequalled standard of construction; highest quality of rubber instead of the cheaper grade put in ordinary tires; two plies of heavy *motorcycle* fabric, frictioned with pure rubber, instead of common bicycle fabric; an extra heavy inner tube of pure white rubber.

Write for the testing section and examine these features of construction thoroughly.

VITALIC TIRES
TRADE MARK
For Bicycles



Dealers—

Think what you could do with a tire like that!

There isn't any room for doubt—Vitalics have proved their supremacy over all other bicycle tires wherever comparison has been made.

Thousands of dealers rely on the Vitalic to make their tire profit. Once introduced, it easily brings a better price than ordinary tires, and always sells over and over again to the same trade, because it never disappoints.

Write for attractive Display Material and Dealer Helps.

Continental Rubber Works
1718 Plum Street, Erie, Pa.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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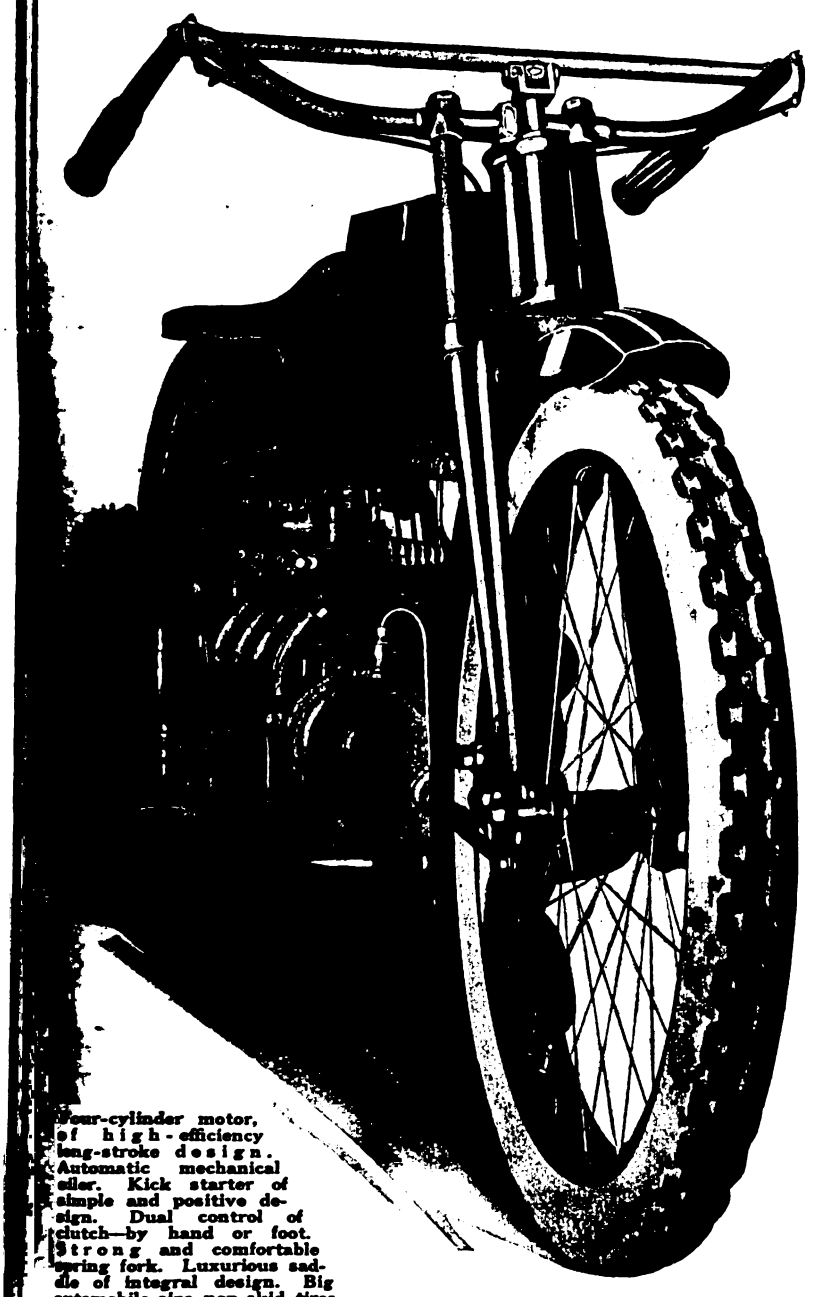
Each New Customer



Four-cylinder motor, of high-efficiency long-stroke design. Automatic mechanical oiler. Kick starter of simple and positive design. Dual control of clutch—by hand or foot. Strong and comfortable spring fork. Luxurious saddle of integral design. Big automobile-size non-skid tires. Wheelbase 58 inches.

of a Henderson dealer is a permanent customer, for the rider will never be willing to go back to the old-style kind of motorcycle after once experiencing the smoothness and luxury of four-cylinder power.

HENDERSON MOTORCYCLE CO.
Detroit

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MANY IMPROVEMENTS FOR ROOS' PLANT

OMAHA, Neb.—Extensive improvements in the salesroom and repair shop of Victor Roos, local Harley-Davidson agent, are now under way. Roos has secured the large store building on the corner directly east of and adjoining his present place. The dividing walls between the two places will be torn down and exterior and interior alterations made.

Additional repair department space will be afforded by the erection of a substantial addition to the main building. The basement will be concreted and will be used as a storage place for machines. Display windows will be installed on the east and north sides of the block. All work is expected to be completed about the middle of September. The address is 2702-2704 Leavenworth street.

RYDMANS PLACE ANOTHER ORDER FOR R-S

PORTLAND, Ore.—Rydman Brothers, local R-S representatives, have recently placed an order for several Reading Standards with the factory in Reading, Pa. The shipment is to be made immediately.

WILL BUILD NEXT SEASON

QUINCY, Ill.—John Ridder, representing the Indian and Excelsior in this city, has purchased a lot at Broadway and Ninth street, on which he will build a modern motorcycle and bicycle salesroom and shop next season. Ridder reports business way ahead of last year, and that his bike sales have been very large.

ANOTHER R-S SHIPMENT GOES TO TORONTO

TORONTO, Ont.—W. J. Porter, distributing the Reading Standard in this section, has recently received another shipment of the Big Brown twins. He reports numerous orders on file for future deliveries, and figures that 1917 will eclipse the present season in business done with this machine.

SIGNS UP FOR CLEVELAND AND GETS BUSY

QUINCY, Ill.—Henry Masching, handling the Henderson in this city, has taken the agency for the Cleveland lightweight in this territory. He sold his first allotment as soon as delivered and then parted with his demonstrator to a customer who could not wait for the next lot. Masching has also taken over the management of the Gem City Tire Co., agent for several well-known makes of tires, and has a large vulcanizing plant which is kept pretty busy these days.

TAKES ON BICYCLES

SPRINGFIELD, Ill.—Rudolph Blucke, Harley-Davidson agent in this city, has taken on bicycles in addition to his big stock of power two-wheelers. He has made a number of sales since taking on the new line.

ORDERS DOUBLE THOSE OF 1915, SAYS KLUCZEK

NEWARK, N. J.—Watson Kluczek, Reading Standard agent for this city, says that orders so far are more than 200 per cent. in excess of those of 1915. "This is the second year we have had the Reading Standard," says Watson, "and business is brisk even as late in the season as August. We have not had such a condition of affairs in many years."

GOTTSCHLICH SELLS TWO $400 SIDECAR OUTFITS

OSKALOOSA, Ia.—August Gottschlich, Wigwam representative, has just sold two sidecar combinations which are in the de luxe class. Each outfit is completely equipped and cost over $400. The purchasers bought them in preference to cheap automobiles.

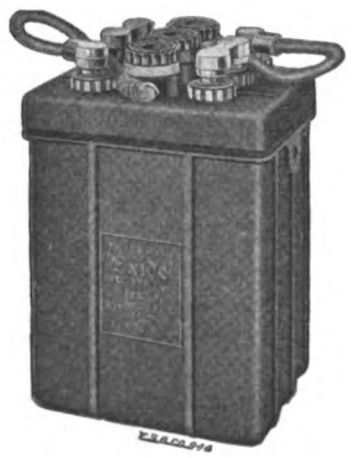
This is Gottschlich's second season as an Indian dealer, and so far this season his sales have been 25 per cent. better than those of 1915. This is his first year handling the bicycle, and to date he has sold 18 wheels.

PARDON OUT ON "BOOSTER DAY"

OWENSBORO, Ky.—Henry Pardon, local representative for the Indian, has joined with other local merchants in a general observance of "Booster Day" on July 25. The downtown stores all closed on that date and the dealers went out to the ball park to see a doubleheader between Owensboro and Dawson Springs. The boosters were headed by a military band.

THIS MUCH IS CERTAIN

Electric Lamps and an "Exide" Battery furnish the most efficient and reliable light for motor cycle use



"Exide" Battery, Type 3-ZA-5 with cable type terminals

You no doubt realize the numerous advantages of electric light for motor cycle use.

The reliability of an electric lighting system is of course dependent upon the storage battery which furnishes the current.

The "Exide" Battery, type Z, especially designed for this service, is a quality-product, manufactured and backed by the oldest and largest battery maker in the country.

The battery is contained in a one piece, three compartment vulcanite case, having heavy walls and substantially re-enforced.

It is fitted with a one piece cover, having a flange which fits around all sides of each compartment.

The "Exide" Battery is equipped with a flood proof filling plug which overcomes slopping and spilling, and also limits the amount of water that can be poured into a cell to the exact amount needed to replace that lost by evaporation. The result is a clean, dry, and attractive battery.

Motor cycle dealers and users should write us at once and secure the name of the "Exide" Distributor nearest them.

THE ELECTRIC STORAGE BATTERY CO.

PHILADELPHIA, PA.
1888-1916

New York, St. Louis, Boston, Cleveland, Chicago, Atlanta, Rochester, Detroit, Washington, Pittsburgh, Denver, Los Angeles, San Francisco, Seattle, Toronto

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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A Batting Average of 975%

Two Speed **Cleveland** Two Stroke

$140

Cleveland Stock Lightweight Takes Third Place Honors in Detroit Hundred Mile Endurance Grill, First and Second Going to Heavy Weight Models.

Detroit, Mich., July 25—For the second time this season the Harley Scouts of Detroit promoted with great success a 100-mile test of endurance that exceeds any previous event of the kind in this section.

Perfect scores were few and well earned as riders of Michigan sand, gravel and clay can well testify.

In the perfect scores, Roy Millen, of Indian racing fame, and W. R. Kemp, the well-known Henderson star, stood tie for honors with 1.000 points each. Second was R. Steven, riding a Harley-Davidson, with a percentage of 999. William Treaky, on a Cleveland Lightweight finished third, with a percentage of 975.

Starting from the headquarters of the club, the Wandersee Co. store, 129 Gratiot avenue, at 9:24, the riders left 2 men at a time, one minute apart, the first stop being Novi. A double test of endurance was unexpectedly placed upon the riders on nearing this control, by the cave in of a large section of the road, to a depth of 20 feet. Undaunted, the boys ploughed and chugged through, making Novi on schedule time.

Checking out, the run was then made to Millford, time being lost by many at this point owing to fresh gravel and shifting sand which was plentiful and hot enough to burn the tires.

On the run to the next stop, Clarkston, many of the boys were compelled to fight their way through obstacles that would tear the heart out of many endurance run veterans.

Lake Orion being the next stop, the road was varied so that a little water and grass might add to the endurance test and prove the adaptability of the motorcycle to all roads and conditions.

At this point No. 51, riding a Harley-Davidson, rode his machine through water deep enough to cover his magneto, successfully.

At Lake Orion, the stop for dinner was made and after filling up on chicken the boys enjoyed a swim and rest, two hours being allowed for this.

Again on the line the run was made to Romeo, the whole town taking notice to the turn out, asking many questions. The answers will tend to "boost" the game. This, by the way, is the "Scout's" object.

At Utica, the checking showed excellent riding, the boys deserving great credit for the way they tore through ten miles of two-foot deep sand.

Sand again, and then a hard, gravel road back to Detroit, the finish of a run that will be long remembered by those finishing. — Motorcycling and Bicycling.

The Sensible Motorcycle for Dealer and Rider

Sensible for **Dealer** because of easy sales and elimination of costly repair service. Sensible for **Rider** because of small initial cost, great operating economy, stability, cleanliness and dependability of manufacturer.

Dealers: Write for our "Opportunity" proposition. We still have desirable unallotted territory.

The Cleveland Motorcyle Mfg. Co., Cleveland, Ohio, U.S.A.

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TREMENDOUS IMPORTS OF RUBBER BY U. S.

Figures Just Published Show That $1,000,000,000 Worth of Rubber Has Been Brought in Since 1900; Imports Growing Yearly

NEW YORK.—According to a compilation made public a few days ago by the Foreign Trade Department of the National City Bank, more than $1,000,000,000 worth of rubber has been brought to the United States since 1900, and over $500,000,000 in the last six years. Foreign contracts placed here for automobile tires and other rubber products have made the demand for rubber so urgent that the bank's report cites the arrival across the Pacific of twenty carloads of Oriental rubber sent across the continent by fast train.

The imports of the fiscal year ended June 30 exceeded $150,000,000 in value, and amounted to 260,000,000 pounds, against a former high record of 172,000,000 pounds in 1915, and 132,000,000 pounds in 1914. Rubber imports into the United States, it was stated, never reached as much as 100,000,000 pounds in any single year prior to 1910, when they were 101,000,000 pounds.

Approximately three-quarters of the last fiscal year's imports were the product of the Orient, about 120,000,000 pounds coming direct from the East Indies, and approximately 70,000,000 from Great Britain, which presumably drew most, if not all, of it from her Oriental colonies. A decade ago, only about 1 per cent. of the American imports was of the plantation product, the remainder from natural forests, chiefly Brazil.

"The development of rubber production by the plantations of the Orient," said the statement, "chiefly the Dutch East Indies, the Malayan Peninsula and Ceylon, has been extremely rapid in recent years. The total of plantation rubber produced in 1905 was but 145 tons, in 1910 8,200 tons, in 1913, 42,000 tons; in 1914, 64,000 tons, and in 1915, 107,000 tons. The amount of capital now invested in the rubber plantations of the world is estimated at $350,000,000."

DUTCH FIRM WANTS AGENCY

From M. van Genderingen & Co., Amsterdam, Holland, comes the announcement that the company is desirous of taking on the agency for a first-class motorcycle. The firm has been interested in the motorcycle field for many years, and has an excellent standing. Manufacturers who are interested in the matter are requested to state in full the price, terms, and arrangements concerning deliveries, in their first letter. Excellent references are given, and may be obtained by application to **Motor Cycle Illustrated.**

THREE IMPORTED IN MADRID

FROM Madrid, Spain, comes the report of three machines imported during 1916 from January 1 to March 1. These machines were of American manufacture and were valued at $1,125.

EXPORT DIVISION TO REMOVE TO NEW YORK

NEW YORK, July 28.—The Division of Commercial Agents, recently established by the Bureau of Foreign and Domestic Commerce of Washington, will be stationed in this city, with headquarters at the Custom House. Plans for the removal of the division from Washington are now under way.

The work of the division will be to superintend and control the work of the various commercial agents which the United States Government is to scatter throughout the world, to increase export trade. Eleven such agents are now in South America and three in the Far East. An additional twenty are to be stationed in other places within the next three months.

BACK FROM 2,400 MILE TRIP

MALDEN, Mass.—Frank E. Bradish, with Mrs. Bradish, has just returned from a 2,400 mile tandem motorcycle trip from St. Louis, Mo., the start having been made from that city five weeks ago. They made the trip in 12 days actual running time. Only one puncture was experienced.

D-E-L-I-G-H-T-E-D! SAYS ARCHIE

PLATTSBURGH, N. Y.—Among the young volunteer soldiers at the Plattsburgh instruction camp is Archie Roosevelt, son of Col. Roosevelt, who operates an Indian motorcycle quite frequently in connection with his camp duties.

RENOLD

HR

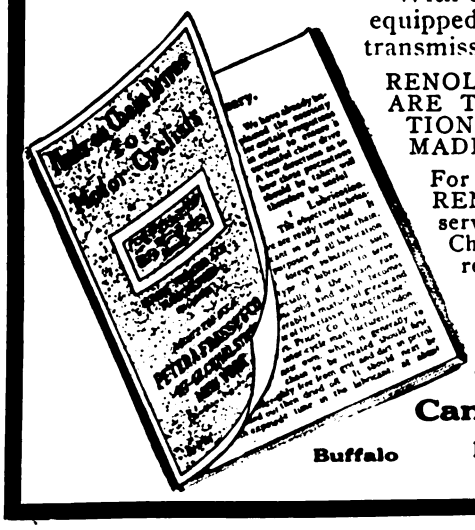
"The Chains of Proven Reliability"

7144 Racing ⅝" pitch ⅜" wide

7143 Racing ½" pitch ⅛" wide

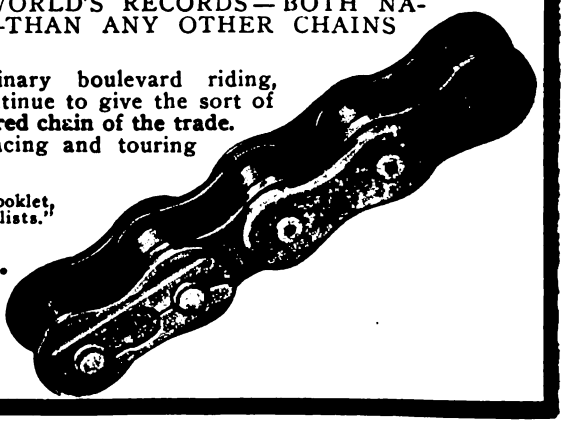
With 36 years of chain-building experience behind them, RENOLD Chains are equipped as are no others to perform the important task of furnishing flawless transmission service.

RENOLD IS SYNONYMOUS WITH SATISFACTION. RENOLD CHAINS ARE THE HOLDERS OF MORE WORLD'S RECORDS—BOTH NATIONAL AND INTERNATIONAL—THAN ANY OTHER CHAINS MADE!



For racing, for touring, for ordinary boulevard riding, RENOLD Chains have given and continue to give the sort of service that has made them the **preferred chain of the trade.** Check up these statements with racing and touring records.

Write for the free and valuable booklet, "Hints on Chain Drives for Motorcyclists."



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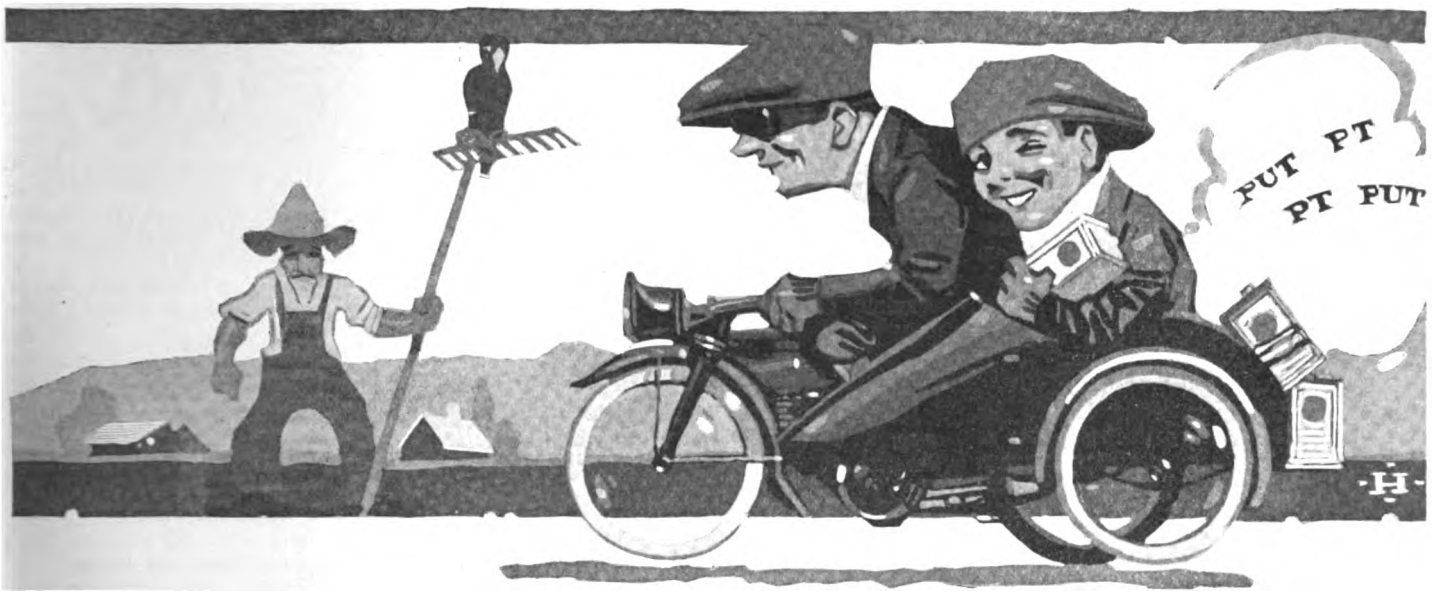

The Wheels of Our Organization Have Run Successfully for Over 30 Years!

What does this mean to you? It means that HARRIS products, to endure keen business competition and the favor of users, are worthy of constant use. And from year to year they have increased in popularity.

QUALITY is the reason for the success of "America's Leading Lubricants"—

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS
AND
GREASES

And they start with a Quality base of the finest Pennsylvania Premium Crude Oil, refined by our careful processes—the result of long experience in manufacturing lubricants. HARRIS OILS are *all* lubrication—no waste.

HARRIS MOTORCYCLE OILS are put out in the following grades: Extra Heavy Motorcycle Oil (especially designed for high speed, air-cooled motors), Heavy, Medium and Light.

"A LITTLE GOES A LONG WAY
AND EVERY DROP COUNTS."

A. W. HARRIS OIL CO.

326 S. Water St., Providence, R. I. Branch: 143 N. Wabash Ave., Chicago, Ill.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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FINE SEASON, SAYS WESTERN SUPPLIES CO.

DENVER, Colo. — Western Supplies Company, handling the Reading Standard in this section, reports having had a most prosperous season for 1916. Even though the season is far advanced, the firm is still placing orders for additional machines, and present indications indicate that there will be no let-up during the entire season.

RICARDS PROMOTING AMATEUR ROAD RACE

LANCASTER, Ohio, June 26.—G. M. Ricards, well known in these parts as a motorcycle and bicycle dealer, is promoting a road race between Lancaster and Carrol out and back, to be staged on July 1. The race is open to all amateurs and there is no entry fee. Mr. Ricards is putting up three prizes, the first of which is an $8 pair of tires, the second a $5 pair of tires and the third a $3 Solar gas lamp. Indications are that the race will fill well.

FIRST TRIP ON POWERPLUS COVERED 988 MILES

HOLYOKE, Mass.—Few riders are quite as ambitious as was Alexis Ouimet, of this city, when he bought his first Indian a few days ago and started off the morning after, taking delivery to ride to Montreal, Canada, and back. He made the trip without mechanical trouble, but developed a slow leak in one inner tube as his sole inconvenience on the trip.

Joe Fox, of this city, went with Ouimet, also on an Indian. The northward run was through Brattleboro, White River Junction and Sherbrooke. Several days were spent at St. Pie, where both men had spent their boyhood. Return was made via Rouses Point, N. Y., Plattsburg, Troy and Albany.

This was Ouimet's first ride on an Indian, so his performance was very much out of the ordinary. Ouimet speaks highly about the comfort which he derived from the cradle spring frame during the trip, especially as roads were far from good in many sections.

SIX MORE FOR BAYONNE

Joseph Sofferman, Indian agent at Bayonne, N. J., has received orders from the Bayonne Police Department for six Indian Powerplus models. To date he has delivered 10 machines to the Bayonne Police Department. The Commissioner of Safety has been convinced that motorcycles soon pay for themselves.

FADELY IN CHARGE OF SHOP

COLUMBUS, O.—George Fadely, formerly with P. I. Haynes Company, is now in charge of the motorcycle shop of the Franklin Rubber Company. Fadely is a veteran repairman on all makes of machines.

McCARTNEY OPENS SHOP

ROCKFORD, Ill.—James McCartney has opened an up-to-date motorcycle and bicycle shop at 110 North Madison street. He has taken the agency for the Dayton Motor Bicycle for this city.

MOTOR CYCLE ILLUSTRATED

With which is now incorporated

The Bicycling World

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DIAMOND "E" SPOKES AND NIPPLES

We have been making spokes and nipples for the cycle trades for many years. Wherever and whenever spokes and nipples are needed DIAMOND "E" are always first specified. Every spoke and nipple bears the trade mark "Diamond E" and is guaranteed for exact fit, measurement, quality and finish.

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Diamond "E" Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

We are boosers for "One Million Bicycles in 1916"

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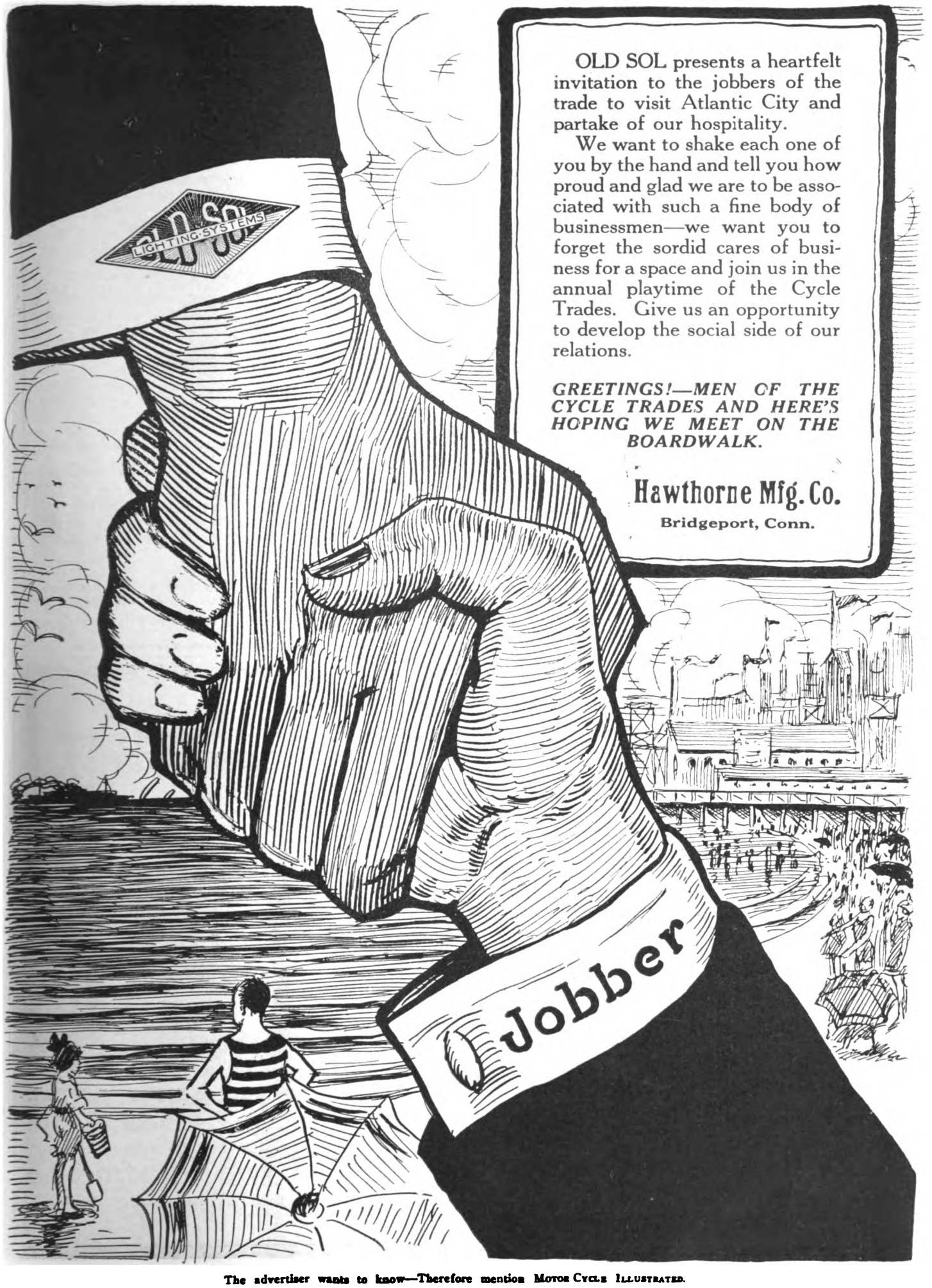

OLD SOL presents a heartfelt invitation to the jobbers of the trade to visit Atlantic City and partake of our hospitality.

We want to shake each one of you by the hand and tell you how proud and glad we are to be associated with such a fine body of businessmen—we want you to forget the sordid cares of business for a space and join us in the annual playtime of the Cycle Trades. Give us an opportunity to develop the social side of our relations.

GREETINGS!—MEN OF THE CYCLE TRADES AND HERE'S HOPING WE MEET ON THE BOARDWALK.

Hawthorne Mfg. Co.

Bridgeport, Conn.

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THROUGH SAND AND OVER HILLS TO QUEBEC

(Continued from Page 56)

out of a hole on one occasion after being stalled. But, like the Chinaman's wonderment on first seeing a street car, I found on starting the engine it was a case of "No pushee, no pullee, alee samee goee like helee." Half way through what seemed to Jimmy like the Sahara we met "Mac." Big MacLean is a familiar figure to Montreal motorcyclists, the personality of his proportions being impelling. Mac had apparently been mixing sand and bridges, and had broken a couple of clutch bolts in the operation.

At Three Rivers

Arriving at Three Rivers we hiked for a restaurant, and the muffled laughs I heard between steak and onions indicated that sand is not without its merriment. Three Rivers is getting to be quite a city, a publicity campaign and an efficient municipal organization having attracted quite a number of manufactories. Lumber, however, still rules. Leaving the town we had a treat in three short miles of concrete until we came to more sand. The road is being built in many places between here and Batiscan, and as we came to each gang of workmen we stopped for water and to talk about the road further on.

None of us talk much French, Tom being the linguist, but we usually managed to say what we wanted and get lots of fun out of it. At Batiscan we ferried across the Batiscan river, and the 65 miles from there to Quebec was practically boulevard riding all the way. The road from Champlain is built along the high banks of the mighty St. Lawrence, and startling turns in the road disclosed some wonderful panoramas of the river. A glimpse of the Quebec boat going up made it look like a mere toy. At Donnacona is a pulp mill, which derives its power from a small stream which flows from the hills between a deep fissure in the banks of the river. The chasm is apparently too wide to bridge, so the crossing is made at the stream below.

The hill to get down to the stream surely deserves more than passing mention, as it is the steepest thing I ever saw, and our

(Continued on Page 70)

HOW AGENT ROUETTE DEMONSTRATES FEATHERWEIGHTS

Two-Stroke Indians Are Regularly Driven Up This Incline to Show Climbing Ability by Westfield, Mass., Wigman Man. Note Cleats for Use of Men on Foot

Merchants' Bicycle Delivery Van

This is the most practical delivery van because it costs least to buy and nothing to use. With it the small merchant can GUARANTEE immediate deliveries—one of his most important assets. Light, roomy and a first-class advertisement for the merchant. Can be supplied with Dayton Motobike or Smith Motor Wheel.

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Get Our Proposition Today

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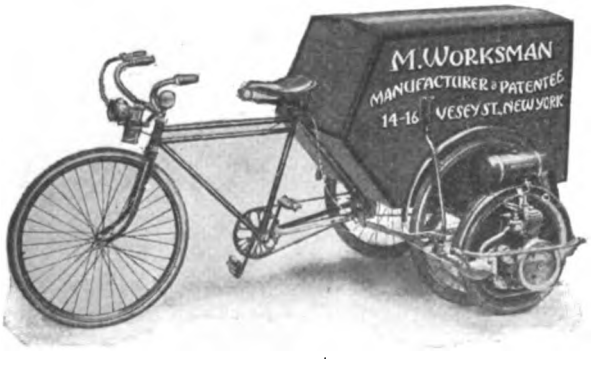
16 Vesey St. New York City



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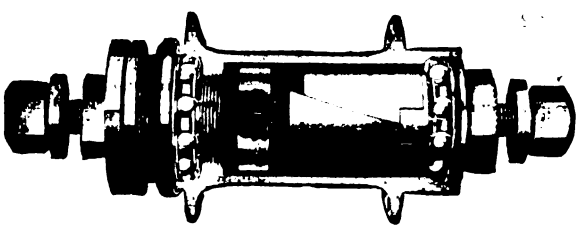
THE BIG IT



The Little Musselman

Miami Cycle & Manufacturing Company
Middletown, Ohio

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(Continued from page 68)

province is no slouch when it comes to hills. Scenic railways were not in it. It was simply a case of Alpine climbing on a motorcycle. Going up the other side it was not so bad, as a spiral construction eliminated some of the worst. The balance of the trip was uneventful except that at Lorette I took the wrong turn, and being ahead I sat on a fence awaiting the coming of the others for no less than half an hour. I then rode back five miles only to find after parle-vousing that the boys were probably in Quebec.

Arriving in Quebec I immediately made for the Chateau Frontenac, Jimmy having voiced his intention of going there. No Jimmy there I put my machine in a garage and made a round of the hotels and garages until I found him in a bath at the Victoria. So ended one of the most picturesque and interesting trips I have ever made. The fame of the St. Lawrence trip by boat is well known, and to have seen all the country in detail is something more.

We Reach Quebec

Quebec is so well known that little need be said about it. Its position overlooking the St. Lawrence seems to add charm to the historic lore to be found within its walls. The Chateau Frontenac, which is a good place to stay, occupies the site of the residence of the early French governors, and above it again is the grim citadel overlooking all. The side trips are numerous, and one could spend a week and not notice it pass, the pleasures being so many.

As it started to rain on Sunday we decided to return by boat. After a scream of a time spent on board, Jimmy furnishing most of the amusement, we parted the following morning vowing that the first opportunity would find us on the same road Quebec-ward again.

CAME TO FACTORY ON TANDEM; RETURN BY SIDECAR

SLOATESBURG, N. Y.—Michael Ferraro, local representative for the Reading Standard, accompanied by J. Jones and their respective wives, visited the R-S factory in Reading recently, using tandem-rigged machines. During the stay at the factory, Ferraro was much impressed with the R-S sidecar outfit and purchased one for the return trip.

JOHNSON BACK FROM TRIP

ROCKFORD, Ill.—Arthur Johnson, handling the Harley-Davidson in this city, has returned from a vacation trip through Indiana and Kentucky. He was gone eleven days. There were no troubles during the journey. Johnson took his wife and children with him in the sidecar.

EISENBERG OPENS SHOP

READING, Pa.—Alfred Eisenberg, the 1915 motorcycle champion of this section, has gone into the motorcycle and bicycle business for himself at 143 Schuylkill avenue. For some years he was employed by the Penn Cycle & Motor Company of this city as a machinist.

TO PREVENT FUEL ADULTERATION IN COLUMBUS

COLUMBUS, Ohio.—The Columbus Automobile Club is back of an ordinance, which is pending in the city council to prevent the adulteration of gasoline with kerosene or other foreign body. The ordinance which will likely be enacted soon provides for a stiff fine for adulteration. This is to prevent dealers from mixing gasoline and kerosene, which has been done in Columbus to a large degree. The proposed provisions to fix the specific gravity and the boiling point was found to be impracticable.

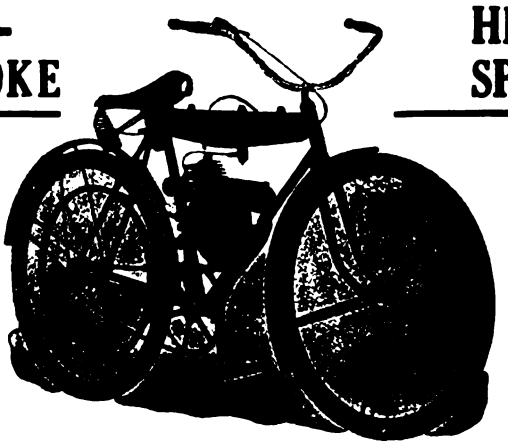
CLOSES AT 6:30 NOW

SAN FRANCISCO, Cal.—John H. Baumgardner, local retail Indian agent, has adopted the policy of closing each night at 6:30, beginning July 24. He has been keeping open till 8:00 in common with other agencies, but is now acting independently.

GASOLINE BY SHORT MEASURE

LOUISVILLE, Ky.—Several vendors of gasoline in this city have been called to appear before the ordinance court and explain why their pumps or other measuring devices were giving short measure. John Headly, inspector of weights and measures, has started a brisk campaign following numerous complaints to the effect that short gallons were being sold. It is claimed that the trouble has been due to faulty pumps, and the local dispensors are all busy lining up their pumps.

2-STROKE HIGH-SPEED



15 Pound Power Plant
Attaches to Any Make Bicycle

Cyclemotor

Fits right in the bicycle frame where it does not affect balancing or steering when riding.

DEALERS:—
We can show you how to double your sales and profits without increasing expenses. Ask for our paying proposition.

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Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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Light Gauge, Cold Rolled

Steel Tubing

Unequalled for Mechanical Accuracy and Finish

Made under the "Elisco" process by automatic machines which combine six operations in one, and ensure a degree of uniformity and finish hitherto unobtainable.

We are still able to make reasonably prompt delivery of 18 and 20 gauge tubing in most sizes from 7/16 inch to 2 inch outside diameter.

Let us submit samples and quote prices.

The Elyria Iron & Steel Co.

East 131st Street Cleveland, Ohio

Chicago Office, 1243 Peoples Gas Building
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"NORMA"
(PATENTED)
BALL BEARINGS

Remember this: — Motorcycle performance is a combination of a number of separate unit performances in the equipment. For instance, the engine performance is determined largely by the magneto performance. Whether you get satisfaction, or dissatisfaction, from your ignition system depends upon the behavior of your magneto. And not one of these accessories is better than the poorest part in it—which may be a bearing.

The makers of practically all the motor cars, motor boats and motorcycles of the better class have safeguarded their customers against trouble due to bearing failures in the electrical accessories by adopting magnetos, lighting generators and starting motors in which "NORMA" Bearings are standard.

Are Your Magnetos "NORMA"-Equipped?

THE NORMA COMPANY OF AMERICA
1790 BROADWAY —— NEW YORK
BALL, ROLLER, THRUST AND COMBINATION BEARINGS

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HOPKINS AND ALZINA TO CONDUCT R-S BRANCH

San Francisco Pair Sign Up with Reading Standard Company to Care for Firm's Interest in the States of California and Washington—Both Trade Veterans

SAN FRANCISCO, Cal.—The Reading Standard Company, of Reading, Pa., has established a branch in this city to take care of Pacific Coast trade. The branch is to be conducted by two experienced motorcycle men: C. C. Hopkins and L. R. Alzina, and will for the present be located at 32 Van Ness avenue. About January 1, 1917, a new building, now under consideration, will probably be occupied.

The Reading Standard branch will carry at all times a large number of R-S motorcycles and repair parts, to ensure prompt delivery and service to agents in California and Washington. The deal concerning the branch was closed a short time ago by an official of the R-S company.

Hopkins a Veteran

C. C. Hopkins, the senior man at the new branch, is a native of Iowa, He received his early education in Ohio and California and later decided to learn the printing trade, going to Philadelphia for that purpose. After becoming a journeyman, Hopkins traveled to Boston, Mass., thence to Paris, France, and to Denver, Colo.

Upon his second return to California he entered the motorcycle business, and met with much success. At one time he handled the Rambler bicycle for Thomas H. B. Varney, and for several seasons traveled California, Nevada, Arizona and the Hawaiian Islands for the firm. In the fall of 1905 he embarked for himself, taking the San Francisco agency for Rambler and Columbia bicycles and also the distribution of the Indian motorcycle for Nevada and Northern California.

During the earthquake and fire of 1906, Hopkins' store and residence were completely destroyed, with an almost total loss to him, owing to the inability of the insurance companies to meet their liabilities. Nothing disheartened, he opened a store on Gough street on June 14, 1906, and occupied these premises until December, 1910, when a branch house was opened. This branch was managed by Hopkins for four years.

Since February, 1916, he has been in partnership with L. R. Alzina at 32 Van Ness avenue. Hopkins has always taken a great interest in F. A. M. affairs and was one of the first members of the Federation. He represented the Federation on the competition committee for nearly two years. He is a hard and enthusiastic worker and does all in his power to make the sport of motorcycling popular with the public, as well as profitable to the dealer. His greatest interest is in reliability and endurance runs, in many of which he has been a contestant.

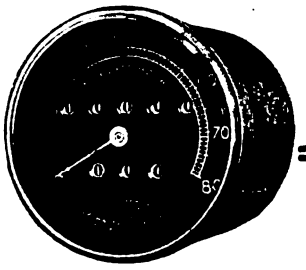
L. A. Alzina is a Californian. He came into the motorcycle business in 1906, allyinging himself with Hopkins. His cheerful disposition has given him among riders and the trade the nickname "Hap." He has always been prominent in race meets and endurance runs, and is recognized as one of the best "tuners" in California.

NEWS FROM TACOMA'S LIVE TRADE CIRCLE

TACOMA, Wash.—H. C. Fuller, of the Fuller Cycle & Supply Company, is again completely sold out of Dayton bicycles. He has so far doubled his cycle sales over the same period of 1915.

THE PAULSEN SHOP, distributing Thor motorcycles, is also distributing Excelsior bicycles with considerable success. He has ordered a second husky shipment.

TOM PAULSEN, Thor distributor, on his twin Thor, accompanied by seven other riders of similar machines, made the trip to Mount Tacoma last Sunday. All hands enjoyed the run, in spite of the snow near the end of the road. Oscar Lemon, who joined the party on a Pope, made quite a hit with the natives when he had to dodge a mule met by the party on the way up.



As a Matter of Record

If for no other reason than that of being able to keep a record of the life of the tires used on your motorcycle, the amount of oil and gas consumed per mile and the rate of speed at which you ride it would be advisable to equip your motorcycle with a

CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

This is a practical money saving consideration, but there is another one equally important—a speedometer, an accurate speedometer, such as the Corbin-Brown greatly enhances the pleasure of motorcycling. It is the sort of companion every motorcyclist needs for it is constantly telling him interesting things along the road, the speed he made on a certain smooth stretch, the exact mileage of the previous day, the distance between these two towns and numerous other worth knowing bits of information. Why forego this pleasure when your dealer is ready now to equip your motorcycle with the famous Corbin-Brown? See him today. Catalog upon request.

THE CORBIN SCREW CORPORATION
The American Hardware Corporation, Successor
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

Rear View
(Patented)

Have you seen the
LARGE OIL LAMP
For
MOTOR CYCLES
Burns 20 Hours
The Neverout
Has special bracket for handle bar
Write Today for Complete Description
ROSE MFG. COMPANY
933 Arch St. Philadelphia, U. S. A.

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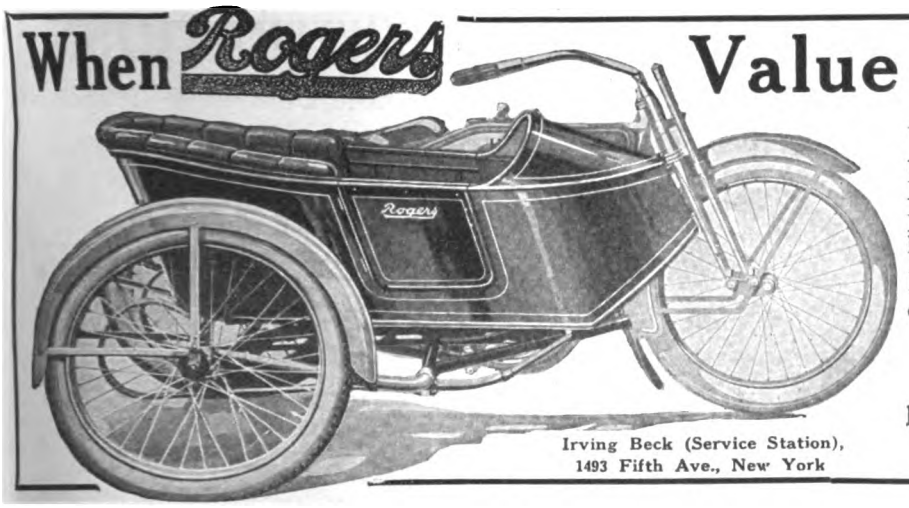
When Rogers Value Is Multiplied



Irving Beck (Service Station),
1493 Fifth Ave., New York

When the sweltering heat of August turns the city into an inferno, the ROGERS Sidecar is an open door for your wife and baby, sister or sweetheart to the cool spots of the country.

Its value is then measured in lives not dollars.

SEE YOUR DEALER OR
WRITE FOR CATALOG

ROGERS MANUFACTURING CO.

337 West Madison Street, Chicago

For Imported

Bells, Lamps Pedals Pumps, Etc.

WRITE TO

The B. & C. Mfg. Co.

293 Church Street New York

Brilliant Burners

—THE PERFECT HEADLIGHT—

Are Growing in Popularity with the Rider

BECAUSE—

You can get THREE TIMES the light you are now getting.

You can get the same light for much less cost.

You always have a dependable light — absolutely steady, no flicker, no jarring or blowing out — even without the front glass in the lamp.

You have electric brilliancy with Prest-O-Lite reliability.

DEALERS: Brilliant Burners sell—they repeat—they are advertised. The riders in your community will buy of you if you handle them. Send today for literature.

The Monosmith Brothers Co.

Spencer, Ohio, U. S. A.

The H. M. Kipp Co., Ltd., Toronto, Distributors for Canada

BE THE LEADING DEALER IN YOUR SECTION

Nothing will do more to bring this about than to establish yourself headquarters for the now CELEBRATED

A. B. C. GENERATORS

The most simple—therefore the most developed Motorcycle Electric System on the market. Claims of Superiority — Applicability — Stability — Efficiency — Durability — Flexibility and Accessibility.

New Prices MODEL B—Complete less lamps Direct Lighting **$25.00** | MODEL C Batt. Charging **$30.00**

You don't THINK, you see the road—YOU DO SEE IT. **Transportation paid on retail sales.**

A. B. C. GENERATORS CO., Los Angeles, Calif.

All Los Angeles Police Use the A. B. C.

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ONTARIO LEADS IN MOTORCYCLE REGISTRATIONS

Eastern Province Has More Than Half Total Number of Machines in Entire Dominion—Manitoba Ranks Second—Big Advances in Sales Reported

TORONTO, Ont.—Official returns as to the number of motorcycles in use in Canada show that more than half of the Dominion-owned two-wheelers are operated within the bounds of the Province of Ontario. On December 31, 1915, there were 4,174 motorcycles registered in this province, out of a total of 8,200 in the entire dominion. The number of motorcycles in use in Ontario was 3,633 in 1914, so that 541 new machines were sold in this province in 1915.

Manitoba has the next greatest number of machines registered, 942. British Columbia comes next with 923. The figures for 1915 show practically little advance over those of 1914. The western provinces of Saskatchewan and Alberta have 398 and 390 motorcycles respectively, while the Province of Quebec in the East has only 296 motorcycles. Until last January 103 motorcycle licenses had been issued in Nova Scotia, while exactly 100 motorcyclists live in New Brunswick. Prince Edward Island, where motor vehicle regulations are very stringent, there were three motorcycles in 1914, and the same number in 1915.

Yukon's Increase

Strange to relate, the greatest increase in the number of motorcycles, proportionately, was in the district of Yukon. The increase during 1915 was more than 100 per cent. In 1914 the number of motorcycles in operation in the far-North territory was seven. Last year this number was increased to fifteen. The statistics also show that the number of motorcycle riders in Newfoundland, an independent possession of the British empire, was sixty-four. There were no motorcycle registrations at all in Newfoundland in 1914.

Trade Is Normal

The number of motorcycle sales in Canada in 1915, as is 1914, was admittedly small. Not more than 800 new motorcycles were sold for use in the Dominion last year, but a considerable number of single-trackers were sold to the government for military uses abroad. This year, however, the motorcycle trade has resumed its normal trend. As an indication of business conditions this year it is only necessary to inquire of Toronto distributors regarding sales this summer compared with those of 1915.

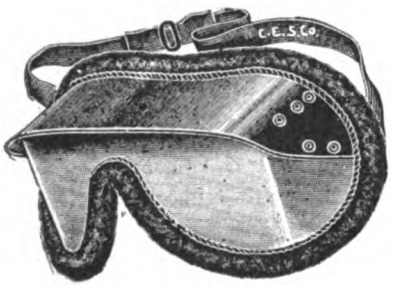
The four principal dealers here report that 1916 sales are from two to three times greater than those of 1915. The renewed activity is widespread also, judging by trade reports from distant points of Canada. Almost without exception all dealers who have been interviewed by the Canadian representative of **Motor Cycle Illustrated** declare that they have oversold their contracts, and that they are more than satisfied with the trade come-back this year.

One reason given for the business revival is that the civilians were afraid of conscriptive measures one year ago, and many, therefore, were not anxious to invest in a motorcycle. The authorities have assured the people, however, that conscription would never be used in Canada, and those who have reasons for staying at home are now purchasing motorcycles freely. On account of the greatly increased munition operations there is also more money and munition workers are buying motorcycles. Returned soldiers are among the purchasers as well. It is estimateed that 2,000 or more motorcycles will be sold in Canada this year. Almost 1,000 machines have already been sold in Ontario alone since 1915.

WANTS SALE OF BICYCLE SIRENS PROHIBITED

LONDON, Ont. — Because the siren which the small boy delights to fit to his bicycle produces a warning signal similar to that used on motor vehicles of the local fire department, Fire Chief Aiken has recommended to the city fathers that a by-law be passed prohibiting the sale of these alarms. The city council, however, has taken no action in the matter.

"Jack and I wear those Chicago Goggles on our motorcycle trips, they're real protection."



"Macy" No. 141

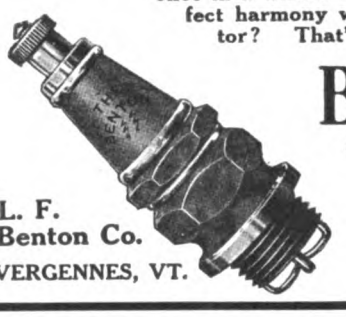
A more perfect fitting or comfortable eye-shield was never made. Blinding glare of sunlight; dust, dirt or rain never interfere with the comfort of the rider who wears Chicago Dimmer Goggles. Light, airy, and cool. Get a pair today—you'll be delighted with them.

Dealers—Ask Your Jobber

CHICAGO EYE SHIELD CO.
Chicago, Ill.

Part of a Perfect Whole

Does your spark plug become temperamental once in a while? Or does it work in perfect harmony with the rest of the motor? That's the big feature of



BENTON
"The Case Hardened Plug"

It's great for "teamwork." The most conspicuous thing about the BENTON is its unobtrusively perfect service ALWAYS. That's the sort of plug you want, isn't it?

L. F. Benton Co.
VERGENNES, VT.

RELIEVE
your mind of the help problem

If you need a man in the shop, salesroom, or on the road, don't delay longer. Insert an ad. in the classified section of Motor Cycle Illustrated.

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A Word to the Dealer

Every day you let pass without showing an

F-N Tandem

on your new model Motorcycle means a serious loss to you. You not only make a big profit on the Tandem, but it helps sell the motorcycle.

With folding foot rests or footboards **$11**

FENTRESS-NEWTON MFG. CO.

Detroit Michigan

The choice of the experienced rider is

PREST-O-LITE

The Only Practical Light for Motorcycles.

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc. 246 SPEEDWAY INDIANAPOLIS, IND.

The World's Largest Makers of Dissolved Acetylene

Prest-O-Lite Exchange Agencies Everywhere

"DUCKWORTH" CHAINS

Are sold on merit not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

Price $3.25

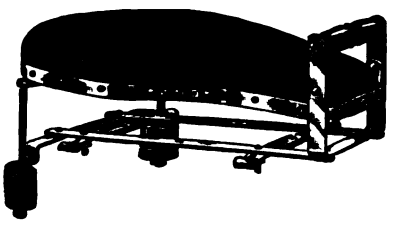
Satisfaction guaranteed with each

HANDPHONE

for the life of the instrument.

Automobile Supply Mfg. Co., Inc.

220 Taaffe Place, Brooklyn, N. Y.



No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price

$5.50

Complete

DEALERS—Write us for our new Proposition

WALD MANUFACTURING CO.

Dept. F SHEBOYGAN, WIS.

Get started right for 1917 season by applying for the agency for the

READING STANDARD

SERVICE

QUALITY BICYCLES

Reading Cycle Manufacturing Co.

Reading, Pa.

Our Catalog is worth having

MASCO

Quality—Service

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

NEW CATALOG NOW READY
DEALERS' PROPOSITION

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

IT BALANCES PERFECTLY

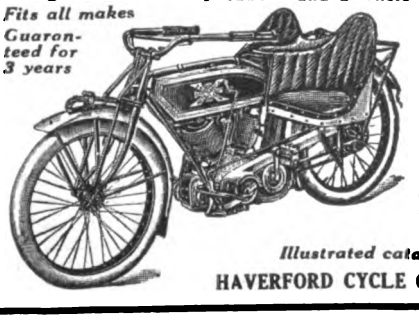
You remember the time before you learned how to ride a bike. You would almost swear it couldn't be done. You couldn't imagine how it was possible to ride a two-wheeler without falling off.

TRY A TRIPLEX

Riding in a pair of these chummy Side Seats is just as easy as riding on the ordinary saddle—and a whole lot more comfortable and convenient.

Fits all makes

Guaranteed for 3 years



Price $25

DEALERS: Here's something the rider wants—something to put real ginger into your sales. Write at once for agency proposition.

Illustrated catalog on request

HAVERFORD CYCLE CO., Philadelphia, Pa.

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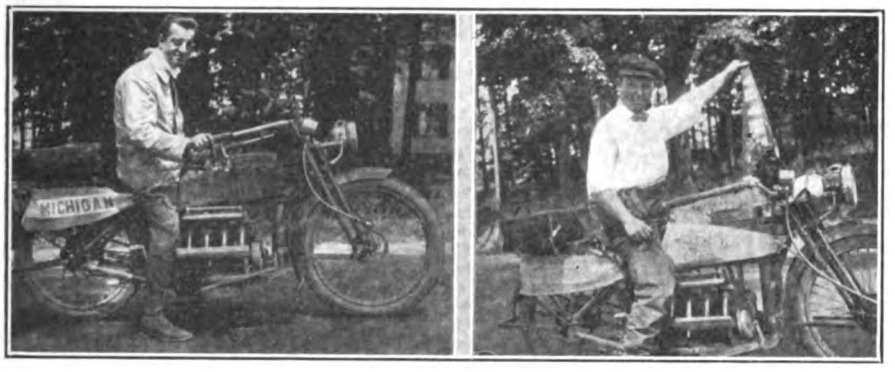
HENDERSONITES MAKE TRIP TO DETROIT AND BACK



Left, Otto Rosenberg; Right, Irving Lewin. Pictures Taken Near Detroit

NEW YORK, July 27.—Irving Lewin and Otto Rosenberg, two of the city's best-known amateurs, have just completed a trip from New York to Detroit and return on their Hendersons. They covered 1,800 miles in all, and did not open the toolboxes during the entire trip. They did not even have to use a tire pump.

While in Detroit Lewin and Rosenberg were the guests of the Henderson Motorcycle Company, maker of the four-cylinder Henderson. The pair made an inspection of the factory and "did the town" before starting on the return trip. Lewin is the brother of Felix Lewin, manager of the New York Henderson branch.

DEALERS ARE PLEASED WITH DAYTON TRAVELLER

SAN FRANCISCO, Cal.—R. K. Larsh, special traveler for the Davis Sewing Machine Company, of Dayton, O., is spending several weeks on his tour of the San Francisco territory, and already has visited a great many of the Dayton dealers in nearby towns. Larsh is full of new ideas on the promotion of business, and his helpful suggestions on dealers' problems are very highly appreciated by those agents he has visited. His knowledge of repairing is invaluable to all dealers.

Larsh will spend about ten days more in this district, making his headquarters with W. E. & W. H. Jackson, Coast representatives for the Dayton, before proceeding to Oregon and Washington.

McBRIDE INVITES 1,000 TO ANNUAL PICNIC

TORONTO, Ont.—Percy A. McBride, the well-known motorcycle distributor of eastern Canada, whose headquarters are in Toronto, has issued invitations to approximately 1,000 Excelsior and Henderson motorcyclists of Toronto and vicinity to participate in his annual road run and picnic, which will be held this year on Monday, August 7, a local holiday. The tour will be held to Uxbridge, where meals will be served to riders of either Excelsior or Henderson machines, and other amusement features will also be provided. A race meet will be staged on the half-mile track at Uxbridge during the afternoon.

The riders will mobilize at Yonge and Gold streets, Toronto, at 7 o'clock on the morning of the scheduled ride. It is expected that the run to Uxbridge will be the biggest event of the present season.

MILITAIRE AGENT

READING, Pa.—H. M. Sternbergh & Son, of 421 Washington street, this city, have signed up to handle the Militaire motorcycle for Reading and vicinity. The demonstrator has arrived, and is creating quite a furore when seen on the streets.

ON TOUR OF THE EAST

CINCINNATI.—A. C. Miller, with a new three-speed "15" Excelsior, left a few days ago on a vacation tour of the East, expecting to be gone about two weeks. He will visit New York on the trip.

NEW YORK SPORTING GOODS CO.

FREE TO DEALERS

Write us on your letter head or enclose your business card and we will send you our new catalogs.

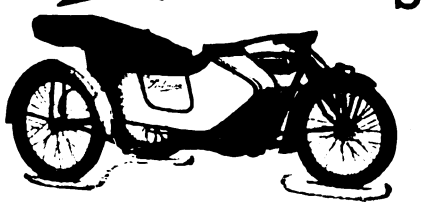
No. 60 Motorcycle Supplies
No. 64 Bicycle Sundries

A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

New York Sporting Goods Co.
15 and 17 Warren St., near Broadway New York

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT

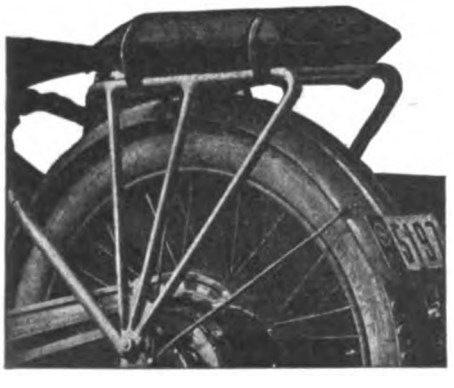
This Name Guarantees Satisfaction



See that it is on the sidecars you sell in 1916!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan

TRAVEL ON AIR



INSIST ON COMFORT AND EASE, BY USING THE PNEUMATIC AIR CUSHION.
Is inflated without use of pump and deflated and carried in pocket or tool kit. Radically different and far superior to any article used for this purpose. FITS ALL LUGGAGE CARRIERS and can also be used for any other purpose, such as camping, fishing or any other place where comfort is desired. Its durability backed by two years' practical test.

PRICE $3.50

Write for literature today.

MOTORISTS' ACCESSORIES CO.
Ashland, Ohio.

Wherever Ball Bearings are used you will find STAR Ball Retainers

THE STAR

Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—[illegible]

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FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

Make Sure of Your Companion's Comfort on Your Vacation Trip

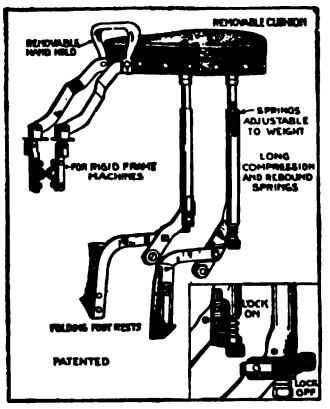
Nothing mars the pleasure of a trip more than being uncomfortable. If you have

STOLL TANDEM

you can rest assured your passenger will enjoy the trip—those long, coil springs, working in oil, practically remove all the jars and shocks. The seating position is good, the handhold in the right position, and the entire construction so good that you may ride the roughest road with the assurance that the tandem will "Stand up."

Nearly every dealer and jobber carries the Stoll Line. See yours.

The Stoll Manufacturing Co.
33rd & Walnut Sts., Denver, Colo.



Stoll Combination Tandem No. 2
Price Complete $11.00

WORTH MORE **Berling Magneto** DOES MORE

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.

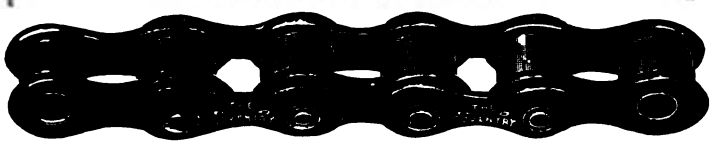
Jobbers—Remember!

The goods you sell must sell not only on their merits, but they must also have the added "punch" of distinction. When you handle the "strongest motorcycle chain in the world," proven to be so by competitive tests, you are assured of a ready market—always.

"THE COVENTRY"

The price is $1.00 a foot to the consumer

HERBERT F. L. FUNKE CO.
112 Broad Street, New York



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You can't be up-to-date without it.

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The Oldest and Largest Supply House

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .054. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

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We copy official motorcycle and auto records in the capitol here and can compile a list of the motorcycle or auto owners for your section of the state, at lowest rates, sending you supplements, regularly, the balance of the year. We can compile a list of the owners of any particular motorcycle or auto you may wish a list of.

CAPITOL AUTO LIST COMPANY,
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PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

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DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
869 W. 126th St. New York.
'Phone, 3352 Morningside.

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2859 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
116 Greenwich Ave. Phone 3966 Chelsea.

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
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15 So. Lexington Ave., White Plains, New York

FLYING-MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 540

Oliver's Bronx Distributing Agency for
INDIAN
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Berckheimer, Prop. V. C. Pekunare, Mgr.

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

T. J. SIXSMITH
283 W. 100th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 2861 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

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INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
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Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
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1080-1082 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

1916 EXCELSIOR IS HERE
All models on display.
Full line of Parts—A1 F. A. M. Repair Shop.
HOWARD C. HENDRICK
155 Howard Ave. Phone: Bush 3039

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Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
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Distributor
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Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

THOR MOTORCYCLES
Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
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1831 Bedford Ave. Brooklyn, N. Y.

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

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INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

D. & D. MOTOR SUPPLY CO.
INDIAN MOTOCYCLES
Phone: 1048 Astoria.
Expert Repairing—Gasoline.
Full Line of Accessories—Used Machines.
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Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
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F. A. M. Shop College Point.

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Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
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MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1890 Hackensack, N. J.

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Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON. Reg. F. A. M.
Opp. Proctor's Thea.
Mt. Vernon, N. Y. Phone 2275
"WE FIX EVERYTHING"

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You Can't Beat Our Prices
On Slightly Used and Rebuilt Motorcycles
The finest line ever offered, at the lowest prices, and if you don't get our list you'll be the loser. Machines from $30 up, and every one guaranteed.
A Big Free List on Request—Send For It
WESTERN SUPPLIES CO.
1448-52 Larimer St. Denver, Colo.
Largest Cycle and Motor House in the West

28 x 3 Guaranteed Standard Brand, Non-skid Tires, $8.25.
Special Price to Dealers.
E. J. WILLIS CO. 85 Chambers St. New York City

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Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.
STANLEY T. KELLOGG Eastern Distributor
Bridgeport Conn.

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
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Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
MUNCIE PISTON CO., Muncie, Ind.

Are You Looking for Bargains in Second-hand Motorcycles?
Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

Classified Advertisements

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c. MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

FOR SALE—A number of Indian carburetors complete with manifold, good as new, were taken in exchange for other makes; price $4.50. H. Rauer, 193 Belmont avenue, Haledon, N. J.

FOR SALE—1914 twin 7 h.p. two-speed Indian, good running condition; will sacrifice for $110. L. J. Vogel, Glenmont, O.

FOR SALE—CHEAP TO QUICK BUYER at $75.00, one Cygnet Rear Delivery Van, to fit Indian; investigate this offer at once. J. B. Flory, Lancaster, Pa.

FOR SALE—1915 Indian three-speed twin, electrically equipped, and 1913 sidecar, complete with Corbin-Brown speedometer, luggage carrier, tire chain, etc.; run 4,878 miles; $225. F. L. Brainerd, Barton, Fla.

HENDERSON, four-cylinder, brand new 1915 single-speed, $195. Brand new two-speed, $225. Act quick if you want a bargain. L. J. Mueller, 611 Woodland Ave., Cleveland, O.

FOR SALE—Sidecar outfit: Pope two-speed twin with Majestic gunboat sidecar, in fine shape, only $200. Pope twin with Eclipse two-speed, almost new; new casings; big bargain; $150. Pope roadster, very fast; first class shape; bargain at $150. Terms, $25 down, balance C. O. D. Address Emery Corwin Co., Belleville, Ill.

FOR SALE—Motorcycle repair business including the following items: engine, lathe, drills, press, air compressors, enameling ovens, gasoline tanks, oil tanks, brazers, tools of all kinds; also parts for several makes of motorcycles. Will be sold very cheap. Address Best's Garage, Waverly, N. Y.

OLD ESTABLISHED motorcycle, auto supply business on Lincoln Highway, Philadelphia, Pa., doing $45,000 a year business; store with fixtures, office supplies, equipped shop, gas engine, lathe, welding outfit, etc.; complete stock, goodwill and fixtures; rent low; any kind of lease; valuable agency for well known motorcycle. Sell on account of health. For further particulars address S. W. G., 1525 Blavis street, Philadelphia, Pa.

MUST GO—We are cleaning out the balance of our used motorcycles. Now is the time to get a machine at your own price. All machines in perfect condition. 1912 twin cylinder Indian, $55; 1913 Indian, $75; three 1913 Excelsiors, $80 each; 1915 12 h.p. Thor with 1916 Rogers sidecar to match, complete, $180; 1916 3-speed Excelsior and sidecar, $250; 1913 Dayton, $80. Write for latest list. $20 with order, balance C. O. D. Lowell Cycle Shop, Lowell, Mass.

BRAND NEW 16 F Harley-Davidson, three-speed, has not been out of crate; left factory July 12th; must sell for best cash offer; have joined army; cost me $275 with express. Leo Koch, R-6, Harlan, Iowa.

FOR SALE—1915 Model 2-speed Yale twin in first class condition. Old Sol light; F N tandem mechanical horn. For bargains write J. P. Culbertson, Richmond, Kentucky.

HELP WANTED

SALESMAN WANTED—New York house of motorcycle repair parts and accessories has vacancy for traveling salesman. Good opportunity for right party. Chance for repairman or motorcycle dealer having salesman's ability. C. M., care of MOTOR CYCLE ILLUSTRATED.

POSITION WANTED

SALESMAN wants position with manufacturer or manufacturer's agent, well experienced in the motor and bicycle trade; commission or salary. F. S., care of Motorcycle Publishing Co.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

$25 reward for the location of a 1913 twin Indian. Engine No. 74D433. New Schebler Carbureter. Firestone on rear, Fisk in front. Presto tank, headlight, tail-light, Stewart speedometer and horn. Front of gasoline tank jammed. Single speed, spring frame, 1915 black bars. Notify C. H. Hollenbeck, 16 Fredrick Ave., Cortland, N. Y.

WANTED—25 second hand bicycle frames with hangers and forks. Can use a few juveniles' frames, boys' or girls' Give best cash price. Layton's Bicycle Shop, Spartanburg, S. C.

WANTED—EVERY LIVE AGENT TO HANDLE OUR MONOGRAMS FOR MOTORCYCLES. Write for particulars. Western Motorist Accessories Co., Cheyenne, Wyoming.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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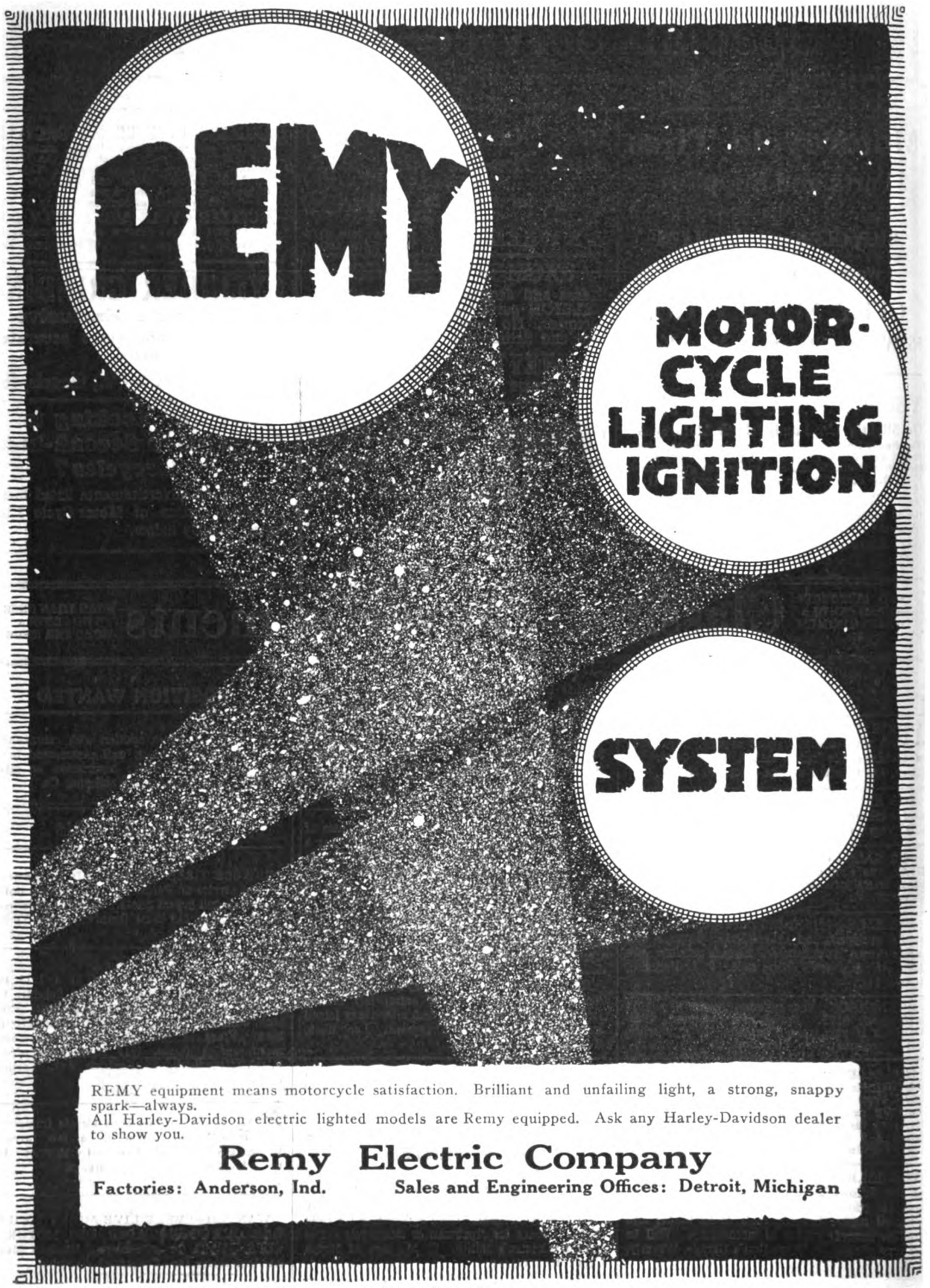

REMY equipment means motorcycle satisfaction. Brilliant and unfailing light, a strong, snappy spark—always.
All Harley-Davidson electric lighted models are Remy equipped. Ask any Harley-Davidson dealer to show you.

Remy Electric Company

Factories: Anderson, Ind. **Sales and Engineering Offices: Detroit, Michigan**

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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A Correction

In the August 3rd issue of this paper, in our story of the 160-Mile Non-Stop Run at Indianapolis, won by Lorenzo Boido, we reported that Boido was riding an Indian. This was a mistake, Boido's mount being a Model 17 s. c. Excelsior.

It is only fair that the prominence herewith be given to this correct statement of the facts, and that the Excelsior manufacturers be properly credited for Boido's splendid performance—a record-breaker.

Motor Cycle Illustrated

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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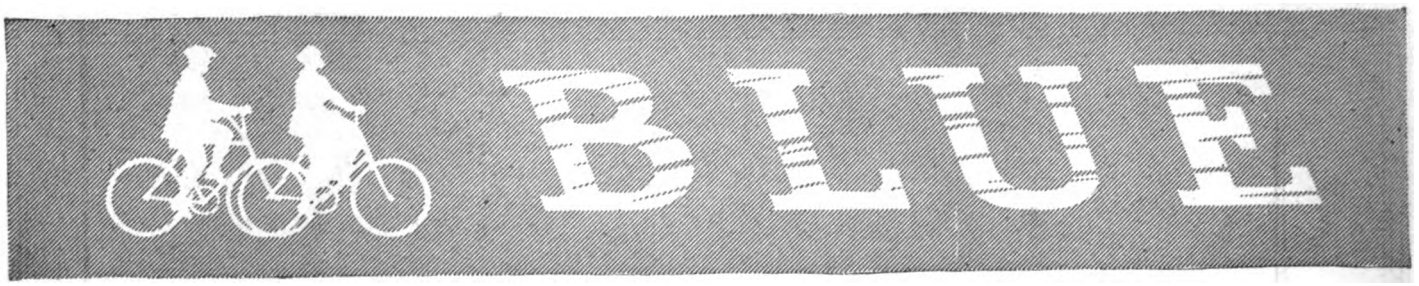

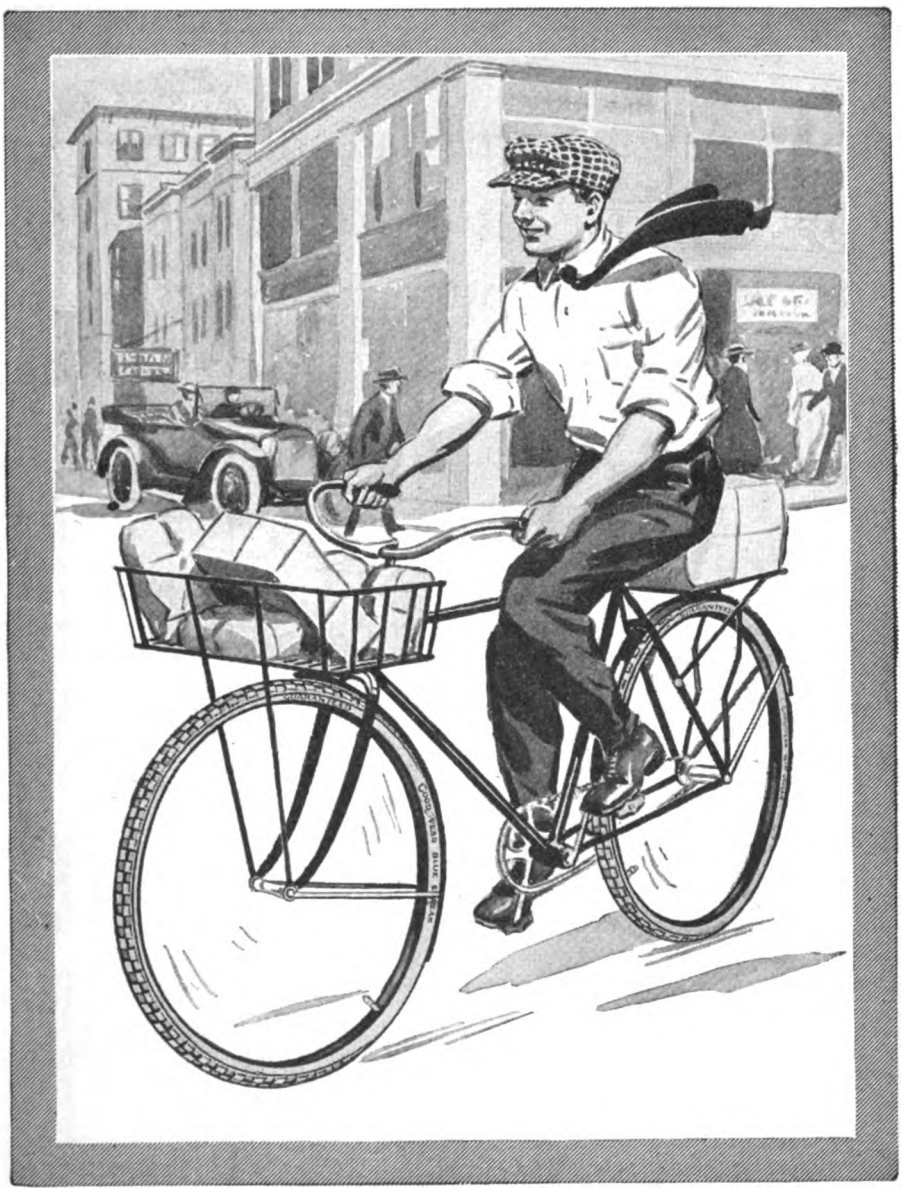

GOODYEAR
AKRON
Bicycle Tires
Guaranteed

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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STREAKS

Don't Overstock Tires

IT IS good business for you to carry a smaller tire stock if you can do so without losing tire sales.

The single tube Goodyear Blue Streak is the one tire that will prevent overstocking.

It is the tire in greatest demand because it is the only bike tire made whose price, quality and guarantee are known and advertised.

It does not pay to carry a fancy stock of tires at fancy figures. You may sell part of them at a big profit, but you can't possibly get the volume of sales that Goodyear Blue Streaks will bring.

It takes longer to sell a fancy, unknown tire. There is always a question of price. There is the chance of dissatisfaction and the loss of a permanent customer.

Over ten thousand dealers have already accepted the Goodyear Square Deal Tire Policy as one way to increase profits by cutting down selling costs.

Write for this Policy, or better still, let the Goodyear salesman explain when he calls.

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
AKRON
Bicycle Tires
Guaranteed

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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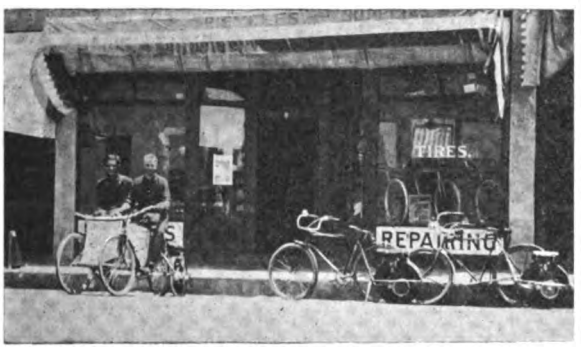

YOU, our 2,000 dealers, would have swelled with pride at the Atlantic City Convention, because of the repeated worthy expressions of highest praise heaped upon the Smith Motor Wheel and its wonderful success. More than that—credit was given the Smith Motor Wheel at this gathering of big cycle men, for the leading part it holds in reviving cycling, in creating (by its nature as a bicycle motor attachment) new and more bicycle customers and buyers of bicycle accessories.

We extend to you, our present dealers, this greeting of great good will, for you have been the greater part of the Smith Motor Wheel's success. And to you dealers who are not as yet handling the Smith Motor Wheel we say—come join us, this big family of Motor Wheel dealers; partake of the Smith Motor Wheel profits and those profits of extra and increased bicycle and bicycle accessory sales which Smith Motor Wheel sales create.

Join now—write for your agency at once, while the Smith Motor Wheel season is at its highest.

Smith Motor Wheel
DETACHABLE

"The Bicycle Booster"

MOTOR WHEEL DIVISION

A. O. Smith Company, Milwaukee

WORLD'S LARGEST MANUFACTURERS OF AUTOMOBILE PARTS

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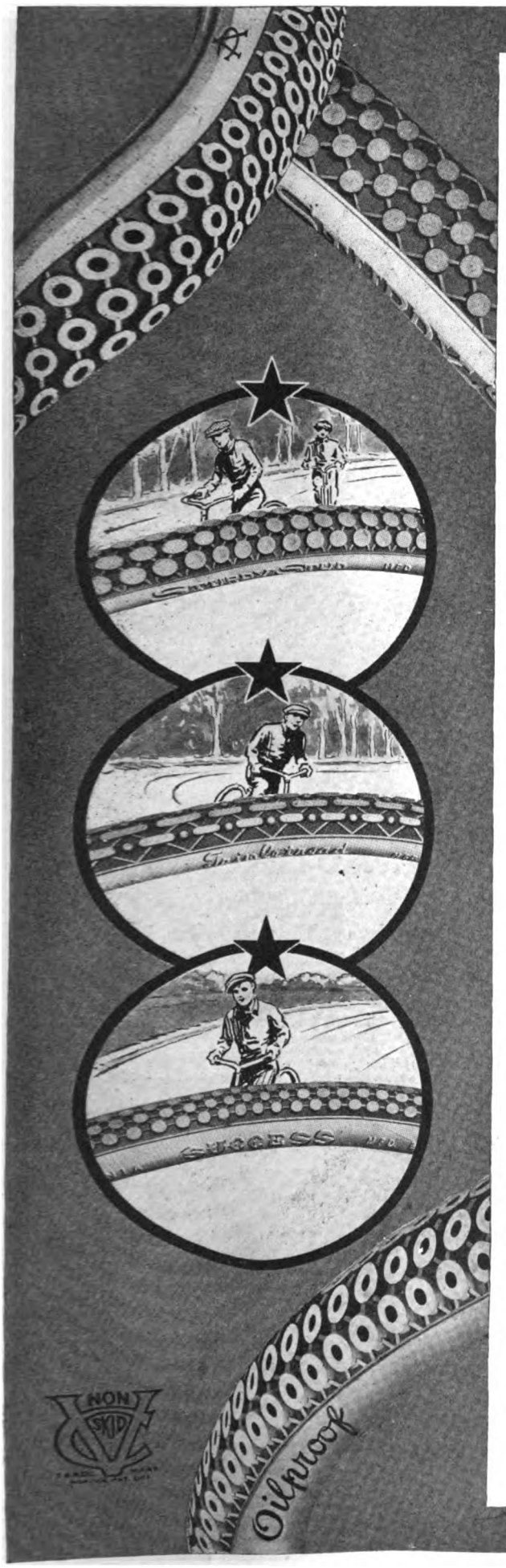

Safety, Speed and Service

that far outdistance "the next best"—

VACUUM CUP
Oilproof
MOTORCYCLE TIRES

No slowing down on wet pavements. You cannot skid, as the Vacuum Cup Tread never fails to grip securely. Lots of extra miles over the 5,000 for which they are *guaranteed*—per warranty tag on each casing.

At more than the present price you'd still get more than your money's worth in

STURDY STUD
Oilproof
MOTORCYCLE TIRES

Guaranteed—per warranty tag—for
4,000 Miles

How the Boys Stick By Them!
And how they stick by the boys—

VACUUM CUP
Red Oilproof Tread
BICYCLE TIRES

No punctures or stonebruises to worry about. No wet-pavement skidding. Just a season's *guaranteed* service—per warranty tag—else tires repaired or replaced without charge.

Choose the tire you fancy—knowing you're buying the best for the price in the world—from the

★THREE★STAR★
LINE OF
BICYCLE TIRES

Three qualities and treads at three very convenient prices.

Pennsylvania Rubber Co., Jeannette, Pa.

Direct factory branches and service agencies throughout the United States and Canada

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AT THE FRONT

With Prest-O-Lite for Motorcycles

To facilitate rapid movement from one point to another, the U. S. Army uses numerous machine guns mounted on side cars attached to Harley-Davidson motorcycles. These motorcycles are equipped with Prest-O-Lite because unexpected night movements demand safe, reliable lighting—a system that is simple, practical and, above all, able to "stand the jolts."

Prest-O-Lite makes such night riding safe. Its rich flood of penetrating rays fully illuminates the road ahead and is not in the least affected by road shocks and vibration. It will never fail in emergencies—costs little to buy and little to use.

These are the very reasons why **you** need Prest-O-Lite on **your** motorcycle.

Get an Equipment Combination Including Prest-O-Lite

Your dealer can fit you out with a complete equipment combination, including Prest-O-Lite, no matter what make of machine you buy. A typical equipment combination offered by many dealers is Prest-O-Lite, a lamp and a good mechanical horn. Ask your dealer about it. He can supply it at a very attractive price.

Get all the facts about Prest-O-Lite. Write today.

Dealers!

Tell about Prest-O-Lite in your sales talks. It will attract new business and make more customer friends. Prest-O-Lite in service will prove all your claims.

The Prest-O-Lite Co., Inc.

The World's Largest Makers of Dissolved Acetylene

246 Speedway, Indianapolis, Ind.

Canadian Office and Factory: Merritton, Ontario.

Prest-O-Lite Exchange Agencies Everywhere

U. S. Army Officers observing mounted machine guns in action.

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"Splash! A shower of mud spattered her frock just as she jumped to the curb—safely."

A Sneer or a Smile?

She was on the crossing.

The rider shot recklessly over to the left of the street.

He shut his power off quickly and coasted with his gas exploding in the muffler.

He took the corner on a slant, about 40 miles per hour, just as though he were crossing the wire in the world's greatest endurance run.

Splash! A shower of mud spattered her frock just as she jumped to the curb—safely.

Through a cloud of burnt oil I heard her say, "Oh, those horrid motorcycle riders!"

"They aren't all that way, Miss; it's only a few of them." I had to say something, I am a rider myself. In fact, I think motorcycling the king of outdoor sports.

"Well," she said, haughty-like, "the riders who do the damage are the ones you most often notice and you naturally judge all of them by that class."

The girl was absolutely right.

It isn't the grimy faces, the banging back-fires, the taking of corners on high, that will make the motorcycle popular.

It's the smiles, the easy-going, chic-looking outfits, that glide along carefully and silently—if there were enough of such riders, motorcycling would be a sport second to none in popularity.

Don't you agree with us?

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
AKRON

Blue Streak Motorcycle Tires

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'CHAIN' TREADS FOR HARD USAGE

Down on the Mexican border where it's sizzling hot—where the going is rough and tires *must* make good, the Machine Gun Company of the 71st N. Y. is using 'Chain' Treads. Here's the reason—

READING STANDARD COMPANY, INC.
MANUFACTURERS OF
RS MOTOR CYCLES

NOTICE: [redacted] AND NOT TO INDIVIDUALS.
Dictated by GEA/JRU. READING, PA., U.S.A. 7/17/16.

United States Tire Company,
Broadway at 58th St.,
New York City.

Attention M.C. Stokes, Manager,
Bicycle and Motorcycle Tire Dept.

Gentlemen:-

You possibly already know that we recently received an order from the Machine Gun Company, 71st Regiment of the New York National Guard, for 65 twin cylinder three-speed models and 8 Light Delivery Vans. This is, undoubtedly, the largest single order ever handed to any motorcycle concern for military use in this country. The order has already been completed, and we understand that the machines are on their way to the border.

We naturally were desirous of furnishing the very best, and we believe it will be interesting for you to know that we equipped these motorcycles and Delivery Vans with U.S. CHAIN TREAD TIRES. We have tested out these tires to our entire satisfaction and, knowing that these motorcycles and Delivery Vans will be subjected to hard usage where the tire equipment is a most important factor, we advised the officials to specify the CHAIN TREAD, which we knew would give them the service they expect.

Yours very truly,

READING STANDARD COMPANY.

G E Atkins

Sales Manager.

If you want tires that will stand up, that will give real ungrudging service, Mr. Atkins' advice is very much worth following.

UNITED STATES TIRE COMPANY *'Chain' Tread Motorcycle Tires* **1790 Broadway, New York**

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MR. DEALER:
This journal welcomes news of your agency and of your riders. When something of interest to motorcyclists happens in your town, make a note of it and send it along to us.

MOTORCYCLE ILLUSTRATED

"ALL THE CYCLE NEWS, PLUS SERVICE"

Published Every Thursday by

THE TRADE JOURNAL CORPORATION
THIRTEEN PARK ROW
NEW YORK

MR. SECRETARY:
By keeping us posted concerning the doings of your club, you will boost the whole motorcycle sport and also increase interest in your own organization.

Volume Twelve | August 10, 1916 | Number Six

UNCLE SAM WANTS 63 MORE MOTORCYCLES WITH SIDECARS AND TANDEMS

Bids Will Be Received Saturday, August 12, at Office of Depot Quartermaster in New York; New Order Comes as Official Clincher to Recognition of Motorcycle by Army Officials Following Excellent Showing on Mexican Border

NEW YORK, Aug. 9.—Topping off in an unmistakable manner all that has been said and all that has been done, and what has happened along the Mexican border, in connection with the use of the motorcycle by the army, comes new official recognition of the power-driven two-wheeler's worth by the United States military authorities in the shape of a request for bids for 63 military motorcycles fitted with sidecars by the office of the Depot Quartermaster, Army building, Whitehall street, New York. The proposals, which must be entered in triplicate and sealed, will be received at the Quartermaster's office until noon of Saturday next, August 12, when they will be opened in the presence of the attending bidders.

Three-Speed Twins

Twin cylinder, three-speed machines, fitted with tandem attachments for carrying two passengers and with a sidecar, and equipped with a kick-starter, are specifically called for; the military olive drab color is also a requirement. As for equipment, the government pays a marked compliment to the Prest-O-Lite company by specifying Presto tanks as essential equipment and to the Seiss Mfg. Co., by calling for a warning signal either of that make or equal to it in quality; while the Rose Mfg. Co., and the Corbin Screw Corp. are likewise complimented respectively on their Neverout lamps and Corbin-Brown speedometers.

The full specifications as outlined in schedule 903 are as follows:

WAR DEPARTMENT, OFFICE OF THE DEPOT QUARTERMASTER, ARMY BLDG., WHITEHALL STREET,
NEW YORK, N. Y., Aug. 7, 1916.

Sealed proposals, in TRIPLICATE, subject to the usual conditions, will be received here until 12 o'clock a. m. Aug. 12, 1916, and then opened in the presence of attending bidders, for furnishing and delivering to the Quartermaster Corps, U. S. Army.

Sixty-three (63) Motorcycles, for 2 passengers, twin-cylinder, 2, 3 or 4 speeds, with direct starter, complete, with saddles, mudguards, tools and tool-box; color, olive drab. EACH TO BE EQUIPPED WITH A SIDECAR.

Sixty-three (63) Prest-O-Lite lighting outfits, consisting of head-lamp, tail-lamp, cylinder and necessary copper tubing, attached to motorcycles.

Sixty-three (63) Warning signals, Seiss mechanical horn, or equal.

Sixty-three (63) Lamps, kerosene oil, "Neverout," or equal.

Sixty-three (63) Speedometer and odometer combination, Corbin-Brown, or equal.

Wanted in a Hurry

TIME OF DELIVERY IMPORTANT. MUST BE STATED.

All bids must be for motorcycles, complete, as stated. Prices should be written out in words, as well as expressed in figures.

PRICE TO BE STATED, for each, F. O. B. FACTORY, location of which must be given.

Proposals involving an amount of five hundred dollars ($500) must be guaranteed. This guaranty may be in the form of a certified check in an amount equal to fifteen per cent. (15%) of the amount involved in the bid, or a guaranty executed by two responsible persons or a recognized surety company to the effect that if the bid be accepted within sixty (60) days from the date of opening, the bidder will, within five (5) days after notification of acceptance, enter into formal contract and give bond with good and sufficient security for the faithful performance of his contract, or if guaranty (to contract) be not required, that he will furnish the supplies so awarded in the same manner as if contract had been required.

The contractor shall indemnify the United States and all persons acting under the Government against all liability on account of any patent rights granted by the United States that may affect the use of the motorcycles he proposes to furnish or any part or parts thereof, or any equipment he proposes to deliver.

The Government reserves the right to reject or accept any or all proposals or any part or parts thereof.

Proposals will be submitted on the printed blanks obtainable at this office (Q. M. C. Form No. 118).

It is the intention of the War Department to exact a fulfillment of all contracts as to time periods. Bidders should not enter into contract with the expectation that they can be relieved of the conditions stated in their contracts where same are based on their proposals.

Open Bids August 12

Proposals must be signed by the bidders in TRIPLICATE, inclosed in sealed envelopes addressed to the Depot Quartermaster, U. S. Army, New York, N. Y., indorsed on outside, "Proposals for Furnishing Motorcycles, etc.;" to be opened Aug. 12, 1916, at 11 o'clock a. m."

SKETCHES, DRAWINGS or CUTS, with complete description of the motorcycles offered, must accompany bids.

A. L. SMITH,
Colonel, Q. M. Corps, U. S. Army,
Depot Quartermaster.

CHAMPIONSHIPS FOR SHEEPSHEAD BAY

Postponed Providence Events Will Be Run Off on Seaside Saucer on Labor Day, September 4th—Pulling Card Planned

SHEEPSHEAD BAY, N. Y., August 7.—Those motorcycle fans who were disappointed when the Providence racemeet was called off a couple of weeks ago can consider that disappointment in the nature of a postponement for the plan which was hatching at Providence to carry the meet in its entirety to the Sheepshead Bay speedway, has matured to a point where the speedway management announces that sanction has been asked for the staging of a mammoth meet on the seaside track on Labor Day, September 4.

If things go according to the plans outlined by the speedway management and the Speedway M. C., which nominally stands sponsor for the event, all of the National F. A. M. championship events, which were to have been run on the Narragansett speedway, will embellish the all-star program which has been drawn up for the Labor Day occasion. These include six

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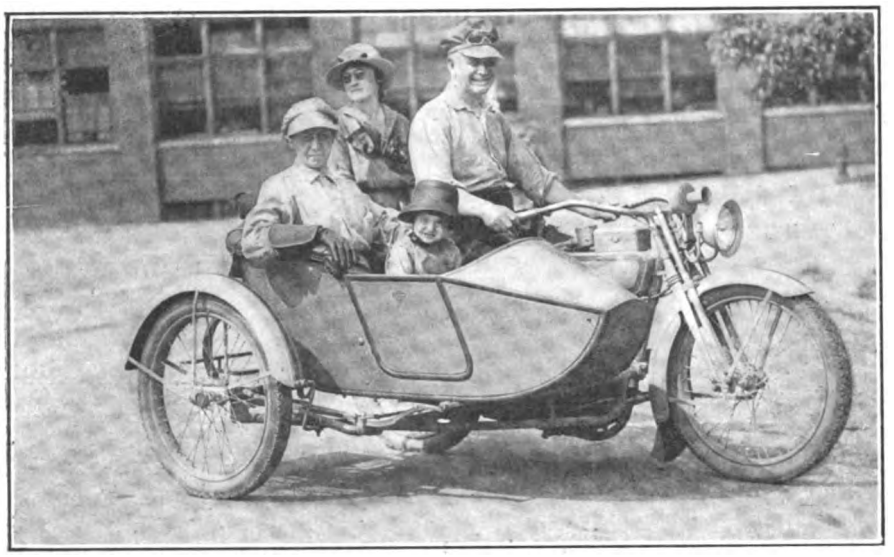
HE MIXES POLITICS AND MOTORCYCLING



Winfield R. Gaylord, Milwaukee, Is "Stumping" the Middlewest for the Social Democratic Party, and Making His Jumps on This Harley-Davidson Outfit

amateur championships as follows: 1-2-5-10-25-50 miles for which the Bosch trophy will be hung up, to be decided for on the point system. The single-mile and the 25-mile national professional championship contests and a 100-mile open event are the bait that will draw the best of the factory talent to meet, and without such competition as the Dodge City race provided on July 4, the pro riders should turn out in even greater numbers than on the previous occasion meet.

It is stated that entries for the event will close on August 24, and that no post entries will be accepted. Tickets are on sale, and entry blanks can be had from any motorcycle dealer in the metropolitan district, as well as from I. W. Barnard, care New York Sporting Goods Co., 15 Warren street, New York. It is estimated that the contest should draw an even larger attendance than the Independence Day meet, which pulled some 18,000 people Sheepshead Bayward.

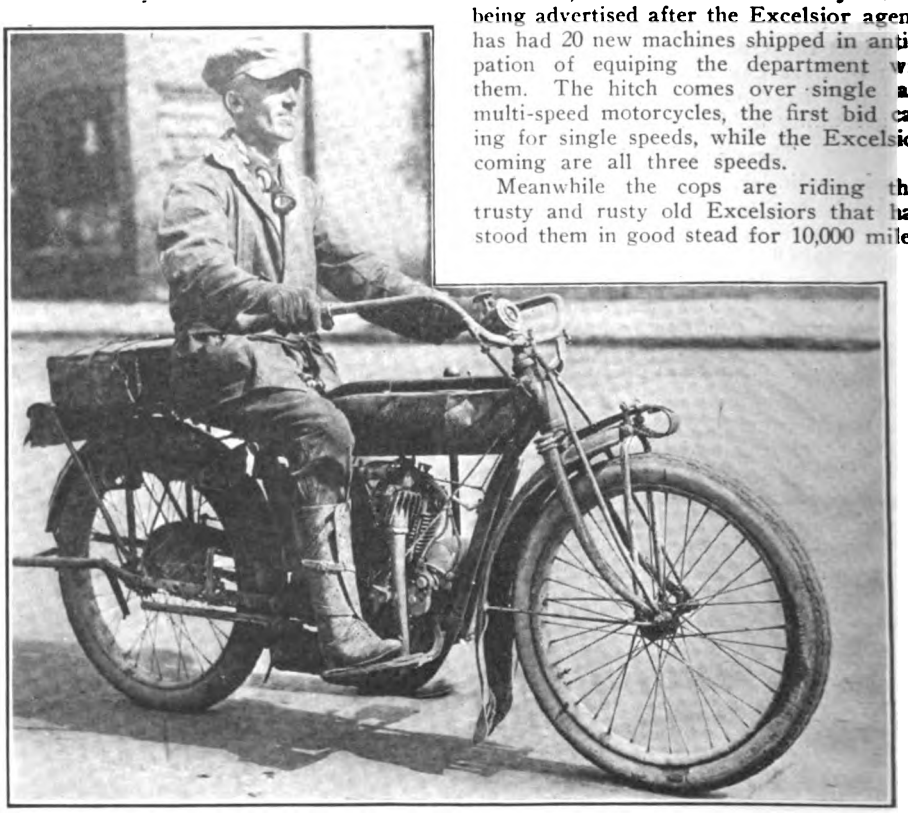
O'HARE IMPRESSED BY THE COAST FIELD

LOS ANGELES, Cal., Aug. 1.—Fully impressed with the possibilities of the Coast field as a motorcycle selling market, Sales Manager C. B. O'Hare of the Thor left here on Saturday last for El Paso and points south. That he was favorably impressed with this his first visit to the far west can be gathered from the fact that O'Hare says he is starting east a full-fledged booster for the west and that he intends to spend quite some of his time in the future in visiting the Pacific Coast trade, which no doubt augments at least one and probably two coast trips a year for the Thor man.

STUDYING HISTORY FROM THE SADDLE

BOSTON, Mass., August 7.—A. P. Hodapp, an instructor in history in the High School in St. Paul, Minn., arrived here yesterday on a motorcycle trip through New England for his summer vacation. Mr. Hodapp is linking up his vacation with his historical work and, in going over the ground where history was made during the Revolutionary War, he feels that he is accomplishing something that he will find worth while in time to come.

Mr. Hodapp's mount is a 1913 Indian on which he has covered better than 10,000 miles and has not even had the motor down to remove the carbon. Perhaps even more extraordinary is the fact that the original spark plugs and piston rings are giving perfect satisfaction. Mr. Hodapp is making the trip in easy stages, covering from 100 to 150 miles a day and laying off once in a while at the most interesting points to study the local conditions.



A. P. Hodapp of St. Paul, Who Is Studying History from the Saddle of His Indian

JOTTINGS ABOUT TRADESMEN IN NEWARK, N. J.

NEWARK, N. J.—Most everyone who motorcycles round this town is away, was away, or is going away for a bit of vacationing. Over in the Carl W. Bush Company, Harley-Davidson and Cleveland headquarters, Carl Bush has just returned from the F. A. M. convention at Providence, R. I. Link Holland, the sales manager, is off with his missus in a sidecar touring the New England States, and P. W. Stevens, the rest of the firm, is somewhere in New York State, having gone out of Providence after the big doings were over.

C. W. WAUGHOP, on a Cleveland, is hoboing it through the State of Maine with a complete camping outfit on the tail of his li'l ole two-stroke, and writes back that it's fine dope.

CHAS. KREBS, the local Pope agent, is in a fair way of becoming a regular John D. in the motorcycle and bicycle line, he having bought the store and goods of the Frank C. Cornish Estate, Henderson agent. He intends to operate both stores, which are located on two of the busiest thoroughfares in town.

"JIM" WILSON, well-known to local motorcyclists, has opened a shop at 351 Halsey street, where he will doctor all the sick magnetos and generators that are brought to him. He is well qualified to do this line of work, having had charge of the experimental work for the Splitdorf Electrical Co. for seven years.

WHAT the local police will ride is still in the air, as bids for new motorcycles are being advertised after the Excelsior agency has had 20 new machines shipped in anticipation of equiping the department with them. The hitch comes over single and multi-speed motorcycles, the first bid calling for single speeds, while the Excelsiors coming are all three speeds.

Meanwhile the cops are riding their trusty and rusty old Excelsiors that have stood them in good stead for 10,000 miles.

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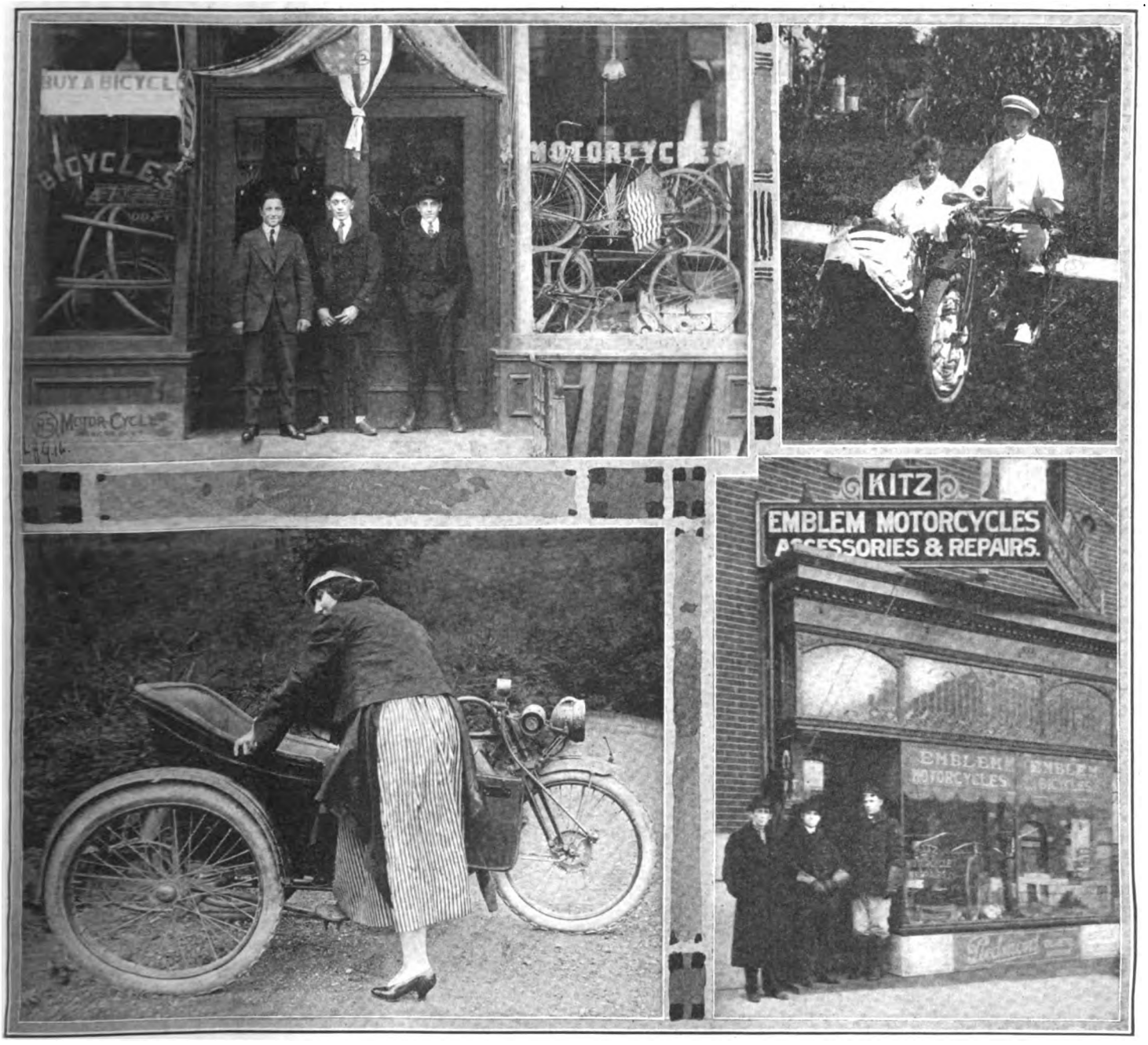
THEY'RE ALL BOOSTERS FOR THE KING OF SPORTS



Upper Left, Reading Standard Agency of Watson Kluczek in Newark, N. J.; Right, Miss Ulva Difoni and George Fisher, in Recent Parade in Perryville, Mo. Fisher Handles the Indian There; Lower Left, a Fair Booster for Reading Standard; Right, Agency of John F. Kitz, Handling Emblems, at Baltimore, Md.

BUSINESS OPENINGS FOR MANUFACTURERS AND JOBBERS

ST. CHARLES, Ill.—The firm of Marsden & Marshall has been formed to deal in bicycles, lubricating oils, small tools and bicycle sundries. Catalogs in these lines are requested.

CHARLOTTESVILLE, Va.—The Reynolds-Zink Hardware Co., Inc., has opened a store at 421 East Main street. Catalogs on bicycles are desired.

WAYNESBORO, Pa.—Beck & Benedict Hardware Co. will soon open at 86 West Main street. They desire catalogs on automobile accessories.

ALBIA, Iowa.—The Seaman-Clark Hardware Co. requests catalogs on automobile accessories, bicycles, small tools and lubricating oils.

THOMAS, Okla.—J. W. Mulcahy has bought out his partner's interest in the firm of Mulcahy & Coffman, hardware dealers. He requests catalogs on automobile accessories, lubricating oils and small tools.

GLASGOW, Mont.—Maris & Lee, Inc., has succeeded to the Glen Maris Hardware Co. The firm will deal in bicycles, small tools and lubricating oils.

CLAY CENTER, Neb.—J. L. Mooman has succeeded to the business of F. C. H. Adams. Catalogs are requested on autobile accessories, bicycles, oils and small tools.

NEW YORK, N. Y.—Joseph Sugerman, of 521 East 138th street, has opened a branch at 1038 Westchester avenue. Catalogs are requested on automobile accessories, oils and greases.

START SPECIAL CAMPAIGN

LOUISVILLE, Ky.—A. W. Ellis, Louisville manager for the Goodyear Tire & Rubber Co., and H. E. Waldsmith, a special representative from the factory at Akron, have started a special campaign in Kentucky on motorcycle tires, tubes, etc. Ellis reports a healthy season in these lines.

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MUD PLUGGING AND SPLASHING TO OMAHA

Miss Adeline Van Buren Visualizes the Hardships Which Beset Herself and Sister on the Section of Their Transcontinental Trip from Ashtabula to the Nebraska City

By ADELINE VAN BUREN.

OMAHA, Neb.—We left Ashtabula, O., on July 9 and passed through Cleveland, continuing on to Akron, where we stayed two days. It was quite a novel experience, being taken through the factory of the Firestone Tire & Rubber Company, from the pits of crude rubber to the sales department, in Akron. We feel now that we are quite competent to mend a puncture if the necessity arises.

Instead of returning to Cleveland over the 34 miles of boulevards, we passed on through Medina to Norwalk, O., and found some very bad roads en route. We only made 100 miles that day, July 13.

A Heavy Thunderstorm

July 13 is a memorable one, for one reason on that day I was in a bad accident. My luck was good this July 13, however, the worst that occurred was a terrific thunderstorm, just about five miles from Toledo. The rain came down in sheets and we could hardly see the road ahead of us, but we rode on, finally coming to a farmhouse visible in the lightning flashes. The owner let us stop for the night. The next morning we saw the ravages of the storm; over 100 telegraph poles were down, many being broken completely in half. About 50 workmen who were repairing the damages obligingly posed while I snapped a picture.

We left Ligonier the next morning, after meeting with a garageman who would only take half rates for his gasoline, to show his interest in our trip. We entered Indiana, being glad to leave Ohio behind us.

More Mud Riding

Indiana seemed to us to be a state of small farmlands peopled by human beings who have lost the enthusiasm of life. At Elkhart we were sinking in the mud of the Lincoln Highway, when the Indian boys caught us, having seen us ride past. One led us by a fairly good road to South Bend, and at that place, several others rode with us to La Porte. This was the first day we had company, and it seemed mighty good, as we were getting lonesome. We continued along to Hammond, just outside of Chicago, where we stopped for the night.

We wandered into Chicago on the morning of July 16 and lost ourselves in its wonderful park and boulevard system. A passing motorcyclist offered his services to guide us to Michigan avenue, the home of the Hendee Mfg. Co. in the Windy City.

Happy Time in Chicago

Chicago is surrounded by six parks—Grant, Lincoln, Humboldt, Garfield, Douglas and Washington—all connected by fine boulevards. A trip of 60 miles will not lead you off it once. This is very nice for residents, but rather hard on strangers, who can ride in circles and not know it. We visited the parks and also saw the new municipal pier of which the city is justly proud. We spent two and a half days in Chicago, one evening of which Mr. Speaks, of the Firestone factory, made very pleasant for us by giving us a sight-seeing trip per motor car.

On July 19 at Dixon, Ill., we were forced to indulge in some real endurance work. For 40 miles we skidded and slipped through deep sand. It was almost our Waterloo. Tourists all claim that it contains the worst ten-mile stretch of the Lincoln Highway from coast to coast. On July 20 we crossed the Mississippi over Lyons Bridge, the first time this was ever done by two girls on solo Indians.

Iowa's Red Clay

For a short distance the going was good; then we hit some Iowa red clay. This was wet from cloudbursts which occurred the night before; the ruts were so deep that the machines stood up by themselves. My sister was sure peeved. She did not even know I had taken her picture as she was getting up after a spill. Then we had some good road, and I started to dream, being very happy at the contrast.

Pretty soon I felt a bump on my head and came to right away. I made a little round dent in the road with it as I came off, for I had forgotten all about riding, it appears. Besides hurting, the spill annoyed me because I had not fallen on the bad roads at all.

In Cedar Rapids

We reached Cedar Rapids at 10 a. m. on July 21. In every city it is the same story. People are decidedly interested in our trip; reporters interview us and we are surrounded by a young, but respectful mob. All hands are anxious to do something for us. Our leather costumes are accepted naturally and instantaneously by everyone, causing real commendation, even from old ladies.

On July 22 we left the Lincoln Highway and followed the Jefferson Highway into Des Moines. It was a splendid road, kept in excellent condition by dragging. Des Moines impressed me as being most like New York, with the automobile stores, theatres and shops in separate sections of the city. Next day we rode over more good dirt roads to Omaha, leaving Des Moines at 11:30 a. m. and reaching Omaha over the River to River road at 8 p. m.; a distance of 168 miles. The country between is just like a gigantic roller coaster, one steep hill after another. As you coast down one and near the crest of the second, a panorama of big golden wheat stacks, grazing cows, and prancing colts is spread before you. Soon we encountered the first rider from Omaha of a group who had ridden out to meet us.

Arrive at Omaha

As we rode on the rest of the group joined us and we rode into Council Bluffs in quite a procession. At this city a motorcycle policeman joined the party and all hands crossed the Missouri river into Omaha. There we met Mr. Sam Boord, of the Omaha Bicycle Co., Indian agent.

The following day was Mr. Boord's birthday and his wife, hearing that mine came in two days, had a double celebration with dinner at her home in the evening. This home life cheered us both greatly. When I entered the Indian shop a package was handed me. On opening it I found a revolver the boys had bought to safeguard us for the rest of our trip. The card with it read: "Birthday Greetings From the Boys and Girls of Omaha."

The reporters all hope to hear of wild hold-ups and other adventures we have had, but they are disappointed. Our theory is rapidly becoming reality, that two real American girls can safely enjoy the health-giving and novel vacation of a transcontinental trip on motorcycles.

We are naturally delighted with our Powerplus machines with their Firestone tires. We have not had one bit of motor trouble. Each motor sings all day long, without a falter. New York air is still in our tires, for we have not had a puncture yet. We carry extra valves, springs, controls, chains, inner tubes and blowout patches, for the same reason that one carries an umbrella at home—when you carry the umbrella it never rains.

ON BUSINESS TRIP TO COAST

C. B. O'Hare, Thor Sales Manager, Who Is Now on a Rapid-Fire Tour of California and Other Far-Western Agencies

READING CLUB ON OUTING

READING, Pa.—Seventy-five members of the Reading Motorcycle Club visited Earlville, on a recent Sunday run, making the trip by way of Douglassville. Many of the tourists used sidecars and were accompanied by their women folk. A chicken dinner was served at Earlville.

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ALEXANDER AND WARNER WIN KANSAS RUN

Ellsworth 210-Mile Dust Lark Brings Home 15 of 20 Starters with Perfect Scores—Featherweight Wins Solo Prize

ELLSWORTH, Kans., August 7.—Despite sand of the sort that seven weeks' lack of rain can conjure up on Kansas trails, and that's sand of the bottomless kind, fifteen of the twenty starters in the Short Grass endurance run, promoted over a 210-mile course here today, managed to check in tonight with perfect scores. And of the fifteen perfect ones, a little lightweight machine made the best showing, Red Alexander, on an Indian Featherweight coming home with the highest consistency score of 998.

In the side car division, Spec Warner, also on an Indian made the best consistency record, with a score of 994; the next best score in this division was made by Steiner, who lost only 16 points for being off time at the controls and secret controls. Following Armstrong in the solo division came Hepborn, Indian, 997½; Curry Indian, 997; Tholen, Indian, 997; Rash, Indian, 995; Fillmore, Indian, 992½; Crocke, Indian, 991; Stephens, Indian, 990½; Mealey, Harley-Davidson, 990; Fisher, Harley-Davidson, 988.

The run, which was staged under the auspices of the Ellsworth M. C., carried the riders 20 miles on the far side of Wichita and back and proved that the Kansas sodbusters can ride to beat the band. Not an accident marred the day's sport which was followed by a feed-fest provided by Spec Warner.

PLAN $7,000,000 WORTH OF NEW ROADS FOR JERSEY

NEWARK, N. J., August 7.—Motorcyclists should be very much interested in the Egan Road Bill at the election this fall. This bill, if it wins, will provide for the building of $7,000,000 worth of new roads throughout the state, all of which would be trunk routes and not roads that start and end nowhere. The automobilists are for the new bill and are trying to enlist aid from other road users.

The $7,000,000 will be raised by a bond issue to be paid off in yearly installments from the Motor Vehicle Fund, a fund that will hit the $1,500,000 mark for the current year.

GIVING LORENZO BOIDO HIS JUST DUES

FATE and a thoughtless correspondent robbed Lorenzo Boido of some of the fruits of his victory in the non-stop contest at Indianapolis last week in the report of that wonderful performance of his which appeared in the last issue of **Motor Cycle Illustrated.** Boido, who for some time past has been connected with the Excelsior factory, was credited with making his kiling on another make of machine, whereas, he cleaned up the field in such fine style on his good old "X."

Just how the correspondent went astray on Boido's mount is a matter for conjecture, but it is safe to say that the "jumps" of this little speedster—Indian to Harley-Davidson to Excelsior—have been so frequent, as the various factories came to appreciate the Phoenix lad's real worth, as to confuse even the most diligent of correspondents. This much we can vouch for, however: the correspondent in question intended no slight for either rider or factory; t'was a simple slip of the pen, or the typewriter perhaps.

MERRY TO CLOSE LOS ANGELES STORE

LOS ANGELES, Cal.—Edwin F. Merry sent out under date of August 1 an announcement to his customers in Southern California that the Los Angeles branch stock and salesroom would be closed about Sept. 1. In the future Merry will carry his entire stock at his big headquarters building in San Francisco. By concentration of stock in this manner he feels that he will be better able to serve the trade in his territory as a whole.

Julius Smith, manager of the Los Angeles branch, will go to San Francisco to be associated with Merry in the management of the home establishment, but will keep in personal touch with the Southern California trade. Merry's circular says, "In our San Francisco house we have the largest and best arranged jobbing institution in this line, west of Chicago, and with the added development which we intend to install, will give us better opportunities to expand that will work to the benefit of both our customers and ourselves, and we extend a cordial invitation to visit us and to consider our house your home and headquarters when in San Francisco."

SHIPPING BUREAU FOR NETHERLANDS EXPORTERS

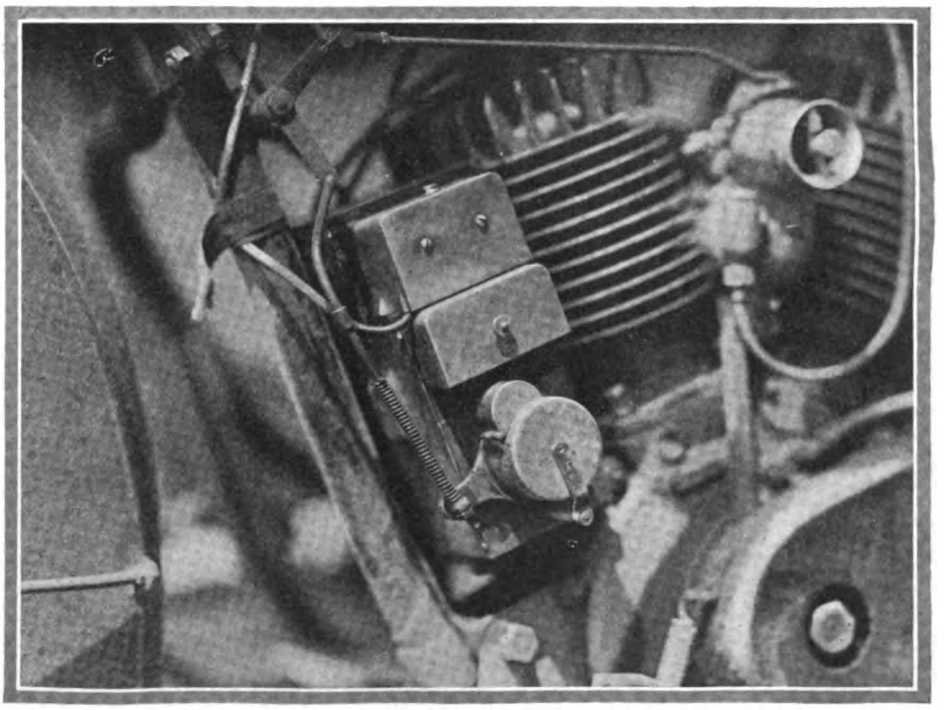
NEW YORK—As an aid to those manufacturers whose endeavors in the export field are mainly directed toward the Netherlands and Scandinavian markets, the Ph. Van Ommeren Corp., 42 Broadway, New York, announces the establishment of a shipping bureau dealing especially with business transacted in these countries. The bureau will be in chare of Mr. Wm. H. Scholtz, formerly connected with the American Legation at the Hague and an authoritl on Dutch commercial affairs, and it will attend to all matters incidental to the exportation of goods to and the exploitation of goods in the Netherlands and contiguous countries.

14,000 TAGS FOR MOTORCYCLISTS

TRENTON, N. J., August 5.—Commissioner of Motor Vehicles William L. Dill has ordered 120,000 license tags for 1917 of which 14,000 are for the motorcyclists. The colors are to be national blue and white. There is talk of the 1918 markers being made at the State's prison, by the convicts.

HERE'S THE NEW DIXIELITE—SPLITDORF'S LATEST

Separate Ignition and Lighting Units in One Casing



IN the photograph above is shown the newest apparatus from the Splitdorf Electrical Company, of Newark, N. J., mounted on an Indian Powerplus machine. The ignition unit is located in the lower portion of the casing, the contact maker being the same as on the Dixie magnetos. Above is the armature for the lighting section, the interrupter being located in the rectangular housing near the top. The lead for the lighting current enters at the lowest point of the upper casing. The drive for the lighting section armature is by gear from the main shaft of the Dixielite. The apparatus was exclusively described in last week's issue.

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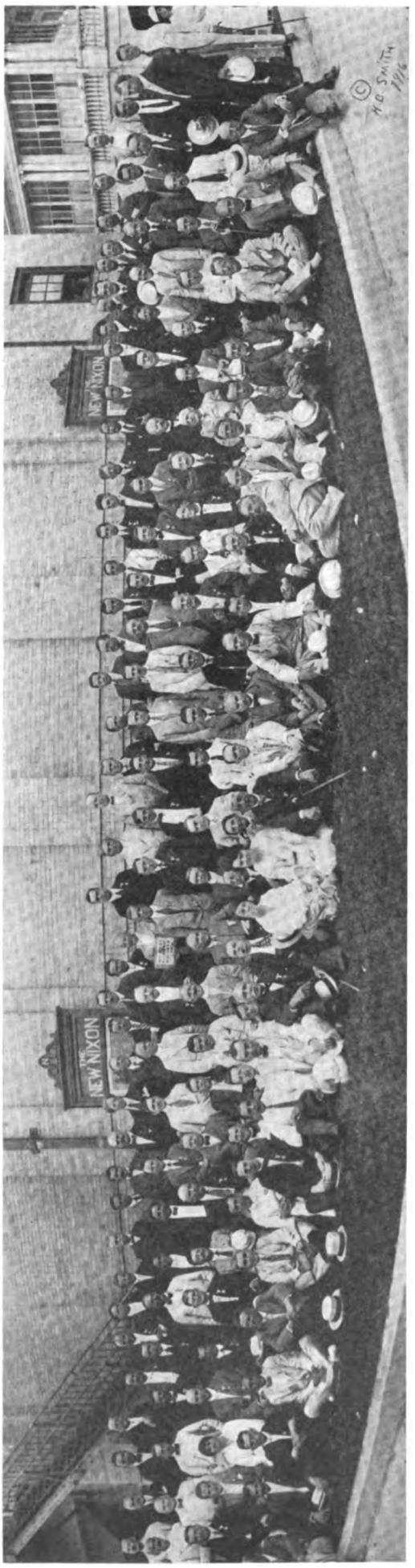
CYCLE TRADES CONVENTION CROWD CAUGHT IN A RARE MOMENT OF REPOSE



WHEN a big and thoroughly energetic gathering is striving earnestly to keep in touch with three or four meetings a day and at the same time make the most of the myriad attractions held out by Atlantic City, it is a difficult matter to obtain a group photograph, and that accounts for the fact that only about two-thirds of the Cycle Trades folks appear in the above picture. Some of the visitors were bathing when the photo was taken, others were taking the morning air in roller chairs on the boardwalk, some were out on the links, and, all in all, the camera man did well to get as large an assemblage on the lawn as he did.

By the way, R. A. Sundvahl and Walter W. Shoemaker banged out the lowest gross and net scores, respectively, in the golf finals at the Country Club on Friday and carried off the prizes. Shoemaker made it in 100 gross and with a handicap of ten strokes, scored 89 net. Sundvahl's score going out was 42 and on the return 48, giving him a gross score of 90, the best of the day by quite a margin. Shoemaker went out in 53, and thus had a gross total of 99.

Final returns from the bowling tournament show that Mrs. Henry Mesinger won the ladies' first prize cup with a score of 103, and Miss Herrinstadt, of the Progressive Cycle Co., of New York, captured the cup for the second best score.

The members of the Motorcycle and Bicycle Manufacturers' team, which defeated the Jobbers', Travelers' and Salesmen's teams, and carried off cups, were W. G. Schack, E. J. Mueller, Fred L. Brown, W. V. C. Jackson and Joe Merkel.

Jackson was high man on the winning team, his top score being 208, but four or five lucky breaks put J. Leo Sauer into the running for the roll-off, and he bested Jackson with a score of 188. J. Leo admits that he was the most surprised man in the house when the returns came in and they handed him the cup.

The report on the Motorcycle and Allied Trades Association meeting and the final joint session of the cycle trades will be found on pages 16 and 17. These reports, with the golf and bowling finals, clear up the schedule. All the other convention doings were fully covered in **Motor Cycle Illustrated** for August 3.

CYGNET STARTS SALES IN SOUTHERN CALIFORNIA

LOS ANGELES, Cal.—G. H. Morton of Glendale, Cal., has been appointed factory representative of the Cygnet Rear Cars and has started Southern California business on this attachment in good shape. Risden's has already sold two of the rear cars and the Girton-Hoffer Co., Excelsior distributor, has a Cygnet demonstrator prominently displayed and is pushing it actively.

NORWEGIAN FIRM WANTS AMERICAN MOTORCYCLES

FROM Norway comes an inquiry for American motorcycles, the inquirer desiring to get into touch with manufacturers in this country. Correspondence may be in English, with quotations f. o. b. New York. Cash against documents will be paid. Those interested should address the Bureau of Foreign and Domestic Commerce, Washington, D. C., mentioning Opportunity No. 22045.

BUTLER SELLING HIGH-CLASS SIDECAR OUTFITS

LOS ANGELES, Cal.—Thomas C. Butler, Jr., managing the Indian retail store in this city, has a very convincing way of presenting the attractiveness of a fully-equipped motorcycle with sidecar. In the past few days Butler has obtained two orders for outfits of this kind, one for $403.17, and the other for $354 in cold cash.

MOTORCYCLISTS PROFIT BY UPLIFT CAMPAIGN

LOS ANGELES, Cal.—Lester Miles and some of his associates in the Los Angeles M. C. have been conducting a campaign of education among city officials and summer resort keepers, which is producing good results on behalf of the motorcyclists. The purpose of this campaign has been to show keepers of restaurants, cafes, hotels and camps that motorcycle riders are the best class of people who patronize their attractions.

The proprietors of these places and officials of cities visited by bodies of riders have had their attention called to the fact that motorcyclists are liberal buyers, and that there are several thousand of them in southern California. As a result of this publicity, motorcyclists are now the most welcome guests.

SPRAGUE SWEEPS BOARD AT COSHOCTON MEET

COSHOCTON, Ohio.—J. Sprague, riding his Harley-Davidson, captured all three motorcycle races at the Farmers & Merchants picnic, in this city, on August 3. In the 15-mile event, Sprague covered the distance in 20:30, with Cupps, Excelsior, second, and Kunion, Indian, third. In the 10-mile race the order of finish was Sprague, Cupps, Kunion. Time, 14:30.

Sprague won the 7-mile in 8:45, with Kunion in second place and Cupps, third. Nearly 15,000 saw the events, crowding the rails and stands of the half-mile track in the fair grounds.

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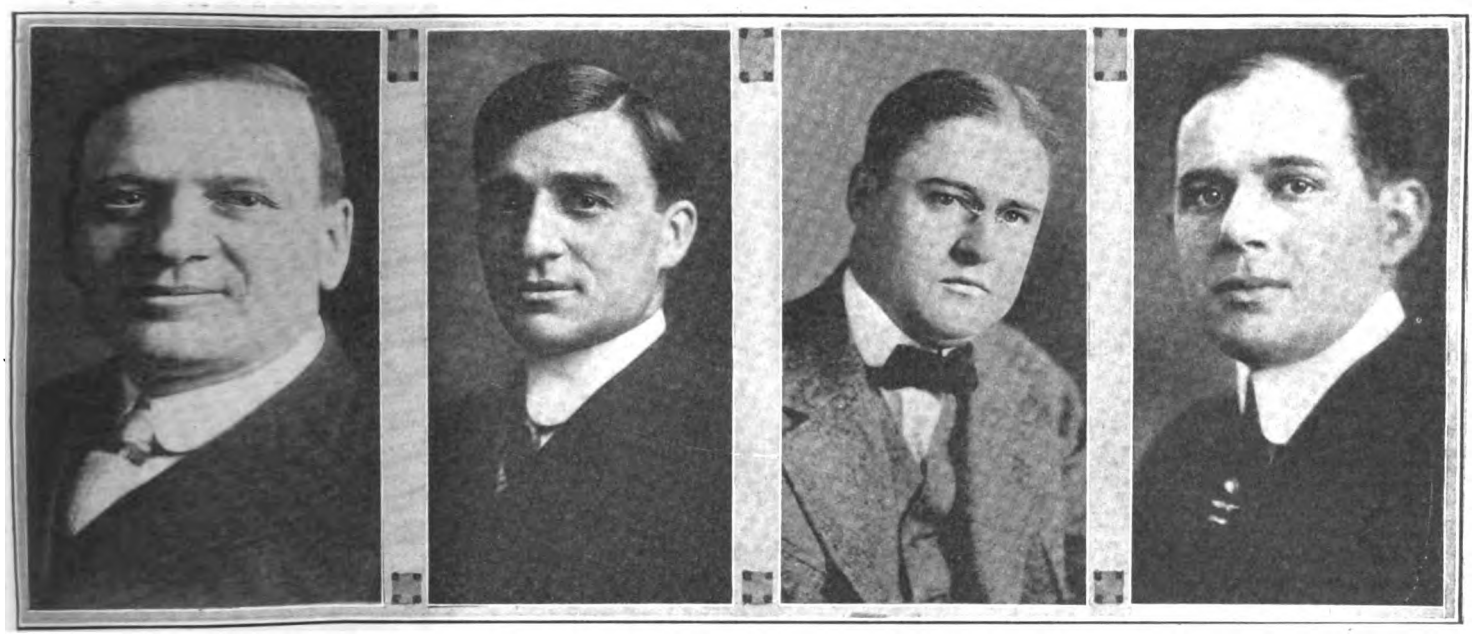
THEY MADE FIRESTONE SPARKS FLY AT ATLANTIC CITY



R. J. Firestone, General Sales Manager; F. C. Blanchard, Assistant Sales Manager; Edward S. Babcox, Advertising Manager, and Charles E. Speaks, in Charge of the Bicycle and Motorcycle Tire Department, Who Lent Firestone Prestige to the Business Councils, and Entered in Regular Firestone Fashion Into the Sports at the Annual Midsummer Seaside Trade Convention

INDIAN GUN OUTFIT COMMENDED BY WOOD

In Test Over Rough Country Near Plattsburg, N. Y., Apparatus Proves Serviceability and Is Praised by U. S. Commander

PLATTSBURG, N. Y.—In a test over rough country near the Business Men's Training Camp, an Indian machine gun outfit performed all that was required of it so successfully as to receive the compliments of Major-General Leonard Wood, commanding the United States army. The try-out took two hours, and was made with the gun, a Benet-Mercier, mounted and 600 rounds of ammunition carried. The crew consisted of Lieutenant Philip Gordon, Second Cavalry, and two men, one on the tandem seat and the other on the gunner's seat on the sidecar.

The machine left camp covering 3¼ miles in 4½ minutes, then was driven over the ground among the stumps and brush. A stream was forded and then the gun was sent into action, the sidecar being detached and wheeled by hand to position. When the test was over it was found that the outfit had performed what ordinarily required three horses, a pack mule and four men.

General Wood complimented Hal H. Noyes, Indian representative at the camp and commander of the motorcycle squad just established, on the performance of the machine gun outfit. Noyes is breaking in the men, principally regulars, in the riding, handling and care of the machine. He has about a dozen under his supervision now, some of whom show great promise of becoming experts.

VALUABLE DATA IN JULY "TIRE NEWS"

TWO of the six pages of the July issue of the *Goodyear Tire News* are given over to motorcycles and bicycles, and like the remainder of the publication are well illustrated. The leading article in this section is devoted to the repair of bicycle tires and is particularly of value at the present time. A pointed story on the clean rider is also an interesting feature of the section. In the main section there is an excellent demonstration of what service should mean to the dealer.

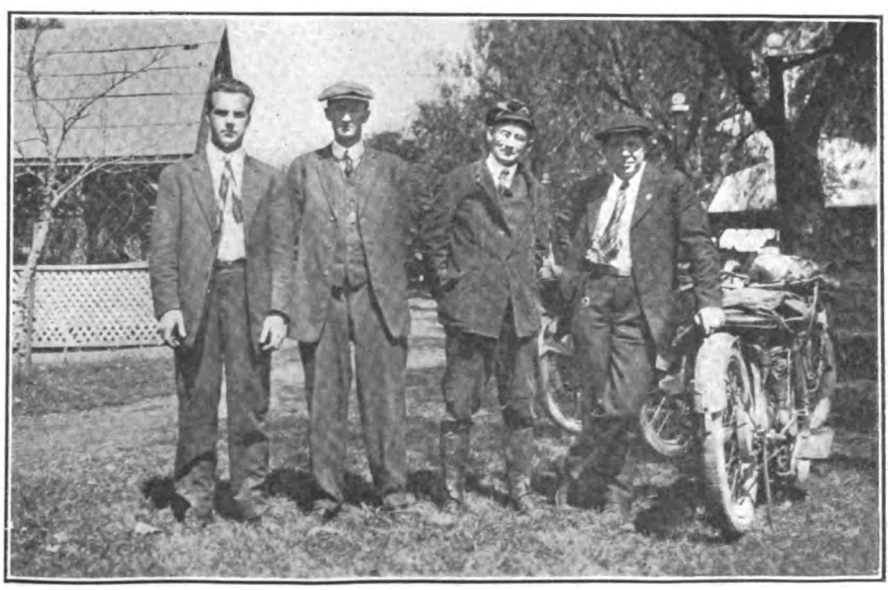
BERRY'S STORE IS BADLY DAMAGED BY FIRE

LOS ANGELES, Cal., Aug. 2.—While T. E. Berry, Miami and Merkel distributor, was up at Big Bear Lake on a fishing trip with C. L. Smith and Eddie Lingenfelder, manager of the Goodyear tire branch, a fire started in his Los Angeles store and practically cleaned up the place. The loss was covered by insurance, but it is expected that the store will not be open for business before September 1, when a new stock of Miamis will be on hand.

BILL HAS SIX EMBLEMS LEFT OUT OF SHIPMENT

LOS ANGELES, Cal.—John T. Bill & Co., handling the Emblem line, has only six of the original lot of 35 Emblem lightweights left. The lot was received two months ago, and more than half of it went in three weeks. Pierce and Emblem bicycles and the Hudson line are also leaders.

POMONA'S ACTIVE QUARTET OF DEALERS



Left to Right, Fred Weaver, Miami; E. M. Williams, Excelsior; Charles Johnston, Indian; S. P. Hunsicker, Harley-Davidson, All True Californians

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ALLIED TRADES BODY APPROVES CONSOLIDATION

Names Committee to Confer with M. M. A. Representatives on Plans for Combining Forces at Time of Chicago Show; Another Committee to Co-operate with the F. A. M.

"WE have had comparatively little time to obtain concrete results, but all things considered I feel that our recently-launched organization has done excellent work," said Chairman Harry S. Quine in opening the meeting of the Motorcycle and Allied Trades Association at the Atlantic City convention on Thursday afternoon, August 3. "We have considered many plans for the general advancement of the motorcycle and allied industries, and while only two of the committees appointed at Milwaukee are submitting detailed reports, I have been informed that all the other committeemen have been giving serious thought to the problems confronting them. At any rate, we have been active. We have shown a lively disposition to work. We have exhibited genuine enthusiasm, and when our efforts receive the backing of the proposed joint body, to be composed of the M. M. A. and the Motorcycle and Allied Trades Association, we can certainly look forward to big things."

Chairman Charles E. Speaks, of the Dealers' Betterment Committee, then submitted his report, which was summarized in the August 3d number of **Motor Cycle Illustrated.** Special emphasis was placed by Chairman Speaks upon the series of six educational letters to be sent out by the committee to dealers. As was explained in the issue of last week, the first of these letters will deal with the aims of the Motorcycle and Allied Trades Association; the second will treat of the advantages of a clean and orderly motorcycle store; the third offers sales hints and general business-building suggestions; the fourth discusses advertising and publicity work from the dealer's viewpoint, and the fifth and sixth take up time payments and the matter of accounting.

It is the intention of the Dealers' Betterment Committee to send out one letter a week, beginning September 18. At the same time that the second letter is released a folder, embodying pictures of satisfactory and unsatisfactory motorcycle agencies, will also be distributed. This folder will give some additional sales-boosting suggestions, and will be made up strikingly in colors. The chief object of the folder is to stimulate the interest of dealers in neat stores and brighter window displays.

Following the reading of Mr. Speaks' report, the association voted to continue the Dealers' Betterment Committee and authorized the carrying out of the campaign outlined. The other members of the committee are C. B. O'Hare, E. J. Mueller and Frank Effinger.

In the absence of Chairman Lacy Crolius, the report of the Publicity Committee was read by Chairman Quine. This report was dealt with at length in **Motor Cycle Illustrated** for August 3. It discussed open mufflers, tank-riding, speeding, the costume problem and other phases of the proposed campaign to create a better impression upon the general public, and also treated of the plans that have been laid to obtain broader publicity for the motorcycle along favorable lines in national periodicals.

The report was accepted and the committee was was continued. In addition to Chairman Crolius, the Publicity Committee has the following members: Louis S. Fairbanks, R. F. Rogers, Frank Effinger and E. R. Thomas.

In discussing the proposed consolidation of the M. M. A. and the Motorcycle and Allied Trades Association, W. V. C. Jackson argued that the former could be continued practically on its present basis as the Motorcycle and Allied Trades Association; in other words, that no radical changes in policy would be necessary to permit the manufacturers' body to operate as one with the Allied Trades organization, in view of the fact that the two associations have in mind the same objects.

Dan Walls suggested the appointment of a committee of three to confer with a committee of the M. M. A. regarding the consolidation, and this was later put in the form of a motion and carried, Messrs. Speaks, Walls and Briggs being named as the committee.

Mention was made of a proposal to consolidate all the motorcycle and allied associations in one big body, with executive committees to specialize upon the various lines of work, and in this connection there was some talk of imposing a tax, on the basis of the value of the product marketed, upon all manufacturers to defray the expense of the campaigns now in hand. In opposition to this idea, however, it was contended that the general consolidation scheme would have its drawbacks, and that the consolidation should be worked out to cover only such associations as were definitely working for the same objects. This brought the proposition back to the combining of the M. M. A. and the Motorcycle and Allied Trades Association, whose objects are already practically identical.

Charles E. Speaks brought the matter to a head by stating that in his opinion the Motorcycle and Allied Trades Association had been honored by the offer of the M. M. A. to consolidate, and offering a motion to approve of the consolidation plan. The motion was carried.

L. M. Wainwright, of the Diamond Chain Mfg. Co., added the name of his company to the list of the Allied Trades body and promised his personal cooperation. Incidentally, Mr. Wainwright made a plea for a definite announcement of the aims of the Motorcycle and Allied Trades Association and stated that as a sales-boosting organization it has great opportunities.

A. H. Bartsch added the name of the Bosch Magneto Co. to the membership of the Allied Trades Association, and Leadley Ogden requested that the Cygnet Rear Car Co. also be included.

It was finally decided that the committees representing the manufacturers' association and the Allied Trades body should take up the consolidation plans with a view of submitting a full report at the Chicago Show, at which time the project will doubtless be put through.

President Henderson, of the M. M. A., stated that his organization would foot any minor bills that may be incurred, for stationery, etc., by the Motorcycle and Allied Trades Association pending the consolidation.

The officers were then elected, Mr. Speaks placing Chairman Quine in nomination for president. Mr. Quine was elected promptly, and T. W. Henderson, nominated by George Briggs, was placed in the office of vice-president with equal promptness. Marty Stokes, nominated by A. B. Coffman, was elected to the office of treasurer in record time, and President Quine was authorized to appoint a secretary and have suitable letterheads prepared.

That wound up the business of the Motorcycle and Allied Trades Association,

What Was Done

Motorcycle and Allied Trades Association approved plan to combine with Motorcycle Manufacturers' Association, on a basis to be determined by committees representing the two bodies. Consolidation plan is to be ready for action during Chicago Show week.

Reports of Dealers' Betterment and Publicity Committees were accepted and the committees were continued.

H. S. Quine was elected president of Allied Association; T. W. Henderson, vice-president; M. S. Stokes, treasurer. Officers will serve until Chicago meeting.

President Quine was authorized to select a secretary, and to have temporary letterheads prepared.

President Henderson, of M. M. A., stated that his organization would meet any minor bills of Allied Association pending the consolidation and definite arrangements for financing the work in hand.

Bosch Magneto Co., Cygnet Rear Car Co. and Diamond Chain Mfg. Co. joined the Allied Trades Association.

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except for a brief discussion of F. A. M. affairs, which was opened by E. M. Jackson. Mr. Jackson argued that it came within the province of the trade bodies to assist in working out the problems of the Federation, and at his suggestion a motion was introduced providing for a committee of five to consider the upbuilding of the national riders' body. It is the intention to have this committee submit a full report at the time of the Chicago Show, and in the meantime to co-operate in any way possible with the F. A. M. officials for the ultimate benefit of the organization.

In closing the meeting, Chairman Quine expressed confidence in the future of the motorcycle and allied industries and predicted that truly remarkable results will follow the concentration of activities by the trade bodies. "Some time ago we felt that we had seen a great vision," said the chairman, "but it remained for the events of the past year to convince us that the vision is no more wonderful than the realities can be made if we pull together and keep your eyes firmly upon the high ultimate goal."

TRADE O. K.'S BICYCLE COMMITTEE'S PLANS

Joint Session Approves Appointment of Board of Directors to Devise Ways and Means of Raising $100,000 Exploitation Fund—Cycle in War Extolled

THAT $80,000 or $90,000 fund for the exploitation of the bicycle through publicity, dealer culture and various and sundry other channels which was recommended to the assembled cycle trade at the first joint session at the Atlantic City convention by the Million Bicycles committee, seems in a fair way of becoming a reality, judged by the action taken on the matter at the second and final joint session on Thursday. The matter having been fully threshed out at the separate meetings of the trades bodies on Wednesday and left in the hands of a Conference committee for further discussion, with the result that by the adoption of the report and findings of this conference committee, the joint assembly paved the way for the appointment of a Board of Directors consisting of three members from each, the Cycle Parts and Accessories Association, the Bicycle Manufacturers' Association and the Cycle Jobbers' Association of America, which with Messrs. H. S. Quine and C. F. Olin of the Million Bicycles Committee acting in an advisory capacity will devise the ways and means of first raising a fund of $100,000 to carry out the recommendations of the Million Bicycles Committee, and secondly its administration.

The Conference committee, which met early on Thursday morning and reached the decision that the good work should be carried on to its logical conclusion and decided that the appointment of a Board of Directors would be a step in advance toward that goal, comprised the following: C. P. and A. A.—Messrs. Wainwright, Schwab, Wetzel and Quine. C. J. A. of A.—Messrs. Grady, Owens and Fry. B. M. A.—Messrs. Fogarty, Wise and Schack. M. M. A.—Messrs. Henderson and Arthur Davidson. The M. M. A. committee withdrew from the conference on the representation of Mr. Henderson that the motorcycle folk were organizing a motorcycle exploitation campaign along similar lines. The conference committee organized by electing Mr. Wainwright chairman and Mr. Quine secretary.

Following the reading of the Conference committee's report, it was unanimously adopted, indicating the true feeling of the trade, and the committee was discharged with a vote of thanks.

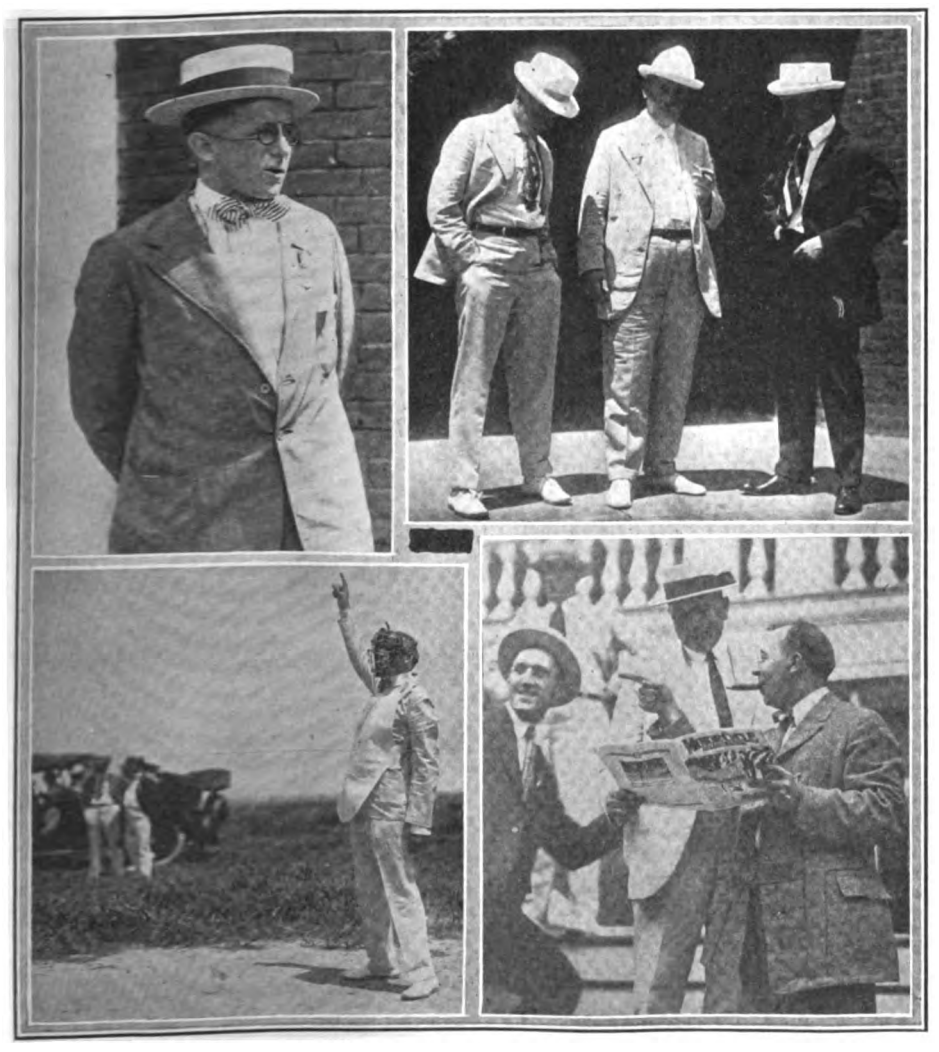
Col. Albert A. Pope, president of the National Association of Manufacturers of America, made the opening address at the final joint session, and called the attention of the members to the real value of cooperation in any trade and to the great amount of good to come of full-fledged cooperation in the cycle industry.

Following Colonel Pope's speech, Chairman Printz called the attention of the assembly to the fact that several trade members doing exporting and importing business exclusively desired to form a separate organization as a branch of the Cycle Parts and Accessories Association with the result that a committee of three had been appointed to find out if such an organization were possible or expedient.

Keyser Fry of the Reading Cycle Co. read a number of letters and a report dealing with the organization of one big two-wheeler association bearing on motorcycles and bicycles as well and which he has been endeavoring to organize since the last midwinter convention of the trades bodies in New York. Despite the fact that most of the letters expressed full sympathy with the aims and plans for such a body, no action was taken on the matter by the assembly.

(Continued on page 38)

WHAT'S A CONVENTION WITHOUT THESE CELEBRITIES?



George T. Briggs, Wheeler & Schebler, Caught Napping; Bert A. Quayle, Standard Welding, Discussing "Shines" with Pete O'Horo, Excelsior Cycle, and F. R. Guyon, Elyria Iron & Steel; G. H. Hamilton Pulling His Great "Umpire" Act; D. G. Anderson, Cyclemotor, and L. J. Linn, Dallas Cycle Dealer, Being Let in on a Good Thing by Frank Chase, of the Frank Mossberg Co.

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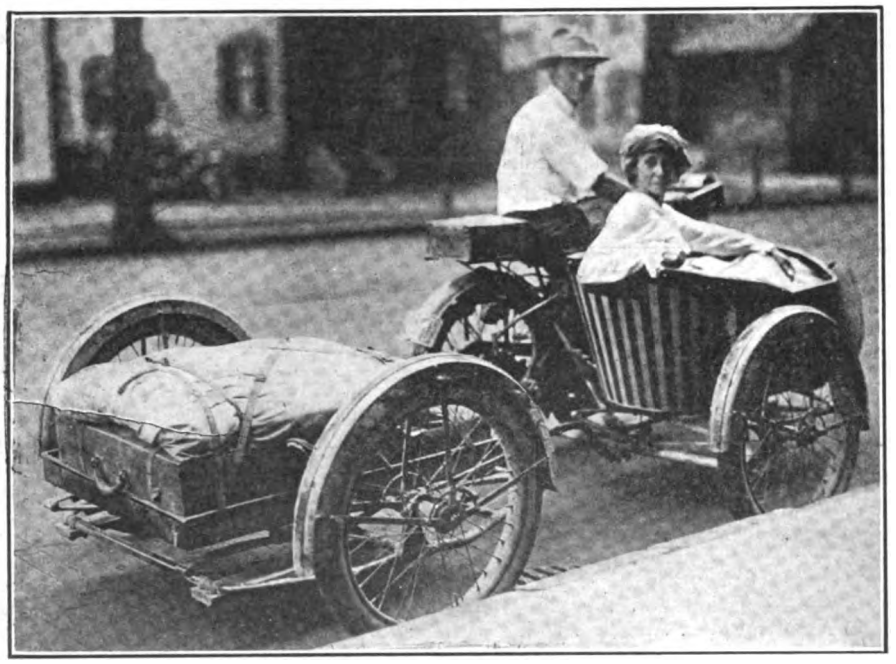
FOLLOWING THE FOWLERS ON THEIR TOUR



L. E. and Mrs. Fowler Leaving Boston with Trailer Attached. The Trailer Has Been Abandoned and Tentage Is Carried on Special Sidecar Rack. Note Striped Sidecar

NEW YORK CITY, August 7.—The Fowlers are at it again! Mr. and Mrs. L. E. Fowler, long distance motorcycle tourists, are making another summer tour, which will carry them over a distance of 5,000 miles before they again return to the Smoky City and resume teaching. The Fowlers, on their Indian fitted with Flxible side car, rode into New York this morning and spent an hour or so at **Motor Cycle Illustrated's** office and then turned their wheel towards Baltimore and points south.

Their present summer tour, which is their third, has carried them so far through Albany, Springfield, Boston, Portland, Me., St. Johnsbury, Vt., down the White Mountain trail to New York and from here they are heading through Baltimore, Washington, etc., back to Pittsburgh. They expect to bring the tour to a happy conclusion about the beginning of next month.

GILLETTE TIRE BUILDS

EAU CLAIRE, Wis., July 30.—The Gillette Safety Tire Company expects to get into its new plant, now under construction, before August 15. The main buildings, which are the first of a proposed group, are 60 by 250 feet and will be equipped with $30,000 worth of tire and rubber-working machinery.

STEWART-WARNER BUYS V-RAY INTERESTS

CHICAGO, Ill., Aug. 2.—The Stewart-Warner Speedometer Corporation has bought the stock and business of the V-Ray Company, maker of V-Ray spark plugs, at Marshalltown, Iowa. The product will hereafter be marketed under the name of the "Stewart V-Ray."

It is probable that the plant equipment will be moved to Chicago in order to make it an integral part of the corporation's widely-varied activities. The manufacture of the plugs will be widely extended now that the purchase has been completed.

V. N. Hansen, president of the V-Ray Co., will have charge of the spark plug end of the Stewart-Warner business. The present output is about 3,200 daily, but this will shortly be increased.

CLEVELAND NEVER MISSED, SAYS SCHOOLFIELD

CLEVELAND, Ohio.—Among the many recent bulletins received by the Cleveland Motorcycle Company, is one from Raymond Schoolfield, dated from Covington, Va., in which he says that he made the trip to Covington on his Cleveland in two days. The distance was 263 miles and Schoolfield had to ride over 100 in red clay soaked by four days of rain. The latter half of the two-day trip was also made in the rain.

"The Cleveland never faltered," said Schoolfield. "I went through two rivers with water up to the tank, but in each case the motor started right off on the first push. There were twelve miles of low gear work in one section, but the motor did not overheat."

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THROUGH MUD AND WATER IN SOUTH AUSTRALIA

Scenes Taken on a Business Trip Through New South Wales

MELBOURNE, Australia.—Jack Gunn, representing the Rhodes Motor Cycle Co., Pty., Ltd., Indian agent in this city, makes a trip each Winter to sign up agents, etc., in New South Wales. On the last occasion he took Mrs. Gunn in the sidecar, and the photographs below show the conditions of road encountered on this tour.

At the left is Mrs. Gunn feeding sheep dogs near a back-country grazing ground. Next to right is the Gunn combination on a main road, which is practically a trail across the prairie. In the right hand upper picture is a sample of the kind of highway the Gunns had for mile after mile—black mud. Automobiles cannot get through during the Winter, so the trip was a fine boost for the motorcycle and sidecar. Below is a flock of sheep which blocked the road on the way to the river to drink.

PLANS PERFECTED FOR PIKES PEAK CLIMB

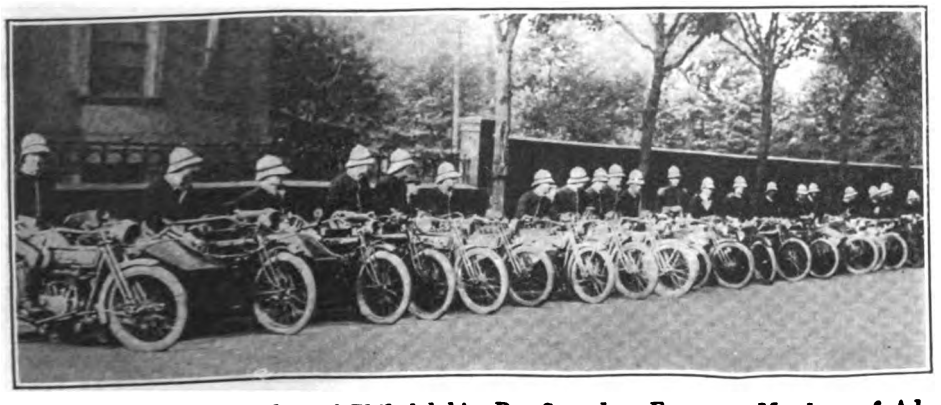
Factory Celebrities and Local Talent Will Make Today's Event One of Moment—Denver Race Meet Will Follow

COLORADO SPRINGS, Colo., Aug. 10.—"Der Tag" has come for the motorcycle enthusiasts hereabouts! It's the day of the big hill climb up Pikes Peak; 15 miles from Manitou to the snow-capped pinnacle extending 14,000 feet and better above the sea level. The contest is being promoted by the Pikes Peak Auto Highway Co. of Colorado Springs, which has recently brought the old carriage trail up Colorado's most famous peak in ship shape condition for automobile traffic.

That the event is the most important hill climb in this or any other country can be gathered from the fact that several of the motorcycle factories have entered their most famous riders for the contest. From the Harley-Davidson factory in Milwaukee are entered a Floyd Clymer, who broke the 100-mile record at Dodge City and who has cleaned up a few things since, and Otto Walker, who sprung into prominence at Venice last year and proved that he has not slipped by taking the La Grande Speedway contest a week or so ago. Harley-Davidson riders of lesser fame who have been entered are Emmet Knight, Colorado Springs; Frank Kunze, James Johnson and Hop Lytle all local riders. Representing the Indian Wigwam on the entry list are Don Johns, whose name is a by-word in motorcycle circles the country over; Paul J. "Spec" Warner, of Ellsworth, Kans., who took fourth place in the Dodge City contest, and Glen Boyd of Denver. The Excelsior factory, it is understood, has entered Bob Perry and Glen Stokes and the chances are that Lorenzo Boido also will face the starter's gun.

Topping off the hill climb which occurs on Thursday is a big race meet on the Overland Park Track, Denver, which is to be promoted by the *Denver News*. The race meet comprises six events of which the feature is a 50-mile open with a first prize of $150.00, second $100.00, and third $75.00. The profits from this meet will be donated to charity by the *News*, and it is expected the contest will draw at least 10,000 spectators.

ACTIVE AUXILIARY AT AD. MEN'S GATHERING



These Uniformed Riders of Philadelphia, Pa., Served as Escort to Members of Advertising Body in Recent Convention Parade in That City

TEN EVENTS FOR LABOR DAY MEET AT SHREVEPORT

SHREVEPORT, La., August 4.—Entry blanks have been issued for the Labor Day race meet to be held here under the auspices of the Central Trades and Labor Council, September 4. There will be ten events, five for Class A and five for Class B riders. The entry fee is 50 cents for the Class B events and $1 for each event in Class A.

The Class B events are: Five mile, flying start, stock, $15; 10-mile, flying start, $25; one mile time trial, flying start, $10; 10-mile stripped stock, flying start, $35; one mile, single cylinder, $10.

Class A events are: Ten mile free-for-all, stripped stock, $75; 5-mile, free-for-all, stripped stock, flying start, $50; one mile time trial, flying start, $25; 15-mile, free-for-all, flying start, $100; 25-mile free-for-all, flying start, $150. No entry fees for time trials.

Entries close September 3, at 12 p. m. Post entries double fee. Application should be made to F. L. Zimmerman, Jr., 1340 Oakland street, Shreveport.

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"DELEGATE BADGES" AS BUSINESS PROMOTERS

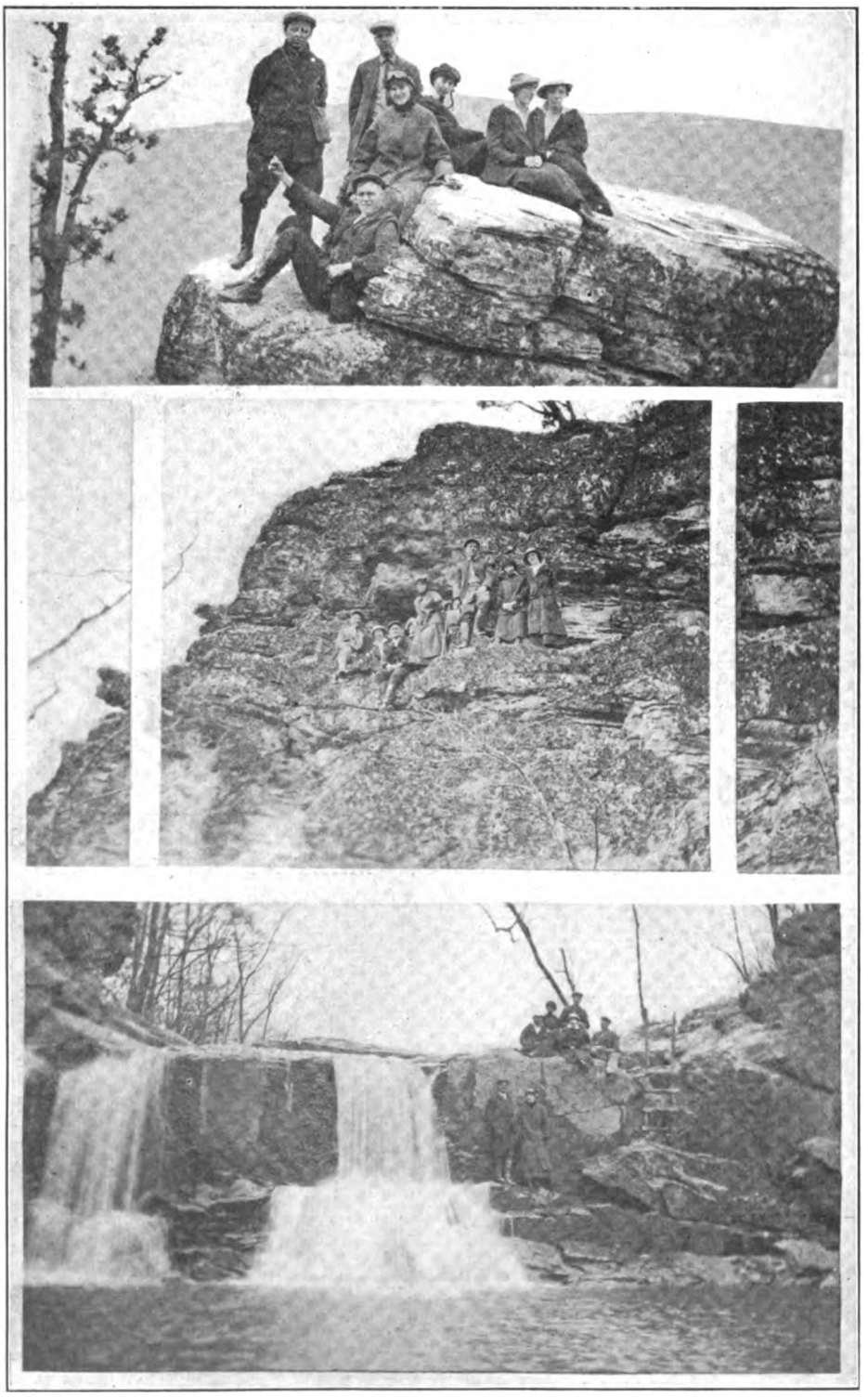
Harley-Davidson Folk Present Them Free to R. F. D. Men Attending Conventions in the Various States

MILWAUKEE, Wis., July 28.—By way of keeping in touch with the R. F. D. field, which, by the way, it believes is the most important one, the Harley-Davidson Motor Co. has gotten out a neat little "Delegate Badge" which it is presenting free of charge to various rural letter carriers associations in the different states of the Union at the time of their annual conventions. In this connection, the Harley-Davidson folk feel that the carriers attending these conventions are the live wires and incidentally are the ones they want to interest in motorcycles as the proper conveyance for them to use in their work. The badge is intended primarily to make the carriers think not simply of the motorcycle, but when that vehicle is mentioned, but to think "Harley-Davidson," and undoubtedly it will go far toward bringing about this happy result.

In connection with R. F. D. matters it will be remembered that just about a year ago, Postmaster General Burleson ruled all motorcycles out of the R. F. D. service, but later modified the order to include motorcycles with side vans of suitable construction. This happy result was brought about through the intermediary of the Motorcycle Manufacturers' Association, and while it practically gave the men a free hand to make use of the side van combinations, it left many in doubt as to how long the use of even this type of machine would be permitted. However, the atmosphere has been somewhat cleared by the following proviso inserted in the new appropriation bill from the post office department, which passed Congress recently:

"Provided further that carriers in rural mail delivery service shall furnish and maintain at their own expense all necessary vehicle equipment for prompt handling of the mail, and provided further that nothing herein shall be construed, and no order shall be issued to prevent the use of motor vehicles on horse-drawn vehicle routes."

ON PICTURESQUE TINKER KNOB NEAR ROANOKE, VA.



Members of Dixie M. C. Enjoying View from Various Parts of Noted Peak—Below, Carvin's Falls, a Beauty Spot En Route to the Mountain

REPUBLIC RUBBER TO HAVE CUBAN AGENCY

YOUNGSTOWN, O.—Manager F. V. Springer, of the export department of the Republic Rubber Co., announces that arrangements have now been completed by which Republic tires are to be sold in Havana, Cuba, where general business conditions are reported to be excellent. The company is now employing 1,600 men, as compared with a maximum of 1,300 before the April shutdown, and all departments are working 24 hours a day, with new records in output. The company has made shipments during the current year to date to twenty-two different countries, while domestic business is very heavy.

DAYTON MEN TO HOLD ANNUAL PICNIC ON AUG. 12

DAYTON, O.—The annual outing of the employes of the Davis Sewing Machine Company, maker of Dayton motorcycles and motor bicycles, will be held on August 12 at Kilkare Park. It is expected that the outing will be the largest of the season. Over 3,000 are expected to attend.

The company has put up $500 in prizes and awards for the various contests on the program, besides furnishing refreshments free of charge. The feature of the picnic will be a baseball game between the Davis and Delco teams. A bicycle race is also on the list.

SWINEHART AT FACTORY

B. C. SWINEHART, for the past three years manager of the Philadelphia, Pa., branch of the Republic Rubber Co., has been recalled to the main offices at Youngstown, O., to take charge of solid tire sales. H. D. Worthington, assistant manager at Philadelphia, succeeds as manager.

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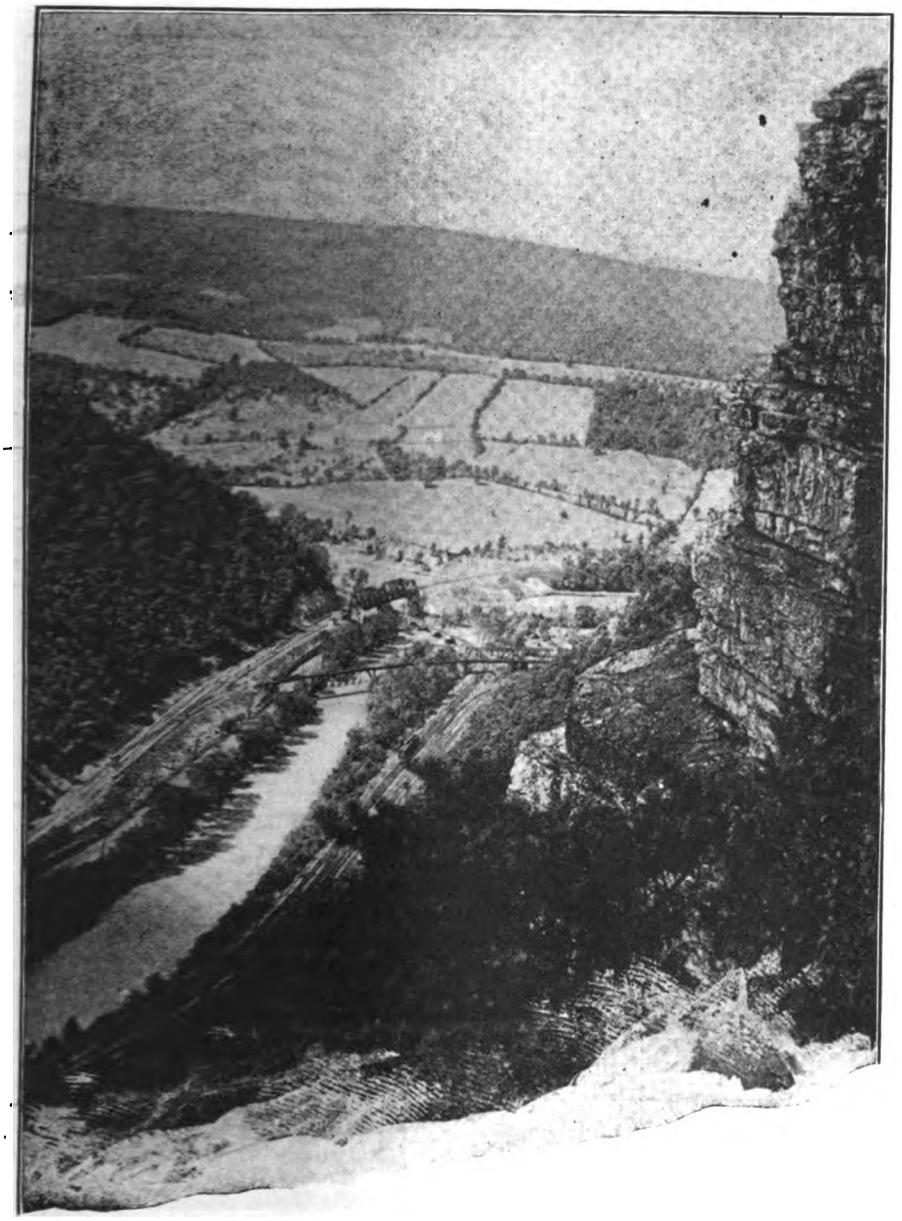
HISTORIC AND PICTURESQUE GATEWAY TO THE WEST

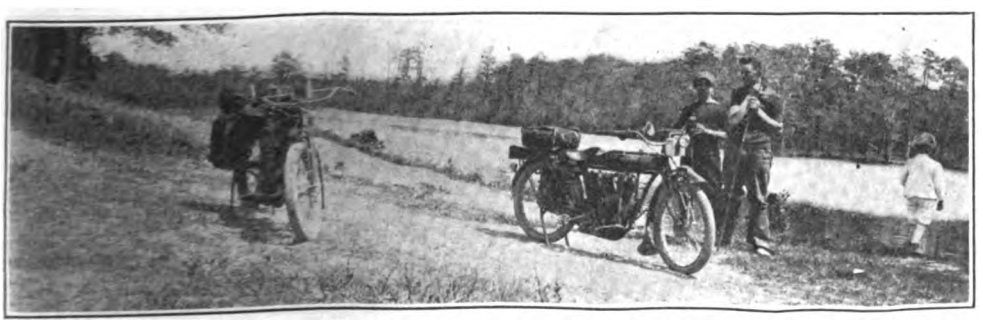


The Cumberland Narrows on Old National Pike from Baltimore to Wheeling, W. Va., Taken from "Lovers Leap." Main Highway Parallels Railroad on Left Bank of River

BACK FROM THE FRONT

TORONTO, Ont.—Don McGillicuddy, a second-rate racing cyclist, enlisted for overseas service immediately after the outbreak of war in August, 1914. He returned to Toronto this week wearing the insignia of a staff sergeant-major. He had been at or near the firing line for almost two years and now he has obtained the highest rank attainable by a non-commissioned officer. He was ill in a hospital for two months and was permitted to come home on a six months' furlough.

WHERE FINNY PREY ABOUNDS IN NORTHERN NEW ENGLAND



At One of New Hampshire's Many Lakes Where Gamy Trout Make Life Worth While in the Taking. From Spring to Fall, Similar Parties Are Found in All Sections of the Country

AMID SUMMER'S FRAGRANT BLOSSOMS

Enjoying the Beauty of the Flowers While on a Trip in Northern Ohio

AFTER A PLEASANT VISIT

Sidecarists Leaving Farm Where Delightful Day Has Been Spent. The Combination Makes Possible Many Such Outings

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OVER-INFLATION SHORTENS TIRE LIFE

More Injury Is Done to Pneumatics by Pumping Too Hard Than by Riding Them Too Soft—Experience Shows That Because Hard Tires Do Not Absorb Road Shocks They Undergo Special Strain.

By GEORGE M. JOHNSON

WHAT is the commonest cause of unsatisfactory tire service, according to all experts? The answer is easy. "Pump your tires up to the pressure we recommend," say they, "and keep the good work up. That will reduce to a minimum the possibility of rim cutting, stone bruises, etc., and add greatly to the life of the tires."

The usual pressure recommended for three inch tires, such as all our big twins of today carry, is about fifty-five pounds.

Over-Inflation Injures

Now I do not profess to be a tire expert, but I have my own ideas as to what constitutes proper inflation. And here I want to make what may be a startling statement, which I can furthermore back up by good and sufficient proof—Motorcycle tires are very often injured by *over* inflation—perhaps more often than by under inflation; and any motorcycle tire with a pressure of fifty to sixty pounds is decidedly over inflated.

This has no reference to tires used for races, nor do I question that a very hard tire may be more nearly puncture proof and cut proof than a soft one. But I do maintain, and very strongly, that a relatively soft tire will stand the grind of far more miles of road than will the rock hard one.

Proving the Statement

Now for the proof. Not long ago I became acquainted with a man who had just bought a sidecar outfit. It was equipped with three inch tires of a standard make—to my mind one of the best, if not actually the best on the market. I had a similar tire on the rear wheel of my motorcycle, of the same make as his, but an older model. I also use a sidecar.

Two months after his purchase of this machine he was driving past my place and stopped for a chat. I took occassion to notice his tires and was greatly surprised to see that the rear one was worn down to the fabric in a number of places. The sidecar tire was also unduly worn, though the front was still in excellent condition. His mileage was well under the thousand mark.

Couldn't Account for It

The owner of the outfit had noted the rapid wear of his tires with some alarm, being utterly unable to account for it.

"I have a gauge," he said, "and I've been very careful to keep those tires fully inflated."

"What do you call fully inflated?" I asked.

"Fifty-five pounds. That is what the company recommends. I don't think I've ever let them get below forty-five pounds."

"I've a tire I'd like you to take a look at," was my answer, and I led the way to my small garage. I had just taken the tire from the rear wheel, because of a cut in the side, where I had tried conclusions with an ex-beer bottle.

"Now, aside from that one cut, which tire is in better condition—this one or yours?" I asked.

"This one, of course," he answered.

A Clear Case

It was a clear case. My tire had not worn to the fabric or anywhere near it, in a single place. Then I got impressive.

"That tire," I said, "has covered over 3,700 miles, or practically four times as far as yours. It has been in use nearly five times as long, and had a lot of hard service over roads full of jagged chunks of ice during the winter. All through its life it has been driven over worse roads than yours, and has been driven much harder."

This chap I was talking with is really a very careful and conservative driver; he never slips the wheel in starting up or applying the brake.

"Now," I went on, "comes the matter of pressure. Your tires have never been under forty-five, usually over. Mine have never been over thirty-five, usually under; probably twenty-five pounds or even less most of the time.

For a minute that staggered him; apparently I had shattered his faith in the belief that full inflation was a cure-all for every form of tire trouble.

"How do you account for the difference in wear?" he asked.

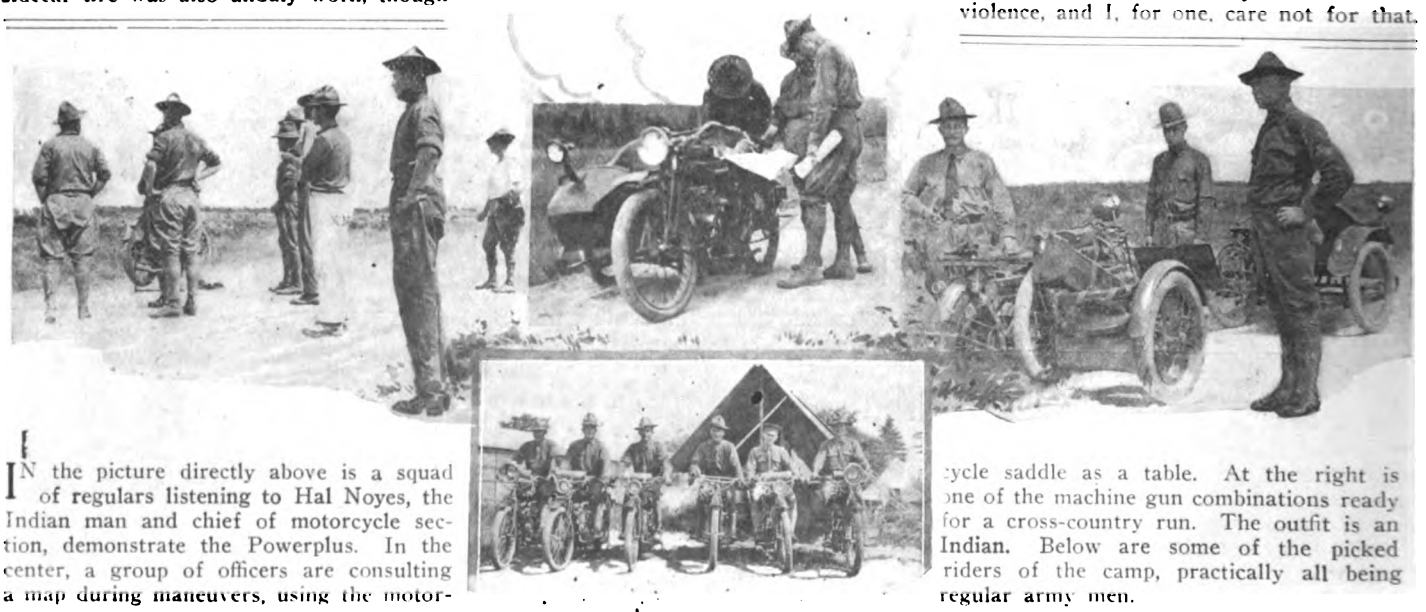
"My theory is this: if the tire is very hard, it won't flatten a particle under load, and the result is that a relatively small surface is exposed to wear. That means more rapid wear, of course, for it is self evident that a given amount of grinding will produce a more rapid effect on a narrow surface than on one twice as wide. If the tire is pumped soft enough to flatten *moderately*—not excessively, for in that case one will certainly suffer from under inflation—the wear is distributed over more surface and the time when the fabric is exposed to view is postponed to the future. After the fabric appears, the life of a tire is short, for though the fabric makes up the *strength* of a tire, it has but a fraction of the *wearing power* of the rubber."

Converted to Theory

The upshot of our discussion was that I won a convert to my theory of tire inflation, to the extent, at least, that he cut down his pressure to thirty-five pounds. I don't know what the tire people would say to this idea and I don't care. Eight seasons of motorcycle riding have convinced me.

But there is still another argument against converting a pneumatic tire into the equivalent of the solid rubber article. A motorcycle tire inflated to fifty-five pounds has a mighty little shock absorbing power as far as the human body is concerned. The bumps of the road are transmitted to the spine with practically undiminished violence, and I, for one, care not for that.

MOTORCYCLE RECRUITS AT PLATTSBURG



IN the picture directly above is a squad of regulars listening to Hal Noyes, the Indian man and chief of motorcycle section, demonstrate the Powerplus. In the center, a group of officers are consulting a map during maneuvers, using the motorcycle saddle as a table. At the right is one of the machine gun combinations ready for a cross-country run. The outfit is an Indian. Below are some of the picked riders of the camp, practically all being regular army men.

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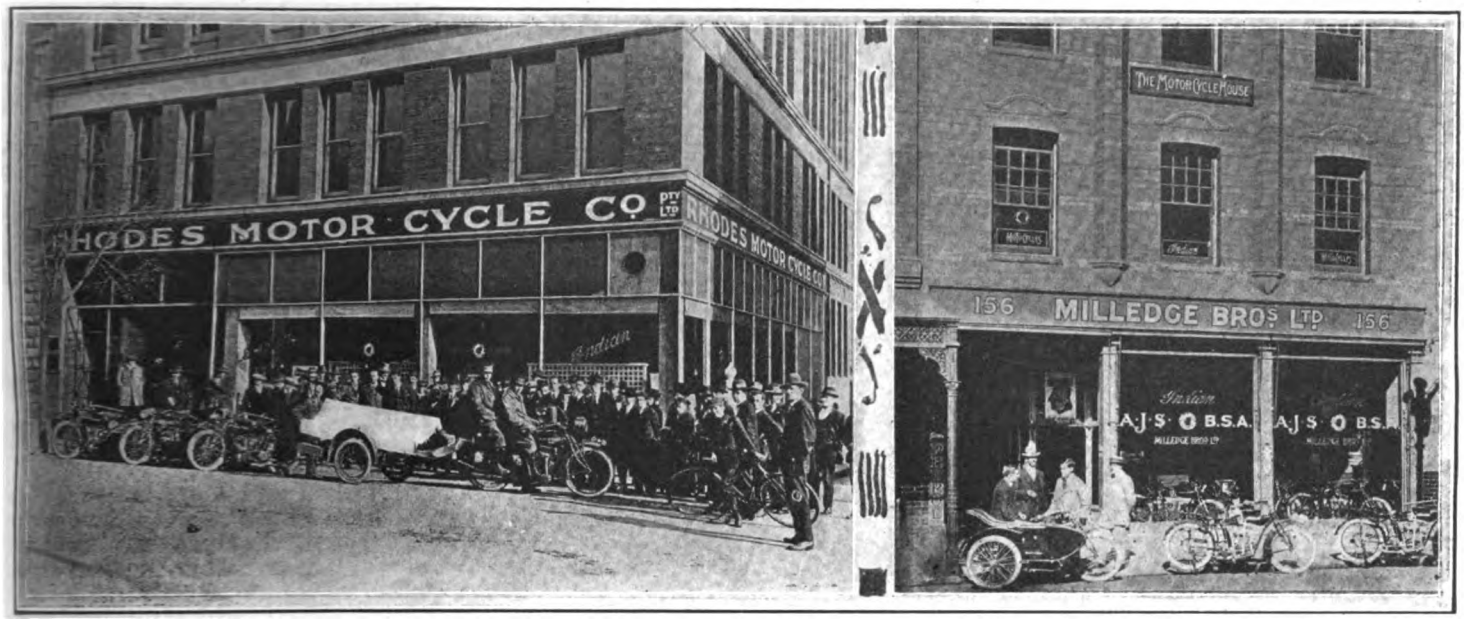
TWO THRIVING TEPEES IN BIG AUSTRALIAN CENTERS



IN the illustration at the left is an ambulance rig drawn by an Indian motorcycle which was donated by patriotic Australian citizens to the expeditionary force in France. The trailer has two wheels and couples to the rear of the motorcycle. It has a capacity for two stretchers. Photo was taken in front of Rhodes Motor Cycle Co., Indian agent in Melbourne.

The picture at the right shows the establishment of Milledge Brothers, Ltd., Indian representatives at Sidney, N. S. W. This company is one of the most progressive and successful in the Commonwealth, and also one of the pioneer firms. This is the brothers' first year as Indian agent, and has already turned out to be a fine one.

The group in the doorway consists of Fred Paape, principal salesman; President Milledge and George Lloyd, from left to right.

HOW A CLEVELAND CONVERT WAS WON

Two Trials on the Lightweight Over Some Rough Going Make A. L. Marple a Cleveland Adherent for Life

CLEVELAND, Ohio, August 7.—It took just two trials to convince A. L. Marple of Cumberland, Md., that the lightweight, when it comes to rough country work has an even break with the heavy machine if, in fact, it has not a shade the best of it. Marple caught an eye-full of the Cleveland two-stroke at the last Chicago show and decided that he would give it a tryout. It was in April that he gave it his first test. He went to the Cleveland factory to get his machine with the idea of riding it back to Cumberland but inquiry led him to believe that the roads, if not actually impassible, were so well clotted up with mud and water-holes, incidental to two weeks' rain fall, as to make the trip a precarious one.

Off for the Run

Against the best advice of automobilists and motorcycle dealers who came in contact with Marple, he started out on April 28 on this mad mud lark on a strange machine. Before he had gone 15 miles, however, he became well acquainted with the mount and as his acquaintance ripened so did his respect for the little machine. He came through miles and miles of mud, through flooded ditches and over running creeks, carrying the machine at times but riding it most of the time, and reached Cumberland in good condition. His total consumption of gas for the 300 miles was 4¼ gallons and the only damage to the machine from the hard going was a slightly damaged muffler, which cost only 35 cents for repairs.

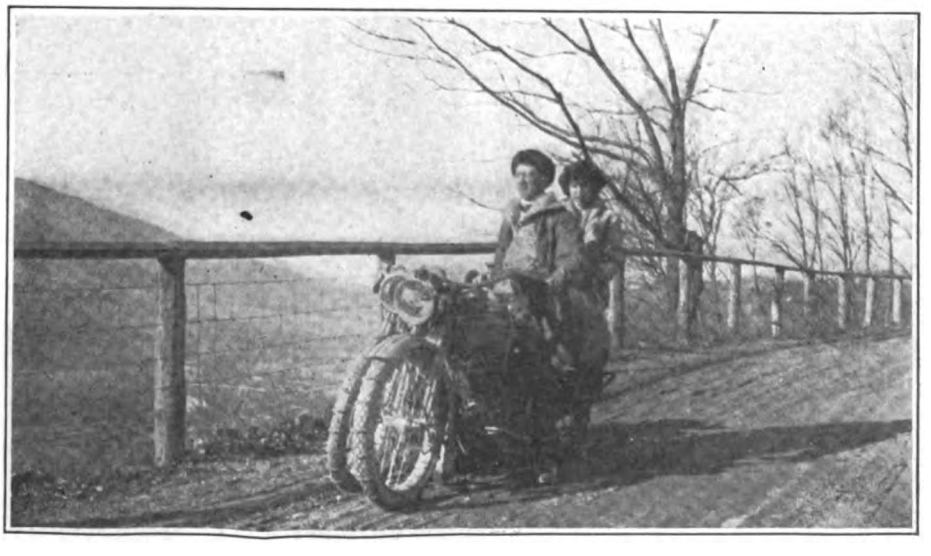
His second trip was even a longer and more trying one, extending 1,300 miles through various states in the east. His troubles during this latest trip were practically nil and his running almost negligible and so pleased was Marple with the lightweight that he has become a real Cleveland convert and has forsaken the heavyweight for good and all.

TELEPHONE MAN BUYS TWO-STROKE INDIAN

COVINA, Cal.—F. C. Clutterbuck, local Indian agent, has just sold H. Bixby, "trouble shooter" for the Home Telephone Co., a three-speed Indian Featherweight. The little two-stroker replaces a 1912 two-speed single which Bixby has been using for four years, covering on it 90,000 miles.

Clutterbuck and the telephone folks think that the record of the 1912 "one lunger" is most creditable, as the mount had but one overhauling since it was purchased.

ENJOYING VERMONT'S MOUNTAIN SCENERY ON TANDEM



Dewit C. Lewis, of Bennington, with His Sister on Recent Trip Through Green Mountain Section. Lewis Is Harley-Davidson Man in That City

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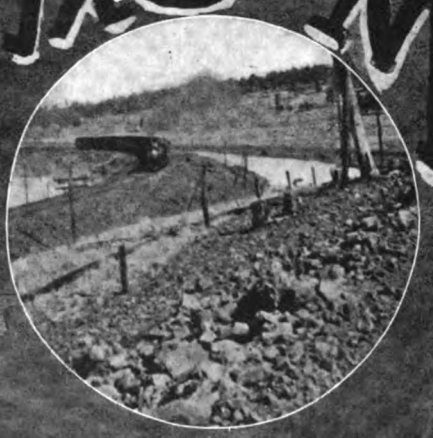
The Motorcycle



More Data Concerning the Two-Wheelers in Coconi

WHEN Glenn and I started on the Motorcycle Fire Patrol in the Coconino National Forest, I think the supervisor looked upon it as a rather doubtful experiment, but I do not think he views it in that light now. Almost without exception, every objection that could possibly be raised against the use of the motorcycle in this work has been refuted. Where there is anything resembling a good road, the motorcycle is, beyond dispute, the best means for locating and reaching a forest fire.

The professional grouches said, "Now, just tell me how they can see a durn thing on them machines! It's all y' ken do to stay on 'em; and now they're puttin 'em on to spot forest fires! Shows how much sense these government fellers have got." The ranchers said: "Government's wastin' its money again! Got fellers on these motosikle contraptions ter git forest fires. They'll be broke down all the time when they ain't joy ridin'!"

But they were both wrong. Day after day we covered our routes, thirty miles and back, reporting by telephone at the different stations placed for the purpose. Each call was made on schedule time—never a slip. The supervisor knew where we were each minute of the day, and just when we would reach the next telephone. If a fire was reported by a lookout, being too far off for us to see, it was never more than half an hour before we were receiving news of its location from the next telephone station.

The photos on this page s Forest Rangers at a Lookout St the Santa Fe express with whic motorcyclists sometimes enjoy race; special cabinet in which fighting tools are kept; pa "chuck" and water to the looko Eldon Mt.; a steer's skull as a h bar decoration; one of the moto scouts—saddlebag contains take- shovel and a canteen.

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a Fire-Fighter

ılts Obtained With Power National Forest Service

But the great majority of fires in our end of the forest occurred either along the main traveled road, or so near that they were easily discovered by us.

I have often heard the question: "What starts the fires, anyhow?" The answer depends somewhat upon the nature of the country. On the Coconino, most of the fires are started by (1) lightning; (2) campers and tourists and sheep herders; (3) logging engines. There are many fires, of course, where it is almost impossible to tell just how they did start.

Another point on which the general public seems to be in darkness is our method of fighting the fires. Here, again, the character of the country, and the nature of the fire itself, to a large extent determine the course followed. Water is never used to extinguish a forest fire. In yellow pine timber, which composes the forests of the Coconino, the fire does not leap from tree to tree, but spreads along the ground. Where there is loose soil available, shovelfuls of dirt are dashed on the fire, smothering it around the adge. In rocky country, where soil is scarce, the usual procedure is to beat out the fire with either a shovel or a branch.

But the usefulness of the motorcycle does not stop with finding fires. It is an all 'round messenger as well. To cite one instance: Last Fourth of July (which, by the way, is always a bad day for fires), at

(Continued on page 50)

eginning at the top: Sighting fire lookout station—the bearing and nce of the fire are telephoned to central office which sends out the ighters; two of the rangers at camp; a bad fire in deep pine les; the Harley-Davidson machine ographed along the beat covered e riders; hitting top speed in nse to an alarm of fire; there are eed laws for fire-fighters.

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PUTTING A PUNCH IN CLUB INTEREST

Some Motorcycle Organizations Do It, While Others Stand Pat or Lose Ground; What's the Answer? The Motorcycle Is Gaining Daily—Why Not the Clubs?

By PATHFINDER

IS there something wrong with the motorcycle club as we know it today, and if so, what's the trouble? That's a question that is occupying the minds of not a few motorcycle boosters, and if some of the present unsatisfactory conditions could be overcome the whole motorcycle game would profit. Many riders and club members may have more interesting views on the subject than the writer, but in the hope of starting a discussion that will "help some" I am going to take up one or two points.

There seems to be a feeling that too much of the club spirit in this country centers in a group of enthusiastic motorcyclists who comprise the officer body of the motorcycle organization generally. Is that opinion justified? In a great many cities, yes. We can't dodge the fact that there are too many motorcycle clubs where the spirit is represented by the officers alone.

A few days ago, the president of a prominent Middle Western club was asked what seemed to be the trouble with his organization. It is not doing things this year with the same vim that was manifested last year.

"There must be something wrong with the motorcycle game," was the surprising reply of the club president, "for we can't seem to keep up the interest of our members."

A Poor Explanation

Now, wasn't that a shameful excuse for inactivity in view of the conditions in the industry that surely belie the statement? With most factories working at top speed to take care of the demand for motorcycles and sidecars, there is plenty of solid, practical evidence that the motorcycle in America is in reality only striking its best pace now. With one factory three weeks to a month behind on deliveries of motorcycles, and a month and a half back on sidecar deliveries, it is the height of nonsense to talk about a slump in general motorcycle interest.

What if a few veterans do give up the motorcycle? That's likely to happen in any industry. What is that slight loss, compared with the thousands of new devotees that every week are being added to the ranks of motorcyclists. There is no need to state that the sport is now drawing a new and better class of riders. The records of the factories and the dealers show it. Some of the veterans who are giving up the power two-wheeler have long since ceased to be real boosters anyway. We should not worry about them when we have the thousands of fresh recruits to think of.

But to get back to the hard facts concerning lack of club interest, we must admit that the concentration of all responsibility in the officers is causing some of the trouble. There is very little "doing" in many clubs, simply because the officers have to do all the planning, and all the actual work, while the members sit around and take things easy.

Members Need Encouragement

On the other hand, there are clubs in which the general membership would be glad to jump in and help if the officers did not make a point of grabbing off all the limelight. You've seen officers who worked on that basis. Of course. Well, that's all wrong, too. The officers are naturally the directors of anything that may be started by the club, but they should call upon the other members for a discussion of all matters pertaining to the club's welfare, and the whole working plan should be carried through on a broad basis of co-operation, equality and good fellowship.

Most times it will be found that the other fellows in the club are only too willing to be commissioned to accomplish certain things, but the constant "do nothing" life at the club where a small faction always can be relied upon to do all the work gradually turns the man who is willing to do something into a mere passive member. After a while he will overlook the meeting dates and finally he will not be seen at the rooms at all.

President Coffman always makes it a point to say in his talks on F. A. M. clubs that "you get out of the F. A. M. what you put into it," and that is where he hits the nail right on its head. But it requires co-operation on the part of the officers of the clubs to put Mr. Coffman's theory into working order. It's a cinch that the fellows who are enjoying the average club membership most are those who have some definite part of the club's work to do, and are made to feel responsible for its successful accomplishment to the credit of themselves as well as the club.

It is well therefore, Mr. Club President, to give each of your members something to do—some definite task to perform. It will keep him interested, and convince him that he really has a hand in the making of the organization. Don't do all the talking at meetings yourself. Give every member a chance to air his opinions; in fact, it is your duty to insist that he air them. No rider can be a good club member unless he jumps in and helps to thresh out the club problems. Show him that you need his opinions, his suggestions, his co-operation.

Work for the Secretary

In addition, see that your secretary keeps the trade press posted concerning club doings. Whenever anything of interest happens, have the secretary send a letter to the Editor of **Motor Cycle Illustrated** and when the item appears in print it will help to make the club members feel that they belong to a body that amounts to something.

If you are facing a club problem of some kind, write us about it. Perhaps we can give you some ideas from our actual experience in organizing and maintaining motorcycle clubs. At any rate, we'll be glad to hear from you, and mighty glad to assist you if we can. This journal wants your support and your friendship—and it will meet you more than halfway at all times.

How'je Do It?

SOME clubs are having difficulty in keeping up the interest of their members, and if you have succeeded in making yours a live, up-to-date organization you can doubtless offer some very valuable suggestions.

If you will send them in, Motor Cycle Illustrated will be glad to print them.

What are the common drawbacks to club interest and enthusiasm, and how did you overcome them? You will be helping a lot of good fellows to get more out of life, and out of their motorcycles, if you will tell something of your methods.

What has contributed most to the success of your club? What part should the dealer play in pushing club organization in his town? How much money should he spend in propagating club spirit? What part does the location of the clubhouse play in the ultimate success of the organization? How about delinquent dues?

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In the Commercial Field

FACTS NEEDED TO LAND COMMERCIAL SALES

E. J. Mueller, of Harley-Davidson Staff, Says Enthusiasm Alone Will Not Help Much With Utility Vehicles

"SELLING motorcycles to commercial prospects is so much the antithesis of selling the pleasure two-wheeler," says E. J. Mueller, assistant sales-manager of the Harley-Davidson Motor Co., "that the average dealer who has made a success along pleasure lines must needs begin all over again when it comes to handling the business vehicle in the way it should be handled.

"The pleasure motorcycle is primarily sold on enthusiasm. The purchaser is either enthusiastic for the vehicle because some friend of his has been strong for it, and finds it not wanting in those qualities which go to make up a good machine, or else because the dealer has painted so complete a word picture of the machine's good points and of the pleasures of motorcycling in general, that the prospect's enthusiasm reaches no bounds and the deal is closed, provided the prospect really intends to purchase. The cold, hard facts of the case—the running costs, the garage costs, depreciation, amortization and insurance never enter into the case.

"Not so, however, with the commercial vehicle. In nine cases out of every ten the man who is looking for a delivery vehicle has had experience with other forms of vehicles, and knows just what these fixed charges amount to. And the dealer not only has to show him that these fixed charges are less in the case of the motorcycle than they are with any other type of vehicle which the prospect may have used, but he also must make the customer believe that the motorcycle is fully capable of doing the prospect's work in a most satisfactory manner.

"In this connection it might be well to digress just a moment to warn the dealer against selling a commercial vehicle, which is to be used to do work of a class that can best be handled by either a horse and wagon or motor truck. There are limits, and they are quite definite and well defined, beyond which the motorcycle with side van is a good proposition, and to sell beyond this limit is to give the vehicle a black eye from which it is hard to recover. At the same time I should like to make it most emphatic that within these limits there is a fast and ever-growing territory which has not even been scratched so that for the present at least there is not the slightest necessity for the dealer to overshoot this boundry.

"The commercial motorcycle must be sold on facts and facts alone. Enthusiasm, save in very rare instances, does not enter the case. The purchaser must be shown first a saving in money; second, the ability of the vehicle to do his work; third, absolute dependability and reliability. The motorcycle dealer who keeps right in touch with his factory is in a position to show all three of these points, to know legitimate prospects, and if he keeps himself with the literature and facts and figures as presented by the factory advertising department, coupled with a bit of real experience with his own machines and machines which he has probably sold for utility purposes, the average motorcycle dealer should be able to meet a commercial prospect with the assurance of landing the sale if there is any possibility of making the sale at all.

DON'T OVERLOOK THESE PROSPECTS FOR COMMERCIAL MOTORCYCLES

Municipal
Police
Sheriff and Deputies
Health Dept.
Fire Dept.
Libraries
Parks
Water Dept.
Bridge Dept.
Engineering
Constables

Federal
Forestry Service
Conservation
Navy Yards
Militia
Mail
Special Delivery
R. F. D.

Corporations
Telephone
Gas Companies
Electric Service
Prest-O-Lite Stations

Professions
Engravers
Printers
Lithographers
Adv. Agencies
Photographers
Photo Supplies
Ministers
Doctors
Insurance Men
Sign Painters
Piano Tuners

SIGN PAINTER FINDS MOTORCYCLE INVALUABLE

F. B. Power, of Augusta, Ky., Who Is Covering Ohio Valley Painting Tire Signs. On His Indian He Has Ridden Many Miles of Roads and Finished Numerous Displays for the Firestone Tire & Rubber Company

MADE 1,000-MILE TOUR

NEW BRUNSWICK, N. J.—Four New Brunswick motorcyclists, Wesley DeHard, Russell Pharr, Elmer J. Mills and Fred Leach, all members of the Indian Motorcycle Club, have just completed a tour of one thousand miles. In six days they touched the most interesting places of five states, Massachusetts, Connecticut, New York, New Jersey and Pennsylvania.

LABOR DAY MEET FOR BALTIMORE

BALTIMORE, Md.—At a recent special meeting of the Maryland Motorcycle Club, at which all the local dealers were present, it was voted to hold a big race meet at the Gentlemen's Driving Park on Labor Day. An attractive prize list is being made up, and the dealers have opened negotiations with the various factories for speed talent.

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8 Indians, with Perf ALL Consistency Pr Kansas Short Gras

Indian Powerplus is the *best stock motor* ever built—no greater proof is needed for this claim than the consistent performance of Indian Powerpluses in the first Kansas Short Grass Endurance Run, August 5th, and 6th, when Indian made a clean sweep of all prizes offered for Perfect Scores and Highest Consistency Records.

Eight prizes, in solo and side car classes, were offered to machines with Perfect Scores showing Highest Consistency Records. To Indian fell the honor of making a clean sweep of every prize.

The field included all makes. The course was 300 miles, from Ellsworth, Kansas, to Wichita, Kansas, over roads hub-deep in sand and dust, resulting from forty-two days of rainless weather!

The riders were confronted by one of the most obstinate and difficult endurance courses ever laid out—but through it all Powerplus pulled the Indian entries to a well earned victory!

Not only did Powerplus positively prove its claim of being the best stock motor ever built, but the Indian Featherweight gave the most wonderful exhibition of endurance and stability ever credited to a lightweight model of any make!

Ralph Hepburn finished with Perfect Score and Highest Consistency Record in the heavy solo class!

An Indian Featherweight, with Alexander up, made Highest Consistency Record for lightweight class!

"Spec" Warner, with Indian Powerplus and Side Car, was awarded First Prize for Highest Consistency Record in Side Car class!

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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Scores, Cleaned Up
s Awarded in First
Endurance Contest!

The other winners, with Perfect Scores and High Consistency Records were:—

B. J. Curritt on Indian Powerplus.
Herman Tholen on Indian Powerplus.
"Doc" Fillmore on Indian Powerplus.
H. Rash on Indian Powerplus.
A. H. Crocker on Indian Powerplus.
"Art" Stephens on Indian Powerplus.

Time and again Indian Powerplus has proven itself to be the most marvelous stock motor ever built—this undisputed claim should be carefully considered by every motorcycle rider. Have no regrets—buy an

An Indian shows its superiority on the track at Galesburg, Ill. Don Johns wins the 25-mile open and 10-mile stripped stock events in fast time—another achievement in the long list of Indian victories.

Indian

HENDEE MANUFACTURING COMPANY
(Largest Motorcycle Manufacturers in the World)
Springfield, Mass.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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The Club Bulletin Board

SAN FRANCISCOANS ENJOY MUIR WOODS RUN

SAN FRANCISCO, Cal.—The San Francisco Motorcycle Club enjoyed a pleasant run to Muir Woods last Sunday, twelve couples taking part in the trip. They took the boat to Sausalito early in the morning, proceeding to Mill Valley and over a picturesque mountain ridge to the destination, a large tract of thick redwood growth, in its natural condition. A basket lunch was eaten in the bottom of the canyon, among the redwoods. The party spent several hours riding or strolling about the wooded mountain paths, returning early in the evening. The total distance is estimated at 55 miles.

A committee was appointed at the last meeting to meet the Misses Van Buren on their arrival, and it is expected that a number of members will greet them on the road between Oakland and Stockton and escort them in to the city, where a special social will be held in their honor.

There was also some discussion of the idea of holding a club race meet at Tanforan track, near this city, some time in August or September, and members are making investigations to see if the track can be secured, and if enough entries can be found to make a meet worth while.

KAUFMAN RESIGNS AS HEAD OF PATERSON M. C.

PATERSON, N. J., Aug. 4.—Wolf Kaufman, president of the Paterson M. C. for the past six months, has sent in his resignation. Louis Weibel was elected president after Kaufman's resignation was voted upon. Weibel started in at once to organize committees for the smoker and dance, which events are to be held in a short time. He will fill Kaufman's unexpired term.

ARRANGING FOR TEN-DAY RUN TO FALLS

PROVIDENCE, R. I., August 7.—John G. Edwards, secretary of the Providence Motorcycle Club, is arranging for a ten days' run to Niagara Falls in September. There has been some enthusiasm shown here over the proposed run and to make it complete about 15 to 20 entries are desired. The trip will be one of ten days, the return being made to this city in time for the automobile and motorcycle races at the Narragansett Speedway on Sept. 16.

INDEPENDENTS HOLD RUN TO GREENWOOD LAKE

NEW YORK.—The Independent M. C., of this city, held a successful run to Greenwood Lake, N. J., on a recent Sunday. The run was all the more pleasing as the participants enjoyed a fine dinner on the way up through the mountains.

At an early date, the club will hold a run to Poughkeepsie and return. All riders in the metropolitan district are invited. As arrangements are made beforehand for dinners, those desiring to participate should notify Fred Wrose, road captain, care the club at 306 West 133rd street.

PREPARING FOR BIG RUN TO VENICE, AUGUST 27

LOS ANGELES, Cal.—Members of the Los Angeles M. C. are making active preparation for the annual run to Venice, slated for August 27. It is expected that this run will be the biggest ever held by the club. Special rates will be given to all amusements, except dancing, which will be free.

Fred Ludlo, who won the recent endurance run given by the club, by bringing home the only perfect score, was elected to membership.

M. Beard, vice-president of the club who recently resigned, has been succeeded by Bill Kuhn.

Looking Down the Stretch

August 13, Chicago, Ill.—Tour of Chicago Sidecar Club to Desplaines.

August 19, Hartford, Conn.—Meet of L. & L. M. C. for Connecticut State Championships, Charter Oak Park.

August 20, Grand Rapids, Mich.—Meet of Interstate Racing Association.

August 20, Chicago, Ill.—Tour to Waukegon of Chicago Sidecar Club.

August 26, Providence, R. I.—Annual picnic given by B. A. Swenson to Indian riders, Palace Gardens.

August 26, Dayton, O.—Meet of Interstate Racing Association.

August 27, Toledo, O.—Interstate Racing Association meet.

August 27, Chicago, Ill.—Tour of Chicago Sidecar Club to Joliet.

September 3, Harrisburg, Pa.—Endurance run of the Keystone M. C.

September 3, Columbus, O.—Meet of Interstate Racing Association.

September 4, Memphis, Tenn.—Race meet of Memphis M. C.

September 4, Sheepshead Bay, N. Y.—Race meet at Speedway.

September 4, Columbia, S. C.—Annual all-pro. race at State Fair Grounds.

September 4, Roanoke, Va.—Race meet of Dixie M. C.

September 4, Milwaukee, Wis.—Fourth annual Goodfellowship Tour, Milwaukee, M. C.

September 4, Shreveport, La.—Race meet under auspices of Central Trades & Labor Union.

September 6, Wheeling, W. Va.—Thirty-mile road race of Wheeling M. C.

September 10, Chicago, Ill.—Tour to Aurora and Elgin of Chicago Sidecar Club.

September 16, Dayton, O.—Race meet of Dayton M. C.

September 16, Dayton, O.—Meet of the Dayton M. C.

September 17, Detroit, Mich.—Fourth meet of the Detroit Motorcycle Dealers' Association.

September 24, Chicago, Ill.—Tour of Chicago Sidecar Club to Elgin.

October 1, Providence, R. I.—Annual Triangle Run, Providence-Boston-Providence, of M. C. of Rhode Island. B. A. Swenson in charge.

October 1, Toledo, O.—Meet of Interstate Racing Association.

October 8, Toledo, O.—Final season meet of Interstate Racing Association.

October 8, Detroit, Mich.—Meet of Detroit Motorcycle Dealers' Association.

November 13-18, Chicago, Ill.—National Cycle & Accessories Show.

November 30, Wheeling, W. Va.—Hill climb of Wheeling M. C.

December 4-9, New York—National Cycle & Accessories Show.

F. A. M. Doings

JULY MEMBERSHIPS SHOW 242 RENEWALS

WESTBORO, Mass.—Secretary G. B. Gibson, in his July report on the memberships in the F. A. M., shows that 242 renewed membership, 92 unaffiliated became members, while 183 affiliated with the Federation. Pennsylvania led with 54 affiliated, 6 unaffiliated and 21 renewals. Massachusetts came second with 27 affiliated, 18 unaffiliated and 38 renewals. Rhode Island and Ohio tie for third place with totals of 35 in the three designations.

New York has 3 affiliated, 13 unaffiliated and 33 renewals. Illinois had 5 renewals and one each in the other designations. One renewal was the total from Washington, Oregon, North Carolina, South Dakota and Nebraska.

"HELPING HAND" BOOK IN ITALIAN ARMY

SECRETARY-TREASURER G. B. Gibson, of the F. A. M., has just received a letter from a former Nebraska member, Edward Paltan, now serving with the Italian despatch riders in the Trentino. Paltan writes that he took his "Helping Hand" book with him and on showing it to a commanding officer, was instructed to translate it into Italian. When the book was translated and printed, copies were distributed to every member of the various Italian motorcycle bodies.

CLUB SECRETARY WINNER OF MEMBERSHIP PRIZE

WESTBORO, Mass.—Secretary Gibson announces that Clifford Gibbs, of 1239 Warnock street, Philadelphia, Pa., has been awarded the prize for the greatest number of members recommended during the week of July 23-29. Gibbs is secretary of the Eagle M. C., which organization has just affiliated as Club No. 606 with the Federation.

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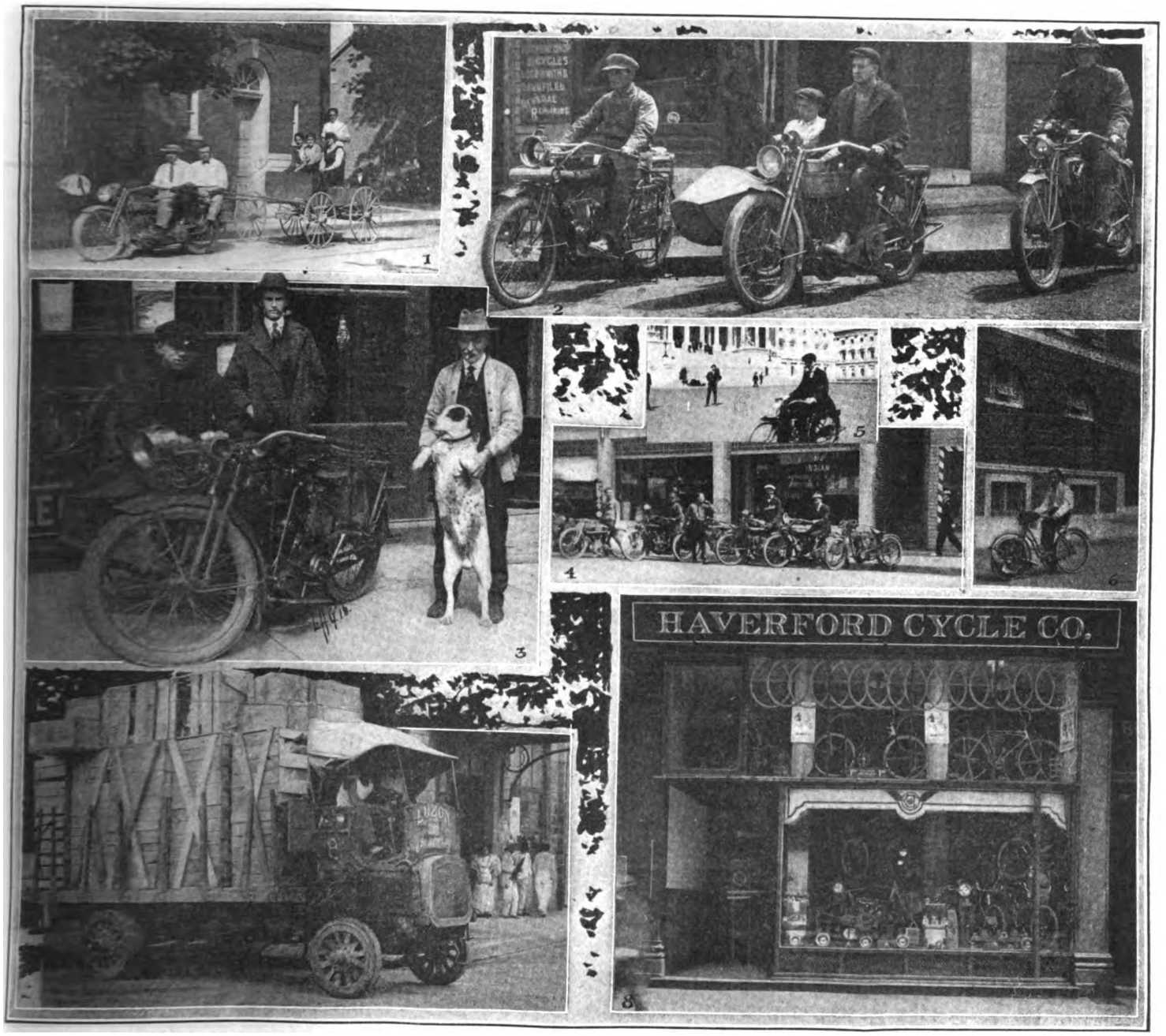
DEPICTING DEALERS' ACTIVITIES IN MANY QUARTERS



1. How H. O. Young, Harley-Davidson man in York, Pa., shows pulling power of twin models; 2, E. W. Gaylord, Harley-Davidson agent in Geneva, N. Y. (driving sidecar), with Al. Smith on Indian and Frank Pike on Excelsior. Picture was taken just before Pike left for Mexico with his regiment; 3. Pop Anderson, who handles Reading Standard in Albany, N. Y., with two patrons; 4, Indian agency of Charles Moist at Long Beach, Cal.; 5, Dick O'Brien, demonstrator for Weishaar on Indian Featherweight in Washington, D. C.; 6, Young Dayton motor bicycle rider in Cleveland, O.; 7, truckload of Harley-Davidsons at Squires-Bingham Co., agents in Manila, P. I.; 8, Cleveland Haverford branch.

MACHINE GUN CO. READY TO ENTRAIN FOR TEXAS

NEW YORK, August 9.—Packs have been packed, equipment overhauled and inspected in the final section of the Machine Gun Company, 71st New York Infantry, at the armory, Park avenue and 33rd street, and it only remains for tomorrow to bring the order to entrain. Sergeant Lou Guterman, of the Machine Gun Co., reports that all the members of this organization are only too eager to get to the border. This week, Guterman has been putting the finishing touches to his batch of riders in the company, and all hands are ready both as riders and as infantrymen.

Sergeant Guterman took a trip to Atlantic City over Sunday and returned Monday afternoon. He went to meet some of the Reading Standard folks at the St. Charles hotel.

DERKUM TO MANAGE VANDERBILT CUP RACE

LOS ANGELES, Cal.—Paul J. C. Derkum, Indian veteran rider and manager of numerous race meets in both the motorcycle and automobile industries, is slated to manage the Vanderbilt Cup Race at Santa Monica, November 16-18. This race is the leading American automobile classic of the year, and Paul attributes his appointment to the managership entirely to his motorcycle experience.

In addition to the big automobile race, Derkum will manage the Kern County Fair Association annual fair at Bakersfield, on October 24-28. At this fair, there will be a series of motorcycle events. Derkum covers Southern California for the Indian.

CANDIDATE USES MOTORCYCLE

CHICAGO, Ill.—Albert J. Flynn, a candidate for the office of State auditor, is now on a three weeks' tour of the down-State counties on his motorcycle. He is carrying a complete camping outfit. Mr. Flynn is using his machine for stumping the State in his behalf.

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Catching the Public Eye

HERE'S A HANDY CYCLE SHOW WINDOW BACKGROUND

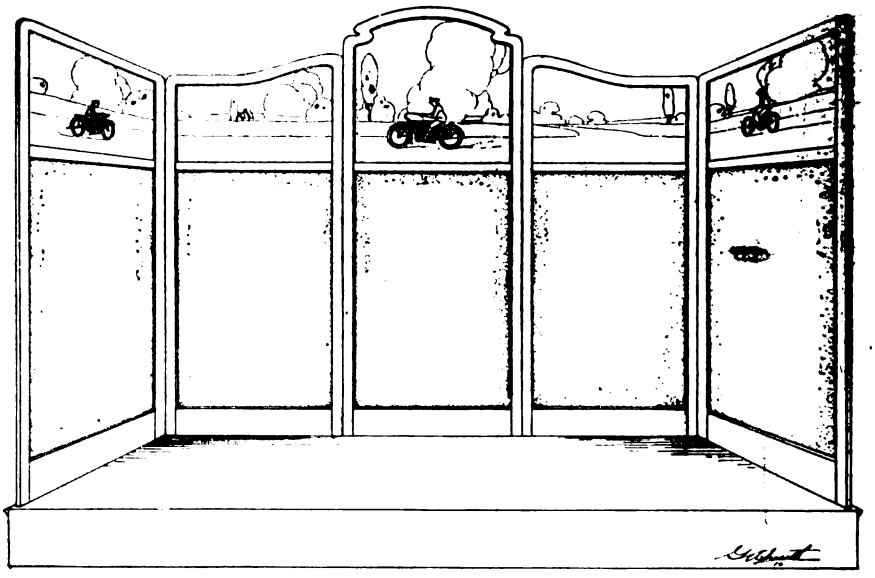
Interchangeable Design Fits Well Into a Variety of Different Displays

By G. A. SMITH, in Charge of U. S. Tire Window Service

A MISTAKE most noticeable in a great many motorcycle and bicycle shops is the lack of permanent window backgrounds. The tendency in this case is to show the machines on the floor of the store several feet back of the glass. However, in some cases a low platform is provided. The main reason for adopting this method of display is, I believe, brought about through the dealer forming an opinion that if a background was provided the daylight on the interior of the store would be cut off. Then again on the other hand a good many dealers seem to think that the whole inteior of the store and their stock must be visible to the passerby. The first opinion is a good one, providing a background was placed therein that would cut off the light. However, this is not true in this case as there are numerous ways of providing backgrounds of a permanent or temporary nature that will serve the purpose of showing the merchandise off to the best advantage, yet they do not cut off the light on the inside of the store.

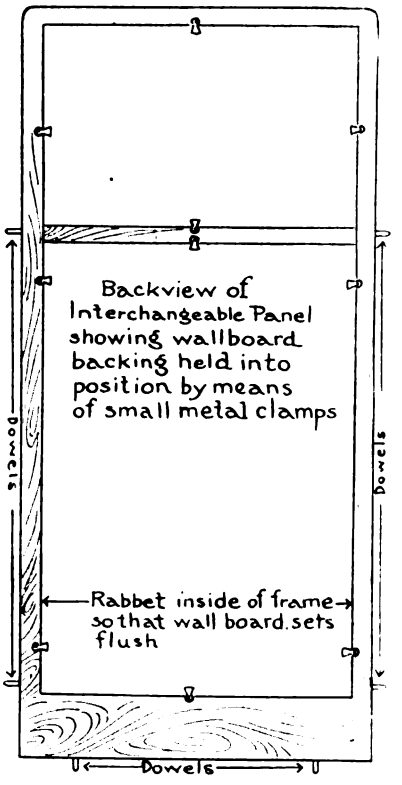
On the other hand the second objection is a very weak one as I would sooner display several machines and the necessary accessories in connection with the proper surroundings in the shape of a background than fifty machines placed in a row down the entire length of the store. Yet this is just what a good many dealers are doing today. The reason for this vital mistake is more or less due to the dealers not being familiar with display problems. He probably would like to do something to create better displays of his goods, but does not know just exactly how to go about it. I have just completed a canvass of a route about the city visiting dealers in this line and find that this is true in many respects.

As I proceed with these articles I will try to solve these obstacles for you in the simplest and most inexpensive way. We will now take up the construction of the semi-permanent interchangeable background herewith illustrated. The first thing to receive consideration is the height of the glass above floor of store. Next construct a platform about six or seven feet in depth and the proper width of window. This is to be made from ordinary lumber attached to cross sections and side pieces all the way around, the upper edge to be finished off with a heavy moulding. See that it is substantially constructed as it will have to bear a good deal of weight. After this has been taken care of construct the frame work of the panels from ⅞-inch lumber which may be placed in position and held together by means of dowels. Two and a half inches is sufficient



Background Which Lends an Air of Completion to Any Display

width for all portions of the frame work with the exception of the base board which may be about six inches in height. The backs of all panels consisting of top and



Details of Panel Construction

bottom sections should be rabbeted one quarter of an inch in depth and one inch in width. Panels sawed out from wall board the proper size are then placed therein. They are held in position by means of small metal clamps as shown in our second sketch. This also shows position of dowels for connecting panels to each other, also dowels at bottom of hold same into position on top of platform.

This scheme in general most forcibly illustrates a background that contains many good qualities. Some of them which already have been mentioned. However, I have several more that I will herewith explain.

You probably have noticed where backgrounds of a permanent nature are used that it is a very difficult problem to make any change in them whatsoever to relieve the noticeable monotony of same, unless a temporary setting of some sort is resorted to.

When the semi-permanent interchangeable background is used, this is a most simple problem to solve. It can be accomplished in a very few minutes simply by removing the panels and recovering them with some sort of material such as imitation wood grain, marble onyx bark papers of which there is an unlimited number of styles now on the market for this purpose. Then there are such materials as felt, velour, plush, cotton flannel, etc., that may be used to cover these panels. In fact there is no limit to what can be done in this di-

(Continued on page 38)

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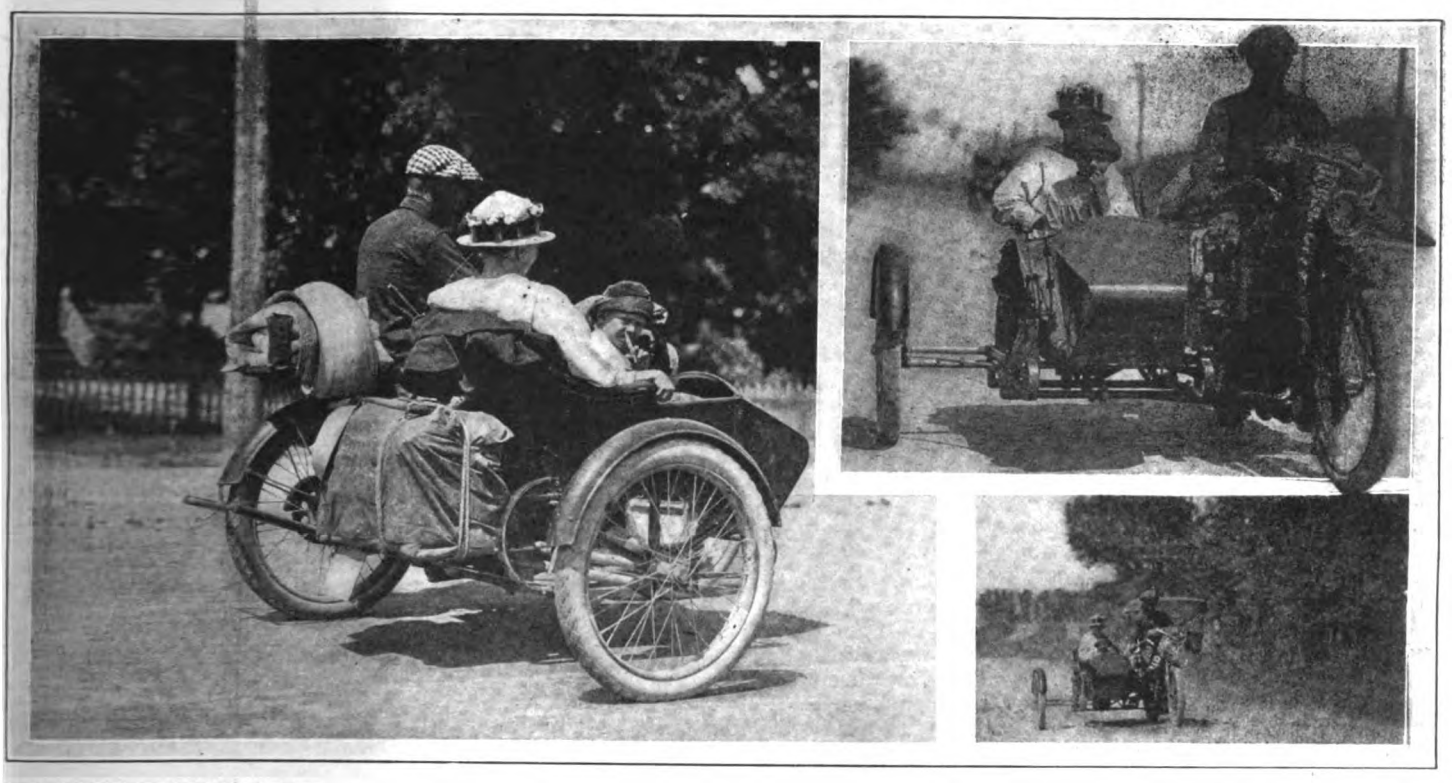
TEXANS COMPLETE 2,000 MILE TRIP WITH POWERPLUS



WICHITA FALLS, Tex.—C. E. Davis, with his wife and son, has just returned from a 2,000-mile motorcycle camping trip over the Colorado to Gulf Highway. An Indian Powerplus sidecar combination, with complete outfit for camping was used, the equipment including a tent, two folding cots, bedding, provisions, waterbag, two guns, an axe and tackle, the total weight being 1,000 pounds with passengers up.

At a point 16½ miles up Pikes Peak and five miles above the timber line, young Davis became ill from the rarefied air and the climb was abandoned at the 13,500 foot mark. For the trip, Davis says that he averaged 50 miles to the gallon. He traveled about 150 miles per day, at a cost per head of $2.

EXEMPLIFYING THE SNAPPY SALES LETTER

INJECTING ginger into a motorcycle sales letter may, perhaps, be the work of an advertising specialist rather than a motorcycle dealer. But that there are at least some dealers who can turn out a drawing letter is shown by the following example, which comes from the Indian Wigwam, at Richmond, Va., of which G. H. Tompkins is head and shoulders:

Dear Sir:

Are you dependent on street-car service, often having to hang to a strap, in going to and coming from your work? Or, probably you live in the down-town congested district in order to be near your work. And, aren't you getting round-shouldered and pale-faced from close confinement to your work and lack of outdoor fresh air?

We have originated a movement in this city to cure these and many other evils. The method we employ is to demonstrate how much zest is added to life by the use of a good, clean, silent and serviceable motorcycle.

How often have you envied the man who rides home in his automobile while you hang to a strap in the chilly or excessively hot and dusty street car, or walk?

A good motorcycle will do wonders for your health; it will straighten you out—brush the "cob-webs" of worry from your brain, put color in your face, make you as hungry as a bear for your supper, put strength in every muscle of your body, open your lungs with the pure fresh air, and make your whole body tingle with renewed life.. It will take you close to nature, furnish delightful Saturday afternoon and Sunday rides and excursions to distant cities. And at such a trifling cost, which we are ready to prove to you.

We are in position to sell motorcycles on the easy-payment plan, if it suits you better to buy that way.. Let us show you how easy to acquire and how pleasant and healthful to use and how inexpensive to maintain. Cheaper than carfare.

You owe it to yourself to come and inquire. We cordially invite you to call at our place of business, at which time we will very gladly show you the many good points of motorcycling and our motorcycle, "The Indian," which holds the world's record for Endurance, Reliability, Economy and Speed. (See facts and figures at our store.)

When may we be favored with the opportunity of laying the whole, simple plan before you? Which will be to our mutual interest.

Yours for health, business and pleasure,
G. H. TOMPKINS,
Motorcycle Sales Dept.

HOW CANADIAN CUSTOMS AFFECT RIDERS

New Arrangement Requires Certificate Freeing Machine From Duty for 30 Days—No Certificates for Commercial Mounts

OTTAWA, Ont.—The legislative path of the motorcyclist has been very smooth for the past two or three months, for the simple reasons that the Federal and Provincial Governments of Canada have almost vied with each other in extending concessions and privileges to the riders of the motor steed. The latest favor granted by the Department of Customs, Ottawa, was contained in a recent order providing for the free entry of motorcyclists into any part of Canada for a period of one month.

Not long ago Hon. J. D. Reid, Minister of Customs, decided to grant a free ten-day privilege to non-resident owners of motorcycles at the request of the Canada Motorcyclists' Association, but with the arrangement of reciprocal recognition of motorcycle licenses between Ontario and some twelve States of the American Union for twenty-one day periods, the Federal Minister apparently decided to make it one better.

The new customs regulations provide that when a non-resident owner of a motorcycle, manufactured abroad, desires to enter Canada he will be required only to secure a certificate from the Collector of Customs at the point of entry. This certificate will be valid for a period of one month and is to be surrendered at the point of departure from the Dominion within the time-limit, otherwise the machine is liable for duty.

The proviso has been made that no motorcycle can be brought into Canada under the free-entry privilege to be used for commercial or business purposes.

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British Sport and Trade

By OLD RAMBLER

I HAVE pointed out more than once that American tire manufacturers, whilst mighty enterprising in the erection of big distributing centers over here and in supplying the needs for motor cars, have not been as attentive to the requirements of the motorcycle world. It was therefore particularly interesting to be shown the other day an advance supply of Goodrich motorcycle tires; and I was told that the people at Akron intend to make as big a bid for the motorcycle trade over here as for the bigger auto users. The proposition came near getting a very nasty smack in the eye recently, when an embargo on American tires almost materialized in Britain; but Britishers and Americans are as good friends as ever, so our ports are still open. The Goodrich people have launched out on a profitable sea by tackling the motorcycle market. There's big money in it.

Cheaper Machines Coming

A mammoth surprise has come into the British motorcycle world. One of the leading lightweight motorcycle factories announces a drop of £2 per machine. During the two years of war we have become so habituated to notices from the factories like this, "Please note that on and after such-a-date our goods will be advanced in price 10 per cent," that it came as a shock to learn of a reduction! Well, we live in an age of wonders, of surprise-packets, of eye-openers; and this sort of news is a gem. We are all wondering what will follow.

Some factories that specialize on the production of motorcycle engines are now able to turn out big quantities—evidently more than are urgently required. The result is as usual in the world of economics: plentiful supply means easier prices. Be sure that the public are glad to learn of the reduction.

As a matter of fact several firms can now supply motorcycles fairly freely, but not so with their bicycles. That may strike you as a paradox. But I am simply stating facts. Let me prove it from a conversation I had with a traveler the day before I write. Quoth he: "We can pour a lot of motorcycles on the market; but bicycles are harder than ever to get." Three-speed hubs for bicycles are positively scarce; and in this country, you must remember, the majority of bicycles are supplied with variable-gear fitments.

Gasolene vs. Paraffin

With reference to previous notes from me about the extended use of gasolene-cum-paraffin, I could fill pages on the subject. Gasolene is now about 75 cents a gallon in Britain; so is it any wonder that motorcycle owners want to get every ounce of value out of the precious fluid? Drawing a line through my own observations and what I gather from various experimentors, the best mixture seems to be one-third paraffin to two-thirds gasolene. Nearly everybody reports that he finds results equal to those of gasolene alone, with perhaps the exception that the engine does not start up quite so easily when the engine is cold. Anyway, even that does not bother us at present, with summer at hand. (It's supposed to have come weeks ago; but June has been a marvelously cold month.)

For Sharpening Bayonets

The engine from a 3½ h.p. Rudge motorcycle has been hitched up by means of a belt, which in its turn pulls a big fly wheel, to a bayonet-cleaning machine somewhere in Egypt. The power unit is taken from a machine that had been in the wars in Gallipoli.

I was immensely interested in the article published a short time ago about "When Cycling Tours Were the Rage," and I guess every American and European reader of **Motor Cycle Illustrated** was, also. The deeds of the "Boys of the Old Brigade," who had early types of machines to drag about and wandered into places where bicycles were unknown, make modern tours look awfully matter-of-fact and simple. I have met many of the Round-the-World fellows from America and various parts of Europe. One or two were nothing but glorified tramps—closely related to the American hobo for cheek in "cadging" or begging for assistance.

The late Robert Louis Jefferson (known to lots of cycle and motorcycle dealers in the States, Canada and British possessions in Asia, Africa and Australia) was one of the most daring of long-distance tourists. With his Rover bicycle he had some perilous adventures. He rode from London to Moscow, except for the boat-trip of 21 miles from Dover to Calais, then repeated the journey and went on over the Ural mountains to Irkutsk in Siberia. Another trip he took was from London to Constantinople and once from London through Russia and across Tartary to Persia. This latter run was over a different route than that taken by Foster, Lunn and Fraser, the Britisher.

I have a tremendous admiration for the pioneer pedallers, and therefore repeat my appreciation of your reproduction of some of the first stories in the world of wheels.

Various Uses of Auto-Wheel

There is an amusing yet sad interest about the way in which Auto-Wheels are being used. I saw a pathetic case at one of our seaside resorts, where a cripple had his tricycle fitted with an Auto, the motor wheel taking the place of the little wheel of the trike. Be sure of this—the owner was finding an added joy in life through his Auto.

Tradesman's carriers—tricycles with small parcel vans attached—are also being rigged with Autos.

I should like to see a comparison of speed possibilities between the Auto and the Smith. On the big Brooklands track here, an Auto did 25 miles in 55 minutes, and a journey of 101 miles in hilly country on a windy day has been done at an average speed of over 14 miles per hour. And in the latter case, the driver had a passenger and some luggage in a trailer! Really, it is remarkable what a good little motor will do, and it is no wonder at all that some of the lightweight motorcycles do things that seem extraordinary.

RESTING WHILE MUNITION TRAIN LOADS UP

Former Competition Stars Now Acting as Escort Riders to Ammunition Park on Western Front: Left to Right, Read, Hudson, Hepworth, Scott and Hands. Machines Are New 4 H. P. Douglas of War Office Model

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Bicycle Section

SPEARS AND SPENCER SHINE AT NEWARK

Australian Wins Match Race from Champion Kramer; Canadian Scores Double Win; John Bedell Victim of Circumstances in Five-Mile Open

NEWARK, N. J., Aug. 7.—Bob Spears, the elongated Australian, again defeated Frank Kramer, the American champion, in a match at the Velodrome yesterday afternoon. Spears won the first and third heats at two-thirds-mile and showed a clean pair of heels to the East Orange man, while in the heat which was won by Kramer the Australian lost out by a narrow margin, Spears coming two lengths back in the home stretch to Kramer's side. Spears showed wonderful speed and excellent judgment in his two successful sessions.

Two More for Spencer

The phenomenal winning streak of Arthur Spencer, the Toronto professional, received two additions at yesterday's meet. Spencer met and defeated Alfred Goullet, the Australian, in rather handy style in the weekly Brassard race, and then went out and defeated Francesco Verri, the Italian, in two straight heats of a two-third-mile match. Verri, who only recently returned to good standing in the ranks of organized cycling, rode well, but plainly showed that he lacked racing to put him on edge.

Bedell in Hard Luck

John Bedell, the Long Islander, was the victim of circumstances in the five-mile open for the professionals. John won, but was disqualified for finishing on the inside of the black line. The big field of 33 riders had thinned down to about a dozen when the last mile was reached. Two laps from home Alfred Grenda, the Australian, went to the front closely followed by his countryman, Reggie McNamara, and Bedell. At the bell both Bedell and McNamara were fighting hard for Grenda's rear wheel, Bedell having the inside position. Going around the last turn McNamara attempted to go by Grenda and the latter rode high. Bedell, seeing the opening left by Grenda, started to go through, but the latter came down on him and forced him off the track, where he finished. The referee disqualified Bedell and gave the race to Grenda, who finished second.

Goullet Gets Consolation

Although beaten in the race for the Brassard by young Spencer, Alfred Goullet received $100 worth of consolation in the two-mile handicap, which he won from scratch in a brilliant ride. McNamara, Grenda and Spears started from scratch with Goullet and they had a hard ride to get up, but at the bell Goullet was near the front with Oscar Egg, the Swiss, McNamara and Eddie Madden, the Newarker. Egg jumped away and looked like a winner on the back stretch, but Goullet came strong and nosed him out. Madden finished third and McNamara fourth.

Handicap Won by Eaton

Ray Eaton, a son of Jay, the former indoor king, won the one-third-mile handicap for the professionals from the 40-yard mark. The amateur races furnished plenty of excitement and were won by Gus Lang, Robert Modershon, the New-

"Long Bob" Spears, the Australian, Who Defeated Kramer

arkers, and H. F. Abbott, of South Orange, N. J. Summaries:

Quarter-Mile Handicap (Amateur)—Won by H. F. Abbott, South Orange, N. J., 35 yards; second, George Lucking, Newark, 35 yards; third, A. C. Cammarata, Newark, 40 yards; fourth, E. J. Carroll, San Francisco, 10 yards. Time, 28⅗ seconds.

Two-Mile Invitation (Amateur)—Won by R. Modershon, Newark; second, Anthony Attardi, Brooklyn; third, William Beck, Newark; fourth, Ben Zager, Newark. Time, 4:18.

Two-Mile Open (Amateur)—Won by Gus Lang, Newark; second, Tom Bello, Brooklyn; third, Harry Hoffman, San Francisco; fourth, Ed Byron, Australia. Time, 4:12⅕.

One-Mile Brassard Race (Professional)—Won by Arthur Spencer, Toronto; second, Alfred Goullet, Australia. Time for last eighth of a mile, 12 seconds.

Two-Third-Mile Match (Professional)—Arthur Spencer, Toronto, vs. Francesco Verri, Italy. Spencer won first and second heats. Times, 1:54 and 2:10. Last eighth of a mile, 12⅗ and 12⅕ seconds.

Two-Third-Mile Match (Professional)—Frank Kramer, East Orange, and Robert Spears, Australia. Spears won first and third heats. Times, 1:54, 1:51⅗ and 1:53⅘. Last eighth of a mile, 12⅕ for first heat, 12⅖ for others.

Third-Mile Handicap (Professional)—Won by Ray Eaton, Newark, 40 yards; second, Floyd Krebs, Newark, 40 yards; third, Gordon Walker, Australia, 35 yards; fourth, Frank Corry, Australia, 20 yards. Time, 36⅕ seconds.

Two-Mile Handicap (Professional)—Won by Alfred Goullet, Australia, scratch; second, Oscar Egg, Switzerland, 80 yards; third, Eddie Madden, Newark, 100 yards; fourth, Reggie McNamara, Australia, scratch. Time, 3:54⅘.

Five-Mile Open (Professional)—Won by Alfred Grenda, Australia; second, Reggie McNamara, Australia; third, Frank Corry, Australia; fourth, Frank Kramer, East Orange. Time, 10:04⅕.

POOR CROWD TURNS OUT AT ASBURY PARK

ASBURY PARK, N. J., Aug. 8.—Five cycle race meets were scheduled to be staged at the Athletic Field, bordering on Deal Lake, during August and September, but after the first meet, which was held last Saturday afternoon, August 5, the others were abandoned.

Both in the amateur and professional races the starters were among the best in the country from Champion Frank Kramer down, but the populace failed to turn out in a manner that was satisfactory to the cyclists, who were competing on a percentage basis, the professionals receiving the net receipts. Less than 500 people turned out for the meet and after the finish of the races it was announced that further racing would be called off.

Track in Poor Shape

Due to numerous soft spots on the once famous track the cyclists were unable to show their ability; the surface was rough where it was not soft and a few spills occurred, but the riders escaped with bruises and a shaking up. A hard strip near the pole line was about the only safe spot to ride on and the fortunate cyclist who got in front and on the strip generally managed to win.

Alfred Grenda, the strong Australian, picked out the easy path in both the one-mile and the two-mile open and accounted for both races. Harry Kaiser, the New Yorker, finished second to Grenda in the mile race and won the two-mile invitation. Frank Kramer failed to qualify in his heat of the mile race and refused to start in the others. Summaries:

Two-Mile Open (Amateur)—Won by Tom Bello, Brooklyn; second, William Spencer, Toronto; third, Marcel Berger, San Francisco. Time, 5:15⅕.

One-Mile Handicap (Amateur)—Won by Nelson Johnson, New York, 110 yards; second, Marcel Berger, San Francisco, 75 yards; third, Ernest Berghoff, Asbury Park, 100 yards. Time, 2:14⅖.

One-Mile Open (Professional)—Won by Alfred Grenda, Australia; second, Harry Kaiser, New York; third, Reggie McNamara, Australia; fourth, George Cameron, New York. Time, 2:21⅕.

Two-Third-Mile Handicap (Professional)—Won by Thomas Grimm, Newark, 70 yards; second, Joe Kopsky, New York, 110 yards; third, Floyd Krebs, Newark, 100 yards; fourth, Charles Piercey, 80 yards. Time, 1:24⅗.

Two-Mile Invitation (Professional)—Won by Harry Kaiser, New York; second, Frank Corry, Australia; third, Charles Piercey, Australia; fourth, George Cameron, New York. Time, 4:59⅘.

Two-Mile Open (Professional)—Won by Alfred Grenda, Australia; second, Jake Magin, Newark; third, Percy Lawrence, San Francisco; fourth, George Cameron, New York. Time, 4:59⅕.

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ENGLISH LADS MAKE FIVE-DAY BIKE TRIP

Sixteen-Year-Old Cyclists Complete 514 Mile Run to Syracuse, N. Y., and Return to Toronto—Spent $10 Each

TORONTO, Ont.—Two English boys of Toronto have just completed a five-day bicycle tour of 514 miles which took them to Syracuse, N. Y., and return, at an expenditure of only $20 for the entire outing. The two lads are Bert Allen, 111 O'Hara avenue, and James Pelvin, 204 Lansdowne avenue, both sixteen years of age.

They followed the usual practice of taking the Lake Ontario boat to Queenston, on the Niagara River, and they crossed the International border at Niagara Falls. In wheeling through Buffalo, Rochester and Auburn to Syracuse they travelled over highways which they declare, they found to be as pleasant as the roads of England over which they had frequently toured before coming to Canada. They frequently slept in railway stations and at Rochester they slept on the lawn of a suburban house. On one occasion they occupied a bed in a "Rescue Home' which set them back thirty cents.

Automobilists Help Out

On one of the days of their trips, one of the bicycle tires developed a slow leak but two ladies in an automobile not only came to their rescue by repairing the tire but gave them a supper of sandwiches and soft drinks. At noon on the second day they refreshed themselves with a swim in the Genesee River, about five miles from Rochester.

Start with $12 Apiece

Each of the lads started out with $12 in his pocket and both had about $2 when Toronto was reached at the end of the journey. Each carried a kit containing the following articles: two shirts, ten soft collars, three handkerchiefs, two pairs of socks, soap, towel, bathing suit, hair and clothes brushes. Their only misfortune on the trip occurred when Allen lost his entire kit.

The cyclometers on their wheels registered exactly 514 miles for the trip which means that they rode slightly more than one hundred miles each day. Both Allen and Pelvin frequently take week-end trips through the country districts of Ontario.

C. R. C. A. PLEASURE RUN HAS BIG TURNOUT

NEW YORK CITY, August 8.—About 200 cyclists participated in the annual pleasure run and carnival of sports staged by the Century Road Club Association, Sunday, August 6. One of the features of the annual tour was the ladies and veterans' division, in which over a dozen cyclists who have seen fifteen years of service participated. The start was from the Columbus Circle to the Grand Concourse, Pelham Parkway, where a number of races were held.

R. M. Henderson, the Bay View Wheelmen star, accounted for the three-mile handicap, beating Henry Garbade, Brooklyn Wheelmen, and George Harvey, Unione Sportive Italiana. The mile scratch race was accounted for by J. J. Marquart, C. R. C. A., who beat Nelson Johnson, U. S. I., and Paul Reinecke, Acme Wheelmen. Marquart also accounted for the quarter-mile dash. A half-mile novelty race fell to John De Bruyn, Acme Wheelmen, and the 100-yard slow race was won by Eugene O'Mara, Bay View Wheelmen. Two running races were also staged, William J. Lock, C. R. C. of A., winning the 100-yard dash, and Thomas Lockhart, C. R. C. A., accounted for the half-mile run.

The Century Road Club Assn. has prepared an elaborate card of fixtures to cover Sundays and holidays until Christmas.

PACIFIC COAST CLUBS NAME PURSUIT TEAMS

SAN FRANCISCO, Cal., August 5.—Two of the five clubs that are to be represented in the California Associated Cycling Club's semi-annual Australian pursuit race at the Golden Gate Park Stadium, Sunday, August 20, have held their elimination trials to choose the teams. The three who will represent the New Century Wheelmen will be chosen from the following: M. Castillo, H. De Brie, R. Welch, W. Rhodes, J. Coughlan, W. Hammitt, Vic. Spence and W. McGrath. The Olympic Club's trial was featured by a big spill, only two riders, R. Girard and Frank Hoffman, finishing. The third man may be picked by a committee.

THE EMBLEM BICYCLE STORE IN ANGOLA, N. Y.

Spie and Span Establishment of C. W. Cook, Who Sells Emblem Machines Exclusively and Does a Large Tire Business

BREESE IN NEW JOB

LOS ANGELES, Cal.—C. F. Breese, an old pioneer in the bicycle game, is now employed by the Pacific Motor Supply Co. He has had a great many years' experience in the bicycle business, having served ten years with the Wm. H. Hoegee Co. in their bicycle department; since which he was his own manager of an up-to-date bicycle store at Hollywood, Cal. He is a good man and well liked by the trade.

FILE CHATTEL MORTGAGES NOW

LOUISVILLE, Ky.—Louisville bicycle dealers after many experiences have found that it is better to be safe than sorry, and the leading houses selling bicycles are now rather careful to file chattel mortgages on bicycles which are sold on time payments. Max Loeb and the National Cycle Co., have been selling a good many two-wheelers on time payments this season. A good part of the sales are made for cash, however.

BENTON OUT FOR NEW RECORD

EARL BENTON, riding a Reading Standard Short Coupled Bicycle, will try to establish a new record between Los Angeles and San Bernardino and return, a distance of 150 miles. Benton's riding reputation stands high among the bicycle riders of California. With a few more years of experience, it is believed by many that he will be the champion long distance rider of the west. He placed in six events on Bicycle Day, when all of the best riders in California rode against him. He will enter most of the events during the remainder of the season.

ST. LOUIS BOYS ON LONG TRIP

SHEBOYGAN, Wis., Aug. 6.—Louis and William Zabel, athletic instructors at St. Louis, Mo., arrived in this city by bicycle to visit their parents on North Tenth street. The Zabel boys made the entire distance from St. Louis, 504 miles, in eight days. They will remain here until the September term starts.

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VISITING RIDERS WIN VENTNOR RACES

L. P. Sattler, New York, Wins Ten-Mile Race at Atlantic City Convention—William Spencer, Toronto, Takes Five-Mile

ATLANTIC CITY, N. J., August 9.—Visiting cyclists from New York and Newark cleaned up most of the prizes offered in the two road races run over the Ventnor Boulevard under the auspices of the Cycle Trades Industries, Thursday afternoon last. William Spencer, the fast Torontonian, accounted for the five-mile handicap, and L. P. Sattler, a member of the Century Road Club Association, of New York, annexed the ten-mile handicap.

The races were staged over a course that was a mile and a quarter around, and there was considerable crowding at the start and finish, due to poor police protection. Several spills occurred as the riders passed the starting line, but fortunately none of the competitors was badly injured. George Leishear, a Baltimore rider, was the most seriously injured, the Maryland cyclist receiving a bad shaking up and injuries about the knees and body.

Thirty Qualify

Thirty riders qualified for the five-mile handicap final, the race being divided into two heats, the distance being once around the course, fifteen qualifying for the final. The limit was placed 400 yards, and the rest of the field started at intervals of 30 and 40 yards apart, five men being on the honor mark. The scratch men were in a commanding position at the start of the last lap, and Spencer won, with Nelson Johnson, another scratch man, third. George Harris, the Philadelphia negro, finished second. The time was 13:38.

Forty-seven riders started in the ten-mile race with 3 minutes and 30 seconds as the limit handicap. L. P. Sattler won from the three-minute mark, and the majority of the first ten finished from that mark. The scratch men fared badly in this race, none of them being placed.

Layton Is Winner

The Atlantic City championship, run over a single tour of the course, was won by Lewis Layton, who finished second to Ed Shoemaker, but as the latter was disqualified for foul riding, the race was awarded to Layton. The races for cycles fitted with motor wheels failed to come up to expectations. W. H. Varga did a five-mile tour of the course in 16:28, but the five-mile race was not finished.

The first fifteen in the five-mile finished as follows: William Spencer, Toronto, scratch, won; second, George Harris, Philadelphia, 20 yards; third, Nelson Johnson, New York, scratch; fourth, Tom Bello, Brooklyn, scratch; fifth, John De Bruyn, New York, 310 yards; sixth, Edwin Jensen, New York, scratch; seventh, Lewis Layton, Atlantic City, 330 yards; eighth, Fred Eccles, Atlantic City, 320 yards; ninth, Lou Seltzer, Atlantic City, 400 yards; tenth, James H. Keefe, Atlantic City, 300 yards; eleventh, Phil Kelly, Philadelphia, 160 yards; twelfth, H. M. Sarrangelli, Trenton, 300 yards; thirteenth, Maurice Price, Philadelphia, 340 yards; fourteenth, Ed Shoemaker, Atlantic City, 150 yards; fifteenth, Geo. Leishear, Baltimore, 330 yards.

The order of finish in the ten-mile follows:

Pos.	Name.	Hdcp. Min.	Time.
1	L. P. Sattler, New York	3:00	26:30
2	George Harvey, New York	3:00	26:30⅕
3	H. M. Serrangelli, Trenton	3:00	26:30⅖
4	Louis Hyman, Atlantic City	3:00	26:30⅗
5	C. Gachenback, Orefield, Pa	3:00	26:30⅘
6	Frank Gerbassio, Trenton	3:00	26:31
7	William Marino, Brooklyn	3:30	27:01⅕
8	L. Maleson, Chelsea, N. J	3:00	26:31⅖
9	Frank Agabati, Trenton	2:30	26:01⅗
10	Fred Hensch, Union Hill, N. J.	2:00	25:32
11	Sylvan Segal, New York	2:00	25:33
12	R. O. Olsen, Bayonne, N. J.	2:00	25:33⅕
13	Elmer Miller, New York	2:00	25:33⅖
14	W. Winquist, New York	2:00	25:34
15	W. J. Browne, Philadelphia	2:30	26:05⅕
16	L. A. Martin, Berwick, Pa	2:00	25:36
17	John De Bruyn, New York	2:30	26:07
18	Maurice Price, Philadelphia	2:30	26:11
19	Ray Caldwell, Brooklyn	1:00	24:42
20	Phil Kelly, Philadelphia	1:30	25:14

Tom Bello, Brooklyn, Who Is Riding Consistently

BALTIMORE DEALERS ARE TO PROMOTE RACES

BALTIMORE, Md., August 8.—Local motorcyclists and bicyclists will have an opportunity to show some speed on Labor Day, September 4, when the Baltimore bicycle dealers will stage a series of races for both classes at the Gentlemen's Driving Park.

SUGGESTIONS HELP GOODYEAR

A feature which The Goodyear Tire & Rubber Co., Akron, Ohio, has proven practical and popular, is the Suggestion System, which enables employes to offer their ideas for improving machinery, methods, conditions and product. Hundreds of dollars are paid to employes annually for suggestions accepted by the company.

TWO RACE MEETS FOR POINT BREEZE TRACK

PHILADELPHIA, Pa., Aug. 6.—Two race meets were staged at the Point Breeze track yesterday afternoon and last night. The meet in the afternoon was promoted by the Improved Order of Red Men, while the evening races were made up of the regular Saturday night motor-paced and motorcycle races.

In the afternoon a five-mile handicap event for amateurs was run and was accounted for by William Brown, who had a handicap of 400 yards. George H. Harris, the colored rider, starting from scratch, finished second and Phil Kelly, 50 yards, ran third. The time was 11:05.

Menus Bedell, the Long Island cyclist, accounted for the forty-mile motor-paced race on the night's program. Bedell defeated Bobby Walthour, the Atlanta veteran, by five laps, while his advantage over Martin "Grassy" Ryan, the Newark Irishman, was double the distance. The latter got away in front and led for five miles when he punctured. Bedell then went to the front and led until the finish. The time was 51:50 3/5.

SANBORN LEADS CRESCENTS FOR CLUB TITLE

BALTIMORE, Md., August 9.—Fred M. Sanborn, the veteran road rider of the Crescent Bicycle Club, won the 25-mile road championship of the club, Sunday, August 6. W. V. Inglehart followed Sanborn across the tape, and William H. McAvoy finished third. The field was bunched until the four-mile mark was reached when the above trio got away. At 15 miles Inglehart punctured, necessitating a short stop, Sanborn and McAvoy continuing. Sanborn drew away from McAvoy on a long hill, and won by a good lead. Inglehart, however, managed by hard riding to overtake and pass McAvoy for second place. Sanborn is now leading McAvoy by one point, and Inglehart by two points in the championship series.

BICK GIVES OUTING FOR ROCKFORD BIKERS

ROCKFORD, Ill.—Joe Bick, the well-known bike man in this city, acted as host to a bunch of cycle tourists who rode from Rockford to Rochelle for an outing on July 24. At Rochelle, the eats were tucked away in quick time and the party spent the rest of the day at one of the parks in the city.

Bick has organized a live bicycle club in this city and has planned several runs to nearby cities for the remainder of the season.

NEWMAN SELLS OUT

NEWMAN, Cal.—J. H. Charles, who has been conducting the Newman Cyclery for some time, has sold out to Ralph Wigginton, the former owner.

VERMONT CLUB'S CAMPAIGN

BENNINGTON, Vt.—Members of the local bicycle club have started a membership campaign. There are now 23 names on the roll.

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HANDY CYCLE SHOW WINDOW BACKGROUND

(Continued from page 32)

rection. The last to be mentioned and most important of all is the use of scenic paintings in the panels.

An excellent example as to how they may be utilized is shown in the illustration No. 1. The openings at tops of panels are backed up with a timely scenic painting which may be made on canvas and stretched over the interchangeable panels or they may be painted over the face of the wall board panels. A stencil design can also be used to good advantage. These paintings can be made by concerns who make a specialty of this work or by your local sign painter or probably you may have some one in your employ who is artistically inclined. The chance to make a few extra dollars would also be an incentive for him to take complete charge of your displays.

Some wonderfully effective decorative scenic panels can be worked out in this connection if you will only give them the proper thought and attention.

Window Pointers

AN EXCELLENT PROFIT-BRINGER

The importance of properly dressed windows has never been more pronounced than at the present time. The new stores opening constantly display marked attention in this direction. Every inch of space available for the purpose is placed in service. Old-established firms are looking about their premises and planning some manner of increasing the display of merchandise. They realize that in this inexpensive feature of their business lies an excellent salesman and profit-bringer.

COLORS OF BACKGROUNDS

The *American Architect* (New York) has printed the following as to the amount of light given back by different colored surfaces:

Dark blue reflects 6½% of the light falling upon it; dark green, about 10%; pale red, a little more than 16%; dark yellow, 20%; pale blue, 30%; pale yellow, 40%; pale green, 46½%; pale orange, nearly 55%; pale white, 70%.

A window finished in light oak, can be lighted with much less wattage than a window finished in dark mahogany; likewise, a window in which light-colored goods are displayed can be lighted much more economically than a window for a display of dark-colored merchandise.

AN IMPORTANT CONSIDERATION

There is something particularly attractive about a handsome display, brilliantly lighted up and looking cheerful, up-to-date and prosperous. The most important thing to be considered in lighting the window is to have the light all thrown downward onto the merchandise and not out into the eyes of window gazers or on the sidewalk. Wherever a light shines directly into the eyes of the spectators it should have a frosted globe, which lessens the glare of the light and gives a soft, pleasing radiance without sharpness. There are several excellent forms of show window reflectors of the "bonnet" type which throw all light from incandescent lamps downward onto the merchandise and effectively screen the lights themselves from the eyes of passers-by.

Frosted globes may be very effectively used on auxiliary lights in the background and, if colored, may be used in an appropriate color scheme. Frosted globes are also sometimes used throughout the windows, when they throw a soft, mellow light over the whole display.

THOR-CYGNET COMBINATION SCORES SUCCESS

THIS commercial outfit, made up of a Thor motorcycle and Cygnet Rear Car, is one of several similar combinations sold recently by the Pioneer Motorcycle House, of Philadelphia, Pa., to the same firm. The Pioneer company reports that the purchasers have expressed satisfaction with the outfits, and that although they have had them only a short time, "they could not be without them."

MOTOR CYCLE ILLUSTRATED

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TRADE O. K.'S BICYCLE COMMITTEE'S PLANS

(Continued from page 17)

Houdini, the vaudeville headliner, told the assembled cycle trades men something about advertising the cycle from the light of his own experiences and his talk contained many a real gem in the shape of a good suggestion; Horace M. Huffman of the Davis Sewing Machine Co., made a clever little speech on the bicycle, while Frank Chase of the Frank Mossberg Co. and L. H. Hood of Walthour and Hood gave the interested cycle men some real insights into the problems confronting respectively the parts maker and the jobber. T. W. Henderson of the Henderson Motorcycle Co., in characteristic style, dodged his subject "The Motorcycle," and put his subject in a happy frame of mind with a mirth provoking ten-minute talk.

Not the least important work accomplishment of the assembled body was the adoption of a resolution suggested by C. F. Olin, calling the attention of the War Department to the part the bicycle is playing in the European War and urging that some attention be paid the pedal propelled two-wheeler.

Before adjourning, the meeting gave a rising vote of thanks to Messrs. Surr and Morehouse for their entertainment.

GERRANS HEADS LONDON BRANCH

F. L. GERRANS is now manager of the London, England, branch of A. Schrader Son, Inc., of Brooklyn, N. Y., making the Schrader tire gauge. W. H. Cole, former manager, has left the branch.

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TOGS FOR THE CYCLE VACATIONIST

Being a Boost for Neatness and Suitability in Clothing for All Who Take Their Holidays by Motor; Recommended Costumes Are Not Expensive and Are Pleasing in Appearance

By ROBERT E. MACKAY

AMONG the various details of the cyclist's vacation preparations, the question of clothing or togs is important. Practically all riders have clothes which are comfortable, but that is as far as the matter goes. The garments in too many cases lack a most important feature, that of neatness, and, in a lesser measure, of suitability to riding and the sports which can be indulged in with the aid of the machine.

The effects of being neat, not only when on vacation, but at all other times, are far-reaching. The neat rider elicits favorable comment from non-riders, not only for himself but also for the sport. He does much to eradicate the impression that motorcycling is a dirty form of recreation and that the rider must either be unable to stay clean or revels in dirt to show how hardy he is.

Clean Old Togs

With neatness as a prime object, the old riding togs with their stains and tears are naturally not to be considered for the vacation, at least on the journey there and back. It is up to the man himself what he wears while he is enjoying the rest of the holiday. So clean up the old ones or get something that is presentable, and you and the rest of the riders will benefit.

Coupled with neatness comes the question of suitability. A bathing jersey may be—and often is—most comfortable for riding in warm weather, but it gives a bad impression on all sides. I just mention this, as I have seen lots of riders in summer wearing bathing jerseys, and the comments on their appearance were far from flattering. They could be just as comfortable with a negligee or army type shirt—and much more presentable.

Khaki Outfit

As good an appearing and serviceable outfit as can be desired consists of a drab or khaki shirt, riding breeches and leggings. This for the warmest days. When more clothing is needed, a Norfolk type jacket or a jersey, or both, come in handy. A poncho will come in nicely as a ground sheet for camping and as a protection to the rider from the rain.

Right here, I might say that there are dozens of riding suits on the market which look neat, will stand hard wear without getting frazzly and are comfortable. Live dealers carry a stock, so that there should be no difficulty in getting a suit, particularly as the cost is usually low.

Corduroys and Mixtures

If the rider cares to go a little further, he can find some good suits of clothes, like corduroys for outdoor wear, at very reasonable figures. These, especially in the mixture goods, are first class for all but the hardest riding and are decidedly neat. The pictures you see of neat riders in the magazines show clothing of this sort, as a rule.

Outside of a racing helmet, there are not many styles of cap which are suitable for riding at any speed, unless the peak of the cap is reversed. Almost any cap, provided that the crown isn't too large, will do for riding. Personally, I prefer to ride bareheaded, using a cap only when it rains, and I think that the practice is a good one. It doesn't detract from the rider's looks in the slightest.

TRY THE SIDE-ROAD, MR. MOTORCYCLIST

It Has Lots of Attractions You Don't Get on Main Routes Even Though It Is Not Macadamized—Folks Are Friendly

By WALLACE STUART

DO you want to enjoy the real sport of motorcycling? Then take my word for it: get off the beaten track and try the side-roads for a change. Get away from that annoying auto traffic and go where the road is all your own. Go where you will be free from restrictions; where you will enjoy yourself. You will then realize what the real sport of riding is.

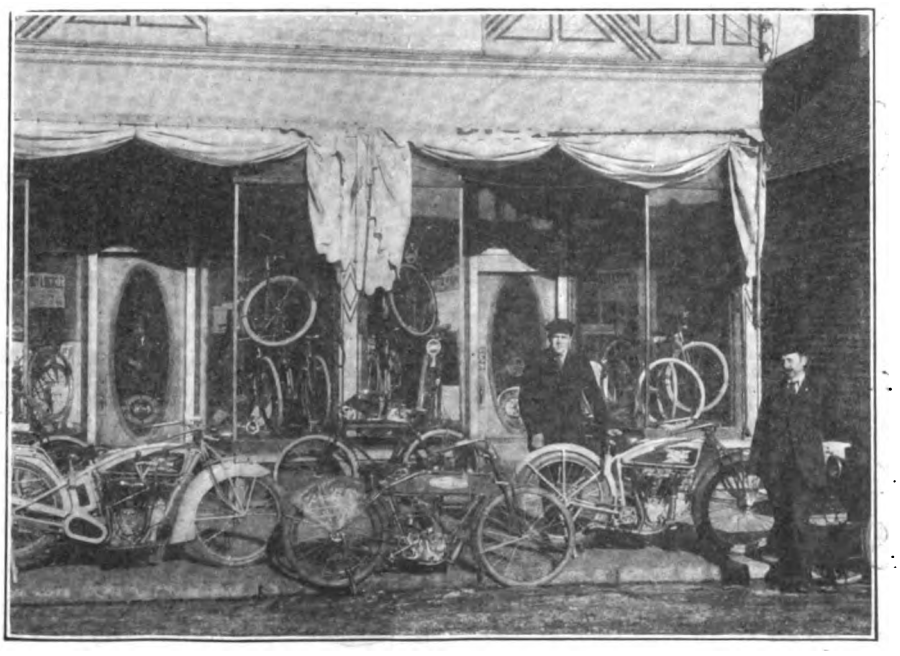
The next time you go off on a trip with one or two others, turn off at the first side-road that presents itself, and follow it. You will be surprised at what you find. The roads may not be macadam, but what of it? You can take your time and pick your way, if necessary. The new things you will see will more than make it worth while. When you strike the State road again, don't follow it, but cut right across and keep to the back country road.

You will imagine yourself hundreds of miles from home, everything will seem so new and strange. New lakes will be discovered. Streams where fishing is good will be found. The country folks will be glad to tell you where the fishing holes are. You will find valleys you never thought about and mountains of which you have never even heard of, much less seen. These things alone will make you feel like a discoverer, and why not? Didn't you first make them known to the boys at the club?

You will pass many quaint farm houses where all the folks will run out to see what is coming when they hear you, for they don't see motorcycles back there every day. As you pass they will greet you with waving hands and cheery calls. It makes you feel that the whole world is your friend. When you get off to drink at a well or brook, how they all come around and examine the machine and how proud you feel when you tell them about it and where you have been and where you are from!

Yes, fellows, it's worth while. Try it and you will believe in the saying: Leave the main roads to the crowd.

HOME OF EXCELSIOR AND MIAMI IN LAWRENCE, MASS.



Establishment of George N. Holbs, Where Many Sales of Big Chicago-Made Twin and Lightweight Motor Bicycles Are Made

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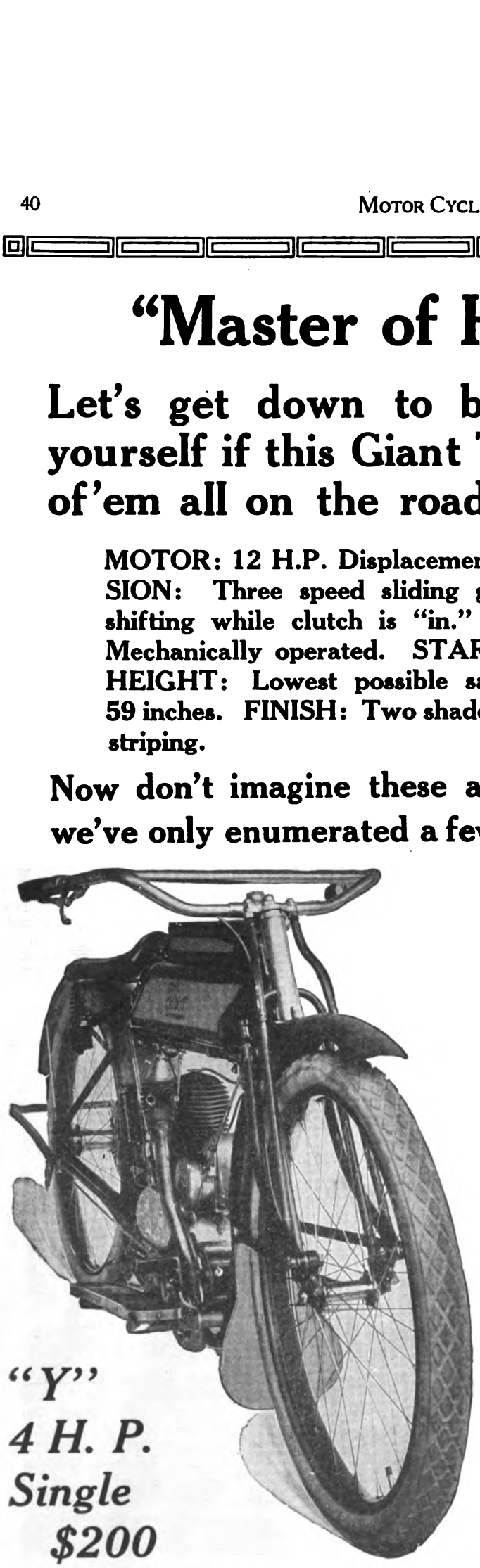
"Master of Heavy Duty"

Let's get down to bed rock. Decide for yourself if this Giant Thor isn't a lap ahead of'em all on the road of motorcycle design.

MOTOR: 12 H.P. Displacement, 61 cubic inches. TRANSMISSION: Three speed sliding gear. Locking device prevents shifting while clutch is "in." VALVES: Overhead, enclosed. Mechanically operated. STARTER: Segmental foot-starter. HEIGHT: Lowest possible saddle position. WHEELBASE: 59 inches. FINISH: Two shades of blue with gold and black striping.

Now don't imagine these are the only features. In fact we've only enumerated a few. We have the remainder of them in a booklet, together with the description of our other two models, "V" 6 H. P. Twin, $235; "Y" 4 H. P. Single, $200.



"Y" 4 H. P. Single $200

Please Write for This Catalogue

Thor

AURORA AUTOMATIC MACHINERY CO.

GENERAL OFFICES..Thor Bldg., 1307 Michigan Ave., Chicago
SALES OFFICES AND WORKS..361 W. Superior St., Chicago
PACIFIC COAST BRANCH..61 Fremont Street, San Francisco

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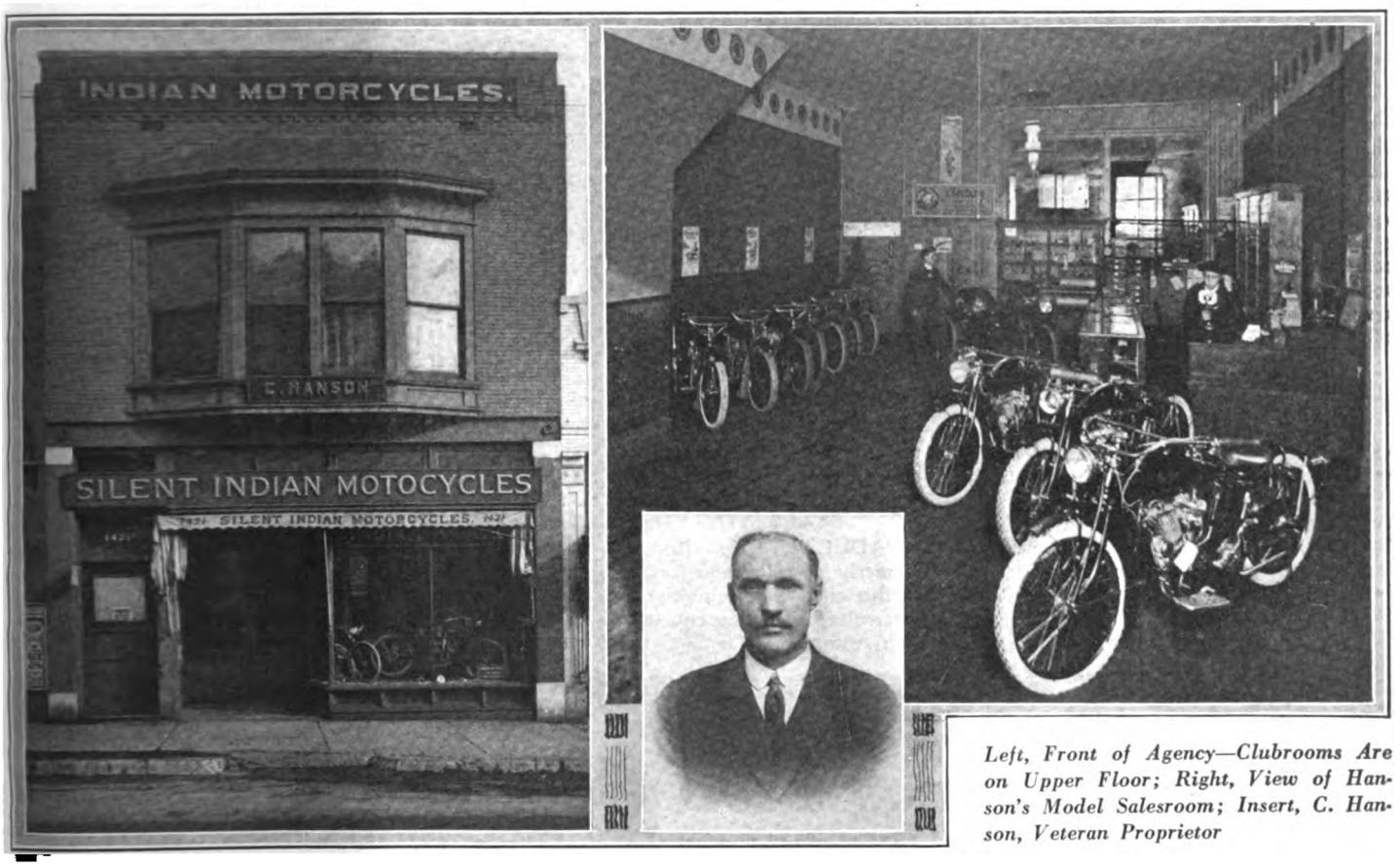
In the Dealer's Realm

AT HANSON'S BUSY TEPEE IN KANSAS CITY, MO.



Left, Front of Agency—Clubrooms Are on Upper Floor; Right, View of Hanson's Model Salesroom; Insert, C. Hanson, Veteran Proprietor

STEELE'S EXHIBIT DRAWS BIG CROWD

PATERSON, N. J.—John Steele, Indian man at 95 Broadway, this city, has a sectioned Powerplus motor in his window these days. The working parts are shown in this motor, and on turning a crank attached to the main shaft, the operation of the motor is to be seen. A gearbox is also located in the window. Big crowds examine the two every day.

SWENSON INVITES BRAVES TO ANNUAL POW-WOW

PROVIDENCE, R. I., August 7.—The annual Pow-wow of all good Indians will be held in this city Sunday, August 27, at Palace Gardens. All Indian riders from everywhere are invited to attend the grand festivities.

On previous occasions over a thousand riders have been guests of Mr. Swenson at this function which is given free. Refreshments of all varieties are laid out in great array on that day and everybody is asked to come with appetites.

A card of athletic events will be run off. Fat men, lean men, tandem girls, side-car girls and the tomboys are all given an opportunity of getting in on the games to show their skill. Prizes will be given. This year there are many additional trophies to be presented because of the fact that many of the prizes given for events in the Federation of American Motorcyclists convention were not given during the convention and the donors have presented them to Mr. Swenson to be used at the picnic.

Indian riders from out of town will be met in Exchange place by guides every half hour from 9 a. m. to 1 p. m. to make the ride of 15 minutes to the gardens.

HALLIDAY NOW WITH HENDERSON IN PROVIDENCE

PROVIDENCE, R. I., August 7.—W. F. Halliday, formerly with the Harley-Davidson company, has taken a position with the General Motorcycle Sales Company, 314 Broad street, and is now manager of this store, which handles Hendersons. Mr. Halliday states that business is on the boom in all lines, he having extended the accessory department. He also handles second-hand machines.

HAVENSTRITE OFF TO HARLEY-DAVIDSON FACTORY

PATERSON, N. J., Aug. 4.—Elmer G. Havenstrite, sales manager of the W. Edward MacDougall Co., 131 Broadway, Harley-Davidson representative, is paying a visit to the home of the Silent Gray Fellow in Milwaukee, Wis., Havenstrite expects to be present at the motorcycle dealers' convention in that city and will make a thorough investigation of the 1917 product.

1916 MOST PROSPEROUS, SAYS SCHAEFFER

READING, Pa.—William Schaeffer, proprietor of the Penn Cycle & Motor Company, handling the Reading Standard, says that 1916 is one of the most prosperous he ever experienced. "They are ordering the R-S for 1917 deliveries," he says, "and still asking for 1916 models."

GARAGE INCORPORATES

HAMBURG, N. Y.—The Service Garage, Inc., has been formed to do a general motorcycle and auto garage business. The capital stock is $15,000.

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SWENSON SELLS LAST INDIAN IN HIS STOCK

PROVIDENCE, R. I., August 7.—B. A. Swenson today is completely cleaned out of motorcycles. The last Indian in stock was sold last Saturday. For the first time in the history of his store have bicycles taken the leading place. They are used to decorate the windows from which the motorcycles have been sold.

Asked how many he had sold this year, Swenson said today that he had disposed of 540 new and second hand machines since Jan. 1.

He has sold an Indian to Fred C. Shogren, captain of the Providence Motorcycle club and it will be delivered in two weeks. Captain Shogren will then leave for a long trip to Florida. Swenson states that as soon as the big picnic is over he will leave the city with a sleeping bag and blankets for the wilds of Canada for a vacation.

He is now busy cleaning up the accounts of the convention and hopes to have his report in the hands of the national president in about a week. The total expenses of the meet will approximate $2,200.

FRASER BACK IN FRISCO; FINDS TRADE GOOD

SAN FRANCISCO, Cal.—Manager Fraser, of the Appeal Manufacturing & Jobbing Co. has returned from a short run down the Coast, taking in Hollister, Santa Cruz, and neighboring towns. He finds dealers generally optimistic and looking forward to an increase of business now that the vacation and fruit-picking season is coming to an end. "There will be surely a good demand for later deliveries this season," says Fraser.

Charles H. Johnson, who for some time has been covering a part of the Coast territory in the interests of the Hendee Mfg. Co., has resigned his position to go into a new auto supply business in this city.

HUBBARD & CURRY BUY OUT JONES DRUG CO.

LEXINGTON, Ky.—Announcement has been made of a change in this city whereby the Jones Drug Co., A. B. Jones, proprietor, handlers of the Harley-Davidson in Lexington, has been bought by the firm of Hubbard & Curry, composed of Henry M. Hubbard and J. E. Curry. Mr. Jones retires from all active business connections. It is understood that the new concern will continue all of the present lines and add some additional ones.

BERRY TO HANDLE THOR IN SOUTHERN CALIFORNIA

LOS ANGELES, Cal.—T. E. Berry is to put his magnetic personality behind the Thor motorcycle in Southern California during the coming year. Following a visit of C. B. O'Hare, factory sales manager, and Z. Barton, coast salesmanager, Berry has signed up for the Thor and expects to put in a stock about Sept. 1.

SEARS WITH FOREMAN

PADUCAH, Ky.—Edward J. Sears, formerly a well known motorcycle dealer of this city, is now giving his attention to the vulcanizing department of the Foreman Automobile Co.

DEMAND EXCEEDED EXPECTATIONS, SAYS CHIARA

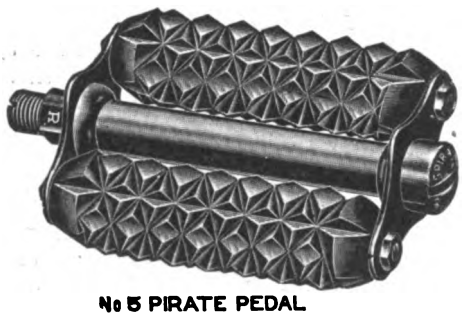
HARRISBURG, Pa.—Joseph Chiara, proprietor of the Harrisburg Motorcycle Exchange, reports an excellent showing made with the Reading Standard for 1916, the first season as R-S representatives. "The demand for the R-S has far exceeded expectations," says Chiara, "and while 1916 has been fine, I expect 1917 to be a tremendous season."

BELT CO. SELLS OVER 100 INDIANS TO DATE

COLUMBUS, O.—The Belt Motor Company, located at Fourth and Gay streets, Central Ohio distributor for the Indian, reports the sale of more than 100 motorcycles during the present season. C. O. Belt, head of the company, predicts a good demand for the remainder of the season, especially if the Ohio militia is kept at Camp Willis for some time. The mobilization of the militia stimulated the demand for motorcycles to a certain extent.

TOBACCO EMBARGO AFFECTS CYCLE TRADE

PADUCAH, Ky.—What promised to be a big fall season with the Western Kentucky motorcycle dealers has suffered a check due to England's recently declaring an embargo on tobacco shipments. Western Kentucky is one of the biggest producing sections in the world of dark tobacco, which is largely used abroad, Owensboro, Henderson, Paducah, and Clarksville, Tenn., being all large shippers.



No 5 PIRATE PEDAL

Two Pedals That Are Immensely Popular

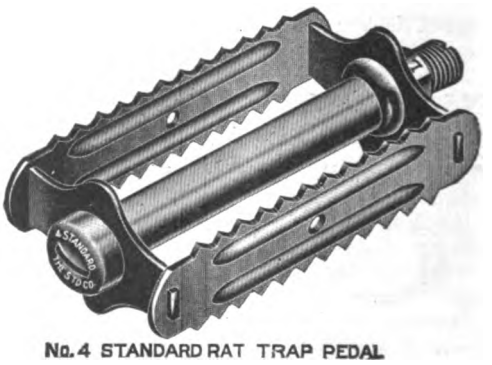
Their design and construction assure strength and comfort. Especially is this true of the No. 5 PIRATE, whose deep corrugated rubber cushions are not only soft to the feet, but absorb shocks and keep the feet from slipping.

The No. 4 STANDARD is a new addition to our large and comprehensive line of Rat Trap Pedals. It is strongly made, well designed and gives a splendid foot hold.

The Standard Co. *Torrington Connecticut*

Manufacturers of

Diamond "E" Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals. Screw machine products.



No. 4 STANDARD RAT TRAP PEDAL

We are boosters for "One Million Bicycles in 1916"

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I'VE READ SO MANY ADS IN THE PAPERS ABOUT THIS NEW BLACK "BAREFOOT RUBBER" THAT GOODRICH USES IN THEIR AUTO, MOTORCYCLE AND GIANT BICYCLE TIRES THAT I DECIDED TO TRY OUT A PAIR. AND SAY, THEY'RE THE CLASSIEST-LOOKING, BEST-RIDING TIRES I EVER HAD. THEY DON'T SLIP EVEN ON THE MUDDIEST ROADS. OTHER RIDERS SAY THAT THESE GOODRICH TIRES ARE GIVING THE MOST REMARKABLE MILEAGES AND SERVICE THAT YOU EVER HEARD TELL OF AND I BELIEVE IT.

The famous Black Tread "BAREFOOT RUBBER" GOODRICH Auto Tires in Motorcycle Sizes!—

—The tires that are advertised in newspapers read by over 60,000,000 people.

—The tires that have set new records for economy, trouble-free service and safety because of the wonderful black "BAREFOOT RUBBER" which is in them.

—"BAREFOOT RUBBER" (sensation of the age!) is the toughest, strongest, longest-wearing, best puncture-resisting tread rubber ever discovered.

—It is backed up by the sturdiest, most flexible fabric carcass that can be produced.

—Goodrich Motorcycle Tires are the best known, best advertised, best made tires on the market.

—Advertised at popular "FAIR-LIST" prices —fair to consumer—fair to dealer.

28 x 3 in. (C. C. Rim) -	$9.90 each
28 x 2¾ in. (C. C. Size) -	8.85 each
29 x 2¾ in. (Old Type Rim)	8.85 each

—Handle Goodrich, make money and make friends. Let us hear from you. Address nearest branch, or

The B. F. Goodrich Company
Akron, Ohio
World's Largest Rubber Factory

GOODRICH
MOTORCYCLE TIRES

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TRADE HAPPENINGS IN LOS ANGELES

LOS ANGELES, Cal.—Ed Ordey, formerly with Passmore & Sayre, Harley-Davidson agents, is at present with the Matrin Miles Co. He is considered to be the best salesman for second hand machines in this city.

GEORGE CLAPP, salesman for the Pacific Motor Supply Co., has been seriously ill for the past two weeks, but will soon be round again. Clapp was taken ill some time ago, but stuck it out until the doctors told him to get to bed. He is anxious to be back in harness once more.

ANDY WILSON, a veteran in the motorcyle game, is now with Passmore & Sayre, handling the Harley-Davidson. Wilson is in the sales end of the company.

BAKER, MANAGER OF LITTLE FALLS COMPANY

LITTLE FALLS, N. Y.—J. Albert Baker is now manager of the Little Falls Motorcycle Company, on Second street. Charles Clark will have charge of the firm's garage on Ann street. George H. O'Neill, former manager of the company, will devote his energies to the sales end of the business. The Harley-Davidson is handled.

TO BRING TRADE TO LOUISVILLE

LOUISVILLE, Ky.—Several of the local motorcycle, bicycle and supply houses have subscribed for one or more shares of stock in the new Louisville Industrial Foundation, a corporation capitalized at $1,000,000 and backed by the Board of Trade of this city. The foundation has for its object the raising of a fund to bring new factories and industries to Louisville.

HAMILTONIANS GIVE $2,500 TOWARD DIXIE HIGHWAY

CINCINNATI, O.—The Hamilton County Dixie Highway Council has completed a gift of $2,500 as its contribution toward the expenses of promotion of the Dixie Highway plan by the Dixie Highway Association. This is by far the largest contribution made by any city along the line of the highway, which has now reached a very satisfactory state, with the considerable amount of construction done during the current year. There is now little doubt but that the proposed triumphal entry of President M. M. Allison of Chattanooga, and the directors of the association, into Knoxville from Cincinnati, on October 23, will be entirely feasible. The Dixie Highway convention, to be held in Cincinnati, at Music Hall, October 20, will be attended by the officers and directors of the association.

HESTER TIRE TO BUILD

LIMA, O.—The Hester Tire & Rubber Co., a new manufacturing concern, has secured a site for its proposed plant, through the Chamber of Commerce, and a building 60 by 150 feet, besides a power house, will be constructed. Work is to be started in a short time, and rushed to completion as soon as possible. The company is incorporated with a capital stock of $100,000.

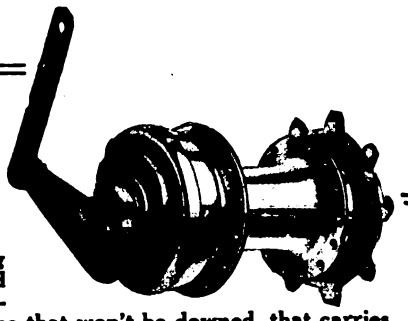
FREED HAS $50, BUT DOES NOT KNOW WHO OWNS IT

SAN FRANCISCO, Cal.—A. Freed, proprietor of the Pacific Motor Supply Co., Indian distributor in this section, has $50 which he doesn't know what to do with. A few days ago, two small boys entered his place, showed $75 and asked for a motorcycle. When Freed began to ask questions, the boys got scared and ran away, leaving $50 on the counter. Freed is wondering who owns the fifty.

RAILWAY MEN ORDER MORE HENDERSON MOTORS

DETROIT, Mich.—Orders have been received from B. R. Herman & Co., government railway contractors in India, with headquarters at Karachi, for six Henderson four-cylinder motors for the Henderson Motorcycle Co., on Cass avenue. These motors will be used to drive small inspection cars for travelling up and down the line. The cars are used by inspectors, engineers and construction men.

When the motors are delivered, nine of them will be in use on the railway. Three Henderson motors were purchased last year for this work, and they gave every satisfaction, hence the new order.



Telling Testimony

Clear, convincing evidence, the kind that people pay attention to, evidence that won't be downed, that carries with it the final punch that wins the case—this is the sort of evidence that has been submitted in favor of the

CORBIN

DUPLEX COASTER BRAKE

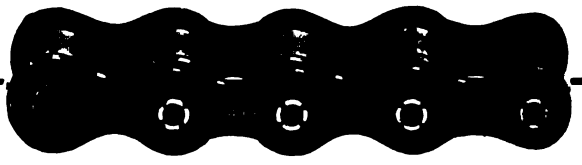
Here it is: those men whose business it is to rent bicycles have found that the CORBIN DUPLEX equipment is best suited to their requirements.

What does this imply? Simply this: that these men who have had an unequalled opportunity to judge the relative merits of numerous brakes subjected to the hardest working conditions, have found the Corbin Duplex the most satisfactory.

It means that the Corbin Duplex has stood a thorough, strenuous and conclusive test, that it has proved itself to be practically indestructible, durable and completely trustworthy.

These men have judged in favor of the Corbin Duplex for one reason: it does what is required of it, it cuts down the repair account and saves time, trouble and money. You can make sure by asking them yourself.

The Corbin Screw Corporation
THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York, Chicago, Philadelphia
Makers of Corbin-Brown Speedometers



"149"

One Dealer's Experience—

"I thought you would be interested in knowing the success I have been having with your No. 149 chain, sample of which I received from you on May 21st. Same was put on our Harley three speed demonstrator with side car, which has been running practically every day since then. Most of the time we carry three people. Our Mr. ——— drove this outfit through the New Jersey Endurance Run over one of the worst courses in this country and he did not find it necessary to take up on the chain once during the entire trip. You certainly have a good product, and we expect to do quite some business on it throughout the season." (*Name on request.*)

The No. 149 is giving this perfect satisfaction on thousands of the machines this year and will serve you well, too.

For sale by dealers and jobbers everywhere.

Diamond Chain & Mfg. Company
Indianapolis, Indiana

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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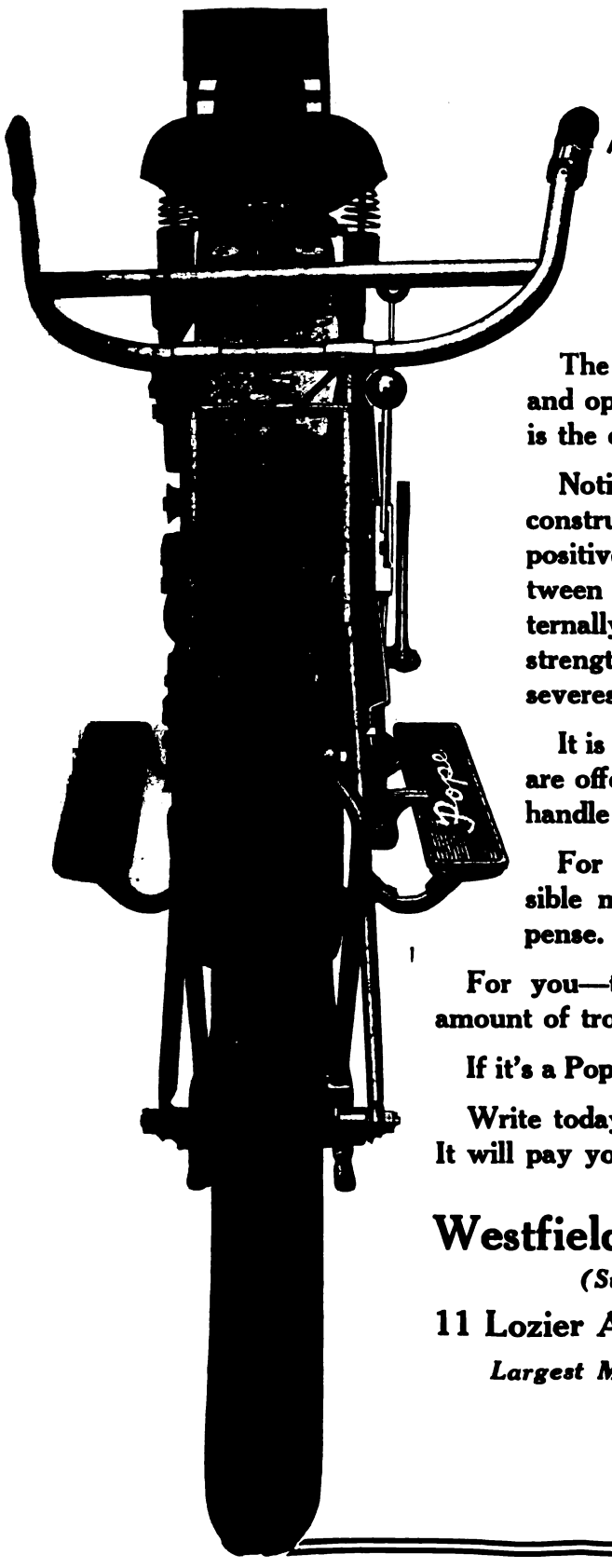

Built for Speed

HERE'S a battleship view of the Pope Three Speed Twin—the latest sensation in the motorcycle world. Clean cut and shipshape as a battle cruiser, the "Champion of the Hills" is always ready for action.

The picture shows how completely the motor and operating parts are protected and how little is the exposure to wind resistance.

Notice especially the distinctive type of fork construction. Twin stems to handlebars assure positive steering control. Sturdy forgings between fork sides and truss rods (fork sides internally reinforced with vanadium steel) give a strength that enables the forks to withstand the severest road shocks and strain of sidecar use.

It is workmanship of this high quality that you are offering to your critical customers when you handle the new Pope Three Speed Twin.

For your customer—this means the most possible mileage and the least possible repair expense.

For you—the sale of a Pope means the smallest amount of trouble and the greatest amount of profit.

If it's a Pope sale both parties are satisfied.

Write today for our interesting dealers' proposition. It will pay you to know Popes and their profits.

Westfield Manufacturing Company

(Successor to the Pope Mfg. Co.)

11 Lozier Ave. Westfield, Mass.

Largest Manufacturers of High-Grade Bicycles in the World.

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Questions and Answers

CALCULATING GEAR RATIO

PLEASE tell me how to find the gear ratio on a motorcycle.

A. DEMARCO.

Camden, N. J.

Find the number of teeth on the motor-shaft sprocket (*m*), on the outside sprocket of countershaft (*o*), on the inside sprocket of countershaft (*i*), and on the rear wheel sprocket (*r*). Multiply *m* by *i* and *o* by *r*. Divide the product of *m* and *i* by that of *o* by *r* and get the ratio.

PISTON DISPLACEMENT

PLEASE tell me how to find the piston displacement of a motor when the bore and stroke are known. Also, the best route from Brooklyn to Stroudsburg, Pa.

BENJAMIN WORTH.

Brooklyn, N. Y.

Multiply the bore by itself and then this product by the stroke, then by 0.7854. This is for one cylinder. For a twin, multiply the result by 2.

The route is: Brooklyn, New York (Edgewater Ferry—130th street), Fort Lee, Hackensack, Arcola, Hohokus, Ramapo, Tuxedo, Southfield, Monroe, Chester, Goshen, Denton, Tri-States, Port Jervis. Distance, New York to Port Jervis, 77 miles. Roads are well posted. From Port Jervis cross toll bridge to Pennsylvania side, then go to Milford, Dingman's Ferry, Bushkill, Shawnee-on-Delaware, and Delaware Water Gap, 40 miles.

FIT NEW RINGS

MY 1914 two-speed twin has not the power that it should have and I purpose fitting new rings, the Sta-tite model. As these cost more than the regular rings, would it be better to fit them or purchase a set of new cylinders? Are parts from a supply house reliable?

ROBERT JOHNSON.

New Albany, Miss.

We suggest that you fit the Sta-tite rings rather than get new cylinders. You should be sure that the old cylinders are not scored or too badly worn, however. If they are scored, have them re-bored, then get the diameter and fit the Sta-tite rings yourself. They will work satisfactorily.

We cannot advise your getting parts from anyone but the manufacturer or his accredited agent.

THIS FIRM HAS PARTS

I WOULD like to get parts for a New Era motorcycle and ask you for the address of some house which carries them. Also, if there is a 1916 edition of the *Motorcycle Manual*.

PERCY J. STUBBS.

Athol, Mass.

Communicate with the Motorcycle Parts Manufacturing Co., 2127 Michigan avenue, Chicago, Ill., for New Era parts. There is no 1916 edition of the *Manual* at present.

PEDAL-STARTER FOR YALE

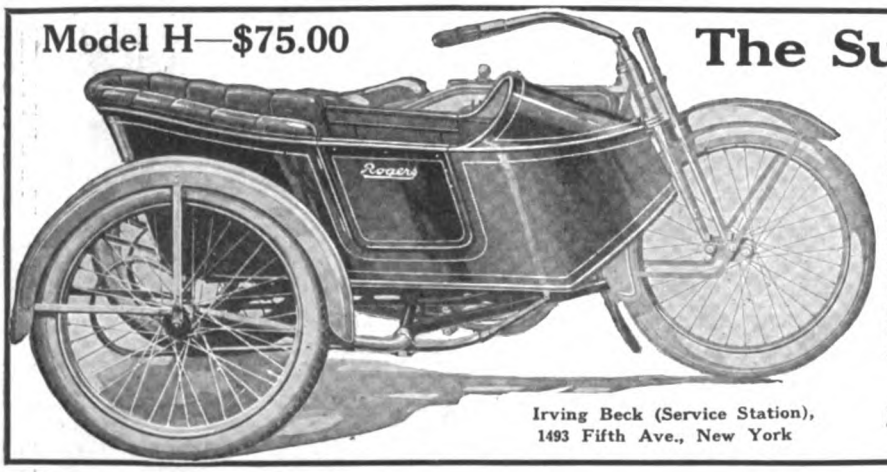
I WOULD like to get a kick-starter for my 1914 Yale machine and wish to know if such a starter would give satisfaction.

J. B. CLARKE.

Washington, D. C.

We think that you could fit the pedal-gear starter which was used on the 1915 Yale model. It will give satisfaction. You may be able to get such a starter from H. D. Capron, of Toledo, O., who has taken over the motorcycle parts for the Yale.

Model H—$75.00



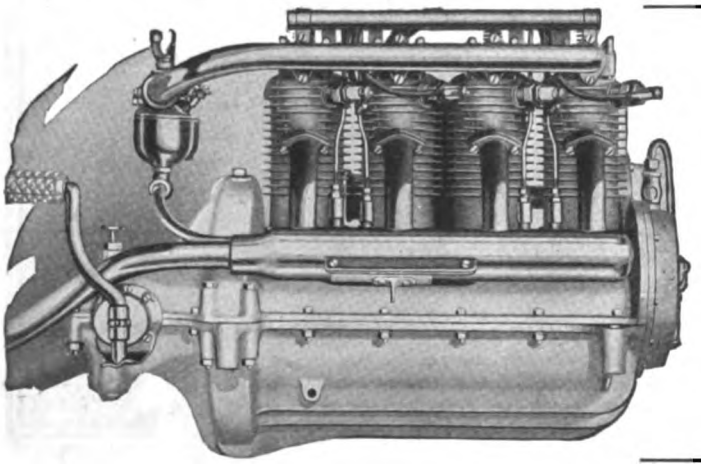
Irving Beck (Service Station),
1493 Fifth Ave., New York

The Success of Quality

ROGERS Sidecars are designed and built for service.
In these days of competition, only quality survives.
The sale of ROGERS Sidecars has not only steadily increased, but far outstripped the sale of all others.
Our July sales were the greatest in the history of sidecars and is the most convincing demonstration of ROGERS supremacy and the appreciation of the universal adaptability of every ROGERS sidecar to any standard motorcycle.

GET A ROGERS AND BE RIGHT

ROGERS MANUFACTURING CO.
337 West Madison Street, Chicago



THE cautious, hard-to-sell prospect who has to be shown concerning every detail, is the man who becomes the most enthusiastic booster for the Henderson dealer after buying, for he finds that in actual performance the machine exceeds his most exacting requirements.

Henderson Motorcycle Co.,
Detroit.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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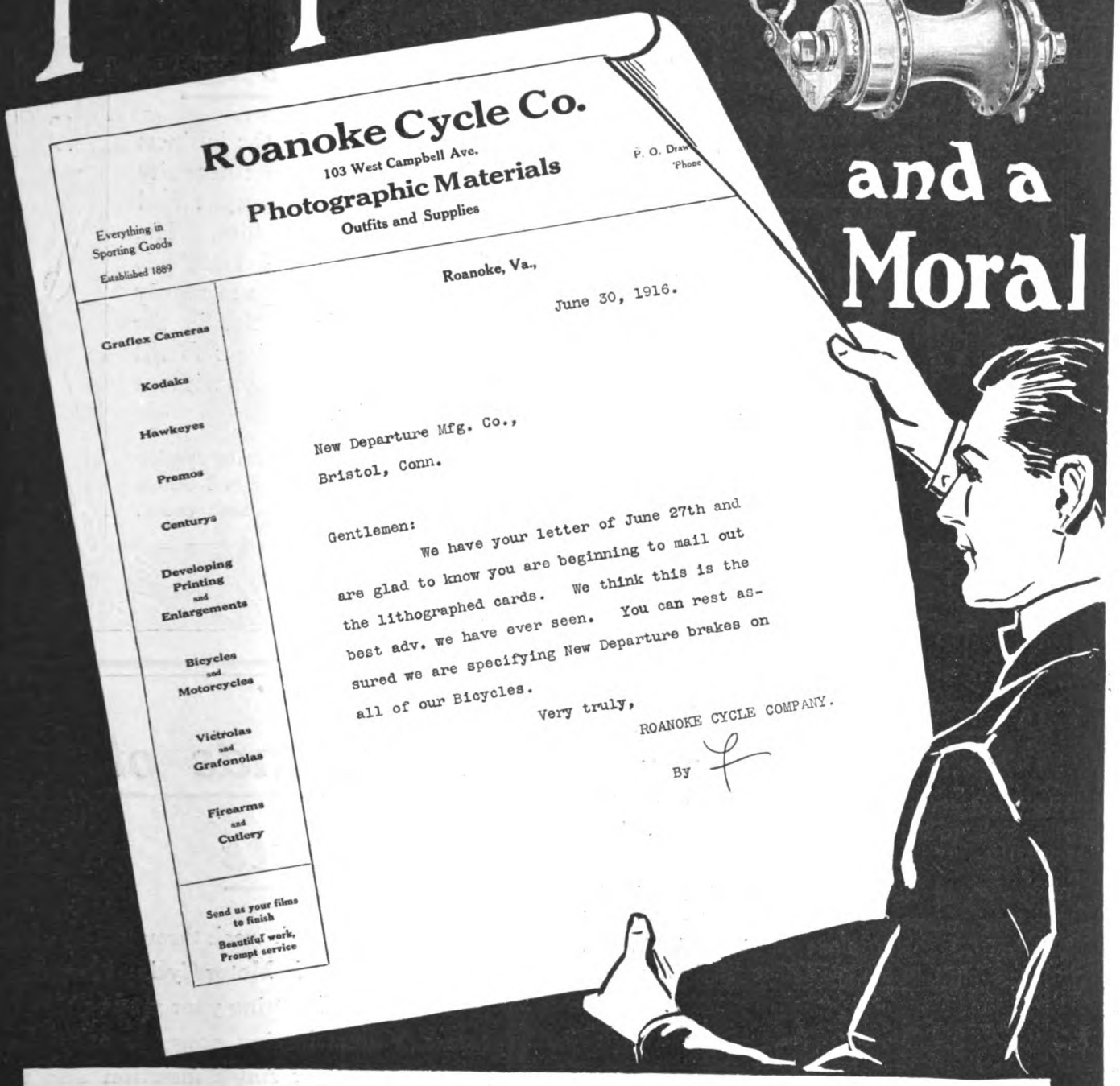
TWO FACTS and a Moral



"You can rest assured we are specifying New Departure brakes on all of our Bicycles."

This is what the Roanoke Cycle Co. say—and the Moral is:

THE NEW DEPARTURE COASTER BRAKE

Backed by New Departure Sales Helps, will increase your bicycle sales as it has theirs. Write us for full particulars.

The NEW DEPARTURE MANUFACTURING CO., Bristol, Conn., U. S. A.

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The STEVENS
Repair Hanger

Fits every size bracket and will replace any hanger made.

Service

SERVICE plays a vital part in the business affairs of a Bicycle Dealer. The necessity of getting his supplies when the urgent need arises is of the utmost importance to him. The jobber who carries the STEVENS LINE is dealing with a house extensive enough to supply the demands of every Bicycle Dealer in the United States—he is ready at all times to fill your orders for STEVENS GOODS without embarrassing delays—ask him.

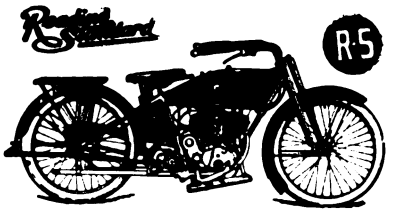
Be sure to specify STEVENS Goods on your next order.

STEVENS & Co
MANUFACTURERS OF
BICYCLE PARTS AND SUPPLIES
373 Broadway, New York.

Reading Standard

The ONE machine that can climb any possible hill. Talk to the rider of the classy R-S, about POWER.

Thousands of R-S riders realize that it is the searching mountain tests that make the R-S RELIABLE. Not alone in APPEARANCE, but it is built to ENDURE, to SERVE and to WIN.



Write for catalogue describing the most perfect and best all around machine made.

Reading Standard Company
501 Water St. Reading, Pa.

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell — don't delay, send your ad to the classified department — THE BIG RESULT GETTER.

Motor Cycle Illustrated
13 Park Row, New York

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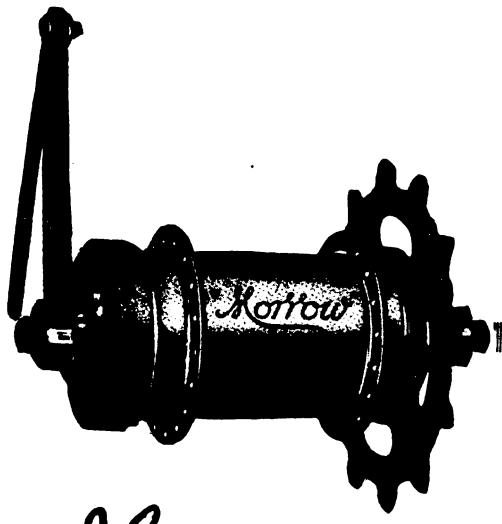

Morrow

There is one sure way to boost your bicycle sales. Talk safety, ease of riding and comfort to the prospect. Demonstrate to him what the presence of the MORROW Coaster Brake on his bicycle means.

To ride in gliding luxury, to coast down a hill as if you were sliding down, to KNOW that the slightest back pressure on your pedal means instant stoppage—these are the features that are imparted to the bicycle by the presence of the MORROW—and these points, when properly presented to the prospect, will make him a buyer—every time.

Write for Morrow Bike Boosting Literature.

ECLIPSE MACHINE CO.

Elmira, N. Y.

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THE MOTORCYCLIST AS A FIRE FIGHTER

(Continued from page 25)

about four p. m. the lookout on Eldon Mountain reported a fire to the northeast and about twenty miles distant. Three automobiles were rushed off, packed with Mexicans, shovels and "chuck." About an hour later, the lookout reported smoke eight miles east of the other fire. He was not sure whether it was a new fire, or whether the wind was merely drifting the smoke from the first one. When I reported from the next telephone station, I was told the location of the fires, and directed to get as near as possible and find out just what the conditions were.

Saving the Town of Flagstaff

Inside forty minutes I was reporting from the ranger station that there were two fires, the second one spreading rapidly. I was instructed to rush to the first fire and inform the ranger there concerning the new blaze. If he could not spare men from the first fire, I was to get more, any way I could. This is one of the many instances where the motorcycle saves time, and nowhere is time so valuable as in battling with a forest fire.

There was one large fire which, for a while, seemed to threaten the town of Flagstaff. Try as we would, it would get away from us, time after time. More men were needed, as well as more shovels and water (water for the men, not for the fire). Glenn and I rode back and forth between the supervisor's office at Flagstaff, and the scene of the fire. Often we carried an extra fire-fighter on the luggage carrier. Sometimes we packed out a pair of huge, dripping water bags; or perhaps a bundle of shovels, tied on at all angles and looking like a heap of jackstraws.

But the motorcycle in the Forest Service does not even confine itself to fires in general. Many a time, when the long thin threads of copper broke that connected the central office with the many ranger stations and fire lookouts, patrolmen's camps and ranches, and which made possible the organization of the Forest Service, the motorcycles were pressed into service in a new role. Carrying a lineman on the luggage carrier, I would follow down the "roads" and trails, along which the telephone line was built. Often we rode out over the bare limestone hills, following the line until the trouble was run down. What would have been a two days' job for a man on horseback, was abare three hours' work for the motorcycle.

Other Forms of Service

Sometimes, when the fire danger was not too great, I would take one of the rangers to a timber sale he had to superintend, or to a homestead which was to be surveyed. Often I acted as despatch bearer, and many times I have carried a great stack of sheep allotment or driveway posters strapped on the luggage carrier.

The predicted trouble which we were expected to have with our machines did not develop. The fires we overlooked, if any, never materialized. The joy riding we were to have indulged in limited itself to getting to a fire—P. D. Q. And little by little our gas bikes worked their way into favor, not only in the Forest Service, but throughout the whole of the Coconino, for it was realized that as a dependable, economical, speedy, and all 'round satisfactory means of locomotion the motorcycle was there "with bells on."

MEYERS PURCHASES A NEW HENDERSON MODEL

SAN FRANCISCO, Cal.—Jack Meyers, head mechanic for the Union Ice Company's big fleet of motor trucks, has been using a motorcycle for making his rounds. He has the reputation for having owned and used more motorcycles than any man on the Coast, having purchased used machines in practically all cases, and disposed of them after having ridden them for a while. His last used machine was a 1913 Henderson, which he sold after covering 8,000 miles on it. He was so satisfied with its performance that he went to the Motorcycle Sales Co., last week and purchased a new Henderson, the first new machine he had bought in years.

ANOTHER RIDER WILLING TO SERVE UNCLE SAM

TO the list of riders who will volunteer their services in case of need in this country is to be added the name of James F. Tucker, of Pennville, Ind. Tucker writes that he is willing to serve his flag to the best of his ability. His machine at present is a single cylinder P. E. M., but he intends to buy a three speed twin in the near future.

A handsome spark plug case and a spark plug wrench . . **Free**

With four spark plugs that will outlast your engine . . **$4**

Mail us a $4 check or money order for four Splitdorf Spark Plugs (the plug with the Green Hex Jacket). We will forward you the plugs, carriage prepaid, and with them we will send you, free, a highly polished spark plug case and a spark plug wrench, complete with detachable handle. The case is handsomely finished, and fitted with recesses for four plugs. Keeps your "extras" handy and compact. The wrench is one of the most convenient tools you can have.

These plugs are practically indestructible. Dozens of times they have run 20,000 to 30,000 miles without ever having been cleaned.

Made in all sizes and in types to suit every car, motor cycle, motor truck, motor boat, aeroplane, tractor and stationary gasoline engine.

When ordering, be sure to state size desired or name of engine.

SPLITDORF ELECTRICAL CO., Newark, N. J.

Pullman

THE HARRY SVENSGAARD SALES CORP. DETROIT

The Triangular Front Brace is just about the greatest thing ever devised since motorcycles were invented — that is, excepting the sidecar itself. In short, this new, exclusive Pullman Brace has eliminated all the objectionable features of ordinary sidecars.

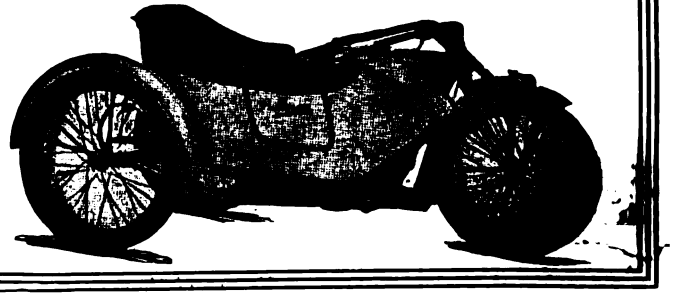
The New Triangular Front Brace

No more motorcycle strain. No more laborious attaching or detaching. The scientifically constructed Pullman Triangular Brace is the biggest boon that the sidecar has ever received. It means more sales for Pullman dealers.

Write to the

Harry Svensgaard Sales Corporation

214 Jefferson Avenue East DETROIT, MICHIGAN



The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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BE THE LEADING DEALER IN YOUR SECTION

Nothing will do more to bring this about than to establish yourself headquarters for the now CELEBRATED

A. B. C. GENERATORS

The most simple—therefore the most developed Motorcycle Electric System on the market. Claims of Superiority — Applicability — Stability — Efficiency — Durability — Flexibility and Accessibility.

New Prices MODEL B—Complete less lamps Direct Lighting **$25.00** | MODEL C Batt. Charging **$30.00**

You don't THINK you see the road—YOU DO SEE IT. **Transportation paid on retail sales.**

A. B. C. GENERATORS CO., Los Angeles, Calif.

All Los Angeles Police Use the A. B. C.

The SCHEBLER CARBURETOR

America's Standard Supreme through Merit

WE EQUIP

THE HEART OF THE MOTORCYCLE

THOR
POPE
MERKEL
INDIAN
EMBLEM
DAYTON
SPACKE
MILITAIRE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER-SCHEBLER CARBURETOR CO. INC

INDIANAPOLIS, INDIANA, U.S.A.

BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

YOU SOON NOTE THE DIFFERENCE

More Power—Quicker Pick-Up—Increased Speed

All from the use of

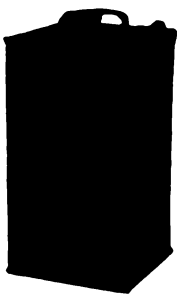
HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS AND GREASES

Your Motorcycle is a delicate machine. Proper lubrication is essential. Especially in hot weather is it necessary to insist upon the best oil—quality oil that cools the motor and lubricates without burning.

HARRIS OILS are refined from the best Pennsylvania Crude Stock.



"A Little Goes a Long Way and Every Drop Counts."

A. W. Harris Oil Company

326 S. Water St., Providence, R. I.

Branch: 143 No. Wabash Ave., Chicago, Ill.

Compare the Rivets!

THE RIVETS ON

"THE COVENTRY"

are much heavier and larger than usual. This means a greater resistance to strain and increased strength all around. That is one of the reasons why "The Coventry" is the strongest chain in the world.

HERBERT F. L. FUNKE CO., Inc.

112 Broad Street, New York

Firestone

Motorcycle Tires

The Red Side Wall and Black Tread

THE distinctive trade-mark of Firestone Tires. It joins elegant looks to supreme service. Thick, strong, tough tread, 30 per cent more angles against skid, and—Most Miles per Dollar.

Firestone Tire and Rubber Company

"America's Largest Exclusive Tire and Rim Makers"

Akron, Ohio Branches and Dealers Everywhere

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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BICYCLE BEGAN CASTOR STEERING

Noted Automobile Authority Claims This Form is Proper One and Credits High Wheeler As Pioneer In Its Use

THAT the automobile people, even at this late date, have to turn to the bicycle to get the correct theory and practice in steering, is evidenced by an interesting controversy now going on in one of the automobile journals. One of the recognized authorities, Charles E. Duryea—also an old bike rider—points out that in the majority of cases, automobile steering arrangements have been badly neglected, and cites the castor effect as the proper one.

In this arrangement, a line through the center of the pivot should intersect a vertical line at the wheel's point of contact with the road, or the pivot line should strike the road ahead of that of the wheel's point of contact. The action of the wheel in either case would be like that of a castor on a piece of furniture: a push in any direction sets the castor wheel in the proper direction automatically. Mr. Duryea refers to the Star high-wheeler as an excellent example of this action, and states that these bicycles, made between 1878 to 1883, were the best steerers ever made.

In the Star and other machines with small wheel at the front, the line through the center of the pivot touched the ground well ahead of the vertical line of wheel contact. The principle developed by the designers of the Star and similar high-wheelers was incorporated in the old Duryea automobiles, in the Panhard-Levassor and other widely-known makes. The principle has apparently been forgotten in the American automobile industry, but the attention attracted to it by the controversy has done much to revive it. This is but one of many principles developed by the bicycle designers which the industry has contributed to motor vehicle engineering.

GOODYEAR MEN GETTING N. C. W. MEMBERSHIPS

SAN FRANCISCO, Cal.—As a result of a recent conference between Al. Grueninger, manager of the New Century Wheelmen, and Frank Carroll, local manager of the Goodyear Tire & Rubber Co., salesmen of the Goodyear branch have recently been very active rustling up new memberships for the Wheelmen among local supply and accessory dealers.

This is bringing in considerable money in the way of initiation fees, the money to be used in promoting racing events. It is also serving to stimulate greater interest in bicycles among dealers.

BUTLER COUNTY C. C. PICNIC

HAMILTON, O.—The annual picnic of the Butler County Cycle Club will be held on Sunday, August 13, it has been decided, and the committee in charge is hard at work on arrangements for the event. The several summer affairs already given by the club have been highly successful, a lawn fete a short time ago being one such affair. A dance will be given on the evening of August 13.

TO HOLD ROAD RACE ON LABOR DAY

LOS ANGELES, Cal.—The North Los Angeles C. C. will hold its first annual road race on Labor Day, September 4. The distance will be 24 miles. Gold and silver medals will be awarded as well as a Pierce racer for the winner.

ROAD RACE AT READING, PA.

READING, Pa., Aug. 8.—Arrangements are in progress for a bicycle road race for riders under 18 years of age. The race will be run Friday, August 18, over a 20-mile course and a handsome list of prizes will go to the place winners.

CYCLE RACES FOR IOWA FAIR

BURLINGTON, Ia., Aug. 8.—A one-mile bicycle race for boys under twelve years of age and a two-mile event for cyclist between the ages of twelve and eighteen are scheduled for the first day of the Tri-State fair, Monday, August 14.

THEY'RE GOING FAST

LOS ANGELES, Cal.—Pacific Motor Supply Co. received a carload of Reading Standard Bicycles on July 29, and report business so good that they expect to have it all sold out within a few days. Another carload is expected within a few days.

Brilliant Burners

— THE PERFECT HEADLIGHT —

Are Growing in Popularity with the Rider

BECAUSE—

You can get THREE TIMES the light you are now getting.

You can get the same light for much less cost.

You always have a dependable light — absolutely steady, no flicker, no jarring or blowing out — even without the front glass in the lamp.

You have electric brilliancy with Prest-O-Lite reliability.

DEALERS: Brilliant Burners sell—they repeat—they are advertised. The riders in your community will buy of you if you handle them. Send today for literature.

The Monosmith Brothers Co.

Spencer, Ohio, U. S. A.

The H. M. Kipp Co., Ltd., Toronto, Distributors for Canada

WRIGHT SPARK PLUG

Makes Many Friends: Every Day

Efficient Ignition is Economy

Perfect motor performance is pleasure

The Wright Plugs furnish both

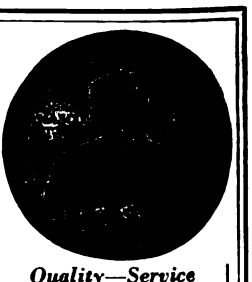
TRY THEM

Used on 1916 Harley-Davidson

N. Y. MICA & MFG. CO.

Auburn, N. Y.

MASCO



Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

NEW CATALOG NOW READY

DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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REMY

Remy ignition is helping win hill climbs, races and endurance contests everywhere. It makes good under the hardest tests. Strong, steady reliable ignition—100% efficient in every day service. Spill-proof battery. Compact, light in weight.

Have your nearest Harley-Davidson dealer demonstrate.

REMY ELECTRIC CO.
Factories: Anderson, Indiana
Sales & Engineering Offices: Detroit, Mich.

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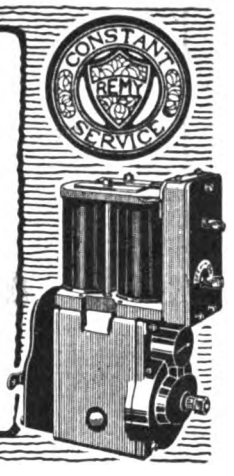


WORTH MORE Berling Magneto DOES MORE

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.

F-N and the HENDERSON

They Were Made For Each Other

The F-N tandem adds considerably to the neatness and brilliancy of the new model Henderson. The perfect fit, the bright nickel plating and black cushion "harmonize." The only "really comfortable" tandem. Price $11.

FENTRESS-NEWTON MFG. CO.
Detroit, Mich.

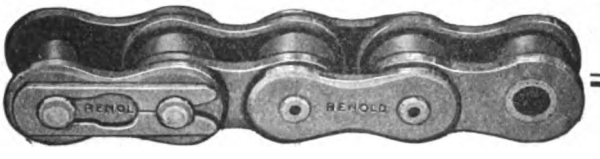
7143
⅝" pitch
¼" wide

H·R

7144
⅝" pitch
⅜" wide

No chains are better fitted for the racking strain of race work than *Renold*. They're first choice of the speed kings.

PETER A. FRASSE & CO., 419 CANAL ST., NEW YORK



THE BENTON

"The Case-Hardened Plug"

Guaranteed for Service and Reliability

L. F. Benton Company
Vergennes, Vt.

"Macy" No. 141

All Motorcyclists Should wear the Chicago Dimmer Goggle

A better, more perfectly fitting or comfortable goggle couldn't be made. Light, well ventilated and free from the nuisance of blurring in moist atmosphere. It affords protection from sun, dirt and wind, and allows free range of vision. Get a pair today.

Dealers—these goggles sell fast. Get a supply from your jobber.

CHICAGO EYE SHIELD CO.
Chicago, Ill.

FREE

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.
Hammondsport, N.Y.
3664 S. Main
LOS ANGELES, CAL.

The Oldest and Largest Supply House

Lists of Motor Cycle Owners

For any State in United States We copy official automobile and Motor Cycle records in the Capitol here and can compile a list of the auto owners or motor cycle owners for your section of the state at lowest rates, sending you supplements, regularly, the balance of the year. We can compile a list of Ford owners or owners of any other automobile or motor cycle you wish a list of.

HALF PRICE AUTO LIST COMPANY
68M State St. Albany, N. Y.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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National Dealers Directory

NEW YORK CITY

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
869 W. 126th St. New York.
'Phone, 8352 Morningside.

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2089 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing.
115 Greenwich Ave. Phone 2966 Chelsea.

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
833 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

FLYING-MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 549

Oliver's Bronx Distributing Agency for
INDIAN
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Berckheimer, Prop. V. C. Pelezzare, Mgr.

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

T. J. SIXSMITH
283 W. 109th Street.
Expert Repairing. New York Agent for the EXCELSIOR.
Telephone, 8351 Riverside.

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles.
Parts for the Indian, Excelsior and Pope.
Repairs and Accessories.

STERN BROS. F. A. M. SHOP
INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

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HARLEY-DAVIDSON
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BRAND NEW 16 F Harley-Davidson, three-speed, has not been out of crate; left factory July 12th; must sell for best cash offer; have joined army; cost me $275 with express. Leo Koch, R-6, Harlan, Iowa.

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AN INDIAN MOTORCYCLE STOLEN from my barn; 1916 model F machine, No. 77, H, 390, License C10,246; $25.00 reward. Address E. H. Sutton, Far Hills, N. J.

$25 reward for the location of a 1913 twin Indian. Engine No. 74D433, New Schebler Carbureter. Firestone on rear, Fisk in front. Presto tank, headlight, tail-light, Stewart speedometer and horn. Front of gasoline tank jammed. Single speed, spring frame, 1915 black bars. Notify C. H. Hollenbeck, 16 Fredrick Ave., Cortland, N. Y.

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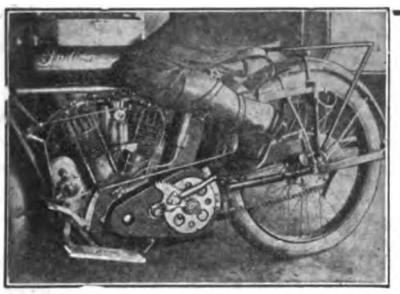
"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee



NOTICE

After Aug. 15 the price of the Indian Pioneer B Kick Starter will be $12. Owing to the continued increase in price of material and labor we have been compelled to raise the price. The Pioneer Eclipse will remain at $6.50 for the present.

These Starters are a LIVE SELLING proposition for the dealer. Every dealer should have a sample starter. It will make him money.

Send for our introductory plan today.

PIONEER MFG. CO. (West Allis) Milwaukee, Wis.

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INSIST ON COMFORT AND EASE, BY USING THE PNEUMATIC AIR CUSHION.
Is inflated without use of pump and deflated and carried in pocket or tool kit. Radically different and far superior to any article used for this purpose. FITS ALL LUGGAGE CARRIERS and can also be used for any other purpose, such as camping, fishing or any other place where comfort is desired. Its durability backed by two years' practical test.

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No. 64 Bicycle Sundries

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15 and 17 Warren St., near Broadway New York

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We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

Wherever Ball Bearings are used you will find STAR Ball Retainers

THE STAR

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N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

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For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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Another Big "X" Clean-up

Denver, Col., August 13th

Floyd Clymer "X" wins

STATE CHAMPIONSHIP

50 MILE OPEN

Perry "X" First, Wolters "X" Second, Clymer "X" Third

15 MILE OPEN

Perry "X" First, Stokes "X" Second

5 MILE OPEN

Perry "X" First, Stokes "X" Second, beating Walker, Johns and Warner, all on eight valves

A FITTING SEQUEL TO THE "X" VICTORY AT PIKE'S PEAK

Excelsior Motor Mfg. & Supply Company

Office and Factory, 3703 Cortland Street, Chicago

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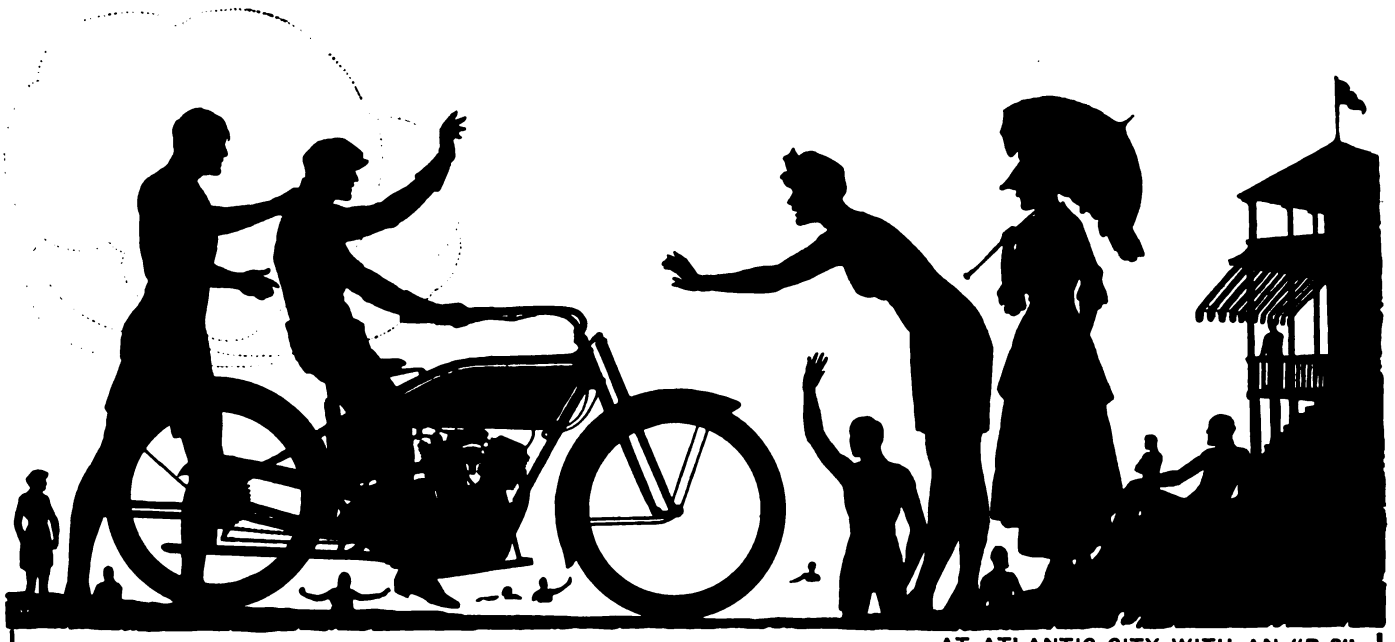

AT ATLANTIC CITY WITH AN "R-8"

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BOSCH MAGNETO IGNITION is always good because Bosch Magnetos are the perfected product of more than a quarter of a century of untiring efforts.

Bosch Magnetos owe their world-wide popularity, not so much to the printed word as to their demonstrable and remarkable superiority, a superiority which is apparent to all who investigate intelligently.

Whether you make, sell or use motorcycles, choose between the "standard ignition system" and the "good enough kind"—it's advisable and worth while.

Be Satisfied

For that feeling of confidence
For that extra ounce of power
For that vim, vigor and snap

Specify Bosch

Service Stations in Every State

Magneto Catalogue on Request

BOSCH MAGNETO COMPANY

206 WEST 46th STREET **NEW YORK CITY, N. Y.**

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS

MAKE IT A BELT DRIVE FOR 1917

TWO things are going "Big" for 1917—the Lightweight and Belt Transmission—both will go "Big" because logically both go hand in hand. Belt drive, besides being understandable by the big gathering of new motorcycle recruits that are coming to the front in 1917, has all the positiveness of power transmission that is required of Lightweights, yet it maintains a flexibility, a smoothness that is very much desired, in fact is essential.

Its further points of merit are a very high degree of efficiency, constantly maintained during its long life, and a complete absence of any rigid limitations in design. Then also there is that quietness, that silky smoothness and, most important of all, a very low cost of upkeep.

All this you get in a well designed Lightweight, having belt transmission, providing, of course, that the belt you insist upon is a

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.

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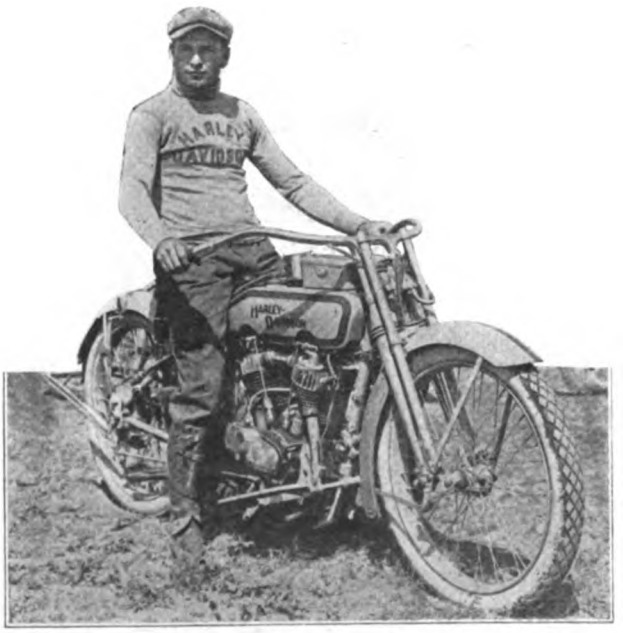
Harley-Davidson

For real sport—the race to the summit of Pikes Peak,—12,000 feet in the air—is in a class by itself—the climb of 5,100 feet in 12 1-2 miles being a real test of power.

V. M. C. Van Der Hoof of Denver and Frank Kunce of Loveland, Col.—both on Harley-Davidsons—were the stars.

"Van" captured the sidecar event, winning the Rocky Mountain Cup valued at $250, and Phebus and Lytle—also on Harley-Davidsons—brought in more points for the Silent Gray; so it was Harley-Davidson 1st, 3rd and 4th.



Frank Kunce, of Loveland, who divided the Pikes Peak honors with V. M. C. Van Der Hoof of Denver—both on Harley-Davidsons.

The Colorado Championship for stock machines was won by Kunce with Williams on a Harley-Davidson taking third honors; so it was Harley-Davidson 1st and 3rd. Kunce

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Get Pikes Peak

also took second honors in both open events.

In the Colorado Championship the daring rider from Loveland won the $250 trophy known as the Pikes Peak Auto Highway Company Cup to be held for a year and to be held permanently when won three times.

The time made by Van Der Hoof and Kunce was startling. "Van" climbed the mountain with sidecar and passenger in 29:23. Kunce in the stock event shot up the mountain in 22:03, the time in the open event being but 5 seconds faster.

Gradients were as great as 10.50 per cent and the average grade was 7 per cent for the entire 12 1-2 miles.

The Uniontown Hill Climb a year ago won by Irving Janke on a Harley-Davidson showed that the Harley-Davidsons have the power as well as the speed. The Pikes Peak contest this year clinches Harley-Davidson superiority.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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Collecting Championships

Harley-Davidson annexed another at Detroit August 13th—the hundred mile F. A. M. Championship.

Ray Weishaar and Red Parkhurst made it Harley-Davidson first and second. They led the field a merry chase, with never a look-in for the other stars. Parkhurst carried off the sweepstakes for fifty and seventy-five miles, and was leading when he ran out of gas at ninety-five miles.

The Harley-Davidson habit of having at least two men up in front made it all right. It was merely a question of which of the Harley-Davidson riders would win.

Weishaar finished in eighty-nine minutes, and Parkhurst had plenty of time to fill with gas, get out on the track again (laps ahead of his nearest competitor) and bring in the added honors.

Ray Weishaar, winner of the hundred mile F. A. M. Championship, the sixth century race he has won with the Harley-Davidson.

The four long-distance races of the year—Dodge City, Sheepshead Bay, La Grande and Detroit—have been won by the Harley-Davidson.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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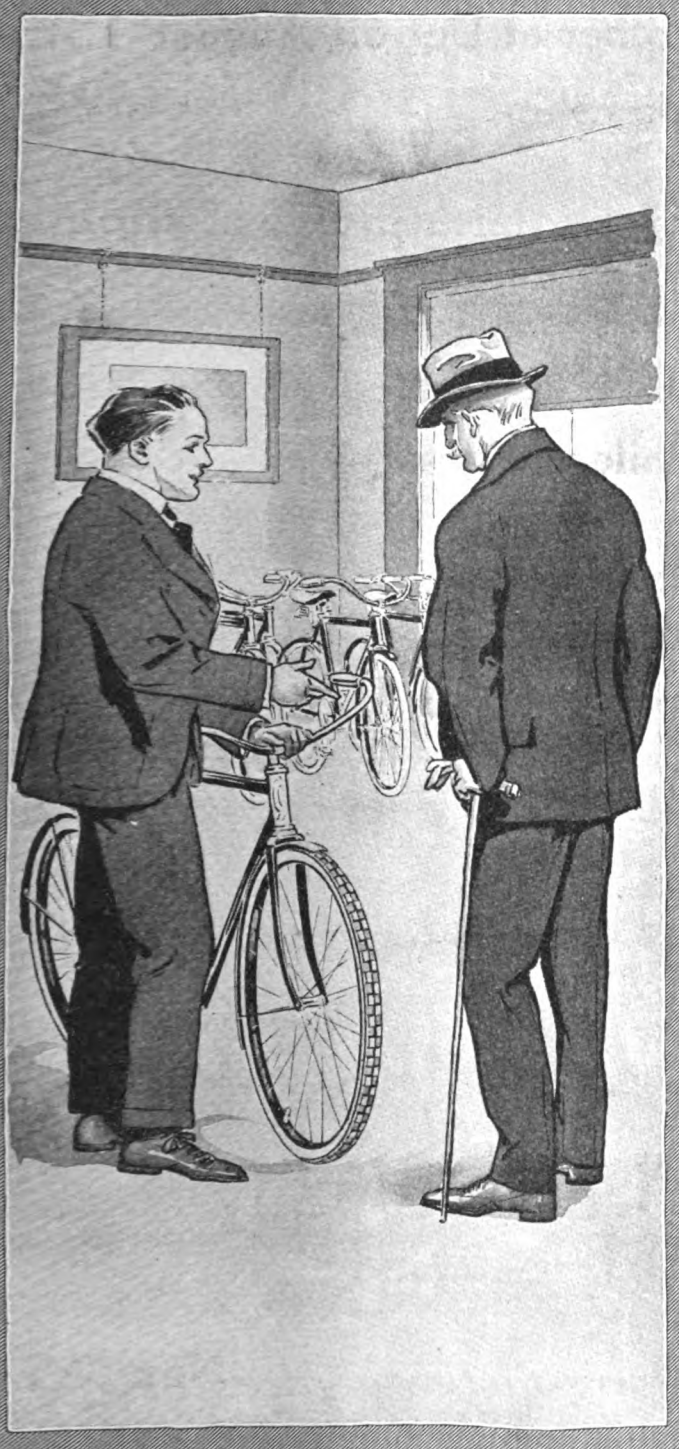
BLUE STREAKS



Stop Bargaining

The Goodyear one-price bicycle tire policy is very much in accord with the common sentiment of the American people—*equality of opportunity in buying to all.*

The selling of Goodyear Blue Streak Bicycle Tires under the one-price policy, has been raised from talking about price, to demonstrating *what is being offered for the price.*

The one standard Blue Streak price, plus the one standard Blue Streak guarantee has ended all the haggling and "bargaining" that must accompany the selling of an unknown tire of unknown price and guarantee.

Do you see how the Goodyear Blue Streak standardization eliminates confusion on the part of the tire buyer?

Do you see how it enables you to carry a smaller stock of tires because you need carry only one style and one size?

And do you see why Blue Streaks mean quicker sales for you and therefore less selling expense?

These are the very positive advantages that over 10,000 Goodyear dealers have demonstrated to their own satisfaction—*and profit*—this season.

The Goodyear Tire & Rubber Co.
Akron, Ohio

GOODYEAR
AKRON
BICYCLE TIRES
Guaranteed

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Dixie Run United States Tire Victory

Out of twenty contestants, only six finished, five of them on machines equipped with United States tires, as follows:

Herbert Webb on Indian
Hines on Harley-Davidson
Hollands on Indian
Hudson on Indian
Webber on Indian

Three weeks rain preceded the event. Three days steady rain made the roads mud holes, so heavy no rider checked at any control on time.

"Hardest run ever staged," said one rider.

But despite all this—

United States Motorcycle Tires MADE GOOD

United States Tire Company

'Chain,' 'Nobby,' 'Studded,' 'Corrugated'
Motorcycle Tires

1790 Broadway - - - - New York

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MOTORCYCLE ILLUSTRATED

Vol. 12 No. 7 Thirteen Park Row, New York August 17, 1916

PERRY SHOWS HIS HEELS IN BIG DENVER MEET

Excelsior Veteran Takes Three Events From Classy Field, Including 50-Mile Feature Race; Don Johns and His Indian Win Mile Time Trials; Clymer, Excelsior, Gets Colorado Championship; Protests Stop Sidecar Event

By H. A. STEWART

DENVER, Col., August 14.—"Watch your step, boys; watch your step!" was the warning slogan passed along by the riders as they went to the tape Saturday afternoon for the greatest speed carnival ever held at Overland Park, one of the most treacherous tracks in the country to ride owing to its long straightaways and narrow turns.

Bob Perry showed his heels in fine shape to a classy field made up of Johns, Clymer, Stokes, Walker, Wolter, Warner and half a dozen others, and ambled away with over $320 in good old mazuma. Perry put the P. D. Q. on the 15-mile open event, which he won in 12:56, leading all the way from the second mile. He also walked off with the gelt in the 5-mile open race, in 4:18, and with the stellar event of the day, the 50-mile free-for-all, which he finished in 43:44⅕. Bob was one proud little feller when the returns were all in, because the last time he rode on this track, in 1913, the best he got was dust and second money. Today they are hailing him as the "real goods," and not without cause.

Johns Takes Time Trials

Don Johns and his Indian deserve recognition for winning the time trials, and this rider may be considered as ranking next to Perry in the interest of the fans. Johns made the mile in 49⅕ seconds, improving Perry's time for the circuit by one and one-fifth seconds, and cutting one-fifth of a second off the track record.

Johns' hoodoo was with him, however, for he was retired in the 15-mile open event after leading for the first mile, and was prevented from starting in the 5-mile race by the fact that someone filled his motor up with oil. The climax of his hard luck came in the 50-mile race when, after leading for two miles, and finally dropping back to third place for Stokes and Perry, he took a beautiful broad slide in the sixth mile and went out.

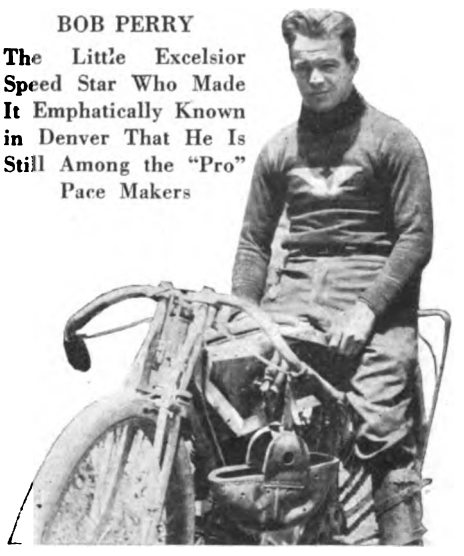
Jinx Overtakes Walker

Otto Walker also had tough luck, for his Harley-Davidson didn't behave just right, and he had to content himself with third place in both the five and 15-mile open events.

There was no question about Bob Perry's victory in the 50-mile race, but the second place had not been decided as the sun went down. Joe Wolter and Floyd Clymer, Excelsiorites, both think they finished second, and owing to a somewhat uncertain checking system there is going to be a nice problem for Competition Chairman Donovan to straighten out.

Sidecars Bring a Protest

The laugh of the day came in the 5-mile race for sidecars. "Spec" Warner, with his Indian combination, finished first, but "Happy" Lyttle, of Denver, driving a Harley-Davidson, asserted that "Spec" put something across on him—or words to that



BOB PERRY

The Little Excelsior Speed Star Who Made It Emphatically Known in Denver That He Is Still Among the "Pro" Pace Makers

effect—and both first and second places were protested, and the other contestants were flagged.

Floyd Clymer, the youngster who copped two of the Pikes Peak solo events last Thursday, brought home the bacon in the Colorado flat track championship (exclusively for Colorado riders) in 4:29⅘, nosing out Kunce, the Loveland whirlwind, by a hair.

Frank Stoll, of the Stoll Tandem Co., of Denver, acted as referee, and Howard Toncray was the starter. The summaries:

Mile time trials.—Don Johns, Indian, first, time 49⅘; Bob Perry, Excelsior, second, time 51; Glen Stokes, Excelsior, third, time 53⅗; Joe Wolter, Excelsior, fourth, time 1:01⅕.

Fifteen mile open.—Bob Perry, Excelsior, first, time 12:56; Glen Stokes, Exelsior, second, time 13:12⅕; Otto Walker, Harley-Davidson, third, time 13:29⅘; Joe Wolter, Excelsior, fourth; Floyd Clymer, Excelsior, fifth.

Five mile sidecar event.—Paul Warner, Indian combination, finished first; "Happy" Lyttle, Harley-Davidson combination, second. Both positions protested.

Clymer Gets "Champ" Title

Five mile open.—Bob Perry, Excelsior, first, time 4:18; Glen Stokes, Exelsior, second, time 4:22; Otto Walker, Harley-Davidson, third, time 4.23⅗; Joe Wolter, Excelsior, fourth, time 4:46.

Five mile Colorado State Championship.—Floyd Clymer, Excelsior, first, time 4:29⅘; Frank Kunce, Harley-Davidson, second, time 4:37⅕; Bernard Chasteen, Pueblo, Col., Excelsior, third, time 4:59.

Fifty mile free-for-all.—Bob Perry, Excelsior, first, time 43:44⅕. Second place winner not decided, Clymer and Wolter, both Excelsior, claiming the position. Kunce, Harley-Davidson, finished fourth, and Warner, Indian, fifth.

SIX FIRMS ENTER BIDS FOR ARMY MOTORCYCLES

NEW YORK, August 12.—An even half dozen bidders entered proposals for supplying the sixty-three motorcycles with sidecars to the United States army in answer to the first substantial recognition of the power-driven two-wheeler's military usefulness given in a request for bids sent out by the Quartermaster's Department here, as told exclusively in last week's issue of **Motor Cycle Illustrated.** The bids, which were entered in triplicate, accompanied with a bond or other security to ensure the carrying out of the contract, showed the Thor as the lowest bidder.

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DIXIE M. C. MUDFEST MADE SCORES LOOK WOOZY

No Rider Saved More Than 800 Points in the 24-Hour Trial and Some Contestants Had Not Been Heard From at Latest Reports; Herb Webb, Indian, Gets Consistency Award With 790 Points; W. B. Hines, Harley-Davidson, Is Highest Amateur With Score of 785

By G. A. MARTIN

ROANOKE, Va., Aug. 14.—Those who predicted that the annual endurance run of the Dixie M. C., to Richmond and return, would set a new mark for severity in such contests were not far wrong, for the figures available at this time indicate that not a single rider scored above 800 points. It was tough going, almost from the start, and those who managed to keep their points up in the neighborhood of the 800 mark were pretty well satisfied.

Webb Is High Man

The most reliable figures now at hand place Herbert Webb as high man in the professional division. He rode a three-speed Indian, and is credited with about 790 points, which give him the consistency medal in his class. W. B. Hines, Harley-Davidson, is the top-notcher in the amateur class, his score being about 785 points. Milton Menefee, Harley-Davidson, is second highest in the professional squad, with a score of about 725, while J. W. Hollins, Indian, is credited with third position among the professionals. He saved about 700 points.

It is stated that only these four scores will be considered by the contest officials. Webb was the first rider to reach Richmond and Hines was second. The order was reversed at the finishing point in Roanoke, and Hines was first to check in, two minutes late. Webb was eleven minutes late, but it is explained that he will take the highest consistency score because of the regularity of his checking at most of the controls along the route.

Throughout the 300 miles of the course the riders encountered mud varying from one inch to three feet deep, owing to the heavy rains of the last few weeks. At some points considerable stretches of the road were under eighteen inches to two feet of water, through which the contestants U-boated or pushed, according to their ability to remain in the saddle.

C. H. Hudson, Indian three-speed, managed to get through but was nine hours late. E. M. Young, Excelsior three-speed, went out at Gordonsville with a broken transmission case. E. J. Renner, two-speed Indian, retired at Lynchburg when the mud got too deep for him. B. E. Johnson, two-speed Dayton, retired at Lynchburg with a broken spring. W. Finney, Indian three-speed, was put out by deep mud at Crewe. J. P. Guerrant, three-speed Excelsior, was stranded not far from Richmond when his gasoline tank went dry. A. G. Howell, Indian, spilled at Lynchburg and went out with an injured knee.

More Retirements

C. Webb, Indian sidecar combination, went out, and O. Leahr, Harley-Davidson, after being first at Bedford and Lynchburg, was retired by tire trouble between Lynchburg and Richmond. He had not finished late Monday evening. C. R. Webber, of New York, Indian three-speed, came in 24 hours late, having used a plow handle and a piece of a tobacco crate in lieu of handlebars on the final stretch of the run.

Herbert Webb's Indian was fitted with Dixie magneto, Goodyear studded tire on front and United States Nobby Tread on rear wheel. J. W. Hollins' Indian was equipped with United States studded tire in front and Pennsylvania Vacuum Cup in rear, a Splitdorf magneto being used for ignition. Hines and Menefee, on their Harley-Davidsons, had Bosch ignition and Firestone Non-Skid tires.

WEBSTER LEAVES MIAMI TO JOIN HOUK MFG. CO.

NEW YORK, August 15.—Ralph D. Webster, for some time past connected with the Miami Cycle & Manufacturing Company, of Middletown, Ohio, has tendered his resignation to that company, and will become general sales manager for the Houk Manufacturing Company, of Buffalo, N. Y., manufacturer of automobile wire wheels. Mr. Webster has a host of friends in the cycle industries, who will be interested to learn of his new connection, and who will regret that he is no longer directly connected with cycledom.

CLEVELAND RIDERS COME FROM ALL TRADES

LOS ANGELES, Cal.—One of the novel advertising devices in the Cleveland lightweight agency on West Eighth street, is a big framed list of purchasers which occupies the center of the glass door of that establishment. It is the idea of C. Will Risden, proprietor of the agency, and it certainly draws the crowds.

Among the occupations represented on the list, according to Manager Barney Maurath, were chauffeurs, engineers, ranchers, tent manufacturers, marketmen, collectors, aviators, insurance agents, doctors, pugilists and riders of big machines. "We have everything but a submarine runner," said Maurath, "but we are pretty close to that." Several Clevelands are owned by sailors aboard the warships at San Pedro, and we may get one as a submarine tender yet."

BLOOD IS BACK FROM LONG FOREIGN TRIP

Hendee Export Manager Completes 60,000-Mile Tour of Foreign Markets—Enthuses Over American Trade Future

SPRINGFIELD, Mass.—W. D. Blood, export manager of the Hendee Manufacturing Company, of this city, has just returned from a business trip around the

Export Manager Blood

world. This trip, which began in September, 1915, totaled 60,000 miles, and covered New Zealand, Australia, Tasmania, South Africa, Ceylon, India, Federated Malay States, Singapore, Java, the Philippines, Siam, China and Japan.

Several new Indian agencies were established at points where they were thought advisable. Together with those already in existence, these new agencies will make it possible for a purchaser to obtain an Indian motorcycle of the latest model in any foreign center of population.

Indian service goes farther than that, however, for it is now possible to obtain right from the stocks of these Indian dealers any part of a model that may be required in its upkeep.

Mr. Blood was accompanied by his wife during the entire trip. He is most enthusiastic over the splendid future for American manufacturers in a commercial exploitation of foreign fields.

CONVENTION DOINGS IN "TIRE MERCHANT"

ATTRACTIVE pictures of the third annual salesmen's convention occupy a goodly space in the July issue of *The Tire Merchant*, the house organ of the Continental Rubber Works of Erie, Pa. The first page shows the active sales and executive forces facing the cameraman, while a full page of views of the picnic for all Vitalic people succeeds this.

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WEISHAAR IS F. A. M. NATIONAL 100-MILE CHAMP

Tears Off the Century on Harley-Davidson in 89 Minutes Flat at Detroit After Thrilling Battle; Parkhurst Leading at 95th Mile When Tank Goes Dry; Graves, on Indian, Bests Parkhurst in Spectacular Speed Duels Preparatory to the Feature Race

By PAUL J. BAILEY

DETROIT, Mich., August 13.—Ray Weishaar, the Kansas speed purveyor, who specializes in century runs, touched the high-water mark this afternoon when he won the 100-mile F. A. M. National Championship race on his Harley-Davidson in the meet held on the mile track here by the Interstate Racing Association. He won only after a long hard fight, coming from behind in the last five miles of the battle and winning after it seemed that his team mate, Parkhurst, had victory assured.

Morty Graves, who won the 100-mile title last year, was the victim of particular ill luck this time, as his Indian machine took fire right after the start of the big race today and put him out of the running. Ray Creviston on his Indian then went to the fore and set a sizzling pace for the crowd.

At ten miles Crevvy was leading, with Parkhurst, Harley-Davidson, in hot pursuit and several others bunched not far behind. Creviston put the spurs to 'er and took the first sweepstake prize at 25 miles, covering the distance in 21:44.

Pity the Poor Pitmen!

Lorenzo Boido's rear tire flattened in the thirty-third mile and he halted at the pits with his Excelsior for a quick change. Stops for various little things began to be seen, most of the riders getting fixed up and back in the race again in a short time. Bertram sidetracked his Cyclone at the pits in the thirty-seventh mile for valve tappet adjustments, and a lap later Verrill rolled into the Indian pit for a short session.

Crevvy was going strong until the fortieth mile, when he went out for keeps. Then Parkhurst, who had been hanging on like a pursuing Nemesis, shot to the front and began hurling distance behind him in a most industrious manner. Bill Brier moved up to second place by this change, and Weishaar fell heir to third.

At this point Harley-Davidson stock soared visibly, as the three Milwaukee machines were running first, second and third and going strong. They boomed across the half-way line in this order, Parkhurst's time for the distance being 43:49.

Speed Corporation Liquidated

A few miles later the close corporation was mussed up a little, however, as Brier's drive chain broke and the delay let Weishaar up into second place while Verrill and his Indian stepped into third.

Thus at 75 miles the order was Parkhurst, Weishaar and Verrill, with the time 66:09.

Boido, in the meantime, had gotten rolling at a clip that was making the crowd sit up and pay close attention, and was rapidly cutting down the gap that kept him from the first row. He had lost a lot of time while in the pits earlier in the race, but the bundle of speed he unhooked in the latter half was rapidly changing the situation. As the race entered the final stages, Parkhurst was leading by a healthy margin, Weishaar second, and Boido had come up to about even terms with Verrill, these two fighting it out for third.

Then at 95 miles Parkhurst's gasoline tank ran dry.

He coasted to the pits with his motor dead, was treated to a lightning-fast refill by the highly efficient pit crew, and was away again just like that, but the half minute holdup had been just enough to let Weishaar tear by into the lead.

Ray Weishaar, Crowned 100-Mile F. A. M. National Champion at Detroit

And so they roared past the checkered flag at the finish with Weishaar a quarter lap to the good, Parkhurst second, and Boido third, having pulled away from Verrill by a safe margin for the position.

Weishaar's time for the grind was 89 minutes flat. The track was dry and hard from the long absence of rain, so that the machines slid on the turns, slowing the time as compared with other races that have been run here, though the machines in action here today were unquestionably the fastest collection of speed boats ever gotten together at any meet in the city.

In the preliminary events, Graves took down enough glory to help console him a little later in the afternoon for his hard luck in the hundred-mile. He won the first five-mile heat after the hardest kind of a battle with Parkhurst, the two riding right together all the way. They were not more than a dozen feet apart from start to finish, and the way they drove into the turns threw up a steady spray of dirt that looked like the bow wave of a torpedo boat destroyer at high speed. Graves won in 4:12 2/5.

Brier got the second heat after a breath-taking scrap with Boido, the two crossing the line in an elbow-to-elbow finish that stood the crowd on its toes.

Graves Takes Final Heat

Then Graves and Parkhurst came together again in the five-mile final, and it was the same fight all over again. Graves crowded into the lead, but Parkhurst stuck to him like a leech and couldn't be shaken off. He rode so close he was fairly in Graves' shadow all the way, trying hard to squeeze past every moment. Graves pushed on the reins and kept at it, and managed to stay in front to the tape, winning in 4:11, with Parkhurst second and Brier third. Summaries:

First heat, five miles—Graves, Indian; Parkhurst, Harley-Davidson; Luther, Excelsior. Time 4:12 2/5.

Second heat, five miles—Brier, Harley-Davidson; Boido, Excelsior; Janke, Harley-Davidson. Time 4:22.

Final heat, five miles—Graves, Indian; Parkhurst, Harley-Davidson; Brier, Harley-Davidson. Time 4:11.

100-mile F. A. M. National Championship—Weishaar, Harley-Davidson; Parkhurst, Harley-Davidson; Boido, Excelsior. Time, 89:00.

THOR ACTIVITY IN SOUTHERN CALIFORNIA

SAN FRANCISCO, Cal.—Z. Barton, Coast manager for the Thor organization, has just returned from a fortnight's trip in Southern California, where he went with Charles B. O'Hare, the general sales manager. He will return south in a few days, calling on the San Joaquin Valley dealers en route.

Barton has about completed arrangements for materially strengthening the Thor representation at Los Angeles, and reports business on the increase in much of the southern territory. Hansen & Nelligan, agents for the Riverside district, report much better business, with sales easier to close than a few months ago; and H. A. Gould, agent at Pasadena, sold three new machines during the week of Manager Barton's visit.

TWO DAY MEET FOR ROCKFORD

ROCKFORD, Ill.—A two-day race meet is being planned for August 19 and 20 by the Rockford M. C., the North End driving park having been obtained for the purpose. On Saturday, August 19, there will be a 10, 15 and 25 mile open races, while on the day following there will be either a 100 mile and two short events or a 15, 25 and 50 mile race.

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ONLY FOUR SURVIVE SEATTLE HEART-BREAKER

Twenty-Two Contestants Are Eliminated by Continued Hardships of 604-Mile Grind, One of the Most Severe Ever Held in This Country; Taintor, Harley-Davidson; Armstrong, Excelsior; Mercer, Indian, and Meagher, Thor, Are the Finishers; Will Split $460 and Merchandise Prizes

By W. F. MARQUART

SEATTLE, Wash., Aug. 14.—Coated with dust and nearly exhausted from 44 hours of almost continuous travel, Harry Taintor, riding a Harley-Davidson, "Bud" Armstrong, on an Excelsior, Fred Mercer, on an Indian and Jack Meagher, Thor, finished the 604-mile endurance run of the Seattle Motorcycle Club this evening on schedule time. These were the only riders out of 26 entrants to complete the long grind, and it was only through sensational spurts during the last twelve hours that this hardy quartet managed to get through on time.

There Were No Perfect Scores

The four finishers will divide $460 and numerous merchandise prizes, in proportion to their relative scores, which cannot be officially determined until returns have been received from the eight checking stations along the route.

The run was the second longest, and certainly one of the hardest ever staged for motorcycles in this country. It was replete with hardships from start to finish, but there was only one serious accident. John Walker, of Seattle, ran into a barricade while riding at speed along a road near Bothel and sustained internal injuries which left him in a very critical condition.

The contestants struck deep sand between North Yakima and Goldendale, and it was along this stretch that most of the machines were retired. Only a few were able to check in at Goldendale within the time schedule, and the serious loss of time on this leg during the first day's run forced the four finishers to ride continuously without sleep till the end of the grind.

Off the Course

Near Goldendale, 262 miles from Seattle, Armstrong and Meagher lost their way and wandered throughout the night until 2 a. m. before getting back on the course. The excessive heat in eastern Washington caused Armstrong to faint, but the plucky roadster climbed back into the saddle and continued the run after being revived.

Only five machines passed Portland, Ore., the first checking point of the second day's run, and one of these was retired after leaving Portland, although this leg was the eastiest of the whole course.

From Seattle the contestants proceeded to Cleeulm, North Yakima, Goldendale, White Salmon, Wash., Hood River and Portland, Ore., returning through Castle Rock and Olympia, Wash.

J. H. McDermott, of the Goodyear Company, and Ted White, of the Piper & Taft sporting goods house, were the official starters, and these men, with "Dug" Shelor and William A. Simonds, newspapermen, were the checkers at the finish.

All the machines were numbered and the riders carried official watches and timecards. The contest started at 3:30 a. m. Sunday, Aug. 13, and Taintor, the first man to return, finished at 6:27 p. m. on Monday. Armstrong came in at 6:29; Mercer at 6:30 and Meagher at 6:45, all according to schedule.

Big Crowd at Finish

Nearly 500 Seattle motorcycle enthusiasts gathered at the finishing point and as Taintor, grimy and haggard, came roaring up to the checking station they gave him a rousing cheer. Similar ovations were given Armstrong, Mercer and Meagher as they appeared.

Ted White, who promoted the run, expects to have final returns from all the checking stations in a day or two.

The Seattle M. C. will show its usual good sportsmanship by giving a banquet for the four finishers in the course of a week or two.

PLANNING REBIRTH OF MILWAUKEE M. C.

Well Attended Meeting Appoints Committee to Draft Reorganization and Merging Plans

MILWAUKEE, Aug. 14.—At a meeting in the Republican House here, at which plans were discussed and evolved for reorganizing the Milwaukee M. C. and consolidating all of the motorcycle clubs hereabouts into one solid organization, a committee of three, comprising Vice-President Paul Bruess of the club, and E. J. Mueller and Frank B. Rodger of the Harley-Davidson factory, was appointed to meet with a similar committee to be appointed by a club which is aborning, so to speak, on the south side of the city and thrash out matter appertaining to reorganization and consolidation.

Mr. Rodger gave the club members an entertaining report on the happenings at the National F. A. M. convention at Providence, which he attended as delegate from Wisconsin, and urged upon his hearers a fuller measure of support for the national riders' body. He pointed out the accomplishments of the Legal Action department in the matter of remedial legislation in the east, and pointed out that Wisconsin riders were fortunate in the possession of a law which required merely a state license and not also a driver's permit which worked to the embarrassment of motorcycle enthusiasts in many of the eastern states. Rodger brought his talk to a close by urging full-hearted support of the F. A. M. racemeet which is to be staged on Labor Day at Detroit for the benefit of the F. A. M.

Other speakers were Fred Steirhoff of Boston, who spoke of the organization of a strong motorcycle club in his home city; E. R. Durkee, who told of the organization of a motorcycle-mounted rifle squad in Buffalo; Gus Castle of Savannah, who pointed out that Sunday sociability runs had been the real making of the Savannah M. C., and who told of the good work accomplished by the F. A. M. in having the Georgia license fee reduced; and A. W. Burges, who said a few words on the work the motorcycle has done and is doing on the Mexican border.

DONOVAN RETAINED AS F. A. M. COMPETITION HEAD

AKRON, Ohio, Aug. 14.—The first official act of the new elected president, Shelby A. Falor, of the F. A. M., was to reappoint John L. Donovan as chairman of the competition committee of the organization. In retaining the services of Donovan, President Falor points out that "John L." is perhaps the most popular man in the whole organization; that he is well liked by the trade, the speed riders and the members at large and that his good work in the position has been one of the chief means of holding the organization together.

In line with the plan of concentration of F. A. M. officers, President Falor announces that he has now under consideration the appointment of a secretary-treasurer to be located at Akron and that this plan will no doubt be consummated within the next thirty to sixty days. With the offices of the president and the secretary-treasurer consolidated, the overhead expense of running the organization will be cut considerably and more effective and far-reaching work in the way of obtaining a larger membership can be inaugurated.

HUNDRED AND HALF ATTEND INDIAN OUTING

PORTLAND, Ore.—Fully 150 riders astride all makes of machines took part in the picnic staged some 15 miles out of Portland by the Portland Indian dealers. What with an impromptu racemeet, a motorcycle tug-of-war and a pie-eating contest embracing novel features, coupled with a great big feed fest provided by the hosts, the affair was a success in the largest possible conception of the meaning of that word.

In the tug-of-war, H. Hadfield succeeded in dragging H. Kurtz's machine backward across the line and walked off with the prize, a Goodyear inner tube. Kurtz, however, came in for his share of glory by winning the racemeet over a 300-yard boulder-strewn course from E. Long, while George Pickering proved himself the champion pie eater of the occasion.

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CHANDLER HAS ONLY CLEAN SCORE IN INDIANA RUN

Drove Indian Sidecar Combination and Checked to the Minute Throughout 24-Hour Contest Over Bad Roads; Cook, With Harley-Davidson Combination, and Sargent, Indian Solo Rider, Are the Other Finishers; Field Was Comparatively Small but Classy

By JACK CARR

INDIANAPOLIS, Ind., August 13.—Everitt Chandler, driving an Indian sidecar combination, was the top-score man in the Indiana Tri-State 24-hour endurance run, finishing with a clean slate over a field of the best roadsters in Indiana. The other finishers were Leonard Cook, Harley-Davidson combination, and Clarence Sargent, Indian solo machine. Some idea of the severity of the course will be gained from the fact that such veterans as E. G. Baker and George Von Staden, of the Indian team, were retired.

Chandler's Performance

Chandler covered the course, nearly 500 miles, in 21 hours of actual riding, and as far as is known checked to the minute at every one of the twelve controls and checking stations. He had as passenger Fred Dyer, secretary of the Indiana F. A. M.

Following close on Chandler's heels came Leonard Cook. He drove an improvised sidecar, which had formerly been used in delivery service, and his partner was Paul Catterson. Although these riders are both young, and without extended road experience, they made a remarkably good showing and lost, it is believed, only about 15 points. The tire jinx got after the boys, and forced them to make five switches of tires before the finish.

Clarence Sargent, being the only survivor in the solo division, had the honors in that class to himself. It is estimated that he lost about 100 points.

"Cannonball" Baker, who was captaining the Indian team, sustained a broken brake-rod while trying to avoid a collision soon after starting the run, and as a result was unable to slow up his machine near Bedford while rounding a turn. He struck a tree and was obliged to give up the contest. Von Staden took the wrong road in the dark near Madison, and finally wound up on the bank of the Ohio river instead of at the desired city of Madison. He gave a grunt of disgust and dropped out, and no one blamed him.

Speckman Is Out

Henry Speckman, Harley-Davidson combination, retired somewhere during the first 100 miles, but has not reported to the contest committee as this is written. "Doc" Levis, on a Henderson, failed to check at Bedford, and had not been located at latest reports. Charley Jentile, driving an Indian, had tire trouble near Madison, and was forced to give up. The other starters went out at various points, and have not been definitely heard from. Final scores are expected in a few days.

NEW JERSEY DEALERS VISIT HARLEY-DAVIDSON CO.

MILWAUKEE, Wis.—Among recent trade visitors to the factory of the Harley-Davidson Motor Company, in this city, were five from eastern New Jersey. Of this number, Joseph B. Werner and A. Kaune, of Passaic, rode through in four days; Passaic to Pittsburgh, 383 miles, first day; Pittsburgh to Lima, O., 291 miles, second day; Lima to Chicago, 261 miles, third day; and Chicago to Milwaukee, 104 miles, fourth day.

The other three visitors were Elmore Havenstrite, Paterson; J. Lee, Paterson, and J. W. Terhune, Hackensack.

PLANS ARE COMPLETED FOR CHICAGO ENDURANCE

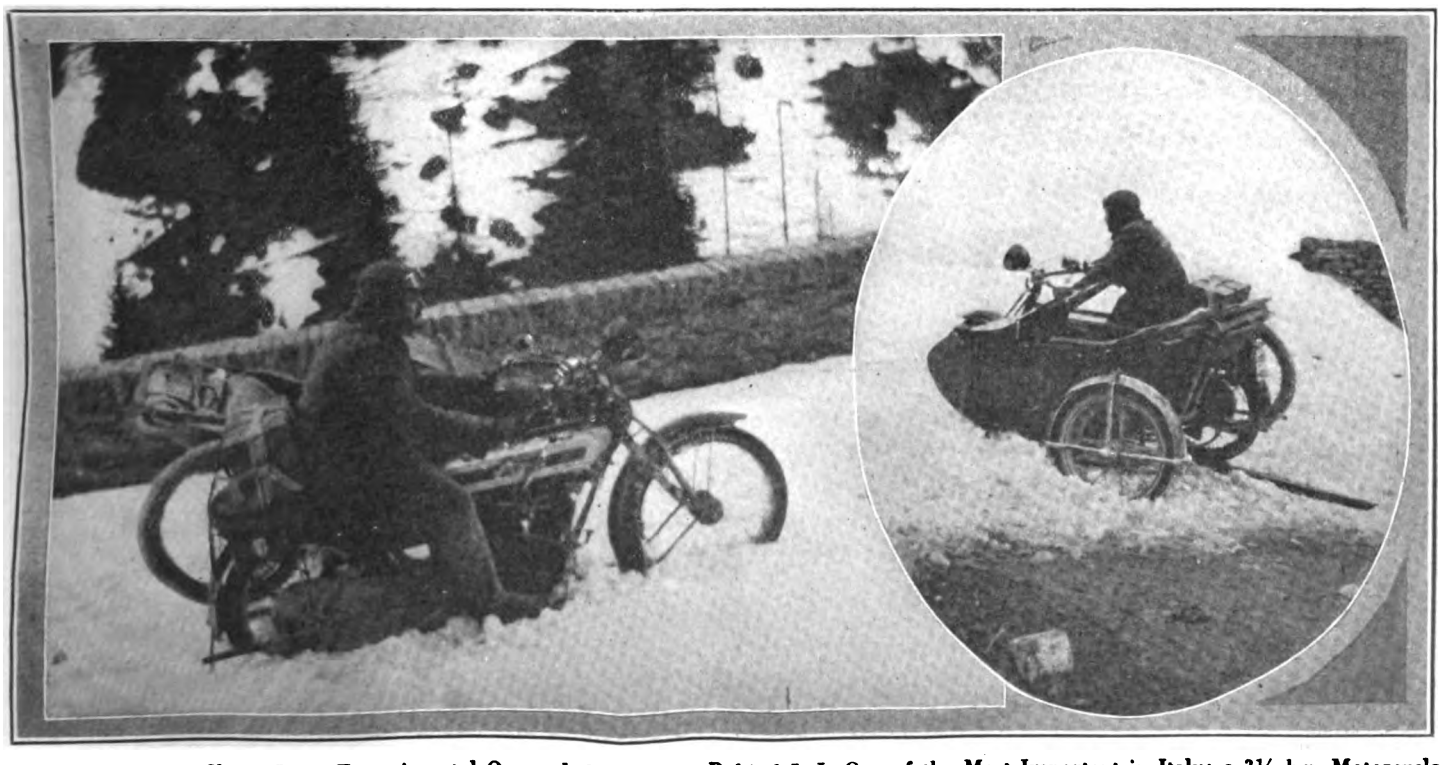
CHICAGO, Ill., August 14.—September 3 and 4 are given as the days of the two-day endurance run to be promoted by the Indian M. C. of this city for which the title "Illinois State Road Champion" is the prize.

The course reaches out from Chicago to Cedar Rapids, Ia., on the first day, and back again on the second; a schedule of 25 miles an hour is to be maintained over the 472-mile route.

The run has the active co-operation of the Chicago Motorcycle Dealers' Association and every effort will be bent to make the event a whole-hearted success.

NEW ITALIAN SIDECAR TESTED IN ST. BERNARD PASS

8-10 Horsepower Bianchi Combination Undergoes Severe Trial



The Combination Shown Is an Experimental One and the Factory Behind It Is One of the Most Important in Italy; a 3½ h.p. Motorcycle Also Is Produced, in Addition to the Sidecar Machine; It Is Stated that the Tests in the Mountains Gave Excellent Results

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CLYMER AND VANDERHOFF ARE PIKES PEAK STARS

Former Wins Two Solo Events on Excelsior and Sets New Mark of 21:58 for 12-Mile Climb; Vanderhoff Wins Sidecar Event Over Same Course with Harley-Davidson in 29:23; Kunce Takes Colorado Championship and Two Seconds on Harley- Davidson

By H. A. STEWART

COLORADO SPRINGS, Colo., Aug. 14. —Floyd Clymer, the Greeley, Colo., lad who stayed out in front for 100 miles and hung up a new world's record at Dodge City on a Harley-Davidson on July 4, added substantially to his reputation here on Thursday, Aug. 10, by taking two firsts and two seconds on an Excelsior in the crowning motorcycle program of the year—the races up Pikes Peak. Not only did Clymer romp home with the bacon in both professional events but he established a new record for the trip by motor up the mountain. His best time was 21:58. Clymer is Excelsior and Harley-Davidson agent in Greeley.

Next in line for honors came Frank Kunce, Harley-Davidson dealer in Loveland, Colo., who won the Colorado championship on his Harley-Davidson with ease, and who finished second to Clymer in both professional events.

Sets Sidecar Record

Colorado certainly demonstrated that her native sons can deliver the goods, for she produced all the winners, third honors going to Vanderhoff, of Denver, who captured the opening event, for sidecars, with his Harley-Davidson combination. Vanderhoff, with Harold Boyd as his passenger, went up the perilous course in 29:23, and thus set a record for sidecars that is likely to stand for some time.

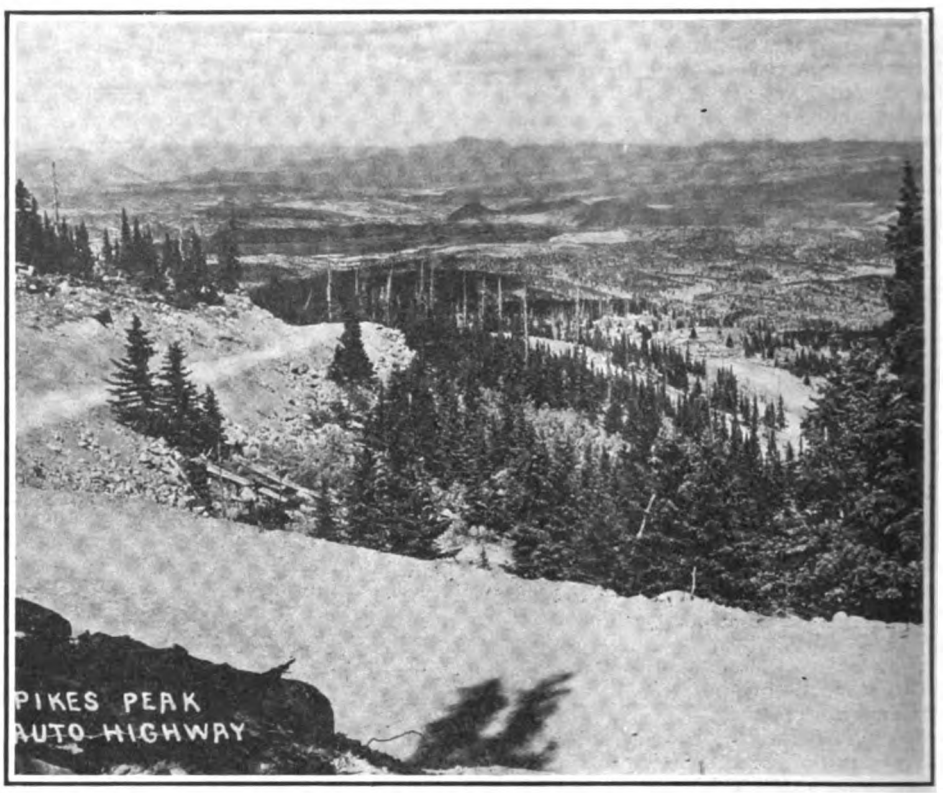
Probably no more thrilling or unique program has ever been staged than this contest of motors at the crest of the continent, among swirling clouds and intermittent sunshine. In covering the course of 12 miles and 2,200 feet the riders climbed skyward 5,147 feet and negotiated no less than 400 turns, the longest straightaway being only a quarter of a mile. The races were held on the new Pikes Peak highway, from Colorado Springs to the top of the famous peak.

Extremes of Climate

At the starting line the heat was intense, but when the riders arrived at the summit of the mountain they were clad in overcoats and sweaters and still were shivering from the cold air. Much interest was aroused in the contests, and not since Zebulon Montgomery Pike put the bee on the mountain many years ago has the old peak been brought so prominently into the limelight.

Only two accidents marred the program, in spite of the fact that there were opportunities for accidents—and very spectacular ones—at almost every turn. Paul ("Spec") Warner, chief of the Indian camp in Ellsworth, Kan., and a well-known speedster, got twisted in his bearings in the first professional event and only by clever headwork avoided a dive to the bottom of the canyon—a little matter of 5,000 feet. "Spec" was shaken up considerably, but was quite satisfied in having avoided the fatal plunge.

Art Davidson, of Los Angeles, furnished the other spill. While taking a hairpin turn at speed he became lost in the clouds and ploughed up quite a long stretch of Mother Mountain.



Pikes Peak Highway, Up Whose Precipitous Grades with Their Sharp Turns the Competing Motorcyclists Strove for Victory—Summit Is 14,108 Feet Above Sea Level

The fact that Clymer and Kunce outrode the eastern cracks is attributed in some degree to the fact that the eastern factory men were "buffaloed" by lack of training on the course, but there is no denying that clean-cut, nervy riding and excellent performances by the motors were as usual the chief factors in bringing home the bacon for the leaders. The work of the winning motors under conditions unprecedented in American motorcycle racing annals brought much favorable comment.

Joe Wolter, mounting his Excelsior, captured third money in the first open professional event, while Ed. Fillmore, the boy wonder, formerly of Bakersfield, Cal., finished third, just nosing out Bob Perry in the last event of the day. Fillmore rode an Indian and Perry an Excelsior.

Electric Timing

The riders were timed by an electrical device owned by the Indianapolis Motor Speedway Corporation, and Frank Stoll, of Denver, was the official referee. Mr. Stoll handled his big job cleverly and took excellent care of the riders. Summaries:

Sidecar event—Van Vanderhoff and Harold Boyd, of Denver, Harley-Davidson combination, first, time, 29.23; Floyd Clymer, of Greeley, Colo., and Perry Davis, of Colorado Springs, with Excelsior combination, second, time 30 mins.; Phebus and Howell, of Colorado Springs, with Harley-Davidson combination, third, time 31:13; Lyttle and Luby, of Denver, with Harley-Davidson combination, fourth, time 31.43.

First open professional event.—Floyd Clymer, Excelsior, first, time 23:15; Frank Kunce, Harley-Davidson, second, time 23:26; Joe Wolter, Excelsior, third, time 25:10; Ed. Fillmore, Indian, fourth, time 25:23.

Kunce Is State Champ

Colorado State championship.—Frank Kunce, Harley-Davidson, first, time 23:03; Floyd Clymer, Excelsior, second, time 22:10; Howard Williams, Harley-Davidson, third, time 22:54; H. Dumars, Thor, fourth, time 27:09.

Open professional event.—Floyd Clymer, Excelsior, first, time 21:58; Frank Kunce, Harley-Davidson, second, time 22:40; Ed. Fillmore, Indian, third, time 23:46; Bob Perry, Excelsior, fourth, time 24:02.

Clymer used a single-speed, big-valve Excelsior, equipped with Goodyear Blue Streak tires, Bosch magneto, Renold chains and Schebler carbureter. Vanderhoff piloted a 1915 three-speed Harley-Davidson hooked up to his sidecar, and used Goodrich Barefoot tires, Bosch magneto, Duckworth chains, Wright spark plugs and Schebler carbureter. Kunce's single-speed Harley-Davidson was equipped with Goodyear Blue Streak tires, Bosch magneto, Duckworth chains, Wright spark plugs.

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MANY FEATURES IN AUGUST ISSUE OF "FIRESTONE"

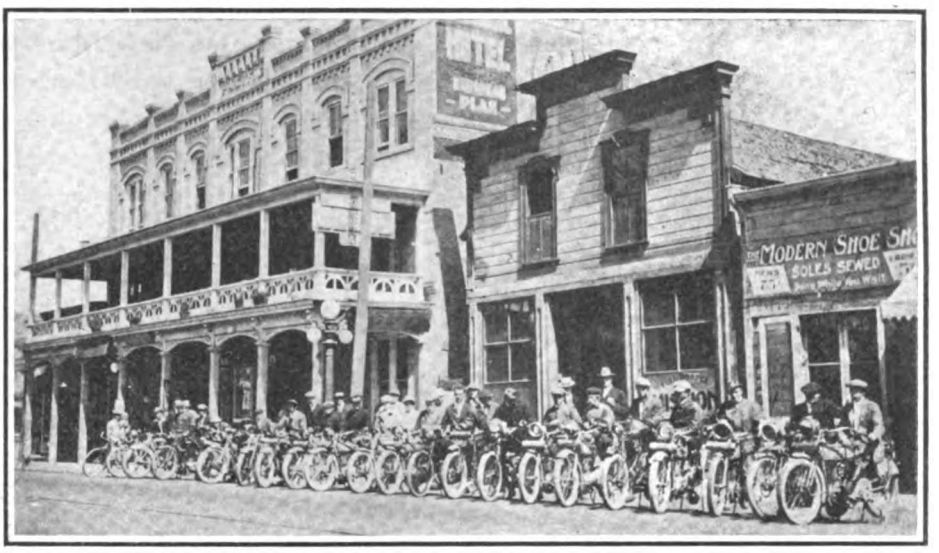
FIRESTONITES on their "Big Day"—the annual picnic at Silver Lake—are featured by an excellent series of photographs in the August issue of *The Firestone*, the house organ of the Firestone Tire & Rubber Co., of Akron, O. On the front cover is a description of the affair within a border of views taken on the spot, while a full page of action pictures immediately follows. Another page of interest depicts the use of Firestone tires on the Mexican border and there is an attractive reproduction of a two-page spread in two colors which will appear in one of the general publications. The outing of the Rubber Club of America at Boston is also portrayed and described.

GRIFFIS SHOWS MARKED PROGRESS

HOLLYWOOD, Cal.—In just eight months since leaving his position as salesman in a Los Angeles bicycle jobbing house, Chas. A. Griffis has built up a good business and made his store the leading cyclery in Hollywood. Griffis is agent for the Indian, and has sold three Dayton motor bikes in the last two months and eight motor wheels. He handles the Great Western line of bicycles from Distirbutor C. L. Smith. His repair shop is constantly busy.

Griffis is giving the Hollywood bicycle riders something to think about in the shape of a racemeet for local riders to be held Sept. 2. The event will be a 5-mile affair, with prizes up for three classes of riders; those under 12, ages 12 to 16, and 16 years and up, with merchandise prizes from Griffis's store. Griffis is developing a classy bunch of young speedsters out there, as was shown by the number entered in the Exposition Park races on Los Angeles Bicycle Day. His crowd was the only bunch that had a pit to work from, and they had a man entered in nearly every race.

HERE'S A LIVE BUNCH FROM POMONA VALLEY



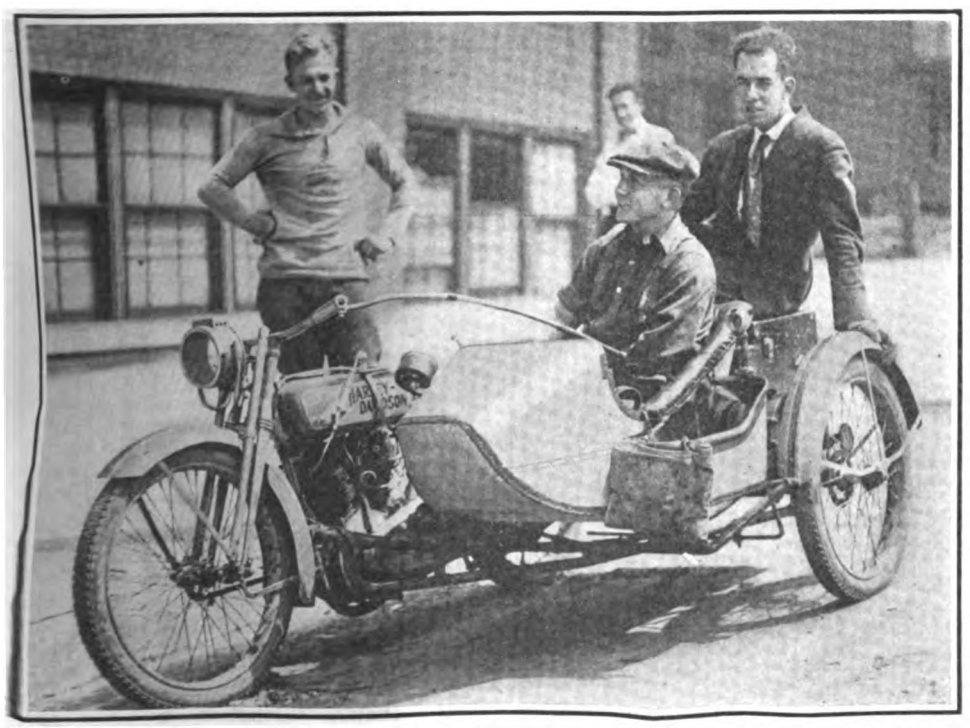
Members of the Pomona Valley M. C. Ready for a Run Through Picturesque Southern California. Practically All Machines Are Fitted with Tandems for the Girls' Enjoyment

CYCLONE MAY BE ON DECK FOR 1917 SEASON

ST. PAUL, Minn., Aug. 10.—Indications are that the Joerns Motor Mfg. Co., which has been under cover, so to speak, for the past few months, will be back in full force in the motorcycle business for the 1917 season. The air around the Joerns plant, which has been slightly clouded for some time past owing to the lack of capital, is beginning to clear and it is altogether possible that the Cyclone motorcycle, which the company formerly manufactured, will be a factor in the business for the coming season.

The Joerns Motor Mfg. Co. with factory at 2237 Hampton avenue, this city, never has shut down, although it has not been very active at producing motorcycles since early in 1915. It has, however, maintained constantly the production of parts for all of the models which it formerly produced and riders of Cyclone machines are directed to the concern as headquarters for replacement parts and fitments.

LEGLESS, ONE ARMED, BUT A TRANSCONTINENTALIST



Alfred LeRoy, Who Just Reached New York On His Harley-Davidson Sidecar Trip from Los Angeles Covering 5,500 Miles, Snapped with Messers. Havenstrite and Herrington at the Harley-Davidson Factory

NEW MILE RECORD FOR NORTHWEST

FARGO, N. D.—Bob Crawford, Indian, set a new mile record for the State Fair Grounds track recently, when he covered the half-mile circuit twice in 1:06 flat. This is also a new record for the Northwest on half-mile tracks. The former record, 1:08 1-5 was made by Crawford at Crookston, N. D., in the early part of the season.

MORE MONEY FOR ROADS

ITHACA, N. Y.—The second apportionment of automobile and motorcycle receipts between the State and Tompkins County was made a few days ago when Secretary of State Hugo sent the county treasurer a check for $354.75. This is one-half of the money paid, during the last month, to the State by resident owners of motor cars and motorcycles in this country, and all of it will be used to improve the highways of the county.

VAN CLEEF BACK FROM HAWAII

FELIX VAN CLEEF, of Van Cleef Brothers, of Chicago, Ill., makers of Dutch Brand cement and other goods, has returned to San Francisco, Cal., after visiting the Hawaiian Islands. He is planning an extensive trip.

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FIRESTONE WINDOW FEATURING VAN BUREN GIRLS' TRIP

It Is Fitted Up in the New York Branch of the Firestone Company and the Course of the Transcontinental Riders On Their Indians Is Traced Daily on the Map

VAN BUREN GIRLS CLIMB PIKES PEAK

Fair Transcontinentalists on Their Indians Are First Ladies to Ascend Historic Mountain—Make Side Trip from Denver for the Purpose

COLORADO SPRINGS, Colo.—Pikes Peak has been climbed by a member of the fair sex for the first time since motor vehicles appeared in this country. In fact, it has been climbed by two girls, the Misses Adeline and Augusta Van Buren, of New York, who are on their way to the Pacific Coast on Indian motorcycles. The feat was performed by the girls on August 5, when they came over from Denver for the purpose; ascended the 14,108 feet to the crest of the Peak and descending, rode back to Denver to continue on their way to California.

Local riders are enthusiastic over the performance, as the highway to the summit is rough and has many sharp turns. The Van Buren girls state that they had little difficulty in making either the ascent or descent, although they had ridden better—and worse—roads since leaving New York. Their machines were fitted with Firestone tires.

While in Denver, the Van Burens made their headquarters at the Indian agency of Boyd & Williams, 1332 Broadway. They left for Cheyenne on August 7 and expect to arrive in San Francisco on the twentieth, from which place they will return to New York by train.

BARROWS PROMOTED TO HENDEE SUPERINTENDENT

HERBERT S. BARROWS, for the past two years supervisor of repairs for the Hendee Manufacturing Company, has been promoted to the position of superintendent of the State street plant.

Mr. Barrows is an experienced motorcycle man, having previously served as repair foreman for Neal, Clark & Neal, Indian dealers in Buffalo, N. Y., and for George S. Holden, Indian dealer in Springfield, Mass. Previous to those connections, Mr. Barrows was employed in the tool room of the State street plant.

He is a motorcycle endurance rider of some reputation, having ridden in earlier days on teams with Oscar Hedstrom and other noted Indian men.

Herbert S. Barrows

WORCESTER HONORS TO FEMALE RIDER

WORCESTER, Mass.—Of the fifteen contenders in the Worcester M. C.'s annual ten-hour endurance run, Mrs. W. E. Davis, on an Indian sidecar combination, with Mr. Davis as passenger, made the only perfect consistency score and quite naturally walked off easy with the consistency prize. L. E. Shumway made the next best showing on the 179-mile course with the score of 999½, and K. E. Saunders, with a score of 999, tied with Harry Brown for third consistency prize. The scores of the others are as follows:

E. E. Cross	998
R. S. Clayton	998
J. S. Hagenbush	997
A. Swenson	996
Wallace Smith	994½
A. Hanson	994½
G. L. Clift	992
F. O. Lifter	991½
J. Livingston	991
H. E. Rice	990½
Fred Norquist	984½

GROWING DEMAND FOR VANS IN ST. LOUIS

ST. LOUIS, Mo.—Motorcycle dealers of this city have found a rapidly increasing demand of late for commercial outfits, and at the present time nearly all the St. Louis druggists are using one or more motorcycles for quick deliveries. Sales of solo and van combinations have been made recently to plumbers, carpenters, collectors, canvassers and others who are called upon to cover considerable ground in performing their duties.

Appreciating the importance of co-operation to obtain the best possible results from their commercial opportunities, the St. Louis motorcycle dealers are preparing to work together to the end of further popularizing motorcycles for business service. They plan also to adopt a system by which they can protect one another from losses through unreliable buyers.

INDIAN SHIPMENTS REFLECT HEALTHY TRADE

SPRINGFIELD, Mass., August 14.—Indicating clearly the healthy state of the motorcycle business for the present season is the fact that the Hendee Mfg. Co. has shipped up to the present time 21,989 machines, an increase of 3,171 over the business done during the same period last year. Coupled with this statement, the fact that there are now on hand some 600 unfilled orders must be taken into consideration.

While, of course, not all of this business is domestic, it must be remembered that the British embargo on the importation of motorcycles into Great Britain has acted to reduce the export business, which therefore, was not so large by a wide margin, as would have been the case otherwise. Nevertheless, the embargo, regardless the exports of Indian machines, have been greater than in any other previous year.

GETS NEW POPE

LOS ANGELES, Cal.—C. L. Smith, Southern California distributor of the Pope motorcycle, has just received his first new three-speed Pope. He is going after sales briskly, and sees a big future in his territory for this model.

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DETROIT GETS CHAMPIONSHIP MEET

Postponed Providence Card to Be Staged in Automobile City for Benefit of F. A. M. on Sunday, Sept. 3 and Labor Day

DETROIT, Mich., August 14.—Although it was leased to the Interstate Racing Association for Labor Day, Monday, September 4, present indications are that the racing association will waive its rights and permit the mile track here to be the scene of a mammoth two-day meet, to be promoted by the F. A. M. for the benefit of that body on Sunday, September 3, and Labor Day, the day following. The present plans include the running of the postponed Providence meet program, including the 1, 2, 5, 10, 25 and 50-mile amateur championship contests, and the single mile and 25-mile professional national championship contests. For the amateur events, the Bosch trophy and a formidable list of merchandise prizes will be the stake, while a purse of no mean proportions will be the bait to tempt the factory riders Detroitward. Aside from the championship contests several events for the local riders will serve to give the card a touch of local color.

Elaborate Card of Events

Apart from the racing program, which of course, will be the feature attraction, it is planned to put up a comprehensive program of entertainments to fill every moment of the two days and make the event a memorable one.

The award of the sanction to the Detroit meet in preference to the Sheepshead Bay affair for which the Speedway M. C. had put in a prior bid, came after due consideration on the part of Chairman Donovan, of the competition committee of the F. A. M. The bay folk had offered the F. A. M. 10 per cent. of the gate provided it were permitted to stage the postponed championship events, but Chairman Donovan figured that the Detroit meet held forth the biggest promise of large returns, especially as it is planned to enlist the cooperation of the entire trade in making the meet a full fledged success.

Booster Badges on Sale

Admissions will be priced at a dollar, and the receipts will be greatly augmented by selling "F. A. M. Booster Badges" at $10 each to various members of the trade, who have the interest of the F. A. M. at heart, and who are deeply concerned in the elimination of the debt which now hangs over the organization as a dark and threatening cloud. The Booster badges will entitle the wearers to full privileges of the track.

JOHNS AND BOIDO STAR AT GALESBURG

GALESBURG, Ill.—By copping both the 25-mile open professional and the 10-mile stock pro events, Don Johns established himself as the idol of the speed fans here today. Don, who of course was astride an Indian, took the 25-mile contest handily in 20:47⅘, beating home Morty Graves and Ray Creviston, also on Indians.

In the ten-mile professional, which headed the card, Johns flashed home across the tape in 8:02⅕. Second home was Lorenzo Boido, on an Excelsior, and third place went to Creviston on an Indian.

Boido's little hour of glory came when he took the 15-mile professional for stock machines, leading home Creviston and Bane, the former on an Indian and the latter on an "X." Boido's time was 12:40 flat.

The five-mile sidecar race went to Elmer Peck on a Harley-Davidson in 6:10, while Kenneth Albert, on an Indian, took the ten-mile amateur in 9:08.

FIRESTONE PLANT AND THE PREPAREDNESS MOVE

AKRON, O., Aug. 14.—In a recent talk on preparedness and the things that go to make for our thorough military preparation, Thomas A. Edison, the noted inventor called attention to the potential industrial development, and the possibilities for military purposes behind our many large and efficient industrial plants. Bearing distinctly on this subject and serving as a concrete example of the sort of efficiency and expansibility that the great inventor referred to is the enormous plant of the Firestone Tire & Rubber Co., which has done a business of over twenty-five million dollars during its last fiscal year and which announced an increase amounting to 38 per cent. in the business done this year over that figure, based on reports up to June 1. The capacity for expansion to meet instant requirements is one of the things the Firestone organization is proud of and is just the factor that will make the plant of great value in case of military necessity.

ANOTHER WHEELING RACEMEET

WHEELING, W. Va.—The Wheeling Motorcycle Club is planning to stage another set of races at the Fairgrounds before the cool weather sets in. It is stated that about $500 worth of prizes will be awarded.

ARTLEY CLIPS FRISCO-LOS ANGELES RECORD

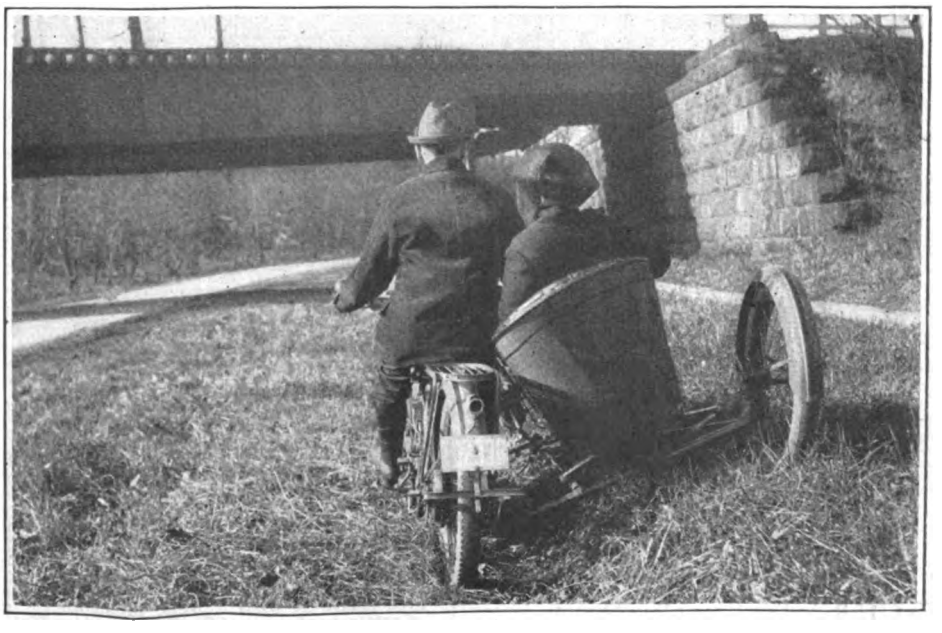
Henderson Pilot Covers Distance in 10 Hours, 39 Minutes, Besting Former Time by Six Hours

LOS ANGELES, Cal.—Roy Artley has done it again! Astride his record-beating Henderson he covered 462 miles from San Francisco to this point in ten hours, thirty-nine minutes, clipping some six hours off the former motorcycle record.

Artley started away from 'Frisco this morning at 5:35:50, Western Union time, and disappeared in the cloud of dust with his front wheel turned toward the Angel City. Ed. Loudenclos, San Francisco Henderson agent, acted in the capacity of starter, while State F. A. M. Commissioner A. W. Green and E. D. Stevens acted as checkers. Artley reached Redwood at 5:57, covering the 19 miles in just 22 minutes.

Despite the fact that he found the roads cut up in spots, and despite also the fact that he suffered from the cold, Artley averaged better than 45 miles an hour for the entire distance. He rode a strictly stock Henderson machine with the exception of the tank, which was made about double the capacity of the ordinary tank to carry a sufficiency of fuel to last out the distance. His machine, which was a single-speed type, geared three to one, was equipped with Firestone tires, Schebler carbureter, Bosch magneto, and Splitdorf plugs; and speaking of the tires, Artley says that it is chiefly due to their "stand-up-ivness that he achieved his new record.

DEMONSTRATING FLXIBLE'S CROSS-COUNTRY ABILITY



The Picture Shows in a Striking Manner How the Flxible Construction Relieves the Motorcycle Frame of All Strain. The Motorcycle Is an Emblem

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Herrold Breaks Record; Gold and Bowman Star at Moundsville Meet

MOUNDSVILLE, W. Va.—M. Gold, on a Harley-Davidson, won the five mile handicap and the ten mile pro. race at the third meet of the Wheeling M. C. on August 5. Gold's time for the five miles was 6:12, and for the ten miles was 10:31½. Keys, on a Harley-Davidson, took first place in the five mile opening event, his time being 6:03. Bowman, Excelsior, won the first three mile sidecar race in 5:50, while Altman, Harley-Davidson, was victor in the second event of this class in 4:55. In the mile time trials, Herrold, Indian four-valve, covered the two laps of the track in 1:08, setting a new figure for the mile here.

Keyes Wins the Opener

In the opening event, a five mile pro. stock, Keys was winner. Gold finished second on his Harley-Davidson with Mikels, on a mount of the same make, third. Kels took second place to Gold in the five mile handicap which followed, with Herrold, whose machine was going badly, third, and Mikels fourth. Mikels was second man in the ten mile to Gold's first, with Keys following.

Two Sidecar Numbers

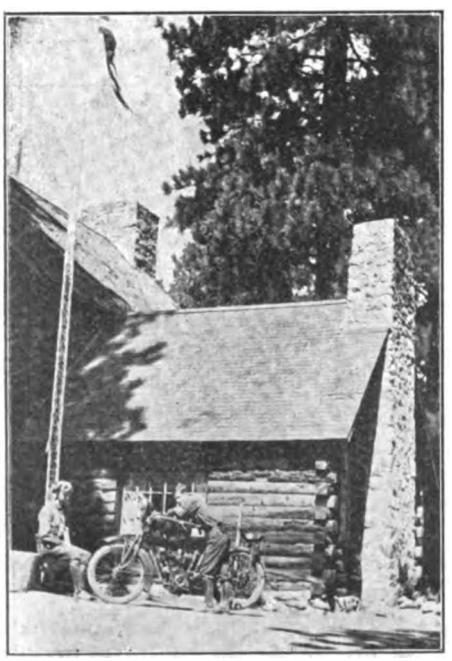
The first sidecar event, for three miles, saw Bowman, Excelsior; Chadwick, Harley-Davidson, and Nobel, Indian, cross the line in that order. In the second sidecar race, Altman beat out Bier, Harley-Davidson, by two minutes. The other starters had retired before the second mile. Herrold, put up the best time for the mile on his ported four-valve single Indian (1:08), but the second man, Keys, Harley-Davidson, set a new figure for stock machines—1:10. Mikels was third in 1:14.

Emmory Herrold Astride His Indian Setting a New Low Mark for the Mile on the Moundsville One-Mile Track

COAL PILE FOR DEMONSTRATING CLEVELAND

BUTTE, Mont.—J. Barney Maurath demonstrates the Cleveland on a big coal pile and astonishes the crowd with its ability to get up the steep slope of the loose, shifting footing. Butte has one of the livest motorcycle clubs in the West, with a fine dance floor, poolroom, and dining-room and a membership that supports the club and get out and do things on the motorcycle. L. A. Miner, Cleveland agent at Butte, is president of the club, and Maurath, his star salesman, is one of its boosters.

ATTRACTIVE HALTING PLACE



Log Cabin in San Bernardino Mts., on Way to Bear Valley, Cal., a Favorite Resort for Tourists

MOTOR CYCLE ILLUSTRATED

Volume 12 August 17, 1916 Number 7

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ON EDGE OF THE BIG DROP

Members of Dixie M. C. Wave to Companions from Pinnacle of Blue Ridge Peak

USED SILVERTOWN TIRES

Attention is called by the B. F. Goodrich Company to the fact that the recent record-breaking trip across the country by S. B. Stephens was made in a motor car equipped with Silvertown tires. Stephens used a Marmon car, and made the test under the auspices of the American Defence Society.

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DAVIS FORCES ENJOY PICNIC AT KIL KARE PARK

Employes of Big Dayton Cycle Plant with Their Families Spend Happy Day at Annual Outing on August 5—Company Provides Refreshments and Many Amusements

DAYTON, O.—Busy from 10 in the morning—either as spectators or as contestants—till 6 in the evening, aptly describes what the employes of the Davis Sewing Machine Co., their families and friends, were at Kil Kare Park on Saturday, Aug. 5. There were tennis, quoits, a bicycle road race, a four-man team relay race, an egg race for girls, standing and running jumps and novelty events in the morning, while in the afternoon were more sports on the grass and track, a baseball game, a fishing and swimming contest and some more novelty events. At noon, the company "set up" to ice cream, cake, lemonade and popcorn for the kiddies.

The afternoon program, in addition to what has already been mentioned, included a trap shooting contest and a one-ring circus, in which the participants were the heaviest man, the shortest man, the tallest lady, the largest family, a scramble for the youngsters and a bean-guessing contest. Dancing was indulged in till 5 p. m. and after supper, there was more dancing until closing time—10 p. m. There was a band concert all day long, a baby show early in the afternoon and a progressive euchre for those who liked cards. All those present enjoyed themselves to the full and looked forward to the next big picnic of this kind. The affair broke up shortly before midnight.

1, Refreshment Tent Where the Company Furnished Lemonade and Other Good Things Free; 2, Finish of 50 Yard Race for Girls; 3, Listening to the Band Concert and Eating Ice Cream Provided by the Firm; 4, Crossing the Line in the Egg and Spoon Race; 5, The Fellows Ahead Are Smiling Because They Have Won Dayton Jerseys in the Three-Legged Race; 6, Advertising Manager Ankeney Snapping a Picture; 7, H. W. Webb, Assistant Sales Manager, Telling the Girls What to Do in the Needle Threading Contest; 8, Treasurer J. M. Huffman and His Dayton Motor Bicycle Near the Bandstand

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Studying the Oil Bugaboo in England

Suggestion Is Made for Test on Brooklands, Contestants to Be Started with Clean Overalls, and Rider with Fewest Oil Spots to Win

TREATING of the subject of cleanliness, which it believes should be furthered through motor and other refinements, now that British manufacturers are turning out comparatively few machines, *The Motorcycle,* of Coventry, England, makes a strong plea for a motor that will be nearer oil-tight. Mudguarding is also discussed, but it is argued that the general use of English motorcycles in war service will bring about thoroughly satisfactory mudguards based upon hard experience at the battlefronts, and that the problem of oil-guarding is of more moment to the average rider.

The journal does not go very far into methods of improving the protection against oil, but takes the stand (which we are getting around to on this side, by the way) that a motorcyclist ought to be able to make a short run under ordinary conditions in street attire and arrive at his destination practically as clean as when he left home.

It is suggested that when the war is over the Auto Cycle Union should conduct a test for cleanliness on Brooklands track, supply each contestant with clean overalls at the start, make a minimum speed of 30 miles per hour and award a prize to the cleanest rider and machine at the end of the test.

MARYLAND RIDERS ARRIVE AT FORT ETHAN ALLEN

ALBANY, N. Y.—The detachment of ten motorcyclists who left Baltimore, Md., for a run to Ft. Ethan Allen barracks, Vermont, passed through this city in fine condition and later bulletins stated that the squad reached its destination without difficulty. These riders are members of the Motor Army Defense Association, which is independent of the Federal government. They will undergo special training at Ft. Ethan Allen and will be joined later by another squad of military cyclists from Maryland.

The Motor Army Defense Association is maintained by Maryland patriots, and aims to prepare men in all walks of life for military service. It is the intention to enroll at least 100 trained motorcyclists.

SHE TOOK FAMILY CAMPING IN SIDECAR

WATERBURY, Conn.—Mrs. John Lang, of this city, has just returned from a family camping trip to Mount Tom, which she took on her Harley-Davidson sidecar combination. The trip was made with her three children, two of whom occupied the sidecar and the third the tandem seat. A tent and camp equipment were carried on the machine also.

On reaching Mount Tom, the Lang family lived gypsy fashion for a week, cooking the meals over a campfire and gathering fruit to vary their meals. This is Mrs. Lang's second camping trip, the first being made in 1915 when she drove her family to Boston in two days, stopping at Springfield, Mass., the first night. "I had absolutely no trouble with the machine," said Mrs. Lang, "and I never have had any on any trip I have taken. I have helped a great many people on the road and have aided in getting a number of big touring cars on their way again."

Mrs. Lang is Waterbury's best-known lady driver, and uses her sidecar outfit on every opportunity, taking the kiddies along whenever circumstances permit.

MUST HAVE LICENSE PLATES ON ALL MACHINES

LOUISVILLE, Ky.—Dealers must transfer license plates from demonstrating or used machines while making deliveries is the decision of Justice Boldrick, of this city, and it cost Frank Romano, of the firm of Butler & Romano, motorcycle and bicycle dealers, $5 to find this out recently. Romano was arrested for riding a machine without a license on Louisville streets.

On the stand, Romano stated that he had just sold the machine to a customer, and was making the delivery at the time the officer took him up. He said that it was up to the customer to procure his own license, and that he was merely delivering sold merchandise. However, the merchandise sold was being delivered under its own power and in violation of the city ordinances which are clear and concise.

HARLEY-DAVIDSON SALES FORCE AT FACTORY FOR ANNUAL CONFERENCE

The Overalls Were Used During the Week Devoted to Mechanical Research

Left to Right, Standing, W. J. Ruhle, Jes Campbell, A. W. Burges, Gus Castle, A. W. Cohoes, E. R. Durkee, W. N. Koch, H. C. Scherer and R. F. Ray. Lower Row, Assistant Sales Manager E. J. Mueller, "Freddie" Stierhoff, J. O. Engel, Herman Lang, L. W. Schroeder, F. T. Egloff, H. G. Manthey and Sales Manager Arthur Davidson. F. H. Simon and O. P. T. Daenitz Were Absent When the Picture Was Snapped by Chief Photographer Osborn of the Harley-Davidson Factory.

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TWO-STRETCHER AMBULANCE LATEST FROM HENDEE

New Indian Hospital Corps Outfit Has Carriers Arranged Double Decker Fashion and Permits of Loading and Unloading From Both Ends—Takes Regulation Stretchers

New Indian Ambulance with Both Stretchers Occupied Showing Method of Transporting Wounded—Note Arrangement of Main Frame and How Stretcher Feet Are Held in Place by Clips on Depressed Ends of Bearers

SPRINGFIELD, Mass.—The Hendee Manufacturing Company has just brought out a novel and very practical double decker ambulance outfit, with a capacity for two patients on regulation stretchers. The outfit consists of a special sidecar chassis with carrier frames and a Powerplus twin machine for the power-plant.

The main frame of the ambulance consists of two upright steel members to which are attached channel section bearers with ends depressed. One of these sets of bearers is fitted to the bottom of the uprights and the other at the top. The uprights are diagonally braced and attached to each other by cross-bracing to give rigidity in all directions. The cubical framework thus formed is carried on special springs fore and aft. There are reinforcements at a number of points.

How Stretchers Are Attached

To each bearer is fitted a pair of L-clips near the ends of the horizontal upper sections, and C-shaped clips on pivots at the depressed ends. The L-clips hold the stretcher side members when put on the bearers, while the clips on the depressed ends swing round and fasten the feet of the stretcher snugly to that portion of the bearers. The clips are so formed that the extremities fit into holes in the upturned flange of the bearers for the purpose of keeping the stretcher in place.

The arrangement of springs includes closed spiral shock absorbing auxiliary springs in addition to the regular set provided. Below the lower stretcher is a cabinet for first aid materials. The lower stretcher can be removed or replaced from either end, while the upper stretcher can be loaded from any direction. The chassis has special attachments to the motorcycle frame, one of these leading from the left upright to the top tube.

The motorcycle is fitted with braces from the depressed handlebars to the fork ends. An Indian cradle spring frame model is used, with three-speed gearset and heavy duty clutch. The outfit has great mobility and speed, even when fully loaded.

STARS TO COMPETE AT BELMONT TRACK

Cream of Factory Speedsters Will Ride at Meet of Philadelphia Club Next Saturday—Program of Seven Events Laid Out

NARBERTH, Pa., August 15.—The first annual race meet of the Motorcycle Club of Philadelphia will be held at the Belmont track in this city on August 19. No stone has been left unturned to get first class riders for the meet, and so far three factories have entered the cream of their speedsters. Ray Creviston and Don Johns will appear from the Indian factory, while Bob Perry and Glen Stokes will ride for Excelsior. Bill Brier and Red Parkhurst are the Harley-Davidson factory entrants. The meet will be a sanctioned one, and both spectators and riders will be assured of clean racing and a square deal.

There will be seven events in all, four for amateurs and three for the cash chasers. The feature will be a 100 mile pro. race. Good purses are being put up for the pro. events. Entry blanks can be had of Howard C. Kolp, of 2436 Columbia avenue, Philadelphia, before August 18.

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NO MOLLYCODDLES WANTED AMONG TRIUMPH COMPANY'S TESTERS

Their Time Is Spent in Hunting Up Unusual Trials for Their Motors

Seven Triumph Factory Men Driving at Speed Through a Well-Known Water Splash in the English Midlands, While Cyclists on the Foot-Path Look On in Amused Wonderment. The Machines Came Through Without Trouble

TWO-WHEELER PRICES TO BE RAISED

Unsettled State of Materials Market and Labor Conditions Point to Slight Increase on Both Motor and Bicycles for 1917

NEW YORK, August 16.—Indications of the plainest and most easily read sort are that the increase in price which has affected every sort of raw material entering into the construction of both bicycles and motorcycles, coupled with the difficulties entailed in obtaining materials at all, will bear fruit in the shape of a rise in prices of two-wheelers for the coming year.

What with the abnormal state of the materials market growing out of the war, actual or threatened labor troubles which have negatively affected many cycle plants during the present season, and the embargo on certain kinds of freight, which for a long time embarrassed many manufacturers in the two-wheeler trade, the lot of the cycle producer during the past twelvemonth has not been a particularly enviable one.

Materials Situation Acute

The situation, however, was alleviated somewhat by the fact that materials enough for the entire output had been contracted for prior to the unlooked for advance in the prices of raw materials, and even though in some few instances, contract or no contract, it was a case of pay a premium to ensure delivery of the materials on time, the manufacturers were able to cope with the situation and pull through the season without the necessity of raising prices.

But with materials for the 1917 season uncontracted for, both bicycle and motorcycle manufacturers will be forced to pay the higher price now asked for all sorts of raw products, and at the present moment from information gathered from talks with folks in the trade, there seems scarcely a doubt but what the wholesale price of bicycles will be advanced from $2.50 to $3, while the list prices of motorcycles will take an upward trend amounting to from $10 to $15. Quite naturally, the retail prices of bicycles must needs be advanced by the retailer by a corresponding amount if the dealer is not to come out at the small end of the horn.

In view of the fact that the cost of materials in a great many cases has increased by 100 and even 200 per cent., the rise in prices of the finished machines is really quite slight, it is pointed out; just sufficient, in fact, to let the manufacturer get by in good order.

KERRS HAVE NO-TROUBLE TRIP TO MEXICO

SEATTLE, Wash.,—James Kerr and Mrs. Kerr, of Seattle, have just returned from a delightful long tour to Mexico and return on their Powerplus Indian with tandem attachment. Leaving this city by the Three Flag Route, they followed the coast all the way to the international boundary. The return trip was made via the Valley Route.

Kerr's remarks on the trip were brief but pointed. "Not one cent for repairs and absolutely no trouble with either machine or tires."

STARKEL VISITS ANGEL CITY

FRESNO, Cal.—J. A. Starkel, distributing the Pope in Fresno County, recently spent a two-weeks' vacation in southern California, making his headquarters at Los Angeles. While in the latter city he and his family were entertained by C. L. Smith, Pope distributor.

GOOD DEMAND FOR EX.'S

COLUMBUS, Ohio.—William Sherwood, manager of the motorcycle department of the Franklin Rubber Company, Central Ohio agents for the Excelsior, reports a good demand for motorcycles, despite the lateness of the season. He says the prospects for the coming season are unusually bright. The concern is placing sub-agents in many of the cities and towns surrounding Columbus.

OUTCLIMBING THE MOTOR CAR

ELKINS, W. Va.—The prestige of the motorcycle has gone up considerably in this vicinity of late owing to the fact that the two-wheeler is capable of climbing hills on which automobiles are balking in a good many cases. The most severe hill-climbing tests to which the motorcycle has been subjected here have found it capable of meeting all their requirements.

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NOVEL CATALOG FOR N. Y. SPORTING SALESMEN

NEW YORK, Aug. 14.—An unusual and very handsome catalog for the exclusive use of its salesmen has just been prepared by the New York Sporting Goods Company, of this city. Large photographs of leading articles in the company's lines make up the pages, and as to typographical appearance the catalog is one of the most attractive of its kind. In order to withstand continued usage the pages are of heavy linen, durable but flexible, and the description of each article is so placed as to facilitate the work of the salesmen in discussing the various items.

The novelty and beauty of the catalog have been found to assist the salesmen materially in obtaining the attention of prospects, and the book is proving one of the most fruitful business-getters ever produced by the company.

ARMY OFFICER COMPLETES INSPECTION TRIP

LIEUTENANT Julian S. Hatcher, U. S. A., who was recently detailed to make a tour of eastern militia mobilization camps, has completed his trip. Several eastern camps from Boston to Maryland were inspected.

Lieutenant Hatcher rode an Indian Powerplus throughout the distance, and he is frank in his praise of the motor's work. Writing of his experiences he says: "My trip covered about 1,500 miles, some of it over the worst roads and in the rain. I experienced absolutely no trouble with the machine, and did not have even so much as a puncture.

"In fording a swollen Virginia stream one rainy day, I slipped and allowed my machine to fall and become submerged in the stream. As it was electrically equipped I was naturally apprehensive of trouble, but after emptying the carbureter and draining the water out of the crankcase I proceeded without difficulty."

CYGNET MACHINE GUN AT PEEKSKILL, N. Y.

Outfit Attached to First Armored Motor Battery, N. G. N. Y., at State Training Camp. The Cygnet Gun Carriage Was Specially Designed for the Purpose

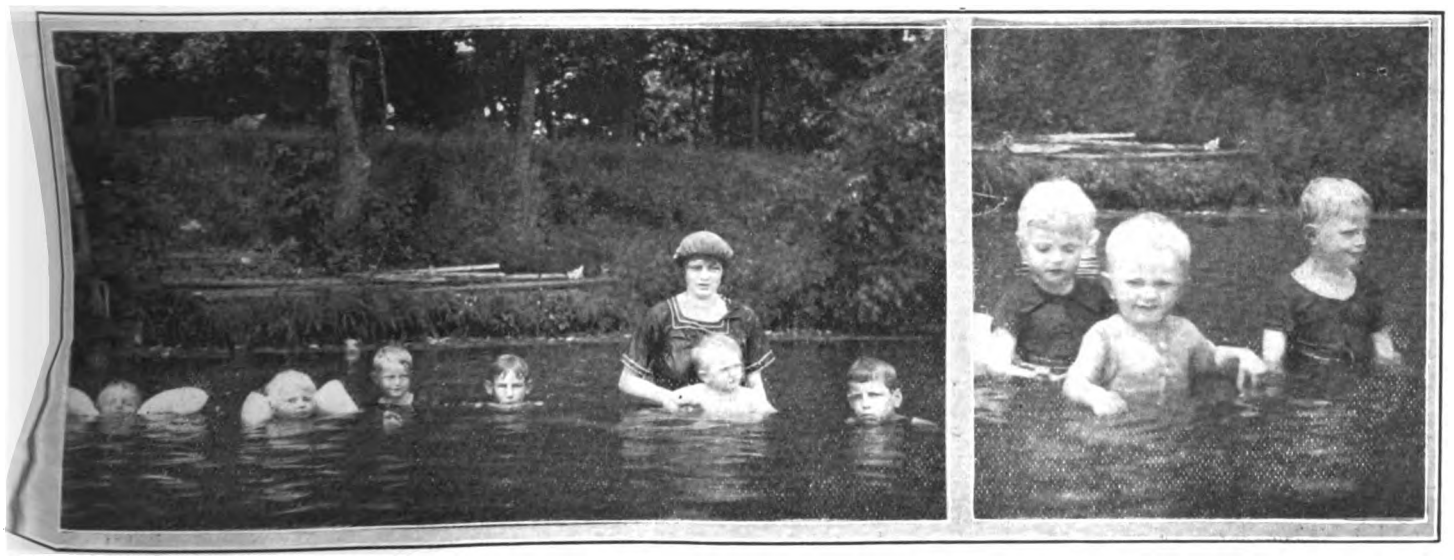
LEROY AGAIN CROSSES THE CONTINENT

Los Angeles Cripple, on Harley-Davidson Sidecar Combination, Reaches New York Covering 5,500 Miles—His Novel Machine

NEW YORK, August 14.—Smiling, happy and with an eagle eye for business along chewing gum and postal card lines, Alfred Le Roy, the one-armed and legless motorcycle enthusiast of Los Angeles, completed his second transcontinental motorcycle trip here today when he rode up to the door of his brother's house at 1056 Third avenue. Le Roy made the journey this time on a Harley-Davidson motorcycle fitted with a special sidecar, and completed some 5,500 miles on his journey from coast to coast.

The arrangement of Le Roy's machine is novel. He has his gasoline and magneto controls mounted where the saddle should be. He starts his motor by a rod on the left side of the countershaft, the rod pushing forward to start the engine, and backward to act as a brake. Steering is done with a long rod fitted with a ring into which Le Roy inserts the stump of his left arm. He is a lightning fast thinker, and can speed through the thickest traffic with absolute abandon, a remarkable feat when it is considered that his gas and magneto control, the gear shaft, brake and horn all have to be operated with the same hand. The little basket arrangement at the near side was made for his dog.

RUNNING TRUE TO FORM, THESE YOUNGSTERS LOVE THE OUTDOOR LIFE



e Davidson Water-Wings Squad, Children of Arthur and Walter Davidson, in Charge of a Governess; at Right, Margaret, Arthur Harley and Gordon, the Two First Named Constituting Arthur's Family, While Gordon Is One of Two Kiddies of Whom President Walter Is Justifiably Proud. The Youngsters Are Bathing in a Lake Not Far from Milwaukee.

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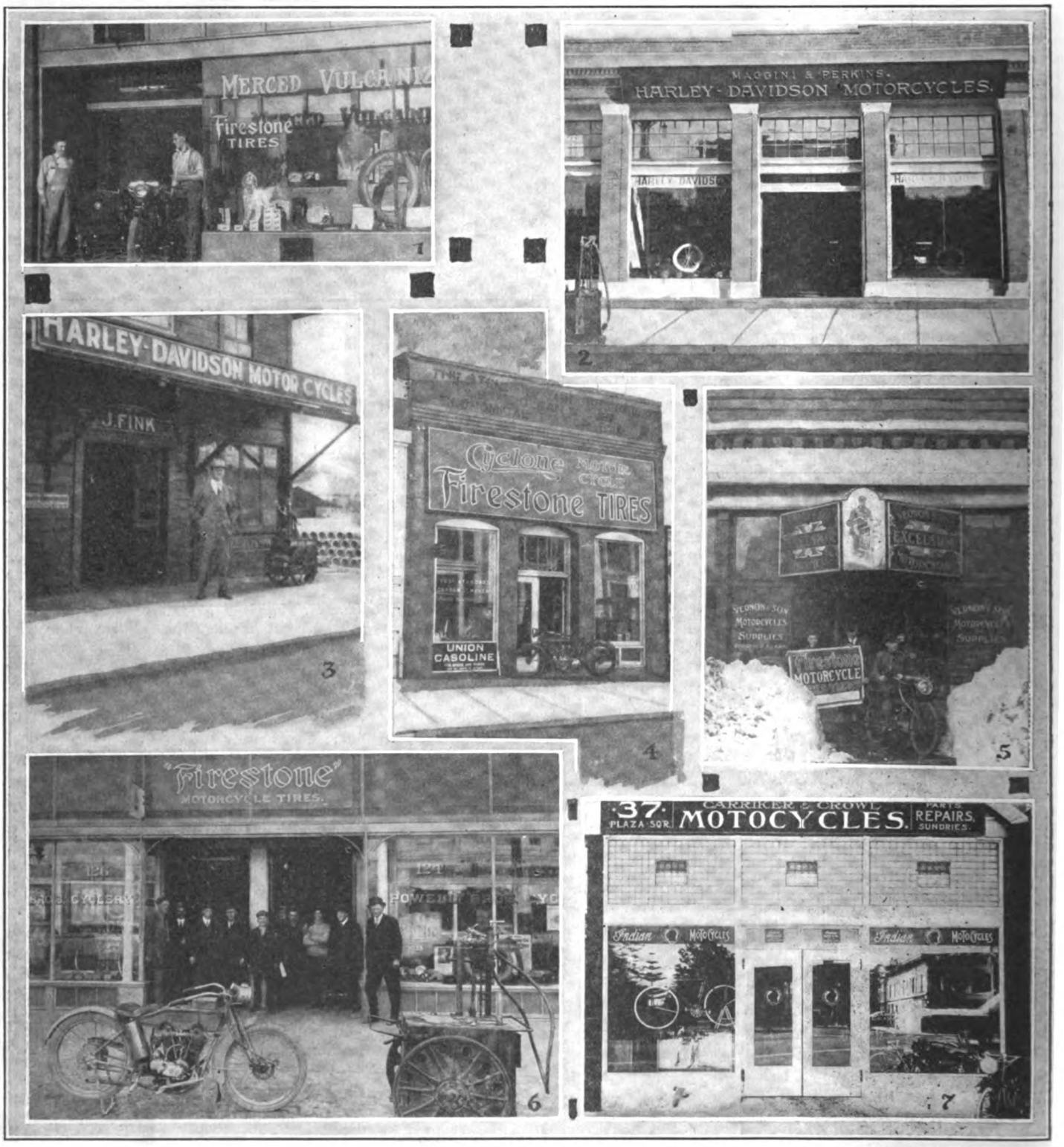
A Strong Line-up of Motorcycle



THE photographs on this and the opposite page were taken by Steward Slosson, of the Firestone Tire & Rubber Company's staff, during a series of business trips through Pacific Coast territory, and show the establishments of fourteen motorcycle and Firestone tire agents in Coast cities and towns. While the stores vary in size according to the location, it will be noted that they are all neat and business-like in appearance, and in every case the proprietor has made the most of the window space at his disposal.

The lineup is an impressive one and one that is bound to carry home to the dealer in the East the thought that the coast dealer, judged by the exterior view of his establishment, is alive to every possibility for bringing in prospects. The pictures will have accomplished a great purpose if they induce the Eastern dealer to follow suit

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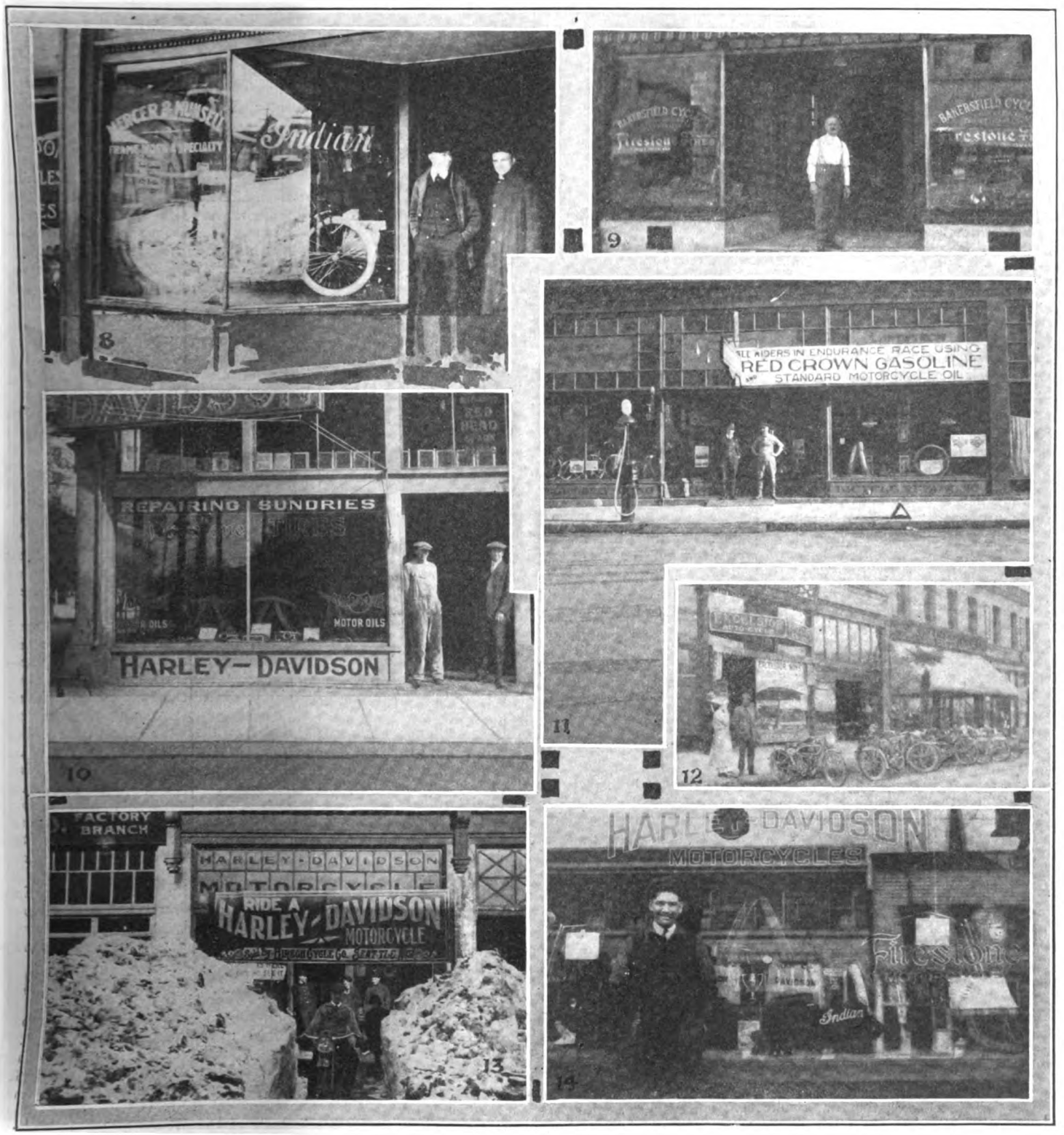
Agencies on the Pacific Coast



1—Store of C. W. Reuter, Indian agent at Merced, Cal. 2—Store of Maggini & Perkins, who handle the Harley-Davidson in San Francisco. 3—Headquarters of J. Fink, Harley-Davidson agent in Stockton, Cal. 4—Motorcycle Sales Co. (Loudenclos & Angwin), Henderson and Thor, San Francisco. 5—Store of Vernon & Son, Henderson, Seattle, Wash. 6—Powell Bros.' Cyclery, Harley-Davidson, San Jose, Cal. 7—Carricker & Crowl, Indian, Orange, Cal. 8—Mercer & Munsell, Indian, Seattle, Wash. 9—Store of Paul R. Fechtner, Bakersfield, Cal. 10—G. A. Faulkner, Harley-Davidson, Oakland, Cal. 11—Eugene Cycle Co., Harley-Davidson, Eugene, Ore. 12—Girton-Hoffer Co., Excelsior, Los Angeles, Cal. 13—Hirsch Cycle Co., Harley-Davidson, Seattle, Wash. 14—Percy Abbott Cycle & Supply Co., Harley-Davidson, Portland, Ore.

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Two-Stroke Motors vs. Four-Stroke Motors

A Consideration of the Claims to Superiority of Each Type; Valveless Motor Has Been Handicapped Up to the Present Time by Riders' Lack of Familiarity With It

By D. R. HOBART

DURING past seasons and the present one there has been a growing tendency toward the employment of smaller powers of motors for solo motorcycle service, and with the advent of these motors have arisen two camps: that of the two-stroke and that of the received or four-stroke type. The first claims simplicity and low cost of manufacture, with reliability in operation, and while the second camp takes the stand of superior economy, coupled with reliability and greater familiarity with the type on the part of the rider.

As regards simplicity, there is not the shadow of a doubt that the two-stroke is superior to its four-stroke rival. A single-cylinder two-stroke has but three moving parts essential to its operation—piston, connectingrod and crankshaft—while for the four-stroke there are the piston, connectingrod, crankshaft, valves and valve gearing. I omit the means of driving the ignition apparatus, as these are approximately the same on both types.

Lower Manufacturing Costs

Coupled with this simplicity is a lower cost in manufacture. The cylinder of the two-stroke is cast with inlet and exhaust ports cored and afterward machined to size; the piston has to be machined and the bore ground, etc. The same operations have to be conducted on the cylinder and piston of the four-stroke, except that of machining the ports. In place of this, the valve seats and guides have to be machined, and there are other working parts that need to be operated upon to finish the motor complete.

While the two-stroke motor is relatively a newcomer in the American field, its reliability has been proven at various times, both before competent men and others whose reports would not carry great weight in scientific argument. In fact, an observed reliability test for this type was run off by the New Jersey M. C. last Spring, the observers being technical men and the results being carefully checked over. Riders' reports also show that this type of motorcycle motor is thoroughly reliable.

Reliability Is Proven

On the other hand, the four-stroke type has proven its reliability season after season, so that the two-stroke has no grounds of superiority in this connection. In the smaller powers, unfortunately, we have had no competition between the two types as yet, so that past performances of each type alone have to be relied on.

The American motorcyclist has been a four-stroke man exclusively, until very recently. Consequently, he is familiar with this type and is capable of teaching others to become likewise familiar with it. But he has never had any other type—so here is a point for discussion: With a knowledge of both types of motor—or experience with both—which type will the rider prefer? This question opens an interesting field for argument, and letters on the subject will be welcomed for publication.

The Carburetion Question

Carburetion is a broad subject on all internal combustion motors. The last word in devices for furnishing mixtures to four-stroke motors, in all lines where such motors are used, has not been attained by any means. In automobile service, where carburetion problems are simpler than with motorcycle motors, there is constant change in design, in construction and in theory. There is a tendency to use a semi-automatic carbureter, one which has hand control in addition to the automatic regulation of gas and air. The same tendency is seen on the carbureters for motorcycles, as will be obvious when the types used are examined. There are the spring-loaded air-valve, the variable jet, and the lever for giving more air. The latter is operated by hand.

But the carburetion for the two-stroke motor resembles that of the four-stroke only to a certain degree. Two-stroke makers have not been able to get a perfectly satisfactory automatic carbureter in this country or abroad. It is not that good automatic carbureters do not exist, but rather that they are not suited to this type of motor. Hence, hand-controlled mixing devices are employed, with the throttle and air controlled by the rider directly. With these, quite satisfactory service has been obtained both here and abroad.

Under present conditions and with the automatic carbureter training which the American motorcyclist has had, there is a tendency toward the four-stroke rather than the two-stroke. In spite of the fact that the hand-controlled carbureter gives better results in the hands of one familiar with its operation, it is an open question whether the riders will not favor the type of motor in which most of the workof mixing is done for them by the suction of the motor. By this I mean the four-stroke type of powerplant.

The development of a suitable automatic or semi-automatic carbureter for the two-stroke will answer this question, but next to nothing in this direction has been done as yet.

WHAT IS YOUR OPINION?

¶ Do you belong to the camp of four-stroke motor enthusiasts, or do you lean towards the two-stroke? There is much to be said for either type, and in view of the fact that the two-stroke is a comparative newcomer in American motorcycledom the situation invites discussion.

¶ If you have studied the two-stroke motor, or ridden one, you doubtless have some interesting data, and this journal will gladly devote space to a letter or an article expressing your views. Needless to say, we will be equally pleased to print statements from adherents to the four-stroke design.

¶ Make your letter as practical as possible. The value of a motor type must be determined by its dependability, simplicity, economy—in short, by its performances on the road. By basing a letter on those points you are sure to make it highly readable, and at the same time it may have a truly constructive value.

¶ We are all deeply interested in motor designing, and all anxious to be fair to the existing types. Let's talk it over.

SUGGESTS NEW WRINKLE IN TUBE REPAIRING

FROM a Californian tire repairer comes the following suggestion regarding patching close to the valves on inner tubes: "In repairing tubes we often have some with the puncture near the valve base or in the joint where the tube unites, and difficulty is experienced in making the patch cook evenly all around. To overcome the trouble we use a small bag, such as a tobacco bag, with a little fine sand in it. By placing the bag on the tube over the patch and then the block on the bag, an even pressure on the tube is insured, the sand adjusting itself to the thickness all around."

This is really an excellent idea, says the Goodyear Tire & Rubber Co., but we think we know a method that represents an improvement over it. That is to use a rubber block instead of the wood block and sand bag.

MADE EIGHT-DAY CAMPING TRIP

NEWBURGH, Pa.—John A. Pizzaro, a letter-carrier, and Willard Jackson, of West Newburgh, have just returned from a motorcycle trip of eight days in the Adirondack Mountains.

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The Safety First Policy With Brakes

Common Sense Calls for Precautions to See That Your Brake or Brakes Will Meet Any Strain in an Emergency; Tips on Keeping Them at Efficiency the Year Round

By GEORGE M. JOHNSON

HAVE you ever been troubled with a brake that refused to hold? Most motorcyclists probably have at times, and a brake in poor condition is about the worst possible attachment that a motor vehicle of any sort could have. A motorcycle brake of the modern type should hold, and hold well, without requiring any tremendous pressure on its arm or lever. If you have to push or pull desperately to get a result, something is wrong, and it should be attended to before the accident that is almost sure to occur sooner or later. Better be safe than sorry.

A Thrilling Experience

A friend of mine, who rides a machine supplied with but one brake, was descending a steep slope in the mountains of the Pacific Coast last season. He knew his brake had not been holding any too well, but he had managed to get along with it in the past and had neglected to have it attended to. At it happened, he had been neglectful a little too long, for that long steep grade was fatal for the brake. As the machine kept coasting down faster and faster, the brake seemed to become more and more useless.

The big crash came when the rider reached a sharp turn; he and the motorcycle continued on ahead over a pile of jagged rocks, much to the detriment of both parties involved. Fortunately the road didn't suffer at all. At the earliest opportunity the victim had a second brake added to his mount and the original one put in good shape. That is exactly like locking the door of the garage after the automobile has been stolen. A little forethought would have saved him a vast amount of trouble, and rather heavy repair bills for both himself and machine.

The Obvious Moral

The moral of this little episode is easy to see. Have two brakes on your machine—this is required by law in England, and should be here—if possible. If you have but one brake, be sure that it is always in perfect working condition. And if you own a machine equipped with both hand and foot brakes, see that both are working. A two brake machine with one brake out of order is no better than a motorcycle with a solitary brake.

There are several things that may cause a brake not to hold. In this discussion I have no reference to the old style coaster brakes. They are all right for bicycles, but not at all suitable for a powerful motorcycle, and on modern machines have been replaced by the more positive band brakes, both internal and external; in fact, an automobile brake in everything but size.

One of the causes of failure—perhaps the most common—is the result of use. The lining becomes worn so much that the adjustment does not permit it to come in close contact with the drum. All brakes have the means for taking up this wear, and as soon as evidence of weakness appears, the adjusting screw should be set up a few turns. In most cases this will effect a cure.

Another Cause of Trouble

A very much less common cause, but one which has come under my observation at least once, is the following: It was a foot brake, and the lever, when pushed down to engage the brake, pressed against the rear stay of the footboard, preventing the brake lining and drum from engaging closely. Of course the rider could push on the brake pedal until he was black in the face, and get little increased hold from the brake. The cure consisted in shortening the rod from pedal lever to brake arm by means of the double adjustment provided for that purpose.

Another variety of brake trouble occasionally results when the brake lining wears down leaving the rivets projecting, so that they, not the lining, press against the drum. If a brake squeaks furiously, but does not hold well, this is probably the trouble. The very slight surface of the rivets cannot have any braking effect to speak of, and it is their friction against the drum that usually causes the noise. The remedy consists in removing the band and pounding the rivets down flush with the lining surface.

In time, of course, any lining will wear out and have to be replaced. Do not be too hasty, however, in thinking that the trouble with an obstinate brake is necessarily due to this, or that a new lining will surely cure the trouble. A brake lining should stand several seasons of ordinary—even extraordinary use—and undoubtedly the majority of motorcycles go through their allotted span with never a new lining to their faithful brakes.

The Brake Out of Adjustment

A brake is often put out of adjustment when the rear wheel is moved back to allow for wear in the driving chain. Whenever the chain is adjusted, a brief test should be made to determine whether the brakes have been affected or not. This is especially likely to occur in case of the hand brake on Indians. Any considerable movement of the rear wheel in either direction must be compensated for by a similar movement of the brake lock on the fork just in front of the hub. If the rear wheel is set back even a quarter of an inch, it will tighten up the hand brake band until the wheel is probably locked: moving it forward will have the opposite effect, and when the hand lever is pressed the drum and lining will not engage. The proper adjustment requires only a minute or two to make, and should never be neglected.

What can be done to a brake that is, theoretically, in perfect adjustment, and yet absolutely useless? The cure for that unfortunate condition, which on its face would appear to be hopeless, is the most simple thing in the world.

How to Apply Glycerine

A teaspoonful of glycerine will do the trick, and make that brake hold to its job more lovingly than a graft-seeking alderman. Pour the liquid in between the lining and drum, turning the wheel so that the goo will be well distributed. Then don't be disappointed if nothing happens—for a time. The immediate effect of the glycerine treatment is to destroy utterly the last vestige of holding power the brake possessed, making its surface more slippery than the far-famed newly peeled hemlock log. But give it time. Ride the machine a few miles, occasionally testing the brake. Soon you will note a slight improvement, and before long you will have to be exceedingly careful how you apply said brake, for the least pressure will be likely to lock the rear wheel.

An involuntary jamming on of the brake—by the way, why is it in stories that the hero invariably "jams on his brake?"—may cause an equally involuntary trip over the handlebars. When the beneficial effect of the glycerine wears off, as it will in time, another dose will do the work again.

RACE AT JASPER FAIR

JOPLIN, Mo.—A five-mile motorcycle race will be a feature of the racing day at the Jasper County fair on September 1. There will be automobile and trotting horse events on the same day.

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Our Canadian News Letter

SNAPPY CARD AT UXBRIDGE MEET

Excelsior Entrants Take Four Firsts While Hendersonites Take Two On Dusty Half-Mile Track on Civic Holiday

UXBRIDGE, Ont.—Excelsior and Henderson riders divided the honors at the race meet held here on Civic Holiday, Monday, August 7, under the auspices of the Toronto Motorcycle Club. Excelsior speedsters captured the chief award in four of the six contests, while the Henderson brought home the winner in the other two flights. There was a goodly number of competitors in each start of the series, which was held on the local half-mile dirt track. The track surface, incidentally, was very heavy with dust. One incident of the day was that Percy A. McBride, the Toronto distributor, rounded up every motorcyclist, visitor or resident just before the noon-hour, and stood treat for a dinner in the Uxbridge hostelry. Several score made the journey to Uxbridge from Toronto by way of Markham. The trips were strenuous on account of rough road surfaces, but the distances, fortunately, were

The results:

Three-mile novice—Won by Orange, Henderson; second, Edwards, Excelsior; third, Swathendge, Excelsior. Time, 5:20.

Three-mile sidecar—Won by Howard, Henderson. Time, 5:35.

Five-mile amateur handicap—Won by Edwards, Excelsior (half-mile handicap); second, MacDonell, Excelsior (scratch); third, McFadden, Excelsior (half-mile handicap). Time, 6:47.

Three-mile professional sidecar—Won by T. Smith, Excelsior; second, Jack Harding, Excelsior. Time, 5:20.

Two-mile amateur match race—Won by Edwards, Excelsior; second, Orange, Henderson. Time, 2:37.

Two-mile amateur sidecar—Won by MacDonell, Excelsior; second, Joben, Excelsior; third, Howard, Henderson. Time, 2.39.

PRESIDENT JOHNSTON ON TEN-DAY VACATION

TORONTO, Ont.—F. A. O. Johnston, president of the Canada Motorcyclists' Association, has set a shining example for the proper manner in which a motorcyclist should spend his annual summer vacation. Accompanied by Mrs. Johnston, the C. M. A. president recently took a ten-day trip over the good roads of western Ontario, covering about 700 miles in the course of the journey. The tourists made stops at Goderich, Sarnia, Stratford, Port Elgin, Berlin and Guelph, spending from several hours to a whole day in each of these towns. It was a pleasure jaunt from the ground up, and not as much as a puncture disturbed the progress of the Henderson and sidecar. The Johnstons did their only fast traveling on the home stretch when they covered 167 miles on the tenth day. They intend to take another trip in the fall.

A few days after returning to Toronto, President Johnston took a one-day trip with a friend in an automobile when the trouble jinx overtook the car on four different occasions.

NEW YORK MOVIE PARTY TOURS NOVA SCOTIA

HALIFAX, Nova Scotia.—Distinguished motorcycle visitors from afar in Halifax have been T. Richardson, one of the editors of *Moving Picture World*, of New York, and his daughter, Miss Nellie Richardson. During the three weeks before the tourists reached this destination they had covered more than 3,000 miles, a great portion of this mileage having been made in eastern Canada. They were delighteed with the condition of the new St. Lawrence River highway between Montreal and Quebec, and they made their return to New York over the same route because of the acceptable roads. Mr. and Miss Richardson remained in Halifax for a few days, during which time they took in all the sights, including several surprising military features. Both are seasoned motorcycle tourists, and they are ready to tackle any roads.

On their ride to Halifax by motorcycle and sidecar the Richardsons made stops at Albany, Fort Ticonderoga, Plattsburg, Montreal and Quebec. The machine which they use is well equipped for long distance runs, one fitting being a special trunk, which is attached to the front of the motorcycle.

NOVEL EXCHANGE OFFER IS NOT ACCEPTED

TORONTO, Ont.—A rather startling advertisement appeared recently in one of the Toronto papers when a local citizen offered to sell a Ford automobile or trade the car for a bicycle. The advertisement in question read as follows: "Mr. Frank Kelly begs to advise all interested that he will either sell or exchange his newly-acquired Ford for an Antelope bicycle in fair condition."

The address of the advertiser is the Canadian Universal Film Company, Limited, Toronto. The proposed exchange was not carried out, it is understood.

BOOSTING FOR CLUBHOUSE

TORONTO, Ont.—President J. G. Jones, of the Toronto Motorcycle Club, is sounding the feelings of motorcyclists still here regarding a clubhouse proposition. It is his present hope to arrange for the establishment of downtown club quarters to be ready for the return of the many local motorcyclists and bicyclists from the firing line. Jones expects that it would be a year or so before all financial arrangements could be made for the club home.

DUNLOP ROAD RACE TO WAIT BRIGGS' RETURN

TORONTO, Ont.—The racing cyclists still remaining in Canada have been waiting with considerable impatience the announcement regarding the holding of the annual Dunlop bicycle team handicap road race this year. The reason for the delay in the announcement is simple. A. A. Briggs, advertising manager of the Dunlop Tire & Rubber Goods Company, Limited, Toronto, under whose guidance the classic event is held each year, is on his way to Alaska. He will not return to Toronto until October, and the 1916 edition of the famous cycling feature will not be staged until his return.

Briggs went to the Yukon by way of San Francisco, and will return, according to arranged plans, through Vancouver. The return journey from Vancouver to Toronto will constitute a business tour, but previous to the home leg the trip is being made entirely for pleasure.

SELLS DELIVERY VAN TO OTTAWA PAPER

OTTAWA, Ont.—Byshe & Co., Ottawa representatives for the Excelsior motorcycle, have sold an Excelsior and Rogers delivery van to the *Ottawa Free Press* for use in an express delivery service to the outlying districts.

Local motorcycle dealers report a brisk business, the demand being greater than the supply. It is also being noted, locally, that the day of demonstrations is waning. Motorcycles are now being sold freely without extensive demonstrating trips. Some machines are being sold straight from the floor of salesrooms.

HUBBARD IS ENTHUSIASTIC ABOUT BUSINESS

LOS ANGELES, Cal.—Charles A. Hubbard, of the Henderson Motorcycle Sales Corporation, handling the Henderson, has just returned from a trip to Boston. On his way back he came through Yellowstone Park and stopped at all important points along the line. The result of his trip is that he is enthusiastic over business conditions throughout the country.

Hubbard predicts that 1917 will be a banner year in the motorcycle trade, as everyone has the touring spirit and there is plenty of prosperity. The motorcycle has a strong hold on the man who wants to cover the country by the best method, he says.

AMARILLO HAS MOUNTED COP

AMARILLO, Tex.—O. B. Chesher is now Amarillo's motorcycle cop. Chesher was on duty as night patrolman until a few days ago, but the increase of speeding has made it necessary for City Manager Hardin to have a mounted man to care for the "road burners."

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Two More Big Indian Powerplus Victories!

Indian Takes Diamond Medal for Highest Score in Dixie Classic!

Herbert Webb, on Indian Powerplus, was awarded Diamond Medal for Highest Score in the Dixie M. C. Endurance Contest, 500 miles, from Roanoke to Richmond, Va.

Through a three-day downpour, following three weeks of rainy weather, six contestants ploughed their way to the finish—four of them riding Indian Powerpluses!

Perfect Scores were impossible! The highest score, 896, was attained by Webb, on his sturdy Indian Powerplus. The score of his nearest competitor was only 760.

Indian Powerplus Wins Indiana F. A. M. Endurance Grind!

Everett Chandler, riding Indian Powerplus with Sidecar, received *only* award for Perfect Score in Indiana F. A. M. Endurance Run!

Clarence Sargent and his Indian Powerplus was awarded medal for highest Individual Score.

Two of the three machines to finish this gruelling test of endurance were Indians!

Of course you've noted the regularity with which Indian Powerplus has been cleaning up all the important 1916 Endurance Contests!

No *stock* motor in all motorcycle history has to its credit such a complete and spectacular string of Endurance Victories as has Indian Powerplus!

The reason is simple—Indian Powerplus is without question the *greatest stock motor* of all times. Performance proves it!

Indian

HENDEE MANUFACTURING COMPANY

(Largest Motorcycle Manufacturers in the World)

Springfield, Mass.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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An Advertising Chat with Dealers

A Thorough Knowledge of Your Product, Some Attention to Type Styles and a Reasonable Outlay of Money Will Enable You to Write Your Own Ads. and Get Results from Them

By PATHFINDER

"The great art of writing advertisements is in the finding out a proper method to catch the reader's eye, without which a good thing may pass over unobserved or be lost in commissions of bankruptcy."—Addison.

EVEN back as far as Addison's time merchants were struggling for the best means to reach possible customers through advertising. Catching the reader's eye 200 years ago was just as essential as it is today. Look through the pages of any popular magazine—take the motorcycle trade paper—and note the methods used by various advertising men in co-operation with clever artists to bring out their points by eye-catching sketches or thought-compelling phrases. It is surprising the amount of thought and energy that is being put into advertising by the manufacturers.

In order to derive the fullest local benefit from all this national advertising it is up to the retail dealer to do a certain amount of advertising himself. The dealer who does not do this and does not hook up his business with extensive national campaigns is overlooking a golden opportunity and is not co-operating with his factory to obtain the best results in sales in his territory. This does not imply that a dealer should spend more money than his business warrants, but it is a profitable investment for a dealer to spend enough of his capital to get his share of the big national expenditure being used by his factory.

To the average motorcycle dealer, advertising always has meant something containing a great deal of mystery. The thought of writing an ad will cause many dealers to throw up their hands in despair. They seem to think it requires a special kind of magic to plan a simple advertisement. But they are not wise to the fact that the advertisements with the alleged magic in them sometimes fail to get across. Simplicity always counts.

The mystery about advertising probably has its inception in the fact that the average newspaper office is a conundrum to the dealer. Therefore he prefers to have as little to do with the newspaperman as possible. This feeling between the press and the dealer is resulting in the motorcycle business falling far short of its proper amount of publicity.

The dealer who makes it a point to get chummy with the newspaperman will find him just as human as the man in business next door. There are so many people at large with axes to grind that sometimes it does not behoove the newspaperman to cultivate too many acquaintances.

The dealer who contemplates the inauguration of an advertising campaign, be it two ads or a dozen, should start out with the determination that he is going to make the money invested teach him something in the advertising game, in addition to selling motorcycles. He should not hesitate to ask the advertising solicitor questions—why this is done or that, also why this or that thing cannot be done.

The matter of finding the proper type to use can be solved easily by asking the newspaperman to give you a sheet of specimen type. He will be glad to co-operate with you if he sees possibilities of future business in such co-operation. The small town dealer will find it to his advantage to utilize the electrotypes furnished by his factory. All of the motorcycle factories are giving their dealers fullest assistance in the matter of preparing ads and cuts.

One reason why the complete ad embodied in the factory electrotype can be used to good effect is that the factory, having excellent printing facilities at its disposal, can use the latest style type faces and can work in type displays that would be the despair of the small town print shop. As a result, when the motorcycle dealer inserts a factory electrotyped ad in his local sheet he finds that his ad stands out prominently from the rest of the advertising matter in the paper, because of the changed type faces. People get used to reading the same kind of type in a paper, and an ad with snappy type composition, therefore, is bound to attract attention and secure a careful reading.

(Continued on page 35)

When Nature Comes to Life

Gee, but it's great! That scent of the woods in the summertime—clear skies—rustling leaves—nodding wild flowers—the swish and swirl of the water on the shore.

And that whiff from the brewing coffee—get it?

Long days full of keen joy and nights of deep, refreshing sleep come to the owner of a

(Name of Machine You Handle)

that master motorcycle that takes you in a twinkle "from where you are to where you want to be."

With a 3-speed (name of machine) you will be all set for a glorious summer, Saturdays—Sundays—holidays—vacation days—it will be your willing servant, always ready for a trip—ten miles or two hundred—up hills, through sand—it's all the same to the (name of machine).

You give the orders with a twist of the wrist. You can loiter along the road or travel with the speed of the wind. All this with a (name of machine).

And the cost? Don't bother about that. We will make terms to suit your convenience.

(DEALER'S NAME HERE)

At the left is shown a model advertisement for use by a dealer in his local paper.

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Bicycle Section

"IRON MAN" McNAMARA STARS AT NEWARK

Defeats Classy Field in One-Mile Open and Takes Two-Mile Handicap from Scratch—Kramer, Spencer, Clark and Grenda Win in Match Events

NEWARK, N. J., Aug. 14.—Reggie McNamara, the "Iron Man" from the Land of the Kangaroo, was the big star at the Velodrome yesterday. The strong Antipodean accounted for the one-mile open against a field of five other classy riders, and then went out and won the two-mile handicap from scratch in a strenuous finish, beating out the other scratch men for the long end of the purse.

Seldom has there been a classier field line up for the final of a race than that of the one-mile open yesterday. Six riders, the winners of as many heats, faced the starter. Five of them, Alfred Grenda, Jackie Clark, Bob Spears, Reggie McNamara and Alfred Goullet, were natives of Australia, while the lone American representative and the one that the people looked for to hold up the country's end was the champion, Frank Kramer. The riders circled the track for the first four laps in a "watchful waiting" manner to see who would take the lead and start the sprint. At two laps to go McNamara went to the front closely followed by Grenda, Goullet and Kramer, while Spears was in fifth place with Clark on his wheel.

McNamara Puts on Steam

McNamara put on a little more steam coming into the bell lap to stall off any attempts of the other riders to jump him. Rounding into the back stretch of the final lap Spears attempted to go by with Clark clinging to him. Spears had a high ride and managed to nose out Goullet for second, but could not get by McNamara, who won by a half-length. Clark, who has shown a return to form, managed to finish fourth. Grenda landed fifth money.

Second Win Popular

As popular as McNamara's win was in the one-mile his victory in the two-mile handicap aroused more than the usual amount of enthusiasm among the spectators. Grenda, Spears and Goullet were on the honor mark with McNamara and they had their work cut out for them to catch the limit men. Alfred Halstead, the Sacramento rider, and Ernest Ohrt, the San Franciscan, got a break on the rest of the field and for a time it looked as though they would run first and second. Joe Kopsky, however, blasted their hopes when he pulled the big field up within striking distance, and when the bell sounded for the last lap McNamara and the others passed Halstead and Ohrt like the Broadway Limited passes a freight. Oscar Egg, 60 yards, finished second and Grenda third.

Three Match Races Decided

Three match races were on the program at yesterday's meet. In the first, the one-mile-one-heat race for the Brassard Arthur Spencer, the Canadian, defeated Eddie Madden, the Newarker. This marked Spencer's sixth win of the weekly race, he having scored wins over Madden on two occasions and a win apiece over Marcel Dupuy, Willie Hanley, Harry Kaiser and Alfred Goullet. Spencer later in the day met Champion Kramer in a two-third-mile match race and the East Orange speed king defeated the Toronto lad in two straight heats.

Grenda and Clark Speedy

Alfred Grenda and Jackie Clark had a chance to show what they could do in a team match race against Marcel Dupuy and Oscar Egg, the French-Swiss pair. Clark showed good judgment in landing Grenda in an advantageous position in each heat

Reggie McNamara, Australian, Who Scored Two Wins at Newark

and big Grenda romped home in straight heats, the tall Australian riding the last eighth-mile in the second heat in 11 4/5 seconds in the face of a hard wind on the back stretch. The professionals had a half-mile handicap as well and Willie Hanley, 40 yards, carried off first place.

Amateur Races Were Good

The amateur races were exceptionally good and the Australian pursuit race, in which the six winners of the preliminary heats met, turned out to be a strenuous event. Ed. Byron, the Australian, and John L. Staehle, this year's amateur champion, lasted the longest, and after the four-mile mark the two riders were on opposite sides of the track. Byron finally wore down the champion and passed him after seven and a half miles. William Spencer, the Toronto amateur, accounted for the one-third-mile handicap for that class and Jerry Nunziata, the Brooklyn Italian, won the two-mile invitation race for the simon pures. The last-named race was featured by several spills and was aptly named the "Repair Man's Derby" by one of the trainers. Summaries:

One-third-mile handicap (amateur)—Won by William Spencer, Toronto (10 yards); second, Ben O'Sicky, Cleveland (35 yards); third, Charles Remmele, Newark (50 yards). Time, 37 seconds.

Two-mile invitation (amateur)—Won by Jerry Nunziata, Brooklyn; second, Andrew Ciaciuch, Buffalo; third, Herman Flamm, Germany; fourth, Frank Small, New York. Time, 4:11⅘.

Australian pursuit race (amateur)—Won by Ed Byron, Australia; second, John L. Staehle, Newark; third, Eric Paetz, Germany; fourth, William Spencer, Toronto. Time, 17:14. Distance, 7½ miles.

One-mile Brassard (professional)—Arthur Spencer, Toronto, vs. Eddie Madden, Newark. Won by Spencer. Time for last eighth-mile, 12⅗ seconds.

Two-third-mile match race (professional)—Frank Kramer, East Orange, vs. Arthur Spencer, Toronto. Won by Kramer in straight heats. Times for last eighth-miles, 11⅘ and 12 seconds.

One-mile team race (professional)—Alfred Grenda, Australia, and Jackie Clark, Newark, vs. Marcel Dupuy, France, and Oscar Egg, Switzerland. Won by Grenda and Clark in straight heats. Times for last eighth-miles, 12⅗ and 11⅘ seconds.

Half-mile handicap (professional)—Won by Willie Hanley, San Francisco (40 yards); second, Eddie Madden, Newark (45 yards); third, Hans Ohrt, San Francisco (40 yards); fourth, Harry Kaiser, New York (35 yards). Time, 55⅘ seconds.

One-mile open (professional)—Won by Reggie McNamara, Australia; second, Bob Spears, Australia; third, Alfred Goullet, Australia; fourth, Jackie Clark, Newark; fifth, Alfred Grenda, Australia. Time, 2:42⅗.

Two-mile handicap (professional)—Won by Reggie McNamara (scratch); second, Oscar Egg, Switzerland (60 yards); third, Alfred Grenda, Australia (scratch); fourth, Willie Hanley, San Francisco (120 yards). Time, 3:48⅘.

SANBORN READY FOR TRIP

BALTIMORE, Md., Aug. 15.—Promptly at 6 o'clock Sunday morning, August 20, Fred M. Sanborn, the Crescent Bicycle Club's well-known distance rider, will leave New York City in an attempt to make the trip to Chicago, a distance of 1,050 miles, in six days, including all stops for meals, sleep and repairs. Sanborn will go via Albany, Utica, Syracuse, Buffalo, Erie, Pa.; Cleveland and Toledo in Ohio, and South Bend., Ind. Sanborn's mount on the trip will be an Emblem Special, fitted with Advanced Palmer tires and Sturmey-Archer three-speed coaster brake.

UP PIKE'S PEAK ON A BICYCLE

COUNCIL BLUFFS, Ia., Aug. 15.—Word has just been received here of the feat of George Flagler, an 18-year-old local cyclist, who accomplished the ride over Pikes Peak on a bicycle. His stunt was performed in connection with the fortieth anniversary of the admission of Colorado to the union.

20-MILE RACE FOR TOLEDO

TOLEDO, O., Aug. 15.—A 20-mile handicap road race will be held on Labor Day, Sept. 4, the Toledo Bicycle Dealers' Association being the sponsors of the event. A large list of prizes will be furnished by the "Million Bicycles" committee.

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THRILLS FEATURE NEWARK TEAM RACE

McNamara and Spears, Australians, Annex 100-Kilometer Team Event—Intermediate Money Keeps Riders Busy—Referee Punishes Two for Teaming

NEWARK, N. J., Aug. 16.—All the thrills and excitement that go with a six-day race were furnished to the patrons of the Velodrome, Wednesday, Aug. 9, when a 100-kilometer (62½-mile) team race was staged with 19 pairs starting. The riders took 2 hours 20 minutes and 44 1/5 seconds to cover the distance, and in that time there were plenty of spills, "jams" and modified six-day racing to satisfy the 7,000 people on hand.

Intermediate Prize Money

Lap prizes of 50 cents and intermediate money, $5 at the odd five-mile stations and $10 at even ten-mile stations, kept the large field active, and the sprints for the five- and ten-mile prizes as a general rule caused a big "jam", which would be carried on after the money had been won. One of the best sprints of the night was started after Eddie Root had won the $10 for the leader at ten miles. Reggie McNamara, the Australian, being the one to commence, firing, and shortly after the Verri-Spencer team was lapped along with the Bowker brothers. Again at the 25-mile mark, just as Bob Spears had won the sprint for a five-dollar note, Oscar Egg, the Swiss, tried to get away, and in the ensuing "jam," which lasted for about two miles, the E. Ohrt and Frank Cavanagh pair lost a lap and the Bowker brothers lost three more.

Getaway Attemps Futile

Attempts of the riders to get away were futile, the field going after the runaways as soon as they got away. Most of the big field at least made an attempt to get away, but they were soon brought back to the fold. The pursuit of the 50-cent laps seemingly was the best thing that the Joe Kopsky-Tommie Smith combination planned, as they led at 72 circuits, which netted them $36. That was only $4 shy of fifth money, and they had no chance at the finish.

Last Change Is Made

No changes were allowed after the termination of the 61st mile, and when that mark was reached the men chosen to finish for their teams came onto the track. The riders rode high on the bank carefully watching the moves of the others. At about two laps from home Alfred Grenda, of the Goullet-Grenda team, went to the front, closely followed by Reggie McNamara, finishing for the Spears-McNamara pair; Jake Magin, of the Magin-Lawrence team, and John Bedell, of the Bedell brothers.

Coming into the stretch at the bell lap McNamara started by Grenda with Magin in his wake. McNamara got by Grenda at the start of the last lap, pulling Magin with him. John Bedell was trailing Magin and looked as though he was going to pass Grenda as well, but the latter bumped Bedell off and went in third place. The big Australian tried to better his position, but was unequal to the task and McNamara won in a great drive with Magin in second place. Grenda finished third and Bedell fourth.

Lloyd Thomas, of the Thomas-Madden pair, pulled Frank Corry around to the front a half-mile to go, but the teaming was so apparent that the referee suspended the pair indefinitely. A spill, in which Goullet, John Bedell, Egg, Phillips and Cavanagh figured, was spectacular, but not disastrous.

The order of the finish, with the first-named rider sprinting for the team, is as follows: First, Reggie McNamara and Bob Spears, Australia; second, Jake Magin, Newark, and Percy Lawrence, San Francisco; third, Alfred Grenda and Alfred Goullet, Australia; fourth, John and Menus Bedell, Long Island; fifth, Harry Kaiser and George Cameron, New York; sixth, Jackie Clark, Newark, and Eddie Root, Boston. Time, 2:20:44 1/5.

The intermediate moneys for the sprints were won as follows: Five miles, Madden and Thomas; 10, Root and Clark; 15, Walker and Grimm; 20, McNamara and Spears; 25, Spears and McNamara; 30, McNamara and Spears (Corry won, but was disqualified for foul riding); 35, Thomas and Madden; 40, Egg and Dupuy; 45, Goullet and Grenda; 50, Piercey and Corry; 55, Goullet and Grenda; 60, Goullet and Grenda. Lap prizes were divided as follows: Kopsky and Smith, 72; Walker and Grimm, 30; Halstead and Ray Eaton, 59; Magin and Lawrence, 11; Spears and McNamara, 8; Goullet and Grenda, 18; Egg and Dupuy, 27; Clark and Root, 8; Bowker brothers, 9; Bedell brothers, 22; Hanley and Madden, 7; H. Ohrt and Thomas, 13; Kaiser and Cameron, 9; Cavanagh and E. Ohrt, 34; Ryan and Anderson, 8; Rupprecht and Krebs, 11; Piercey and Corry, 16.

ONE OF THE BRIGHTEST SHOPS IN THE SOUTH

Store of H. L. Tisdale, Sumter, S. C., Agent for Cleveland, Columbia and Crescent Bicycles

OH! LOOK WHO'S HERE! SIX-DAY RACE DUE

NEWARK, N. J., Aug. 16.—Local Velodrome fans have taken to long distance team racing so kindly that the local management have decided to stage a six-day two-hours-a-night race during the week of August 21, and it is figured that at least eighteen teams will face the starter.

The race will be run on the points system, the points for the first five nights will be 20, 12, 8, 6, 5, 3, 2, and 1, while on the final night the points will be 100, 60, 40, 30, 25, 15, 10 and 5. Ten places will be decided and the race will be run for a percentage of the gate. Twenty per cent. of the riders' share will go to the team scoring the most number of points in the six nights of racing, the others being graded down as follows: 15, 13, 11, 10, 8, 7, 6, 5 and 5. Fifty cents will go to the team leading at each lap and $5 to the leading pair at each five-mile station. To make it an incentive for the cyclists at the finishes the management will offer $100 each night.

BUFFALO FANS SEE FIRST RACES OF SEASON

BUFFALO, N. Y., Aug. 15.—Two bicycle races were on the program of the Shepherd's games at Erie Beach, Fort Erie, Ont., Saturday afternoon last. This was the first opportunity that local cycling fans have had a chance to see their favorite riders in action and a good crowd turned out.

A spill on one of the turns in the two-mile event eliminated L. A. Peterson and Joe Schieder from all chances of winning, as they had too much ground to make up after being assisted onto their bicycles again, Schieder being forced to secure another bicycle as he had punctured his tire.

Isadore J. Gronkowski an unattached rider, accounted for the race from A. F. ("Tony") Burke, Royal Flyer B. C., and L. F. Schreck, unattached, and L. A. Peterson, Black Rock C. C., in the order named. The time was 5:52 1/5. Peterson had better luck in the half-mile open and he accounted for that event by beating Elmer Bundt, and Gronkowski in the sprint.

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CONTINENTAL ANNOUNCES TWO NEW TIRES

Brigadier and Enduro Are Latest Additions to Firm's Line of Cycle Pneumatics—Both Are Popular Priced—New Grip Is Marketed

ERIE, Pa., Aug. 14.—The Continental Rubber Works announces two new popular-priced tires: the Brigadier and the Enduro. Together with the well-known Vitalic tire, which has established an enviable reputation as a thoroughly high quality bicycle tire, the newcomers constitute a complete line, calculated to meet every bicycle tire demand from the highest grade down to a good popular-priced article.

The Brigadier has a large white studded tread, while the Enduro has a diamond. The Vitalic, as is well known, has a high V-formed tread. The Brigadier is a four-ply tire built with two plies of high grade Egyptian fabric all around the tire and two extra plies on the tread. The inner tube is heavier than ordinary and the friction is of high grade. The Brigadier has gray sidewalls and white tread.

Enduro Construction

The Enduro is constructed with two plies of high grade Egyptian fabric with a high quality friction. It has a full weight inner tube of very good quality and a substantial white tread.

As has been the policy of the Continental firm in the past, the complete line will be distributed through jobbers in every section of the country. Already, the line has met with a most enthusiastic reception on the part of the jobbers and there is every indication that it will prove a most popular line with dealers.

New Rubber Grip

Another novelty from the same firm is the Enduro grip, a rubber article especially designed to take the place of the leather and wood grips used on many bicycles. The rubber used in the Enduro is of very high grade and the grip is built along the lines of the firm's motorcycle grip, the difference being in the smaller dimensions.

THE WHEEL ABOUT THE HUB DUE IN SEPTEMBER

BOSTON, Mass., Aug. 15.—This year's Wheel About the Hub will be run Friday, Sept. 15, over the same route as in former years. Capt. W. G. Kendall will celebrate his twenty-fifth tour on this occasion and will repeat his stunt of riding up all the hills as in former trips. The annual meeting of the League of American Wheelmen's National Assembly will be held the night previous at the Dreyfuss restaurant, 8 Beach street, and Abbot Bassett, the secretary and treasurer, desires all old timers to be on hand.

MADONNA WINS HOUR RACE AT REVERE TRACK

BOSTON, Mass., Aug. 15.—Vincent Madonna, the Providence Italian, accounted for the one-hour race at the Revere Beach track, Saturday night last. Opposed to Madonna were Victor Linart, the Belgian; Leon Didier, the Frenchman, and Clarence Carman, Long Island's premier pace follower.

Carman led for 53 minutes of the race, but lost his pace when he was attacked by Didier and the Long Islander finished last. Didier finished second and Linart third. In the hour Madonna, who rode a steady race, covered 42 miles, 1,100 yards.

Tim Sullivan, the New Haven sprinter who was recently reinstated to good favor in the ranks of organized cycling after his mix with Ned Chandler, the negro, met Chandler in a match race and defeated the latter in straight heats. Chandler fell in the first heat, but was uninjured. John Fardig won the mile amateur handicap and Hugh McPartland the pro. handicap.

KOCKLER CLINCHES CHICAGO AMATEUR TITLE

CHICAGO, Ill., Aug. 15.—Ernest Kockler, amateur champion of Chicago, was the bright star at the Riverview Velodrome Saturday night, Aug. 5 and Sunday, Aug. 6. Kockler annexed both the half-mile and the one-mile races in the city titular series, the winner and second man to take a trip to Newark to meet the best two at the eastern track, if the scheme goes through. Egisto Davini, the Italian, finished second in each race. Kockler also won the five-mile open on the first night. Summaries:

Saturday, August 5

Half-mile novice—Won by E. Vansteenkisci; second, G. Decchinni. Time, 2:39.

One-mile handicap (amateur)—Won by Leonard Matson; second, Oscar Sachse; third, Earl Stasch. Time, 2:04⅕.

Australian team pursuit race (amateur)—Won by Oscar Sachse and Henry Hoffman; second, R. Disselberg and S. Meers. Time, 5:23. Distance, 2½ miles.

Half-mile Chicago championship (amateur)—Won by Ernest Kockler; second, Egisto Davini; third, Willie Kell; fourth, A. Van der Palt. Time, 1.07⅕.

Five-mile open (amateur)—Won by Ernest Kockler; second, Henry Chiostri; third, Oscar Sachse. Time, 11:22⅗.

Sunday, August 6

One-mile novice—Won by Ed Arens; second, R. Giffelberg; third, J. Meers. Time, 2:37⅗.

Third-mile handicap (amateur)—R. Giffelberg; second, J. Larson; third, Ed Arens. Time, 40 seconds.

Miss and out (amateur)—Won by C. Danlos; second, P. Klaem; third, Oscar Sachse. Time, 2:34⅘. Distance, 1⅛ miles.

One-mile Chicago championship (amateur)—Won by Ernest Kockler; second, Egisto Davini; third, A. Van der Palt; fourth, Roy M. Whirter. Time, 2:43⅕.

Ten-mile open (amateur)—Won by Olaf Lodal; second, Carl Stockholm; third, A. Van der Palt. Time, 23:46⅕.

VERMONT CLUB'S CAMPAIGN

BENNINGTON, Vt., Aug. 8.—A membership campaign has been started by the members of the local bicycle club to increase their membership. At the present time there are 23 names on the membership roll and the officers have hopes of making it 60 before September 1.

MAYOR TO ACT AS STARTER

HARRISON, N. J., Aug. 15.—Mayor John Daly will start the 20-mile road race of the Harrison Pleasure Club, Sunday, August 20, at 2 o'clock in the afternoon. At least a dozen prizes will be put up for the event, including silver cups donated by Mayor Daly and Platt Adams, the Olympic star, and gold medals.

WETZEL'S TRIP STARTS TOURING PLANS

PHILADELPHIA, Pa.—Arthur Wetzel has just returned from a two-weeks' vacation on his bicycle, during which period he rode through the Delaware valley, Pocono Mountains and visited the United States Artillery Camp at Tobyhanna, Pa. His return has started the touring bug in the crowd at Schunemann's store, and tours are now being laid out for the week-end over Labor Day.

The bicycle bunch, including York of the C. R. C. A., Kirk, Hart and Worthington, will take the road, while the motorcyclists purpose to ride as far south as Lynchburg, Va.

MANY BICYCLES ARE USED IN HOLLAND

IN a recent report of Consul Frank W. Mahin, at Amsterdam, Holland, it is stated that 7,500 motorcycles are in use in the Netherlands at the present time, as well as 850,000 bicycles. There are, in fact, one bicycle to every seven persons in the kingdom. The flatness of the country and the general use of bicycles for delivery purposes account for the great number.

The consul states that due to the sale of some very poor machines of American make some years back, a prejudice against the American bicycle still exists. Only very skillful and persistent effort, coupled with visible demonstrations of the superior quality and durability of American machines, can overcome this prejudice, he says.

RYAN TAKES POINT BREEZE PACED FEATURE

PHILADELPHIA, Pa., Aug. 15.—Martin "Grassy" Ryan, the Newarker, won the 40-mile paced race at the Point Breeze track, Saturday night last. George Colombatto, the Italian, and Menus Bedell, the Long Island paced star, opposed Ryan in the long race. Many mishaps featured the race, Colombatto and Bedell being the unfortunate ones. Bedell lost the roller on his pacing machine and lost 19 laps through the accident, but managed to gain considerable of the lost distance back. Ryan took the lead about the fifteenth mile and was never headed, Colombatto finishing in second place. The time was 52:56⅗.

JACKSONVILLE ROLLFAST AGENTS

WORD has been received from the D. P. Harris Hardware Co., of New York, that an error was made by the firm in giving the name of the Southern Hardware & Supply Co., as that from which the firm of McGraw Brothers, of Jacksonville, Fla., was changed. The correct name is the Southern Hardware & Bicycle Company. This firm distributes Rollfast tires, made by the Harris concern, in Jacksonville.

BIKE SALES GROWING

COLUMBUS, Ohio.—With the passing of the extreme hot weather, bicycle dealers in Columbus and central Ohio report a much better demand for bicycles. Workingmen are buying them more actively and on every side there is quite a demand.

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BELLEVILLE RACE HONORS TO HOME TALENT

BELLEVILLE, Ill., Aug. 14.—Herbert Schmitt, a member of the West Side Cycle Club, carried away first honors in the 20-mile race run at the Fair Grounds by the Moose lodge, Sunday, August 6. Members of the West Side club carried off the major share of the prizes despite the fact that there was some of the St. Louis stars in the race. Schmitt started from scratch and covered the distance in 1:06:02.

Frank Hilpert, scratch, and Arthur Schmitt, one minute, club mates of the winner, finished second and third, respectively. Larry Schmitt, Arrow Cycle Club, scratch, finished fourth; G. Reichert, Arrow C. C., scratch, finished fifth, and D. Flynn, West Side C. C., scratch, was the sixth man to cross the tape. The West Side club plan to send its racing team to the 20-mile race to be held in St. Louis, in October.

POINT BREEZE RACES GO TO GEORGE HARRIS

PHILADELPHIA, Pa., Aug. 15.—George Harris, the local negro cyclist, accounted for both bicycle races at the Foresters of America games at the Point Breeze track Saturday afternoon last. Harris won the five-mile handicap from scratch, leading Phil Kelly, 50 yards, and Morris Price, 300 yards, over the tape in the order named. The time was 11:03 4/5.

A five-mile miss-and-out was down on the program, but owing to a mixup between riders and officials the race was declared no contest and a one-mile event was substituted. Harris defeated Kelly and S. Brown in the order named in 2:53. A big crowd saw the events.

GALA DAY SCHEDULED BY BUFFALO DEALERS

BUFFALO, N. Y., Aug. 15.—Buffalo cycling enthusiasts will come into their own on Wednesday, Aug. 23, when the Buffalo Cycle Dealers' Association will hold a parade and celebration. Several races are scheduled for the afternoon at Columbia Park. Among the events are contests for boys under 12 years of age, one for boys three years older and one for youngsters two years older; also two handicap races at three and five miles. No admission will be charged for the races and three prizes are up in each event.

TOURS TO COLLEGE BY BICYCLE

PENN YAN, N. Y., Aug. 15.—W. Robert Whitfield, a young cyclist of this city, has undertaken a 1,400-mile bicycle trip. Young Whitfield left last week for Gainesville, Fla., where he will take a four-year course in the University of Florida. His only baggage consists of two blankets, bathing suit and necessary toilet articles.

ATHOL, MASS., DEALERS CHANGE

ATHOL, Mass., Aug 15.—Samuel S. Derby has taken over the bicycle and motorcycle store of A. S. Frizzell on Travers street, the latter to devote his entire time to his gasoline, oil and naphtha business. Mr. Derby is well known in this city and will boost the bicycle and motorcycle business in this section.

WATKINS WINS ST. LOUIS TITLE

ST. LOUIS, Mo., Aug. 15.—L. Watkins, a member of the Missouri Cycling Club, gave J. B. Freeman, of the St. Louis Cycling Club, the surprise of his life in the one-mile local championship, held at Fairgrounds Park, Aug. 5. Curtis Long, Freeman and Watkins came up the stretch together, Watkins getting the verdict by a small margin over Freeman, with Long in third place. The time was 3:03. A juvenile titular event, at a mile and a quarter, was won handily by Ralph Moberly.

CLUB RACES FOR B. V. W. RIDERS

NEWARK, N. J., Aug. 15.—A series of handicap races for members of the Bay View Wheelmen will be staged on Sunday mornings as long as weather permits. The first of the races will be staged next Sunday, the initial contest being over a one-mile course. Amateur Champion John Staehle, Alfred Andres, Chris Boehme, J. P. Cobert, William Keller and "Pop" Miller comprise the judges and timers.

LABOR DAY RACE FOR K. C.

KANSAS CITY, Aug. 14.—Frederick P. Ames, E. B. Saufley and Morris E. Sellers have been appointed a committee to map out the route and take care of other details in connection with the 25-mile road race to be staged by the Bicycle Dealers' Association of Kansas City on Labor Day. The race will start at 10:30 a. m. and there will be twenty or more prizes up for the riders. Entries will close September 2.

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AN ADVERTISING CHAT WITH DEALERS

(Continued from page 30)

Factory electrotypes are easily handled and in using them the dealer is always sure of getting just the kind of setup he wants. Some printers have the most fantastic notions in regard to the style of type face that should be used. A dealer could get in and stick type with some of them himself as far as judgment in using type styles is concerned.

On the matter of borders around ads there is bound to be a clash between the advertiser and the printer. The latter has usually some very set ideas, some that were handed down from Benjamin Franklin's time, too. The dealer should not hesitate to ask for what he wants.

Use Factory Electros

Referring again to the factory electrotype, there are a great many dealers who do not use them extensively for the reason that they feel they are better able to inject local atmosphere into their advertisements by preparing them themselves. There is a great deal to this philosophy. Advertisements that carry the dealer's individuality in most cases get across better than those prepared by the factory man who is not acquainted with local conditions.

The localizing phase of advertising applies particularly to space devoted to emphasis of the commercial possibilities of the motorcycle. Strong facts telling of the experience of other merchants in the same towns, men who are known to the possible prospect, are the best ones to set forth.

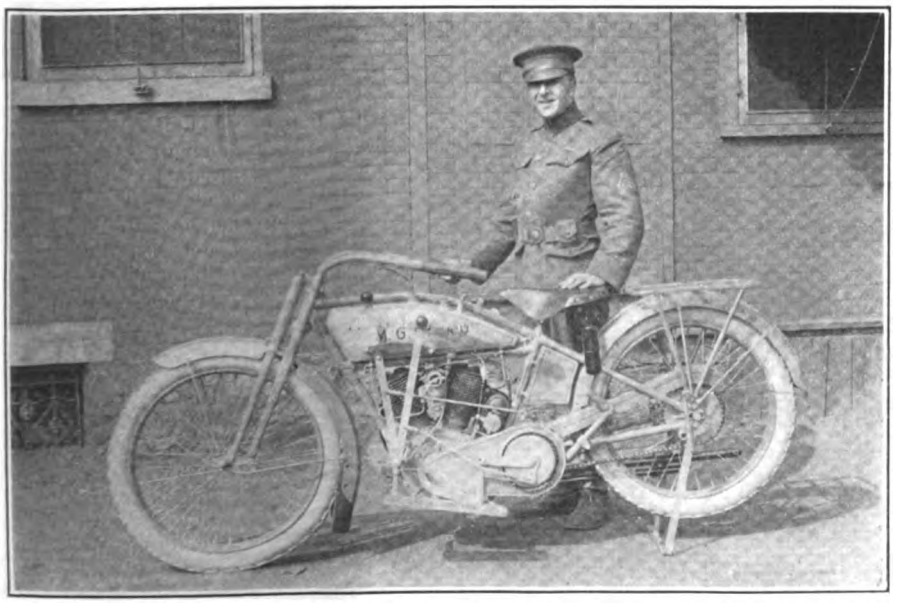
Because he has contracted for a certain number of inches in his local paper is no indication that the dealer should fill that space up solidly with type matter. In modern advertising it has been found that some of the most valuable space in an ad is white space. The dealer may think it is wasting space that costs money. It is not. It is creating an effect that in the general layout of the type matter and cuts probably is bringing greater returns than the space covered with type. Judicious use of white space is what makes an advertisement attractive to the eye.

The dealer who has an idea in mind can always transmit it to cold type with the proper amount of determination. Write the copy out on one sheet and then draw a rough sketch of the way the ad should be set up, indicating with the first two or three words in a paragraph where it should go in the ad. With the specimen type sheet at hand it is easy to lay out an advertisement. If the layout does not create the desired affect it can be changed in the second ad. If the proof does not carry out the first idea do not hesitate to make the necessary changes. Make the printer give you what you want.

A SIMPLE AND IMPRESSIVE WINDOW DISPLAY

Arranged by the United States Tire Company's Branch in Providence During the F. A. M. Convention; Neatness Is the Keynote of All the Company's Window Layouts

A CONSISTENT BOOSTER FOR ARMY MOTORCYCLES



Sergeant L. H. Guterman, of the Machine Gun Company of the 71st New York, with His Reading Standard Mount; He Is Momentarily Expecting to Go to the Border

"DAYTONAGRAMS" MAKES BOW TO TRADE

FROM the Davis Sewing Machine Company, of Dayton, O., has come the first issue of "Daytonagrams," a publication which is devoted to the interests of those who buy, sell or use Dayton motorcycles, Motor Bicycles or Dayton bicycles. The leading article is one on small investments and quick sales, while a second has to do with going after prospects. The issue is attractively gotten up and will be welcomed by all interested in Dayton affairs.

EDDIE TO TAKE FIRST LONG RIDE ALONE

PROVIDENCE, R. I., Aug. 15.—Eddie Swenson, the young son of B. A. Swenson, Indian distributor, will take his first long ride alone next week. He is at present spending his vacation at a camp in the Maine woods. B. A. sent his son an Indian for his own use last week, and Eddie will make the 222 mile trip to this city on it, making the run entirely alone.

Eddie has been with his father on several long pleasure runs and also in endurance runs and is by no means a stranger to the motorcycle. He has driven many miles with an Indian sidecar outfit, also.

DARING WOMAN RIDER ON 75-FOOT "BOWL"

ROCKY POINT, L. I.—Miss Margaret Gast, who for several years has been giving motordrome exhibitions on a Flying Merkel motorcycle, is now riding at this place and drawing crowds. Miss Gast performs on what is known as a "bowl," a portable inclined track only about 75 feet in diameter at the top, and her cleverness in negotiating the steeply banked inclosure invariably wins the commendation of spectators. When the engagement at Rocky Point is finished, Miss Gast will give similar exhibitions at other points in the east.

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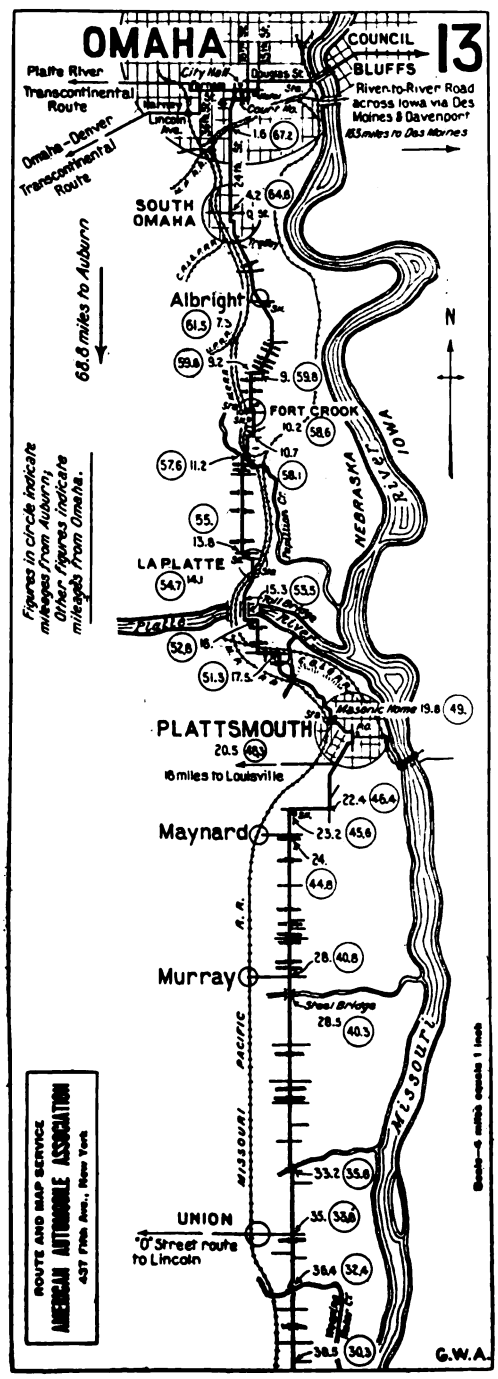
The Story of a Strategic Bridge

by ROBERT BRUCE

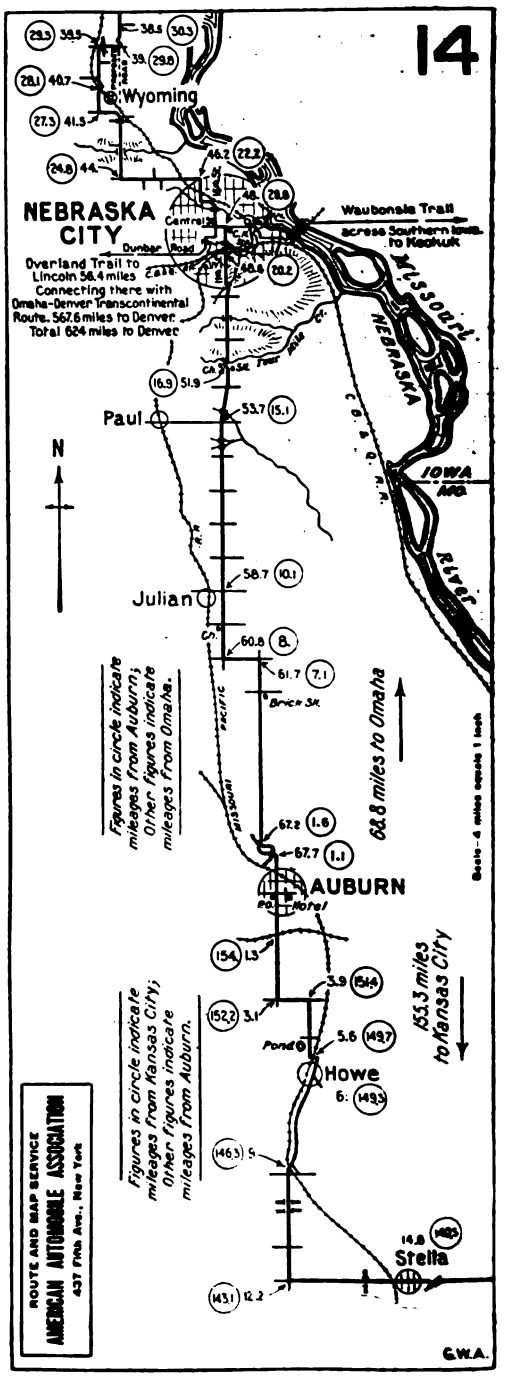


The Bridge That Shortened a "Transcontinental Route" Is the One Across the Platte River at the Mileage Figures "15.3" from Omaha.

WHILE new long-distance routes are being laid out all the while, great progress is being made in improving and standardizing the older ones, especially that pioneer transcontinental line, the "Trail to Sunset," from Chicago through Omaha, Kansas City, Trinidad, Santa Fe, Phoenix, San Diego and Los Angeles to San Francisco. This, by the way, is the only route that the eastern tourist can ordinarily start as late as September, and plan to cross all the way by road to the Pacific coast without risking cold weather, or even snow, in the mountains on the northern and central routes.

The present distance from Chicago to Los Angeles via the "Trail to Sunset" is 2,797.7 miles; formerly it was 2,817.2, the saving of 19½ miles having been effected by the building of a strategic highway bridge across the Platte River in Nebraska, 15.3 miles south of Omaha and 4½ miles north of the town of Plattsmouth. A glance at the route map (No. 13 in the upper right-hand corner), will show the location of this comparatively new but important bridge, near the junction of the Platte and the mighty Missouri. The larger half-tone illustration gives a good idea of the bridge itself, the toll-house and an automobile that has just crossed. Many motorcycle tourists use it also, and all who have passed over it will instantly recall the locality.

When the original survey of the route was made, it was necessary to start nearly west from Omaha, through South Omaha, Fort cross the Platte at the town of Louisville, thence through Weeping Water, zigzaging back toward the river through several small towns to Auburn, Neb., 88.3 miles from Omaha. This not only cut Plattsmouth and Nebraska City off the route, but made necessary a number of turns in the prairie country, some of them none too easy for the stranger to identify. But upon the completion of this bridge, the route changed to go nearly south from Omaha, through South Omaha, Fort Crook and La Platte, crossing



The Important Town of Nebraska City, Neb., Was Put on the "Trail to Sunset" by the Building of the Plattsmouth Bridge Over the Missouri.

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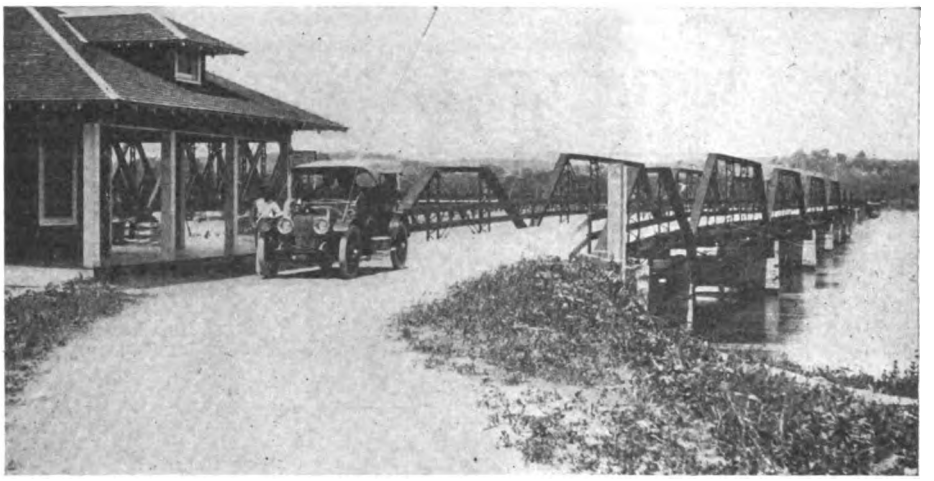
the bridge shown in the illustration to Plattsmouth, Nebraska City and Auburn, a distance of only 68.8 miles. This not only saved 19½ miles, but provided an easy, practically direct route within a short distance of the Missouri River all the way.

In point of time the saving is greater than might appear from the figures, as the 224 miles between Omaha and Kansas City are now frequently covered in a day, whereas the additional 19½ miles, over a circuitous route with many turns, usually made it necessary to stop overnight on the way. Recently an association has been formed, principally among the business men of the river towns, to develop and promote what has since been formally called the "Omaha-Kansas City scenic route." A great deal of improvement work is in progress, especially the building of concrete culverts and bridges; the road is already well graded and "dragged" as needed. It is the purpose of this association to keep this route in good condition at all times; and as a result an increasing amount of through travel is going over it.

While the saving of time and mileage by the building of the Plattsmouth bridge is in itself an exceptional case, it is only typical of the rapid improvements constantly being made on the trunk-line route in the central and far west. Within the past five years several complete transcontinental routes have been linked up out of what were formerly almost isolated roads, mostly without signboards and very difficult for the stranger to travel over. The time required for a long cross-country trip has easily been cut in half, and will be further reduced as present and prospective improvements are realized.



The Bridge That Shortened the "Trail to Sunset" 19½ Miles, and Put Plattsmouth and Nebraska City, Neb., on the Omaha-Kansas City Through Line

NEW CLUB IS FORMED IN WASHINGTON

WASHINGTON, D. C., Aug. 14.—Growing out of a feud or near feud which has been taking place between the two motorcycle clubs which Washington has been blessed with for the past few years has come one grand organization, the Washington Motorcycle Club, which came into existence a short time ago. The new organization came as a direct result of the disbanding of one of the older clubs which resulted in the prime movers for the new body calling a meeting on Tuesday night, June 13, when it was decided to interest all the riders hereabouts and cement the new organization on Sunday last. For the purpose a run was announced to Boonsboro, Md., 65 miles out of Washington, where arrangements were made with a hotel where the meeting was held. Some 25 riders took part in the run and became charter members of the new Washington M. C.

August Zimmerman, well known in Washington motorcycle dealers' circles, was chosen to head the new organization temporarily, and G. D. Cochrane assumed the post of vice-president. J. McL. Seabrook was elected secretary-treasurer.

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Trade and Sport in Great Britain

By OLD RAMBLER

LONDON, England.—The latest news from the field of manufacture is that the old firm which produces the Bradbury motorcycle is about to enter the realm of the lightweight makers. This reminds me of several things. The Bradbury is to be a 2¾ horsepower model, single cylinder, four-stroke. The cooling flanges are arranged around the valve pocket vertically instead of in the orthodox horizontal style; there will be a two-speed gearset and final drive by belt.

This news is probably far more important than may appear at first glance. I have seen motorcycles of many varieties of horsepower from 3½ upwards in course of production in the huge Bradbury factory, but this 2¾ horsepower model is the first *below* the standard just referred to, and it pretty well suggests that we are going to have on this side (as in America) more and yet more firms who see a big market for the lightweight.

Crankcase Part of Frame

There is one particular point with this model, which is rather original in motorcycle construction: The crankcase is designed to form part of the frame. There is no doubt that this strengthens the frame. The bore of the new little Bradbury is 2.92 inches, and the stroke is 3.11 inches.

W. Cooper was at one time a magnificent exponent of racing tricks and tactics on a Bradbury, and American readers may feel a bit of pride in the fact that he is now a Harley-Davidson rider. Rumors that he is joining the firm are groundless, however; Cooper will retain his amateur status, a point that will deepen interest in his doings.

The question of hand versus foot control of the clutch is still with us. Most riders prefer handlebar control, and not the foot pedal, it appears. For traffic-dodging in a busy city, the former has a marked advantage, as it leaves the rider with both feet available to slip on the road at a critical moment, whereas the foot control does not leave him with both feet ready in case of a pinch. In the case of a machine with sidecar, one mode of control is pretty much as good as the other, for a man can get accustomed in a remarkable way to delicate touch and control. For mounting, hand control is the superior, because there is more freedom of action—none of that balancing on one foot, as with foot control.

Serbian Roads

Motorcycles are in every battle-zone in Europe, Asia and Africa, and one receives weird tales about them sometimes. One rider who went up from Salonika with the Allies that entered Serbia discovered that the latter country was hundreds of years behind the times as regards roads and a lot of other things. Listen to his words:

"While we were at Salonika, we (the despatch riders) got an issue of new machines, and shortly after that we moved up into Serbia. This is where the real test began, for Serbian roads are hopeless. It was more like trick-riding than motorcycling, as it was impossible to find a road that was level for more than a few hundred yards. The road, so-called, would suddenly dip for several feet, and the hollows would be full of rough cobble stones. Everything that could shake itself off the machine would come when it crashed into one of those hollows. The stock of spares was soon interfered with, of course, as a result; in fact, we had to dismantle good machines to get parts for the others. Still, we used our motorcycles throughout the whole of the operations in that part of the world and under all sorts of conditions.

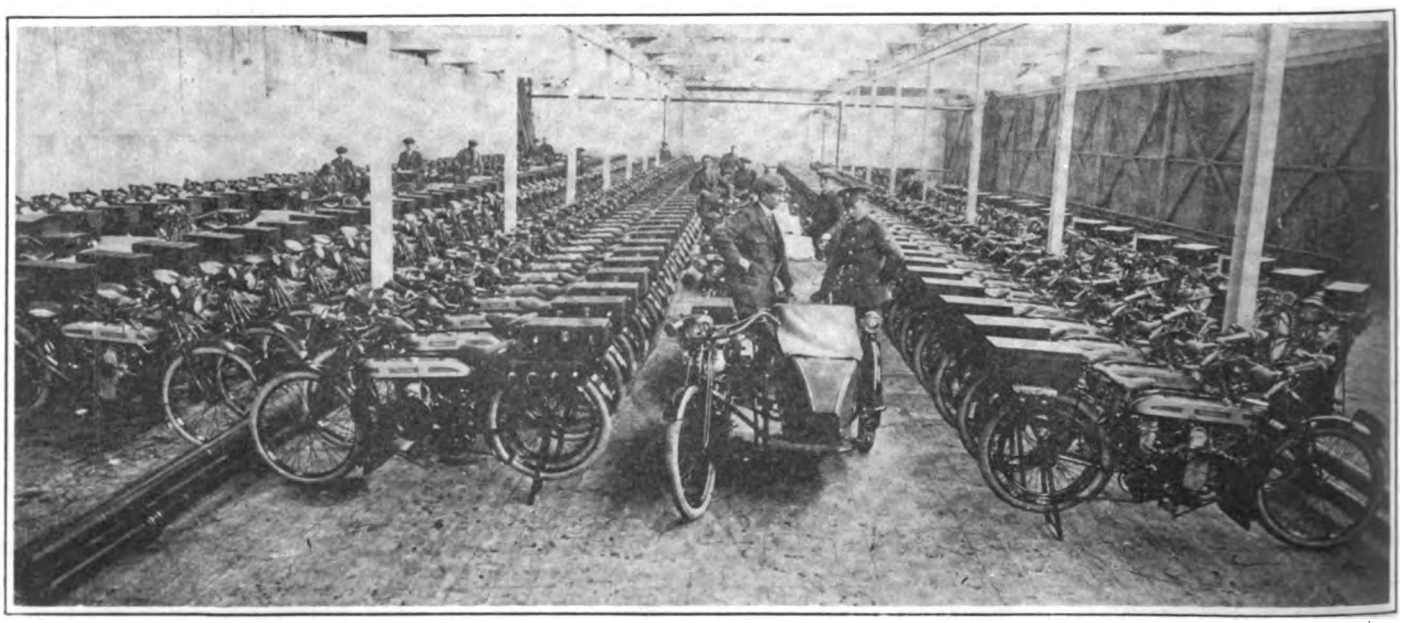
"During the retreat from Serbia, the motorcycles came in for an especially trying time, for all wires (telephone, telegraph, etc.) were cut, and despatch riding was the only means of communication."

What Racing Has Done

On this subject I might add a few words very aptly. The hazardous and thrilling duties entailed by the war have called for those very qualities which characterize competitors in motorcycle races. Those tomfools who have contemned motorcycle races in years gone by little knew how great was their folly; the grand fellows who learned to take life risks in keen sporting events are the very men who are doing one of the most dangerous jobs in the whole war, with success.

The Italians cater for the British market, not on so big a scale so far as the Americans, but you must allow me to say plainly that the Italians *do* offer a machine, which is more on recognized British lines than some which are made in the States. Take the case of the Bianchi, a combination drive model. It has a 3½-4 horsepower motor with a bore of 3 inches and a stroke of 3½ inches. There is a three-speed gearset incorporated in the same base casting as the motor; handlebar control for valve lifter, throttle, air, spark and front brake is fitted; the muffler is in front and a semi-automatic oiling system is fitted. It appears that many British components are incorporated, and indeed such is the case, but a good deal of Italian workmanship marks the mount.

OPPOSED MOTOR DOUGLAS TWINS READY FOR SERVICE IN FRANCE AND BELGIUM



Rows of 2¾ and War Office 4 Horsepower Models Before Being Taken Over by British Army for Despatch and Convoy Riding. This Is But One of Many Similar Shipments Which Have Left the Douglas Factory in Bristol This Season

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We have something big to announce in the next week or two. Watch the trade papers and your mail for our announcement of the new

Thor

AURORA AUTOMATIC MACHINERY CO.

GENERAL OFFICES . . Thor Bldg., 1307 Michigan Ave., Chicago SALES OFFICES AND WORKS . . 361 W. Superior St., Chicago
PACIFIC COAST BRANCH . . 61 Fremont Street, San Francisco

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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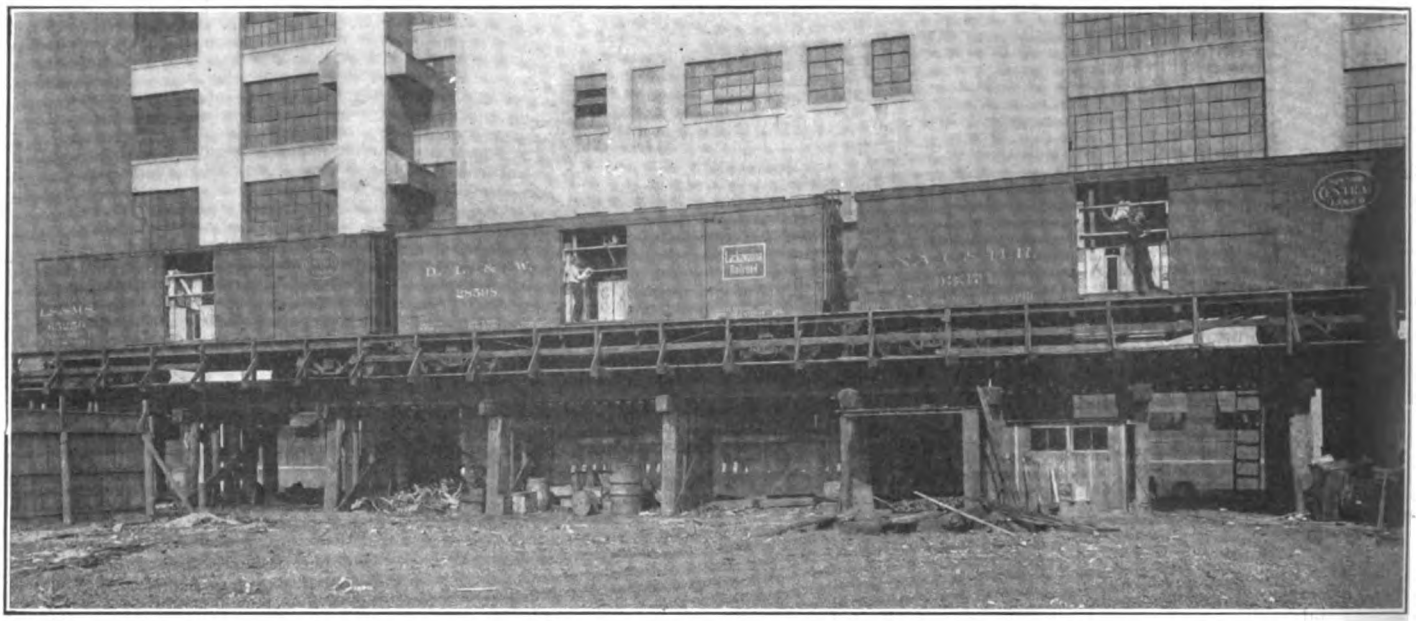
EN ROUTE FOR ITALIAN DESPATCH RIDERS ON ISONZO FRONT



Three Carloads of Model 17-3 Excelsiors Destined for Service with Italian Army, Loaded for First Leg of Voyage to Eastern Port. Photo Taken at Factory of Excelsior Motor Mfg. & Supply Co., Chicago, Ill.

A Few Spare Links

By GOSLIN

You lads, who ride the electric models, had better keep a wary eye on the water level in your battery. Water sure does evaporate at a rapid rate when it's warm.

Met up with a lad the other day who uses powdered mica in preference to graphite. Says it's better than the latter because its a non-conductor. Well, there's them as fusses about their boat all of the time and there's them that takes things as they come. So do I.

Advance tip on all 1917 models—Motorcycle engines will be improved, but will still need gas and oil to run them.

Rumor has it that there is a radically different type of motor due soon, one that has proved very popular over across the pond.

It will either be a heavy lightweight or a light heavyweight, take it as you like.

Generally a good harvest moon in August. That had ought to be a good time to pull off a moonlight run.

Say, why don't one of you energetic riders go out under a F. A. M. sanction and hang up a 24 hour road record for the lightweight or sidecars.

If you did it under sanction, you'd hold a record no matter if you rode less than a hundred miles, there being nothing on the books at present.

About 600 miles in the lightweight and between that and 700 is my estimate for the sidecar.

Fact, and more are enlisting every day, over on the other side.

Take a tip from Uncle Dud, don't drink water at every spring or well you pass on the road, while on a tour, better save your thirst till you reach a town.

There's a twin two-stroke on the English market, now what d'ye think o' that? Under way they say it does 50 with a sidecar and sounds for all the world like an aeroplane in action.

Had several starlit nights last week, and as a result the hum of motorcycles was in the air. Have you tried one of those nice little evening jogs yet this season? If not, you'd better get busy.

Great stuff, believe muh, to get home from the job all sweated and fretted, eat a light meal and then roll out for a 40-mile ride in the dusk. Sure does make you shake off the grouches. And you come back refreshed and ready to make the most of a night's sleep.

Uncle Sam is getting wise to the wonderful mobility of the motorcycle at last, and will soon be in the market for about 900 of them.

How many of you know that over 8,500 English motorcyclists responded to their country's call and were used in the line of their special training exclusively?

Good idea that Chicago sidecar club, I'll bet that bunch have some fun on their runs.

And a lady secretary too, get that boys?

What's the matter with the good old-fashioned hill-climb as a club competition?

Those California motorcyclists had a lot of fun out of this type of contest earlier in the season, but the idea has not come East at all.

You don't need a public road for this, fellows; some good steep hill in a field would do very well.

In fact, if you found a hill that was impossible to surmount at all, a la Capistrano, then you'd do the best ever in picking it.

Then shoot the riders at the slant, and class him winner who overcomes Old Man Gravity the farthest in three tries.

No need of formulae, no need of timers. All you need is a good squad of huskies to ease the machines down hill again, that's all.

Harry Green never retards on hills, says he has the motor used to advanced spark, and away he goes—clinking like a boiler shop. Take Harry's name out and maybe yours would fit in. When you're green you certainly will do queer things.

F'rinstance, there was the lad who shut off his oil when his motor smoked a bit, and then rode five miles before she "froze" up!

A club in New Jersey has started collecting license plates from riders in other States, and has quite a unique lot of decorations for the club wall. The varicolored license tags give a sort of futurist effect—or whatever you call it. At any rate the stunt is quite popular with that club.

Hey! Are you hep that gasoline went down half a cent a gallon, wholesale, a few days ago? Positively. 'Taint much, but sufferin' cats, it's the first drop in many moons.

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In the Dealer's Realm

CONSISTENCY BUILDS UP BUSINESS

If You Go After Commercial Sales Your Best Asset Is a Delivery System of Your Own and This Dealer's Experience Proves It—A Demonstration of Real Service

By R. FRANKLIN MUNDORFF

IT being my business and custom to loiter about motorcycle establishments over rather a wide territory, I often find myself to be one of those present when a dealer is administering one of his best sales talks to a prospective customer. The psychology of the motorcycle dealer and the motorcycle prospect are two of the most interesting of human nature studies.

Often, I have listened to motorcycle dealers, who become so eager to make a sale and so wrapped in the exploitation of their goods, that they make various assertions for their articles of sale that would at once clinch the point and consummate the negotiations, if they would but prove their statements.

Sidecar and Van

One of the best features of the motorcycle business, when properly worked, is that of the delivery van for commercial purposes and the sidecar for pleasure purposes. Yet, according to a majority of the dealers, it is one of the most difficult phases of the business to establish and bring to the desired point. But, once established and under way it is not only one of the most pleasing, but returns, perhaps, the best revenues.

Recently, I happened into an establishment one morning, just as the agent was exploiting the motorcycle delivery van to the prospect, who seemed in doubt as to what kind of a vehicle to employ in his business for delivery purposes. The prospect listened attentively to the dealer and after carefully absorbing the sales talk of the dealer, the prospect began to look over every machine in the establishment. There were none on the sales floor of the type the dealer was trying to sell. The prospect left the shop still undecided.

Taking Prospect Along

That afternoon, as I sauntered into the agency of another dealer, I noticed the same prospect of my morning visit, looking over the machines on the floor. Several motorcycles with delivery vans were on the floor as well as several with and without tandems, sidecars and so forth. The telephone happened to ring almost as I entered and the young man in the parts department happened to answer it. On the south side of the city a rider had broken a chain and as there was no shop in the neighborhood he called the agency for assistance as he happened to be without the necessities to remedy the accident. The clerk placed several links and tools in a sidecar and invited the prospect to take a ride with him.

The trip was one that would have occupied at least thirty minutes via the street car and one that the clerk made in twelve minutes. While the sale of the links was a minor one to the establishment and the profit very small, the idea that the motorcycle establishment was taking care of its customers by making deliveries within a reasonable radius to its customers was vividly impressed on the prospect. The motorcycle agency was doing in its business just what it had told him would benefit his business and was caring for its customers as he wanted to care for his.

Making the Sales

After returning to the shop with the prospect the clerk made plain just what the expense of operating such a delivery system really was and that compared with the street car and other methods of transportation it was very small. The prospect instantly grasped the idea and purchased a machine with a sidecar equipment, as the packages in his business to be delivered were small, he saw the advantage of being able to use his machine both for commercial purposes and pleasure.

The agent's point of view is one that should prove a potent factor to the business of any motorcycle agent any place in the country. A man who pretends and intends to sell motorcycles for commercial purposes should have a delivery system for his own establishment. If a motorcycle delivery system is a good thing for any line of business it is likewise an asset to the motorcycle agent. It not only demonstrates the point to the customer, but brings home to him the fact that the establishment with which he is dealing will give him the service which he wants and he will give his customers.

Consistency Wins Out

The fact that a motorcycle dealer can institute a delivery service which will prove profitable to him, by delivering parts and accessories within a reasonable radius, is one that should not be overlooked or underestimated, and the dealer who endeavors to make sales of motorcycles for commercial purposes should practice what he preaches in his business.

ZIMMERLINS BUSY

SAN FRANCISCO, Cal.—Zimmerlin Brothers, handling the Thor at retail in this city, have placed three out of the original ten machines in stock at their Golden Gate avenue store and one at San Rafael. They have now a special demonstrator to show all comers what the Thor can do. J. Zimmerlin, the senior partner, has selected a model 16-V for his own use.

WHERE BRAVES GATHER IN MIDDLEBORO, MASS.

Indian Agency of C. A. Sherman, Showing Neat Arrangement of Cycle Racks and Showcases for Parts and Accessories. Indian Bicycles Are Also Handled

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Questions and Answers

BROKEN CONTROL WIRE

I FIND that at intervals I am unable to retard the spark on my 1915 twin, while at other times both spark and valve lifter respond right away to the movement of the grip.

Chicago, Ill. WILLIAM BROWN.

Your left hand control wire is probably broken in the sheath. Look for this by taking off the sheath at the rear end and endeavoring to draw the wire out. Use a bit of solder where the pinch-collar grips the end of the wire.

ACETYLENE CAN BE USED

I WOULD like to know if it is possible to run a motor on acetylene in an emergency, taking it from a Prest-O-Lite tank.

New York. PHILIP KAUFMAN.

Acetylene is a gas which when ignited gives a very powerful explosion. You can use it in an emergency by inserting a rubber tube through the auxiliary air shutter of the Schebler (on the side of the carbureter close to the leather air valve), giving the valve on the tank just a little bit of opening. How much will depend on the pressure in the tank. You may have to change the setting on the leather air valve spring to get the correct air amount for the acetylene which enters the cylinder. We do not advise using this gas except in case of necessity.

MIXTURE IS WEAK

MY 1911 single runs pretty fair on low speed but when the throttle is opened the motor chokes up and nearly stops. Compression is good. Motor was overhauled not long ago. When the motor chokes up there is a popping in the carbureter. Please give me the remedy.

Hope Valley, R. I. L. N. G.

If you cannot change the mixture to keep the motor from popping in the carbureter, you had better get a new carbureter. Popping comes from too weak a mixture, an inlet valve incorrectly timed, a choked jet or choked air ports. Look for these things, also for leak between the carbureter and the motor.

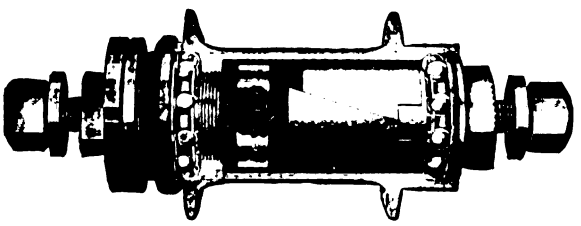
LIGHTWEIGHT QUESTIONS

PLEASE answer the following: 1. Is a two-stroke of 2¼ h.p. powerful enough to handle a medium weight sidecar in hilly country? 2. Could a tandem seat be used on such a machine without straining the frame? 3. What mileage should one obtain with such a machine on tires, gas and chain? 4. Would 20,000 miles be too much to expect of such a mount before it could be said to be in poor condition?

WILLIAM BAUCHELLE, Jr.
Newark, N. J.

1. Such a motorcycle would obviously be overloaded with a sidecar in hilly country. Do not try to use it to haul a sidecar in even level country. 2. We advise against the fitting of a tandem seat on a 2¼ h. p. lightweight. It will not do the frame any good in the long run. 3. At least 5,000 miles on tires, 65-70 miles per gallon of gasoline, 5,000 miles on chain. 4. The total mileage in such a case would be dependent upon the use the machine was put to. We think 20,000 is pretty liberal without an overhaul.

THE BIG IT



The Little Musselman

Miami Cycle & Manufacturing Company
Middletown, Ohio

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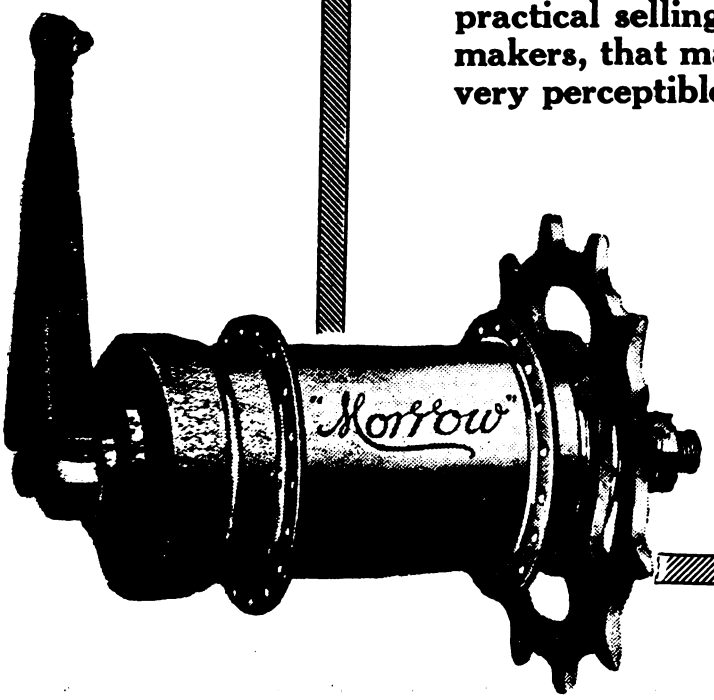
Swim *with* the Tide —Don't Buck It!

Why fight against the enormous, yet normal, demand for the MORROW—the pioneer coaster brake? Why substitute, when the original is so easy to obtain? The demand for the MORROW is the result of years of reliable braking service, it has built up for itself an army of "true-believers" who are satisfied with no other brake. Therefore, when a bicycle prospect asks for the wheel that is equipped with the

Morrow

give it to him. Don't try to sell him something else—he has already sold himself when he asked for the Morrow-equipped bike. Selling along lines of least resistance is the true secret of business success, and the man who appreciates the selling force embodied in the unexampled MORROW reputation, when he takes advantage of the really practical selling helps offered by the MORROW makers, that man will see his bicycle sales take a very perceptible jump.



IT'S EASIER TO SELL THE MORROW THAN TO COMPETE WITH IT.

Write for our prospectus of sales-aids

Eclipse Machine Co.

Elmira, New York

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Selling Motorcycles Under Difficulties

Ten Months Were Required for an Australian Agent to Sell a Motorcycle to a Prospect 3,000 Miles Away, but He Closed the Deal

By AUSTRALIAN

MANY American motorcycle dealers seem to think that their particular town or district is the slowest possible as regards selling conditions. The cause is easily located. Instead of going out and *making* sales come to them, they prefer to sit around their back office and tell about the rotten roads, the lack of enthusiasm, and at the same time wondering why customers do not come in and beg to be allowed to buy motorcycles.

For Mr. Perpetual Grouch, a little investigation of the conditions that prevail in Australia would undoubtedly prove a tonic. Roads such as are found in every part of the United States are not known over there, the Australian motorcyclist being satisfied if he finds several miles of sheep-paths during an afternoon's riding. To further show what difficulties the Australian dealers are up against, there is the account of a sale which was recently made by Mr. James Johnston, director of the Canada Cycle and Motor Agency, Indian agents for the State of Queensland, Australia. By mail he solicited an order from a certain person who lived 3,000 miles away from his store. It took a month for the letter to reach the prospect and another month for the return letter to reach the dealer. Several letters were required, but by the end of the tenth month, the order was received, with instructions to ship the machine to the buyer some 2,000 miles in another direction.

Ten months to complete the sale! 5,000 miles between sub-agent and prospect! Unusual conditions, you say. Maybe they would be for an American dealer, but not for an Australian dealer. The point of the story, however, is this: Whether Australian or American, the successful dealer must buck against the conditions as he finds them, and by continually overcoming the obstacles he begins to make sales in spite of everything. Up and at 'em is the motto over here!

BEACON TIRE INCORPORATION

NEW YORK, N. Y.—The Beacon Tire Company, capitalized at $100,000, has been incorporated to handle automobile and motorcycle tires, parts and accessories. The incorporators are K. G. Johnson, H. A. Demarest and E. A. Griffith. The company's headquarters are at 1625 Broadway.

INSTALLS VULCANIZERS

HENDERSON, Ky.—The Henderson Mfg. Co., has installed a complete vulcanizing plant and will handle all classes of tire work.

SPENCERS ARE ACTIVE IN SENECA FALLS

SENECA FALLS, N. Y.—Spencer Brothers, handling the Excelsior lines in this city, have opened a motorcycle and bicycle shop on Fall street, and are making sales of the Ultra-Power twins as fast as they can get delivery. The Excelsior bicycles are reported as going great.

There are a number of live riders hereabouts and the Spencers have been trying to start an F. A. M. club among them.

IN NEW HEADQUARTERS

PHILADELPHIA, Pa.—The Motorcycle Sales Co., formerly located at 617 Spruce street, moved to 122 Adams avenue, on August 1. Just prior to leaving the old location the company conducted a three days' sale of cycles and accessories.

PYRENE SALES MANAGER

T. F. FLANAGAN has been appointed sales manager for the Pyrene Mfg. Co., of New York. He was formerly assistant sales manager.

INDIANS IN PHILIPPINES

MANILA, P. I.—Indians in the Philippines maintain the same popularity as they do in the States. There are hundreds of privately owned machines in the islands, and the Government has quite a number in use. There are three Indians registered as belonging to the Bureau of Supply in Manila, one to the Bureau of Agriculture, and 40 to the Philippine Constabulary.

No. 3 MOTORCYCLE PEDAL

No. 3 STANDARD MOTORCYCLE PEDALS

Our products comprise:

Diamond "E" trade mark brand Spokes and Nipples for Bicycles, Motorcycles, Tricycles, Velocipedes, Invalid Chairs, Sulkies, Carriages, Cyclecars and Automobiles. Pedals for Bicycles, Tricycles, Velocipedes and Motorcycles. Toe Clips for Bicycle Pedals. Emergency Axles for Pedals. Screw Machine Products.

When you buy a motorcycle, make sure that it is equipped with STANDARD PEDALS.

Most manufacturers have reasoned out that "STANDARD" EQUIPMENT means increased value on the machine.

STANDARD PEDALS are big, roomy, soft and minimize the shocks. Deeply corrugated to insure positive foot grip. Insist upon STANDARD EQUIPMENT.

The Standard Company

TORRINGTON, CONN.

We are boosters for "One Million Bicycles in 1916"

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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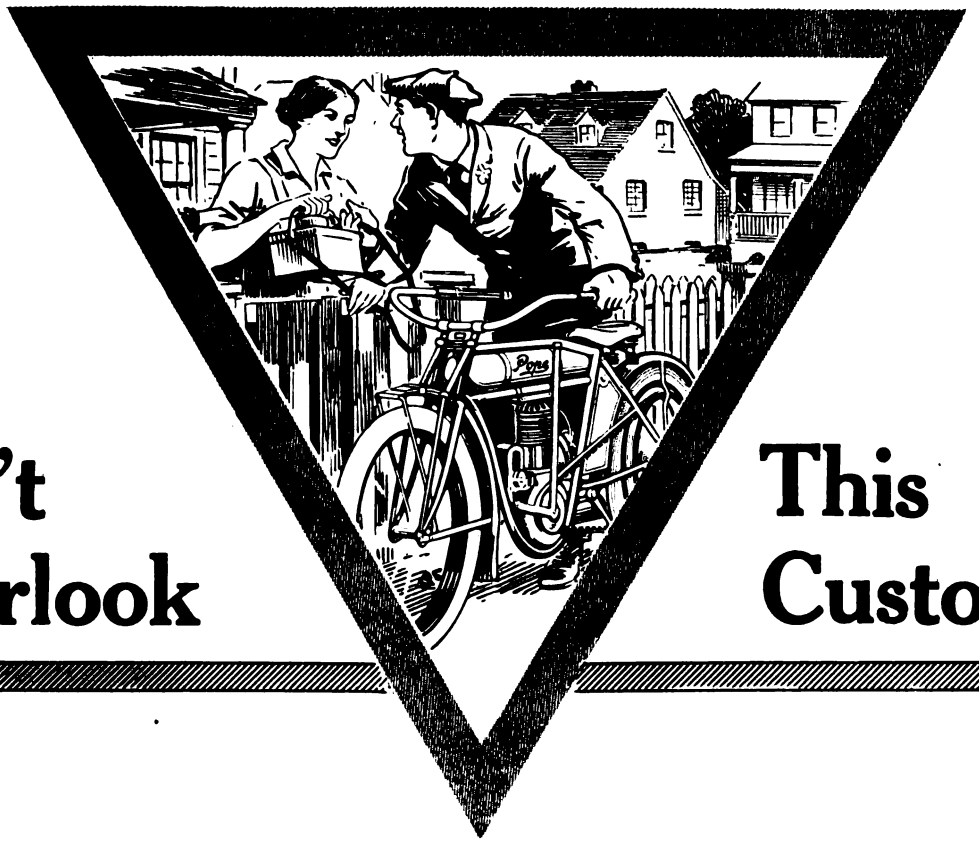

Don't Overlook This Customer

The red-blooded, two-fisted worker who wants to live out where rents are low, and away from crowded cars and streets; who wants to save carfare and keep physically fit—he is the prospect of the day for the Pope dealer.

The Pope dealer can benefit by the prosperity brought by good wages and steady work, because he has to offer a motorcycle that exactly fits the worker's needs—that has features which put it in a class by itself—the

Pope Lightweight

You are doing the prospective customer a service when you introduce him to the dependable $150-motorcycle that can climb hills, pull through the bad spots, and carry him to work in half the time the cars take.

He'll quickly see what it means to him when you point out that with the Pope Lightweight he can cover 75 miles on a gallon of gas—that he can travel at any speed, up to 45 miles an hour—that the motor is practically trouble-proof and is so simple that he'll know all about it in no time.

But you've got to show the goods. Have you a Pope Lightweight on your floor?

WESTFIELD MANUFACTURING COMPANY

(Successors to the Pope Mfg. Co.)

11 Lozier Avenue **Westfield, Mass.**

Largest Manufacturers of High-Grade Bicycles in the World.

Makers of Columbia, Cleveland, Tribune, Rambler, Crescent and Pope Bicycles.

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Helpful Hints for the Exporter

BANKING OPPORTUNITIES IN SOUTH AMERICA

THE Bureau of Foreign and Domestic Commerce, Department of Commerce, publishes an account of "Banking Opportunities in South America," written by Dr. William H. Lough, the well known financial writer of New York, which ought to be in the hands of every manufacturer doing a foreign business and every exporter in the United States. It is another step toward the establishment of American banking facilities in South America, and is the result of Mr. Lough's six months' trip through South America.

British Banks Lead

British banks in South America, according to Mr. Lough's report, have taken the lead in financing the development of the principal countries. Of these there are five, with an aggregate capital and surplus of some $60,000,000, and total deposits and credits in account current of over a quarter of a billion dollars. They have in the main been quite successful, the largest and most important British institution having paid dividends of 20 per cent. annually for many years previous to the outbreak of the European War. This institution is the London and River Plate Bank, which was established in 1862, and has now a paid-up capital of $9,000,000, with some thirty branches, including subsidiary banks in Brazil, Chile, and Peru.

German banks are next in order of importance and are represented by four institutions. These have developed largely as a part of the German plan of assisting commercial expansion, although Mr. Lough says so far as South America is concerned there is no evidence to show that the German government has lent its active assistance to the upbuilding of these institutions. They have rather been the product of the German business organization by which each of several groups of industries centers around its own particular bank.

The only American institution on the ground, the National City Bank of New to permit any extended review of its activities or its success.

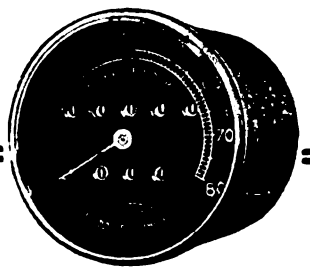
This report, Special Agents Series No: 106, "Banking Opportunities in South America," may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., for 20 cents.

VALUE OF TRADE-MARKS IN CHINESE BUSINESS

THE Chinese buyer lays great stress on the trade-mark or "chop" and once a certain "chop" has found favor with him he will give it special consideration. For this reason there is a great temptation on the part of others to imitate an established trade-mark for use in connection with the introduction of inferior goods, the result of which is the eventual disappearance from the market of the original articles.

Register the Marks

It is therefore extremely important that the American manufacturer seeking a market in China registers the trade-mark covering his product in Shanghai through the American Consulate General and also in Tokyo, through the American Embassy, the latter action being necessary to guard against imitations by Japanese manufacturers for sale by Japanese dealers in China. As a further precaution against imitation, the American manufacturer or dealer who contemplates entering the Chinese market should so embody the name of his firm or establishment in the Chinese trade-mark that the firm name and the product become inseparable. He should also always, without fail, embody the Chinese characters for "Made in America" in his trade-mark or "chop." One can not urge too strongly upon American manufacturers the universal use of the phrase "Made in America" translated into Chinese characters in connection with all products which they wish to place upon the Chinese market. A previous report from Commercial Attaché Arnold giving more details in regard to this subject is on file in Washington.



Within the Law

The roads are full of perils waiting to call the unsuspecting motorcyclist to court, which is a most inconvenient occurrence, because it breaks in so much on one's plans.

The man who speeds with premeditation knows the chance he is taking and is willing to run it gamely, but the man who speeds and doesn't know it not only loses that thrill which comes with the knowledge of breaking the law, but is also fined as much as if he did.

Keep within the law by equipping your motorcycle with a

CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

We say Corbin-Brown advisedly, because if you carry a speedometer equipment it is well to carry the best. In this matter accuracy is the first consideration, not approximate accuracy, but absolute unerring accuracy. And because of its special construction and numerous exclusive features the Corbin-Brown is qualified to give you this sort of a record as no other speedometer on the market is. In all seasons, under any condition, what the Corbin-Brown says can be believed. And remember, it is a durable, practical instrument, built for the roads. Investigate today. Catalog on request.

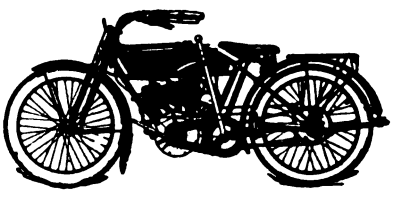
THE CORBIN SCREW CORPORATION

The American Hardware Corporation, Successor

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia

Makers of Corbin Duplex Coaster Brakes for Bicycles



R - S R - S

You naturally associate the R-S with products that are at the topmost peak in their class. If, by chance, you haven't formed an opinion get our interesting catalogue which tells you, in a convincing way, why the 12 h. p. R-S is called the "King of the Hills."

READING STANDARD COMPANY

501 Water Street, Reading, Pa.

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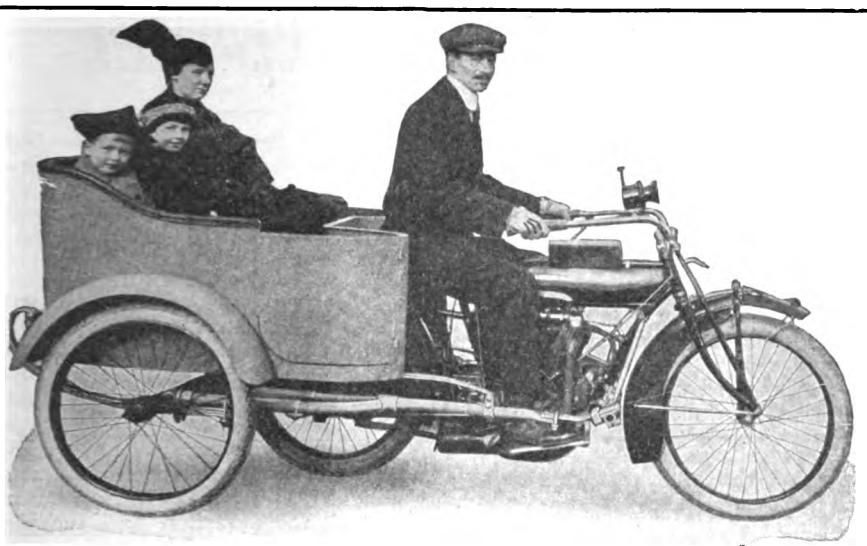


The 3-passenger Pleasure Model is called "The Little Brother to the Automobile."

Fits Any Standard Motorcycle

CYGNET REAR CAR

"On or Off in 30 Seconds"

Appeals to the Family Man

because with its roomy, comfortable design, the CYGNET supplies his want—gives him motoring for wife and kiddies at low motorcycle upkeep cost. He can ride it all day singly and at evening convert it into a 2- or 3-passenger auto.

THE CYGNET means **two profits** rather than one—and with only one sales effort. It opens the way to a new field of 2,000,000 prospects—**the family man.** Experience shows that 8 out of every 10 CYGNET sales means a motorcycle sale.

Be Prepared to cash in on our big magazine advertising. You can bank on increasing your motorcycle sales from 15% to 50%.

Write for Catalog and complete information and trade discounts.

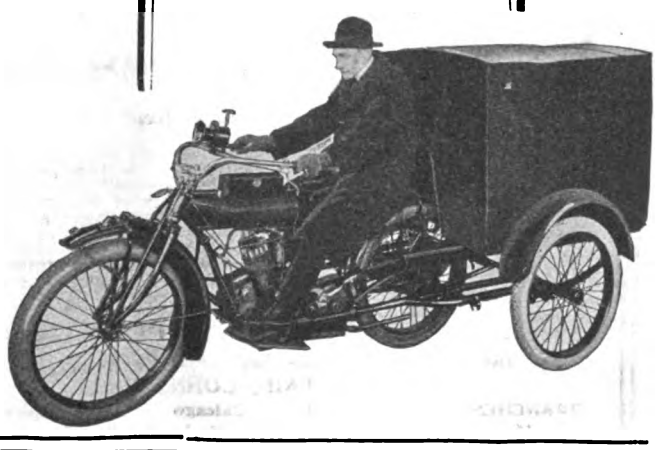
Cygnet Rear Car Co.

Dept. 4

1200 Niagara St., Buffalo, N. Y.

Delivery Van

Two types—rear door as shown, and open top type, 500 lbs. capacity, speedy, novel;—"The key to many a merchant's delivery problem."



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PARDON GOING AFTER THE TRADE OF FARMER'S BOY

OWENSBORO, Ky.—Henry F. Pardon, proprietor of the Indian motorcycle stores in this city and in Henderson, is making a strong play for business from the farmer boy. Pardon has used a unique method of appealing to the ruralites in calling attention to the farmers of the fact that their sons will be far better satisfied with farm life where they have a motorcycle and are able to come to town whenever they feel like it.

For several years the farmers have had a hard time to secure hands, and have been practically unable to keep their own sons on the farms.

Last year Pardon appealed to the grain and tobacco growers with advertisements offering to sell them machines at once, and to let them pay for them after the crops were harvested. A number took advantage of the offer.

DOINGS OF TRADESMEN IN SAN FRANCISCO

SAN FRANCISCO, Cal.—Manager Sayre, of the Appeal Manufacturing & Jobbing Co., at Los Angeles, is expected to visit this city shortly on business.

Dudley Perkins, of Maggini & Perkins, handling the Harley-Davidson, was injured trying out one of Art Smith's baby automobiles at the Tanforan track last Sunday. The car skidded on one of the turns, went through the fence and down the bank, leaving Perkins with a broken nose and torn face. Earl Roylance, one of the boys in the shop, was also injured when he went through the fence after being hit by an aeroplane on the track. Both Perkins and Roylance will be all right in a few days.

Edwin F. Merry, distributing the Excelsior, is making a protracted stay at Los Angeles. It is reported that he expects to close out his branch in that city before returning.

Tennant Lee, Henderson distributor, made a run from Los Angeles to this city, recently, bringing Roy Artley, the cross-country speedster, with him in a sidecar. Lee is now visiting dealers in the valley towns.

A 1250-MILE SIDECAR TOUR

WILMINGTON, Del.—C. B. Schnepfe, proprietor of the Delaware Cycle Co.'s shop, and Mrs. Schnepfe, have just returned from a two-weeks' tour in New England with their Harley-Davidson combination. The tourists covered 1,250 miles in all, their route leading through the White Mountains, Green Mountains, and other picturesque districts. Schnepfe reports that it was a no-trouble trip, not even a puncture being sustained.

BELT IS BACK HOME

COLUMBUS, Ohio.—O. C. Belt, head of the Belt Motor Company, central Ohio distributor for the Indian, has returned from a trip to the factory at Springfield. He reports a busy season at the factory with shipping going on actively.

TAKES FIRST ORDER FOR 1917 HENDERSON

PROVIDENCE, R. I., Aug. 15.—W. F. Halliday, handling the Henderson in this city, took his first order for a 1917 Henderson last week. Halliday says that there is nothing remarkable about selling a Henderson, but the fact that he can sell them before the model gets in is something out of the ordinary.

Halliday has also sold two new Hendersons to the Post Office department here, for special delivery work.

PIKES PEAK MACHINES DRAW CROWDS IN DENVER

DENVER, Colo., Aug. 14.—Crowds of interested spectators have been in the show rooms of the Excelsior motorcycle store at 1330 Broadway during the last two weeks. The attraction was the Excelsior machines ridden by Floyd Clymer, Greeley agent, Bob Perry and Glen Stokes.

The machines were put on the floor about a week before the event, and following Clymer's successes in the two pro. events, his machine was displayed alone in the agency. The result has been an excellent increase in the sales of Excelsiors in this city, with prospect of more to come.

HOSKINS TAKES THOR

RAY, Ariz.—Lloyd W. Hoskins has signed up for the Thor for this section. He placed an initial order for three machines and has already sold one of them. Hoskins was formerly Thor representative at Salt Lake City, Utah.

A handsome spark plug case and a spark plug wrench . . **Free**

With four spark plugs that will outlast your engine . . **$4**

Mail us a $4 check or money order for four Splitdorf Spark Plugs (the plug with the Green Hex Jacket). We will forward you the plugs, carriage prepaid, and with them we will send you, free, a highly polished spark plug case and a spark plug wrench, complete with detachable handle. The case is handsomely finished, and fitted with recesses for four plugs. Keeps your "extras" handy and compact. The wrench is one of the most convenient tools you can have.

These plugs are practically indestructible. Dozens of times they have run 20,000 to 30,000 miles without ever having been cleaned.

Made in all sizes and in types to suit every car, motor cycle, motor truck, motor boat, aeroplane, tractor and stationary gasoline engine.

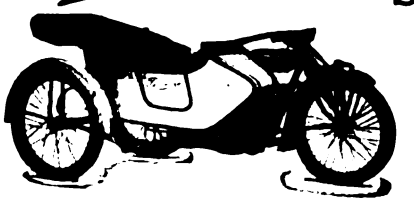
When ordering, be sure to state size desired or name of engine.

SPLITDORF ELECTRICAL CO., Newark, N. J.

Pullman

THE HARRY SVENSGAARD SALES CORP. DETROIT

This Name Guarantees Satisfaction



See that it is on the sidecars you sell in 1916!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan

To Buy or Sell

USE

THE MART

3 Cents a Word

Dealers—Write us for rates for advertising in our Dealers' Directory.

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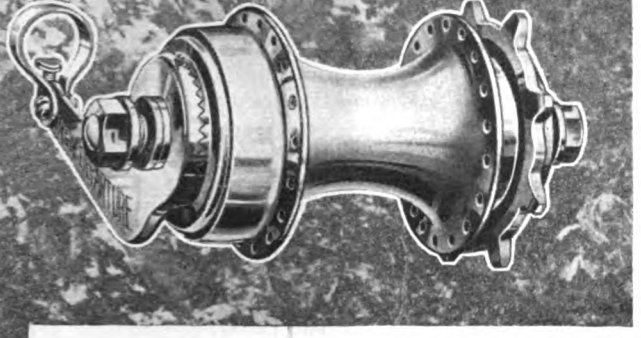

Wherever you see a Smith Motor Wheel

It's ten to one that the bicycle to which it is attached is controlled by means of

The NEW DEPARTURE COASTER BRAKE

The Brake That Brought the Bike Back

This combination of Power and Control has put thousands of Bicycles on the road this year.

It will sell as many more before the riding season ends.

Don't let your stock of New Departure equipped wheels run low. Stock up and double your sales before the snow flies.

You can do it and we're ready to help you. Write us today and we will show you how.

THE NEW DEPARTURE MFG. CO.
BRISTOL, CONN., U.S.A.

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GIVES SCHEDULE OF FINES FOR SPEEDERS

Toronto Magistrate Arranges $1 Per Mile Rate for Better Than Legal Limit—York County Abolishes Fee System

TORONTO, Ont.—Magistrate Brunton of the York County Police Court has given notice that he has arranged a schedule of fines to be imposed upon motorcyclists who break the speed limit. The legal pace in the open country is twenty miles per hour but the magistrate has announced that the county constables will not take action against riders who travel twenty-five miles per hour on clear stretches of road and with no vehicles in sight. Beyond twenty-five miles per hour, a rider, if caught, will pay at the rate of $1 per mile for every mile faster than the fixed limit.

"If you want to spend $10 in this court, you should travel thirty-five miles per hour, declared the judge in making the announcement. "If your limit is $5, then you can go thirty miles an hour. Our rate is one dollar a mile over twenty-five miles per hour."

The York County Council has also decided to abolish the fee system for road constables in connection with automobile and motorcycle speeding cases. In previous seasons the speed cops on country roads were becoming rich because they were permitted to take a percentage of court costs in motor cases. The result was that the county police were devoting all their time to the catching of road users in speed traps and the slightest offence meant a summons to court. Hundreds of cases were heard every week. The council, however, has appointed five road constables on a straight salary basis and the county police will devote their attention along other avenues.

There has been considerable "feeling" between local riders and the speed cops around Toronto, but the change in administration has brought great delight to the hearts of the motorcyclists. In former years the York County cops overstepped their rights in every possible manner and many complaints were made to Hon. I. B. Lucas, attorney-general for Ontario, who was responsible for the ordering of an official investigation in the matter.

Legislative conditions affecting the operation of motorcycles have become greatly ameliorated during the past six months and the riders are better able to enjoy their pastime.

TRIO PLAN DEER HUNT ON THEIR MOTORCYCLES

SAN FRANCISCO, Cal. — Homer Laudenclos, Henderson and Excelsior dealer in Pasadena, and Frank Orr, of Los Angeles, arrived here on Sunday. They are planning to leave for Mendocino County with Ed. Laudenclos of this city in a few days, to hunt deer. Homer and his brother ride Excelsiors, while Orr is mounted on a Thor.

MOTOR-COP ARRESTS SPEEDERS IN FUNERAL CORTEGE

BELLWOOD, Ill., Aug. 15.—What constitutes a record in the largest haul of speed demons ever made in one arrest goes to constable Henry Ernest, of this city. Ernest and his Harley-Davidson are stern guardians of the speed laws, and it takes a mighty excuse that will allow a transgressor to get away. So when a funeral procession of twenty automobiles came tearing through Bellwood on its way to the cemetery on the other side of town, Constable Ernest did not allow sentiment to play any part in his interpretation of the proper gait of a self-respecting hearse, even though it had six cylinders under its hood instead of being drawn by plume-bedecked horses, and he promptly mounted his motorcycle and swung into the procession. He waited until the last rites were concluded and then button-holed six of the men, one after the other.

GASOLINE A CENT CHEAPER

NEW YORK, N. Y.—Following the announcement made about ten days ago, that the price of gasoline in New Jersey had dropped one cent a gallon, comes the statement from the Standard Oil Company of New York that it has followed suit with a one cent drop, bringing the new price to twenty-three cents. This is the first drop made by the New York company this year. The company's retail price is now twenty-seven cents in wooden and twenty-five cents in steel barrels. Further declines in price are looked for.

Compare the Rivets!

THE RIVETS ON

"THE COVENTRY"

are much heavier and larger than usual. This means a greater resistance to strain and increased strength all around. That is one of the reasons why "The Coventry" is the strongest chain in the world.

HERBERT F. L. FUNKE CO., Inc.

112 Broad Street, New York

EVER USE AUBURN SPARK PLUGS?

Some Plugs!

Auburn Ignition Mfg. Co., Inc.

Auburn, N. Y.

Two-thirds actual size.

***Brilliant* Burners**

THE PERFECT HEADLIGHT

have opened a new era in gas lighting by combining **Electric Brilliancy** with **Prest-O-Lite Reliability.** They are guaranteed to give **three times** the light of the ordinary burner. The thousands in use demonstrate their practicability. Price $2 per set.

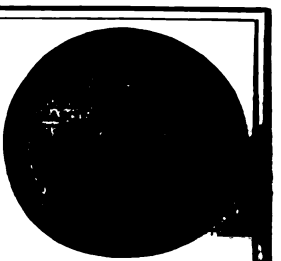
DEALERS: Full details and our proposition will be sent on request

The Monosmith Brothers Co.

Spencer, Ohio, U. S. A.

The H. M. Kipp Co., Ltd., Toronto, Distributor for Canada

MASCO



Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

NEW CATALOG NOW READY

DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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BE THE LEADING DEALER IN YOUR SECTION

Nothing will do more to bring this about than to establish yourself headquarters for the now CELEBRATED

A. B. C. GENERATORS

The most simple—therefore the most developed Motorcycle Electric System on the market. Claims of Superiority — Applicability — Stability — Efficiency — Durability — Flexibility and Accessibility.

New Prices MODEL B—Complete less lamps Direct Lighting **$25.00** | MODEL C Batt. Charging **$30.00**

You don't THINK you see the road—YOU DO SEE IT. **Transportation paid on retail sales.**

A. B. C. GENERATORS CO., Los Angeles, Calif.

All Los Angeles Police Use the A. B. C.

YOU WANT AN OIL

that is manufactured especially for your Motorcycle. The makers of

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS AND **GREASES**

produce a special lubricant that will give your motorcycle increased efficiency—longer life—greater service—one that an air-cooled motor will not carbonize. This oil is called

HARRIS MOTORCYCLE OIL

Put out in four grades—Extra Heavy, Heavy, Medium and Light.

"A Little Goes a Long Way and Every Drop Counts."

Ask Your Dealer or Write

A. W. Harris Oil Company
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

Price $3.25

Satisfaction guaranteed with each

HANDPHONE

for the life of the instrument.

Automobile Supply Mfg. Co., Inc.
220 Taaffe Place, Brooklyn, N. Y.

IT BALANCES PERFECTLY

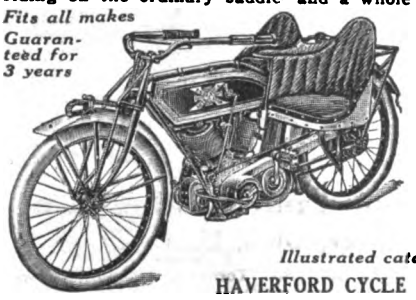
You remember the time before you learned how to ride a bike. You would almost swear it couldn't be done. You couldn't imagine how it was possible to ride a two-wheeler without falling off.

TRY A TRIPLEX

Riding in a pair of these chummy Side Seats is just as easy as riding on the ordinary saddle—and a whole lot more comfortable and convenient.

Fits all makes

Guaranteed for 3 years



Price $25

DEALERS: Here's something the rider wants—something to put real ginger into your sales. Write at once for agency proposition.

Illustrated catalog on request

HAVERFORD CYCLE CO., Philadelphia, Pa.

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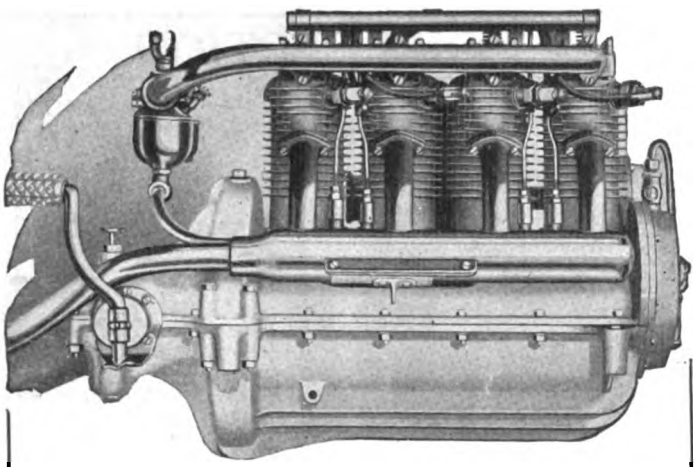


THE consistent growth of the business of Henderson dealers emphasizes the wisdom of selling the kind of motorcycles that buyers naturally want. The satisfaction gained by four-cylinder service is the kind that builds business.

HENDERSON MOTORCYCLE CO., Detroit.

Rear View

(Patented)

Have you seen the

LARGE OIL LAMP

For

MOTOR CYCLES

Burns 20 Hours

The Neverout

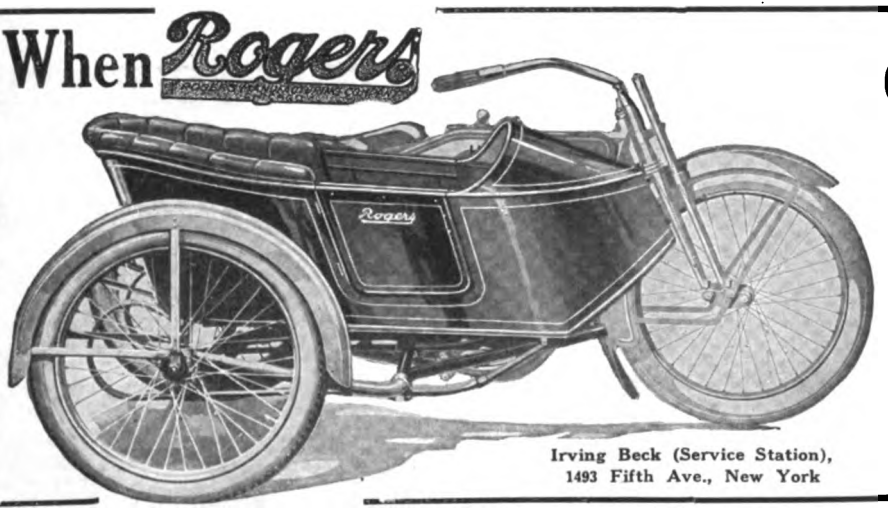
Has special bracket for handle bar

Write Today for Complete Description

ROSE MFG. COMPANY

933 Arch St. Philadelphia, U. S. A.

When Rogers



Irving Beck (Service Station),
1493 Fifth Ave., New York

Quality Is Appreciated

Paint may cover a multitude of errors but when you are far from home on a long trip you appreciate the Mechanical Supremacy of

Rogers All Steel Construction

Chrome Nickel Steel and Autogenously Welded Connections can never be equalled or even approached by castings, stampings or brazed joints.

SEE YOUR DEALER OR WRITE FOR CATALOG

ROGERS MANUFACTURING CO.

337 West Madison Street, Chicago

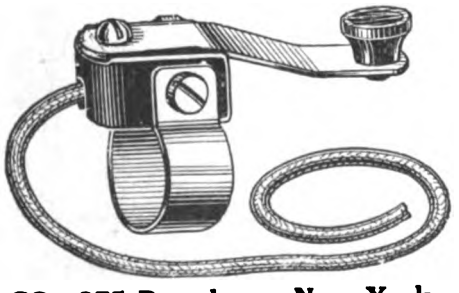
SAFETY FIRST

Have You An Emergency Brake On Your Motorcycle?

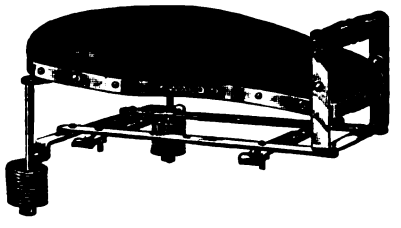
Fit a Simplex Magneto Cutout on your handlebar and be prepared for any emergency. The spark can be cut out instantly, without releasing the compression, which then acts as an effective brake.

Reduces Wear on Grip Controls, Clutch, Brake and Tires.

Price 50c. complete with cable. From your dealer or by mail.



STEVENS & CO., 375 Broadway, New York



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Retail Price

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The Only Practical Light for Motorcycles.

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

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OVER 30,000

F-N TANDEMS

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The F-N is the lightest—yet strongest tandem made. Price $11.00. Your dealer has it.

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7143 ⅝" pitch ¼" wide

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7144 ⅝" pitch ⅜" wide

No chains are better fitted for the racking strain of race work than *Renold*. They're first choice of the speed kings.

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Guaranteed for **Service** and **Reliability**

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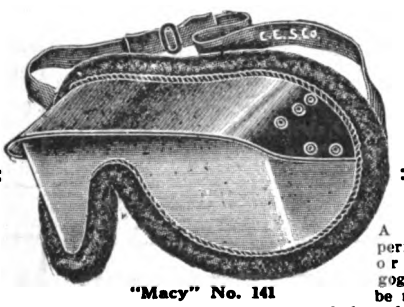

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Dealers—these goggles sell fast. Get a supply from your jobber.

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Join the

F. A. M.

It needs you and you need it

Your best protection for a "square deal" on the road.

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For any State in United States We copy official automobile and Motor Cycle records in the Capitol here and can compile a list of the auto owners or motor cycle owners for your section of the state at lowest rates, sending you supplements, regularly, the balance of the year. We can compile a list of Ford owners or owners of any other automobile or motor cycle you wish a list of.

HALF PRICE AUTO LIST COMPANY

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Repairs and Supplies
DRISCOLL & JEANROY
289 W. 125th St. New York
'Phone, 3352 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2859 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
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Near Broadway, New York White Plains, New York

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Oliver's Bronx Distributing Agency for
INDIAN
All Repairs Guaranteed
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Oliver Berckheimer, Prop. V. C. Pelezare, Mgr.

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2337

T. J. SIXSMITH
283 W. 100th Street
Expert Repairing. New York Agent for the EXCELSIOR
Telephone, 8861 Riverside

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

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HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
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Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
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WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

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All makes of Bicycles—expert repairing
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Full Line of Accessories—Used Machines
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Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop. College Point.

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Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
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INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

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From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
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Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON. Reg. F. A. M.
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On Slightly Used and Rebuilt Motorcycles

The finest line ever offered, at the lowest prices, and if you don't get our list you'll be the loser. Machines from $30 up, and every one guaranteed.

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Largest Cycle and Motor House in the West

28 x 3 Guaranteed Standard Brand, Non-skid Tires, $8.25.

Special Price to Dealers

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Literature furnished on request.

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Oldest and largest dealers in the northwest.

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Motor-Cycle Exclusively

New pistons and rings accurately fitted.

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Get our monograms for motorcycles. 500% profit. Motorcycles plentiful everywhere. Thousands sold daily. Samples 10c. Write for particulars.

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MORE THAN ONCE TWO CENTS A WORD PER ISSUE

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FOR SALE—1915 Harley-Davidson, 3-speed, 11 horsepower. In first-class condition. Price right. E. A. Lewis Co., Riley Center, Mich.

FOR SALE—CHEAP TO QUICK BUYER at $75.00, one Cygnet Rear Delivery Van, to fit Indian; investigate this offer at once. J. B. Flory, Lancaster, Pa.

FOR SALE—Motorcycle, bicycle and general repair shop, near Garfield Boulevard. Good stand; street cars coming through on Robey St. Selling on account of leaving city. Robey Repair Shop, 5514 So. Robey St., Chicago, Ill.

HENDERSON, four-cylinder, brand new 1915 single-speed, $195. Brand new two-speed, $225. Act quick if you want a bargain. L. J. Mueller, 6311 Woodland Ave., Cleveland, O.

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MAKE OFFER for following, all in first-class mechanical condition: 1 1914 7-h. p. Twin Thor; 1 1913 5-h. p. Single Thor; 1 1913 Twin 7-h. p. Thor; 1 Model K "Big 4" Pope; 1 1912 Harley-Davidson; 1 1913 Model H Lightweight Pope; 1 1916 Remy Harley-Davidson electric light and ignition generator and storage battery. Sumner C. Burgess, Electrical Contractor, Automobile Accessories, Falmouth, Mass.

DEALERS!

Do you want to sell those second-hand motorcycles lying around in your shop?

Let prospective buyers know what you have to offer. Advertise **HERE.**

The Big Result Getter.

HELP WANTED

SALESMAN WANTED—New York house of motorcycle repair parts and accessories has vacancy for traveling salesman. Good opportunity for right party. Chance for repairman or motorcycle dealer having salesman's ability. C. M., care of MOTOR CYCLE ILLUSTRATED.

POSITION WANTED

SALESMAN wants position with manufacturer or manufacturer's agent, well experienced in the motor and bicycle trade; commission or salary. F. S., care of Motorcycle Publishing Co.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

STOLEN

A 1916 HARLEY-DAVIDSON, Model 16-J. Electric; motor No. L12216-M.S. N. Y. license No. 65550. Has rubber off-kick starter. Reward of $25 for return of machine or information leading to obtaining it. Geo. S. Carver, 144 Court St., Binghamton, N. Y.

On the night of May 29-30, a twin Indian; 1915; 2-speed; engine No. 72 A 120; head light; Presto tank fastened on handle bars with leather straps; special air cushion saddle; large dent in front exhaust pipe; right hand grip cracked. No. tail lamp or license plate. Suitable reward offered for information leading to arrest and conviction of party or parties and return of machine. Wm. Bonin, Babylon, N. Y.

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Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department THE BIG RESULT GETTER.

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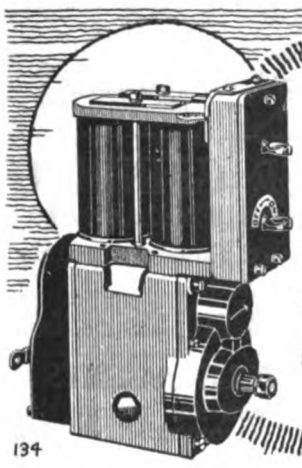

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Your motorcycle, equipped with Remy ignition, will climb those high hills easier and plow through s ndy stretches of road with new life. The Remy gives you a good, fat spark at any speed of the engine. Also furnishes intense, brilliant light.

Ask your nearest Harley-Davidson dealer.

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Factories: Anderson, Ind.
Sales & Engineering Offices: Detroit, Michigan

CONSTANT SERVICE

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FREE

You can't be up-to-date without it.

Write today to

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Hammondsport, N.Y.
3664 S. Main
LOS ANGELES, CAL.

MECO ANNUAL SUPPLY CATALOG

The Oldest and Largest Supply House

"DUCKWORTH" CHAINS

Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

NEW YORK SPORTING GOODS CO.

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Write us on your letter head or enclose your business card and we will send you our new catalogs.

No. 60 Motorcycle Supplies
No. 64 Bicycle Sundries

A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

New York Sporting Goods Co.
15 and 17 Warren St., near Broadway New York

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

Wherever Ball Bearings are used you will find STAR Ball Retainers

Bearings Co. of America
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PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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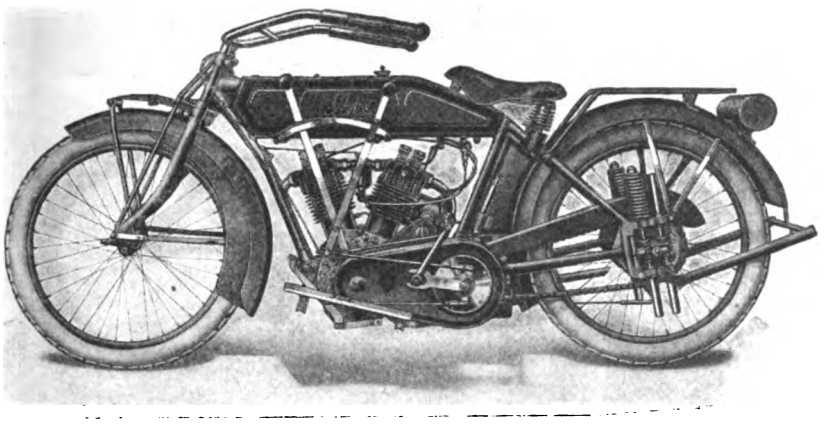
Pope Three Speed Twin



Model T-16

Price $275.00

"Not only gets you there, but gets you back"

THIS is a favorite expression among Pope riders.

It shows their appreciation of the sterling quality, the sturdiness and the scientific construction of the Pope Motorcycle.

And its truth is borne out by facts. Notice for yourself next time you are out with the bunch.

Which machine is it that balks at the big hill? Never a Pope.

Which machine is it that goes down before the pounding of rough trails? Not a Pope, that's sure.

Then watch the roadside for stranded machines. You'll seldom see a Pope among them.

The name Pope means dependability.

Of all the dependable Pope models there is one that gives the utmost in comfort, convenience and luxury. It is the "Paramount Pope,"—Model T-16.

"T-16 Is There With the Jump"

Hartford, Conn.

"My Model T-16 has the quietest and smoothest running motor I have yet seen, and the three-speed transmission works fine."

C. T. Lavelle.

"Runs Like a Top"

Mansfield, Ohio.

"Received my T-16 the other morning and could hardly keep the fellows away long enough to knock off the crate. It is all that we have expected of it. Runs like a top and has power to burn."

Armstrong & Scheska.

"'Well Worth Waiting for' Hit the Mark."

Farmington, Ill.

"When in your ad, in the trade journals announcing the early shipment of T-16, you stated 'Well Worth Waiting For,' you certainly hit the mark, as the T-16 is without a doubt the finest piece of machinery ever put on two wheels. The Motor, three speeds, kick-starter and muffler work like a charm—and talk about power—it certainly has the kick. The boys are very enthusiastic. and all second me in saying 'Well Worth Waiting For.'"

John Balagna.

WESTFIELD MANUFACTURING CO.

(Successors to the Pope Mfg. Co.)

11 LOZIER AVE. **WESTFIELD, MASS.**

Largest Manufacturers of High-Grade Bicycles in the World.

Makers of Columbia, Cleveland, Tribune, Crescent and Pope Bicycles

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A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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IT'S A CORKER!

I Just Had A Ride On The 1917 HARLEY-DAVIDSON

That New Motor Is A WONDER

Announcement Next Week

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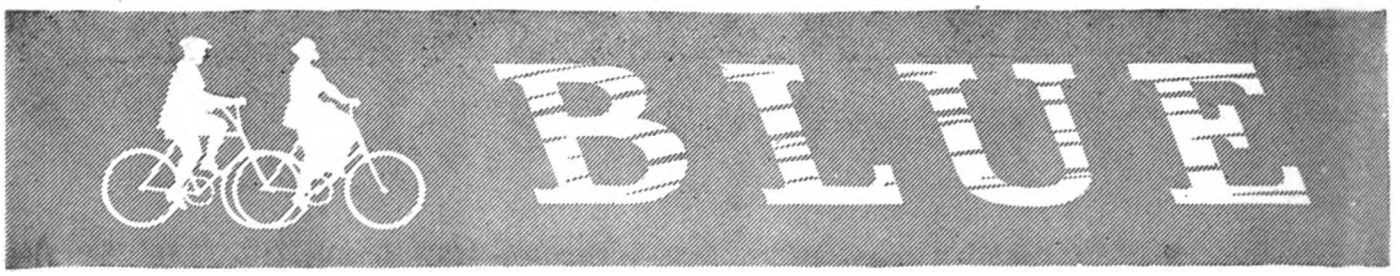

GOODYEAR
AKRON
Bicycle Tires
Guaranteed

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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STREAKS

One Tire Suits All

THE Goodyear Blue Streak bike tire knows no class distinctions, in spite of its lower price.

Whether on the highest priced bicycle or on the lowest priced, Goodyear Blue Streaks make the bicycle better.

You are selling the best tire value on the market, when you sell Blue Streaks, because Goodyear concentrates all of its long tire-building experience and its exceptional tire-building facilities on this one single tube bicycle tire.

That is why Goodyear is able to advertise Blue Streaks, Non-Skid, at $2.50 each retail.

And that is why Goodyear Blue Streaks carry the same guarantee as the highest priced tires.

So when a customer buys a high priced bicycle, you can assure him that the Goodyear Blue Streak tires are the best that can be had at any price.

You do not have to carry a large stock of assorted tires of different brands, quality and prices.

Goodyear Blue Streaks satisfy everyone—in price, in quality, in guarantee.

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
AKRON
Bicycle Tires
Guaranteed

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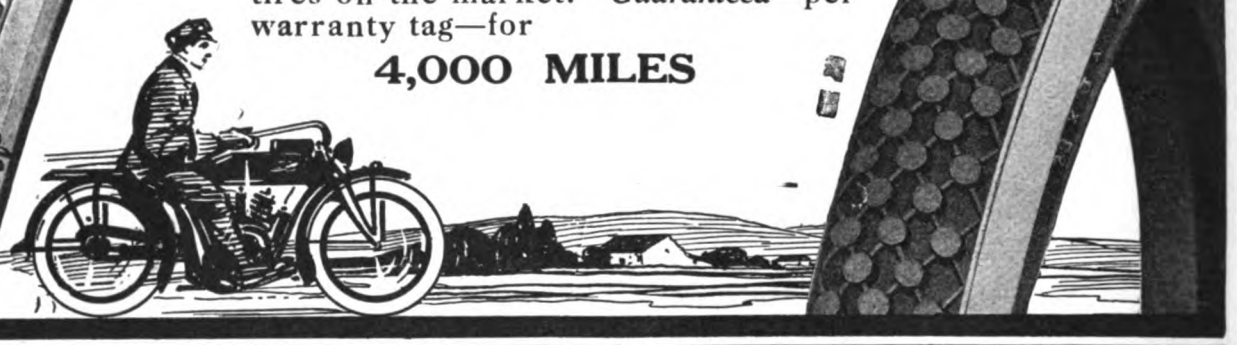
Changing Road Conditions
are equalized by the service of
VACUUM CUP
Oilproof
MOTORCYCLE TIRES

Different from auto casings only in size. Oilproof. Effective Skid-preventing. *Guaranteed*—per warranty tag attached to each casing—for
5,000 MILES

High in value—low in price—
STURDY STUD
Oilproof
MOTORCYCLE TIRES

The most remarkable moderate cost tires on the market. *Guaranteed*—per warranty tag—for
4,000 MILES

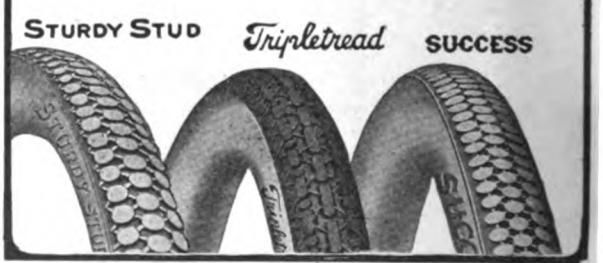


For 100% Tire Fitness
—for easier, safer, faster going—
VACUUM CUP
Red Oilproof Tread
BICYCLE TIRES

Practically Puncture-proof. Oil-proof. Skid preventing. *Guaranteed*—per warranty tag—for a season's service, else repaired or replaced without charge.

Ask your dealer what careful buyers say about
★THREE★STAR★
LINE OF
BICYCLE TIRES

A trio of popular priced tires of three grades of quality and different tread designs.



Pennsylvania Rubber Company, Jeannette, Pa.

Direct factory branches and service agencies throughout the United States and Canada

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BLUE STREAKS

For Border Duty

Over 50 per cent of the motorcycles patroling the Mexican border are equipped with Goodyear Blue Streaks.

Such a preference shown Goodyears by the United States Government is based entirely upon the remarkable performance record of these tires.

Tires less sturdy, less dependable than Goodyear Blue Streaks, would be far too risky for such dangerous service.

With the National Government's endorsement of Goodyear Blue Streaks, you are amply justified in recommending Blue Streaks to your customers for any service—commercial or pleasure.

And no tire with a reputation less positive than this can bring you as many sales or as many permanent satisfied customers as will Goodyear Blue Streaks.

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
AKRON
Motorcycle Tires

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UNITED STATES RUBBER COMPANY AND ASSOCIATED COMPANIES — US RUBBER SYSTEM

'CHAIN' TREADS FOR HARD USAGE

Down on the Mexican border where it's sizzling hot—where the going is rough and tires *must* make good, the Machine Gun Company of the 71st N. Y. is using 'Chain' Treads. Here's the reason—

READING STANDARD COMPANY, INC.
MANUFACTURERS OF
RS MOTOR CYCLES

NOTICE: ADDRESS ALL CORRESPONDENCE TO THE READING STANDARD COMPANY AND NOT TO INDIVIDUALS.
Dictated by GRA/JHU. READING, PA., U.S.A. 7/17/16.

United States Tire Company,
Broadway at 58th St.,
New York City.

Attention M.C. Stokes, Manager,
Bicycle and Motorcycle Tire Dept.

Gentlemen:-

You possibly already know that we recently received an order from the Machine Gun Company, 71st Regiment of the New York National Guard, for 65 twin cylinder three-speed models and 8 Light Delivery Vans. This is, undoubtedly, the largest single order ever handed to any motorcycle concern for military use in this country. The order has already been completed, and we understand that the machines are on their way to the border.

We naturally were desirous of furnishing the very best, and we believe it will be interesting for you to know that we equipped these motorcycles and Delivery Vans with U.S. CHAIN TREAD TIRES. We have tested out these tires to our entire satisfaction and, knowing that these motorcycles and Delivery Vans will be subjected to hard usage where the tire equipment is a most important factor, we advised the officials to specify the CHAIN TREAD, which we knew would give them the service they expect.

Yours very truly,

READING STANDARD COMPANY.

G E Atkins

Sales Manager.

If you want tires that will stand up, that will give real ungrudging service, Mr. Atkins' advice is very much worth following.

UNITED STATES TIRE COMPANY *'Chain' Tread Motorcycle Tires* **1790 Broadway, New York**

UNITED STATES RUBBER COMPANY AND ASSOCIATED COMPANIES — US RUBBER SYSTEM

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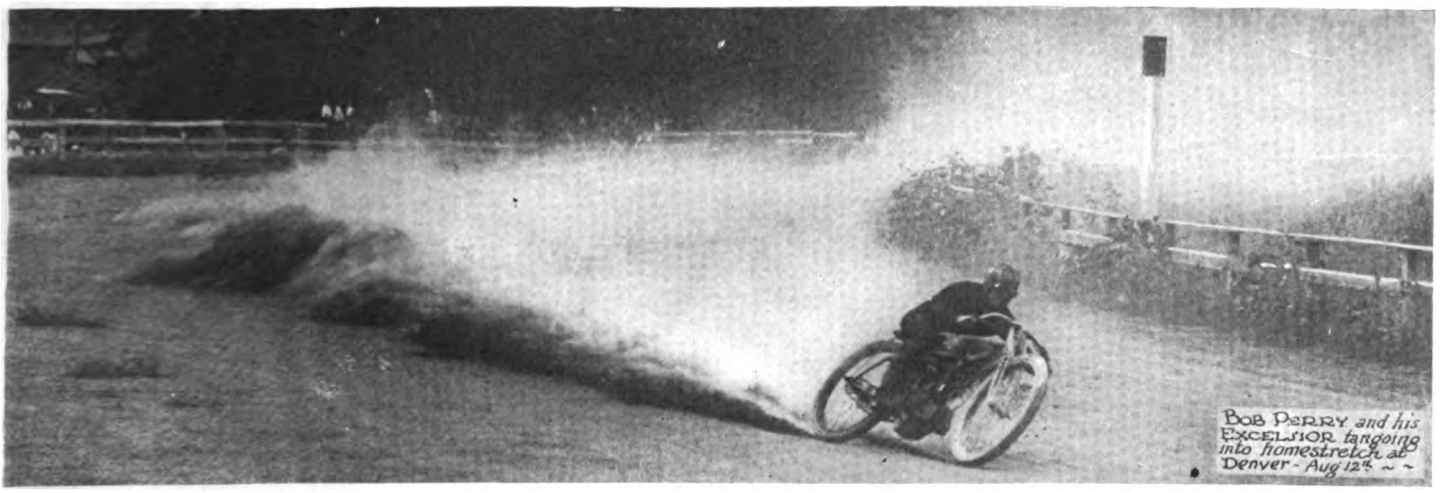
VOL. 12 NUMBER 8

MOTOR CYCLE ILLUSTRATED

New York - August 24, 1916



PRESIDENT FALOR FIRES OPENING GUN IN F. A. M. REJUVENATION MOVEMENT

New Head of National Organization Calls Subordinates to Akron to Thresh Out Situation—Salaried Officials to Be Eliminated as Far as Possible—Factory Travelers to Be Boosters—New Literature Is Planned—Big Meet for Columbus, August 2 and 3

AKRON, O., Aug. 22.—Shelby A. Falor, the newly-elected F. A. M. president, and his progressive administration got at least a toe hold on the stupendous task of lifting the national motorcycle riders' organization back on its feet at the two-day meeting of the F. A. M. directors and other interested boosters, called by President Falor here yesterday and today. For the most part the real work incidental to the meeting was done at the Portage Country Club, where the F. A. M. situation in its entirety was threshed out over the luncheon table by the following folk:

President Shelby A. Falor, Director Jos. Campbell, Director O. P. T. Daenitz, Director B. A. Swenson, Assistant Sales Manager McNaughton, of the Indian factory; T. J. Sullivan, *Motorcycling*; W. Jack Cameron, T. R. Thomas and E. R. Stillwell, of the Goodyear forces, and E. F. Hallock, of **Motor Cycle Illustrated.**

Mr. Falor displayed a keen desire to start anew, right at the beginning of things, and work up from that point. Those present came through with a flood of constructive suggestions and after frank discussion here is what remained as an indication of where the start toward the rejuvenation of the F. A. M. will be made:

Salaried officials will be eliminated insofar as is possible, it being thought practicable to get along, at least for the time being, with only one paid official. A monthly placard bringing home to prospective members the achievements of the national body, in the way of legal action work, will be gotten out and sent to all motorcycle dealers for display on bulletin boards, as a means of recruiting new members.

Motorcycle factories will be urged to coach travelers to talk up the F. A. M. to dealers, who in turn will be urged to sell F. A. M. memberships along with new machines.

Shelby A. Falor, F. A. M. Chief, Who Called His Lieutenants to Akron

A new set of literature, outlining concretely just what riders obtain through F. A. M. membership will be distributed immediately by placing it in the tool boxes of new machines, as well as in other ways.

Some sort of F. A. M. emblem, of neat design, to be attached to machines, will be gotten out and distributed among members. It is thought that not only will this be appreciated by riders, but that it will arouse a certain degree of curiosity among non-members and result in many hearing of the organization who otherwise might remain in the dark.

So much for things to be done toward starting the ball rolling.

Now for ways and means of obtaining the start: It all hinges on a mammoth two-day racemeet which the F. A. M. is promoting on the Columus Driving Park track, in that Ohio city, on Saturday and Sunday, August 2

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and 3. The program for that meet is being developed along lines that will bring thousands to the track who have never before turned out to see a motorcycle racemeet, and it is confidently expected that the gate receipts will net more than enough to wipe out the present F. A. M. indebtedness and clear the way for an auspicious opening of the boosting campaign.

Columbus the Scene

Columbus then, which in 1912 was the scene of the best convention the F. A. M. ever had, will be the setting for the real start of the "come-back" movement. The single mile driving park track has been obtained on very favorable terms, and is in first class shape to do full justice to the F. A. M. national championship events, of which there are eight carded—six amateur and two professional.

A Military Flavor

The meet will be given a military flavor by enlisting the aid of some 15,000 national guardsmen now quartered at Camp Willis near Columbus; and it is planned to make Colonel Zimmerman, in command of this detachment, one of the race officials and to distribute other track berths among officers in command. As a side issue—undoubtedly one which will prove a big drawing card among those not heretofore interested in motorcycles—a military motorcycle demonstration will be indulged in by the soldier boys, giving the crowd an idea of the work being done by the motorcycle on the modern battlefield.

These features, coupled with a well-organized and well-planned advertising campaign, will, it is expected, result in the turning out of the Columbus "Elite," and to this end a dozen of Falor's most able assistants will be in Columbus before the end of the present week, bending every effort to bring the races to the attention of and enlist the cooperation of the kind of people most desired.

Many Events Slated

The racing card is one that should prove interesting to fans from far and wide, and incidentally one that should result in an unprecedented list of entries. On the first day, Saturday, one-, ten- and fifty-mile national amateur championship contests will be run off, the results bearing on the award of the Bosch trophy. Aside from the Bosch trophy, however, merchandise prizes to the value of seventy-five dollars will be hung up for each of the three events.

For professional talent, the first day's card includes a one-mile F. A. M. championship, carrying a medal award and $25 to the winner, fifteen dollars for second and ten dollars for third. There are also a five- and ten-mile open "pro" events, carrying cash awards of seventy-five dollars for first, thirty-five dollars for second and fifteen dollars for third.

Card for Sunday

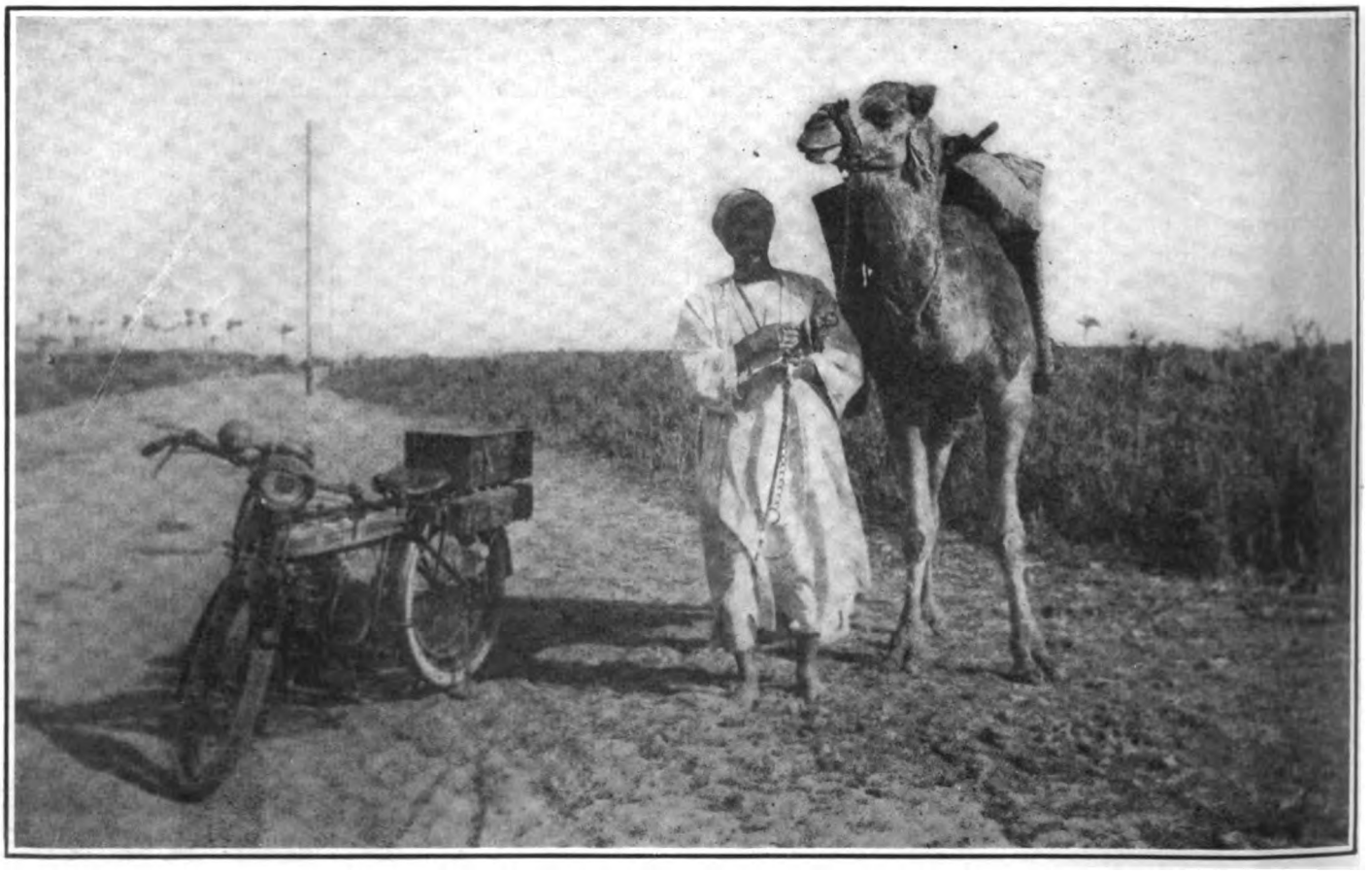
Sunday's card includes two-, five- and twenty-five-mile amateur championship events which will decide the awarding of Bosch trophy. For each of these events seventy-five dollars' worth of merchandise prizes is offered.

The Big Races

The twenty-five-mile professional national championship contest undoubtedly will be piece de resistance of the card, carrying, as it does, cash prizes as follows: Seventy-five dollars for first, fifty dollars for second, twenty-five dollars for third, fifteen dollars for fourth and ten dollars for fifth. The five-mile open, with four cash prizes, from seventy-five dollars down to ten dollars, and the two-mile open, with four from fifty dollars down to five dollars, will ring the curtain down on the affair.

That every factory team in the country will be there goes without

A PAIR OF SHIPS OF THE DESERT IN NORTH AFRICA



The Douglas 2¾ Horsepower Twin and a Camel Contrast Modern with Ancient Means of Transportation in British Army Service

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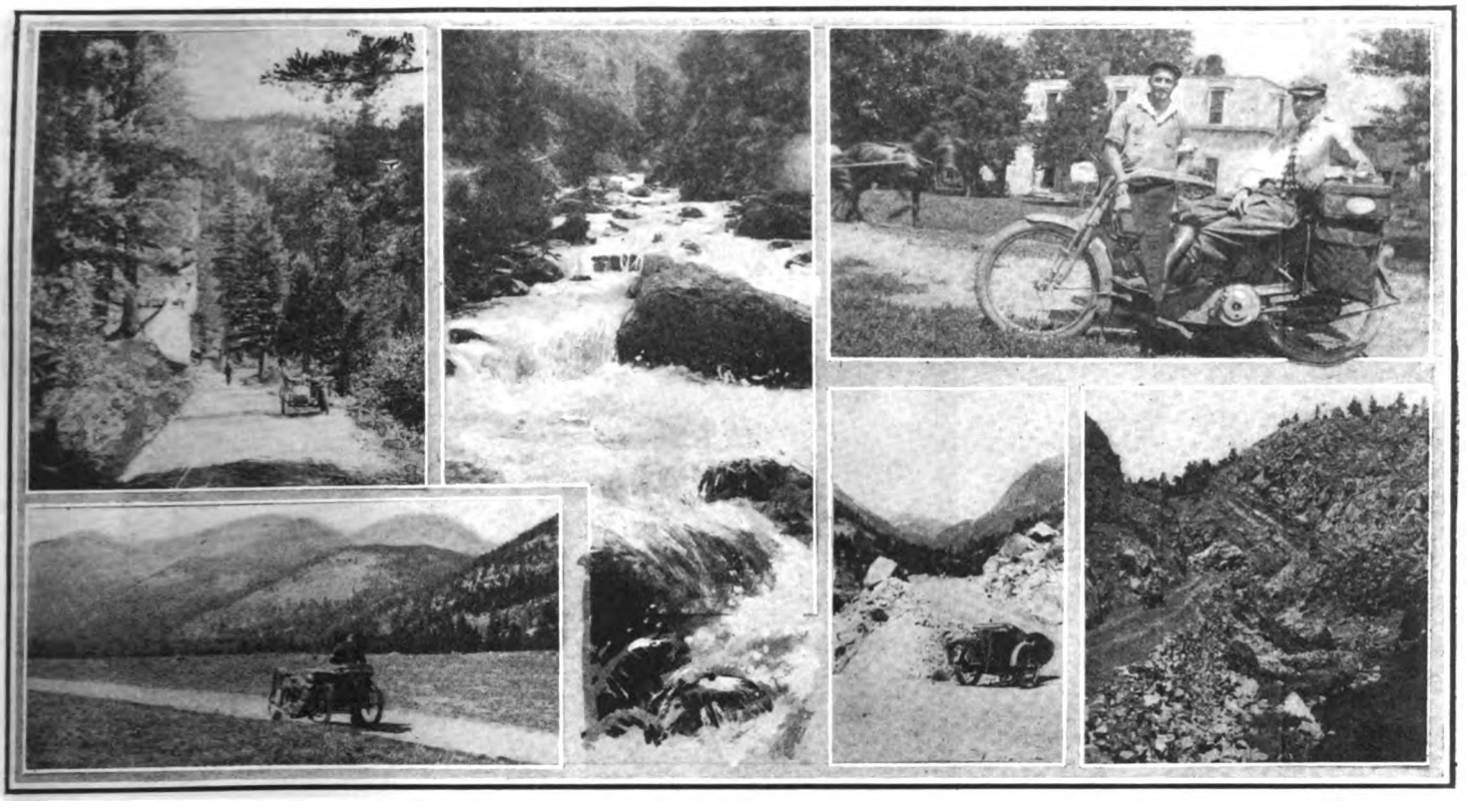
WITH A SIDECAR RIG IN PICTURESQUE ESTES PARK, COLO.



Upper Left, a Pleasant Drive Through the Park; Center, the Falls, One of Many Beauty Spots; Right, Agent Otoupalik and Dr. Burant with Harley-Davidson Used on Trip; Lower Left, A Good Place to Camp; Next to Right, Steep Grade to the Hill Summit; Right, Zigzag Ascent to the Divide Over Rather Rough Surfaces

saying, and it is also certain that practically every free lance professional, within several hundred miles of Columbus, will be on the entry list, while there is no end of amateur talent to compete in the national championship events. The racing promises to be in every way the best of the season. R. S. McConnell, who perhaps knows more about motorcycle competition than any man in the country, excepting only worthy John Donovan and Dr. Thornley, will act as referee.

Admission Charges

General admission will be priced at fifty cents, with grandstand seats at one dollar and boxes at ten dollars. Several of the boxes, by the way, have already been taken by the tire concerns, who will decorate them up in style; and it is expected that other trade folks will follow suit. The trade is expected to lend its fullest support to this grand effort to again place the F. A. M. on a sure footing, and to this end two hundred "F. A. M. booster" badges will be sold to as many trade men at ten dollars each, the badges entitling the wearers to the free run of the track and general recognition as an all-around good sport and motorcycle booster. These badges will be sold out early, so it behooves the trade folk to make application for them at the earliest possible moment. This and other details of the affair are being ably handled by E. R. Thomas, of the Goodyear factory. Applications for badges, entry blanks or reservation should be made either to E. R. Thomas or to President Falor.

To facilitate the running of the meet, President Falor intends to appoint a committee of three well-known trademen to look out for the funds and take care of disbursements.

RIDER HELPS TO RECOVER STOLEN AUTO

NEWARK, N. J., Aug. 23.—William F. Bradbury, a member of the New Jersey M. C., has just returned from his vacation, which he spent at Asbury Park, with a thrilling tale of how he foiled the attempted theft of an auto.

It seems that while Bradbury was standing at the curb with his Indian sidecar outfit, one morning, an excited individual rushed up with the information his auto was stolen and that it was still in sight a couple of blocks down the street.

Bradbury hopped on his saddle and was under way, while E. M. Frost, the "petrol wagon" owner, sat in the sidecar. Rapidly overhauling the speeding machine. Frost confirmed his belief by the license tag and as soon as the sidecar drew alongside commanded the occupants to stop. The two thieves did so, but escaped into the crowd of excursionists who were at the time leaving the station.

HELP IN FIGHT AGAINST INFANTILE PARALYSIS

NEWARK, N. J., Aug. 23.—The New Jersey Motorcycle Club has offered its members' services to the Citizens' Committee that has been organized to combat the growth of the epidemic of infantile paralysis that has swept over the city.

The local clubsters feel that they can be of service Saturday afternoons and Sundays in placarding the infected homes, also in posting notices issued by the Board of Health advising parents of simple ways to safeguard their children from the scourge.

The motorcyclists' offer was promptly accepted.

MADE SANDALS FROM GOODYEARS

The latest field for Goodyear tires has just been opened in Mexico by a peon who cut a casing from a war-damaged automobile and converted sections of the tire into sandals. He says they are a vast improvement over his former footgear, and long marches over some of the roughest trails have failed to wear them out. Ordinary sandals can be bought in Mexico for twelve pesos, but the owner of the Goodyear foot-coverings has refused to sell them for twenty pesos. He sleeps in them at night to avoid having them stolen. One of the rubber sandals bears the internationally-known Goodyear trademark, the Wingfoot, and this helps to make the owner still prouder of his sandals, although he does not appreciate the significance of the mark.

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ACCIDENT CALLS OFF FEATURE AT BELMONT

William Brier Meets with Fatal Injury at Start of 100-Mile Grind and Event Is Abandoned—Don Johns, Astride Indian, Wins 15 Mile Race and Sets New Record

NARBERTH, Pa., Aug. 21.—What would otherwise have been a most successful meet at the Belmont track on Saturday was marred by an accident to William Brier, Harley-Davidson rider, of Milwaukee, Wis., at the start of the 100-mile feature event. Brier, going at high speed, ran into the fence on the first lap and sustained a fractured skull and severe lacerations. Brier was removed to the Bryn Mawr hospital and died later as a result of his injuries.

Three Five-Mile Matches

The feature event was then called off and the three five-mile pro. matches were substituted. The first match, between "Red Parkhurst," Harley-Davidson, and Bob Perry, Indian, resulted in a victory for Parkhurst in 4:36. The second match, between Joe Walker, Indian, and Don Johns, Indian, saw Walker the winner, his time being 4:40. The third match, between Joe Wolters, Excelsior and Herbert Banks, Indian, went to Wolter. Time, 4:28.

Preceding the disastrous start of the 100-mile feature, the big crowd was treated to a thriller in the form of a 15-mile pro. event, in which Don Johns was victor, his time being 13:33⅕. Parkhurst was a close second in this event, but was never able to head off the Indian man. Johns shone again when he shattered the former mile record for the track, covering the distance in 47⅗ seconds. This is two-fifths of a second better than the figures set by Harry Klebes, made two years ago and up to the present unsurpassed.

The 15-mile amateur had the speed fans shouting with excitement. Richard Jockers, Harley-Davidson, went into the lead and held it lap after lap, but Harlan Rose, Indian, was not to be denied and finally spurted ahead of Jockers, finishing in the lead. Time, 15:16.

Bill Brier

The summaries:

Five-mile novice—Won by D. H. Farrell, Philadelphia (Harley-Davidson); second, William A. Guhl, Philadelphia (Indian); third, Victor E. Sjasturn, Philadelphia. Time, 5:17.

Five-mile amateur—Won by Richard Jockers, Jenkintown (Harley-Davidson); second, D. H. Farrell, Philadelphia (Harley-Davidson); third, Harlan Rose, Wilmington (Indian). Time, 4:52.

Fifteen-mile professional—Won by Don Johns, Los Angeles (Indian); second, "Red" Parkhurst, Milwaukee (Harley-Davidson); third, Jack W. Mullin, Wilmington (Indian). Time, 13:33⅕.

Fifteen-mile amateur—Won by Harlan Rose, Wilmington (Indian); second, D. H. Farrell, Philadelphia (Harley-Davidson); third, Richard Jockers, Jenkintown (Harley-Davidson). Time, 15:16.

Five-mile amateur sidecar—Won by William Appleton, Wilmington (Harley-Davidson); second, John Seefert, Philadelphia (Harley-Davidson); third, Albert Linker, Philadelphia (Indian). Time, 6:10⅖.

First five-mile professional match race—Won by "Red" Parkhurst, Milwaukee (Harley-Davidson); second, Robert Perry, Chicago (Indian). Time, 4:36.

Second five-mile professional match race—Won by Joe Walker (Indian); second, Don Johns (Indian). Time, 4:40.

Third five-mile professional match race—Won by Joe Wolters, Chicago (Excelsior); second, "Herb" Banks, Paulsboro (Indian). Time, 4:40

BRIER'S BODY IS TAKEN TO MILWAUKEE

IN answer to a request for a confirmation of William Brier's accident at the Belmont track, Narberth, Pa., on August 19, and his subsequent death, Alexander Klein, Harley-Davidson representative in Philadelphia, telegraphed:

"Brier ran into the fence on the first lap because of inability to see in the extreme dust. He died at 12:00 p. m. on Sunday. Leslie Parkhurst accompanied the body home on Monday."

GOVE TAKES MAJOR EVENTS AT FALL RIVER

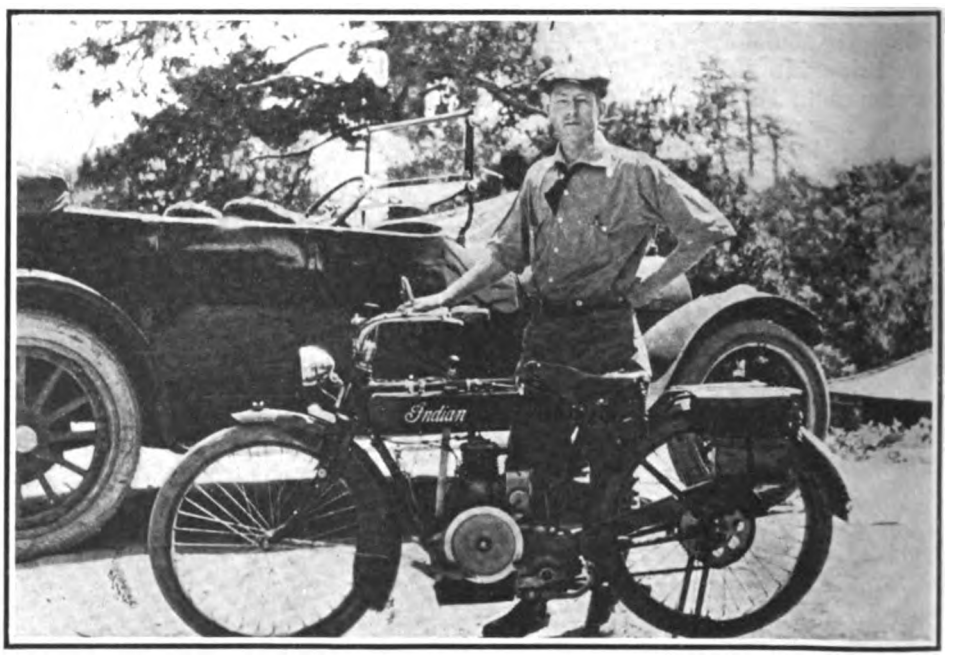
FALL RIVER, Mass., Aug. 21.—Earl Gove, the Brockton Indian rider, captured the five-mile open and the 10-mile pro. in the meet held here yesterday. His time for the five miles was 7:12¼, while for the 10-mile it was 15:04. H. E. Henrickson, Providence, with an Indian outfit, won the five-mile sidecar race in 8:15¾. The track was very rough and the turns narrow.

There were close finishes in the solo events. Gove won the five-mile only a length ahead of Frank Duckworth, New Bedford, on an Excelsior. A. Houle, of Fall River, on an Indian, was third. Duckworth took second place in the ten-mile also. Gove proved inferior with a sidecar rig in the three-wheeler event, coming second to Henrickson. Houle was third. The sidecar race was very fast considering track conditions.

DAMAGED TRACK MAY STOP MACON RACES

MACON, Ga.—Motorcycle races at Central City Park, which were slated for September 4, will probably be called off, owing to the condition of the track. The recent overflow of the Ocmulgee river resulted in two bad washout holes in the track, and it is extremely doubtful if these can be filled in time. The races were to have been part of a general entertainment program for Labor Day.

INDIAN IS FIRST LIGHTWEIGHT UP MT. WILSON



IN the photograph above is shown S. S. Bayley, of Pasadena, Cal., with the Indian Featherweight on which he made the ascent of Mount Wilson a short time ago. This ascent was the first ever made by a lightweight machine, and Bayley and his mount have been the center of admiring crowds as a result.

The roadway up the mountain winds for a total of nine miles and there are several difficult stretches with heavy grades to negotiate. The Featherweight made light of these conditions and the round trip was made without trouble of any kind.

On page 18 will be found another account of a climb up Mt. Wilson.

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CREVISTON STARS AT ROCKFORD TWO-DAY

Indian Speedster Takes Three in First Day and Long Race on Second—Stokes, Excelsior, Wins Three Events in Saturday's Meet—Over a Thousand Attend

ROCKFORD, Ill., August 21.—Ray Creviston, on his Indian, captured the 200-mile race of the Rockford M. C. yesterday in 91:44. Ray Weishaar, Harley-Davidson, was second, and Glen Stokes, Excelsior, third. Irving Janke, Harley-Davidson, came fourth.

Eight starters lined up for the gun in this race. Morty Graves took a spill in the second lap, but after getting a pedal from the pits, mounted and went off again hotfoot. Creviston led at the 25-mile mark, with Weishaar second and Janke third. The fastest lap during the first quarter was 51 1/5 seconds, made by Creviston.

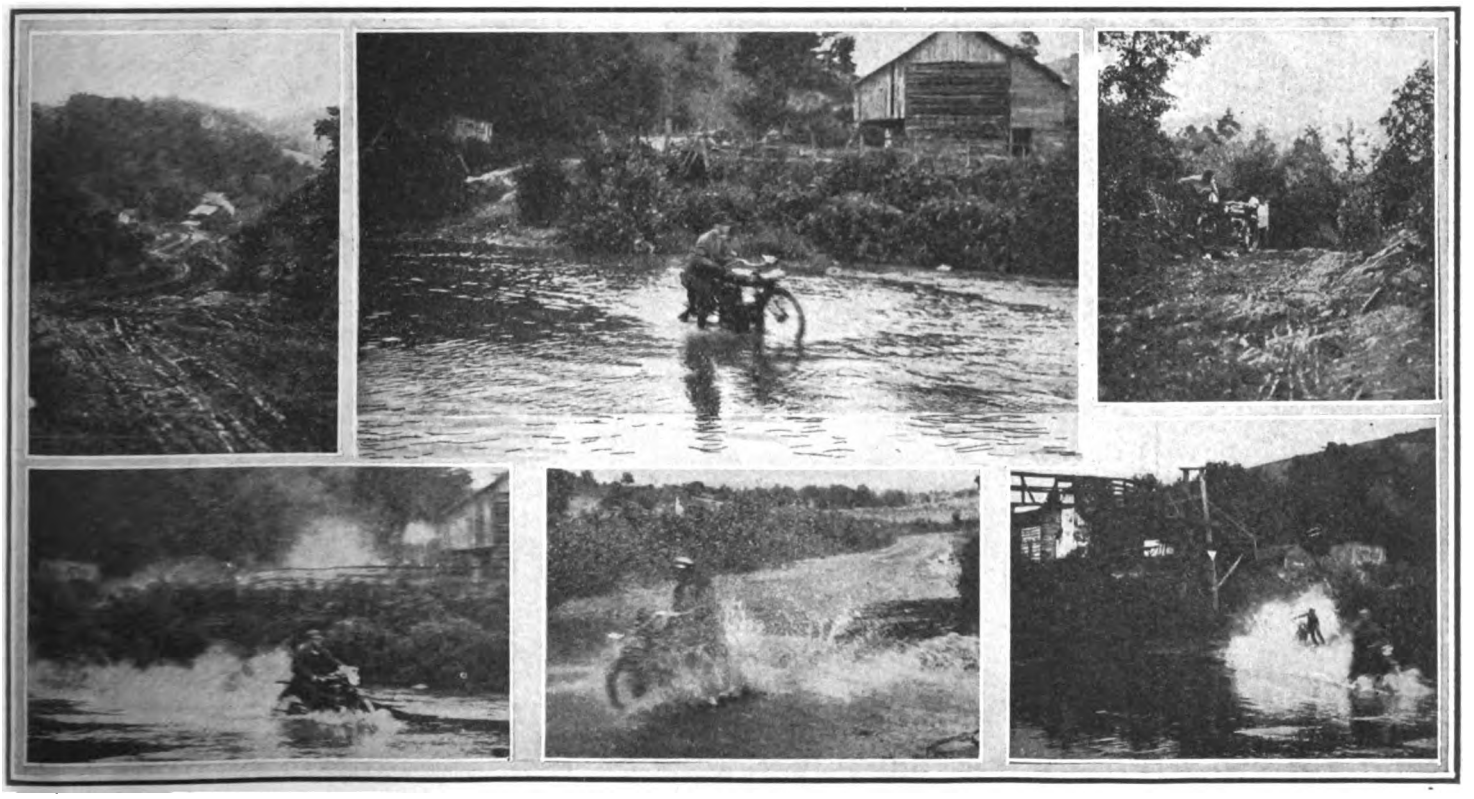
"Crevvy" held his lead up to 70 miles and then made a stop at the pits, for refilling. Weishaar and Stokes went into the lead on this, but Creviston passed them in a few laps after coming on again and won by 200 yards. The other events slated for this day—the second of the meet—were called off on account of lateness.

On Saturday, August 19, the opening day of the meet, Creviston won the ten-mile pro. in 8:57⅘, with Morty Graves, Indian, second, and M. Korn, Indian, third. Curly Fredericks, Harley-Davidson, was fourth. Janke, Weishaar, Stokes and Luther retired before the finish of this event. Creviston set a new record of 49⅘ during this race. The 15-mile event which followed brought out all the pros., but one lap saw Creviston and Walker out. Graves took the lead and held it to the finish, his time being 13:20 1/5. Stokes was second and Korn third, with Janke in fourth position.

In the one-mile time trials, Creviston made the circuit in 50 1/5. Otto Walker and Weishaar on Harley-Davidsons tied for second place with 52 seconds. In the 25-mile pro. event, Stokes, Excelsior, won in 22:37 1/5. Creviston retired on the fifteenth lap, and Weishaar, who looked a possible winner, had trouble at 24 miles. Second place was obtained by Korn, with Weishaar third and Walker fourth.

A one-mile bicycle race was held as part of the program. This was won by Bick in 2:47, with Cave second and Sears third. Over 1,000 saw the races on both days.

THROUGH CHILL STREAMS AND MUDDY ROADS ON DIXIE RUN



Upper Left View Is Typical of Blue Ridge Mountain Roads on the Course; Next to Right Is a Contestant Fording One of the Many Rivers; Right, Rest for the Weary—Taking a Breather After Plugging Mud for Miles Uphill. Below Are Views of Riders Negotiating the Appomatox River Crossings on This Recent Gruelling Virginia Event

PLAN DRAWN UP FOR SAN ANGELO MEET

SAN ANGELO, Tex., Aug. 21.—Preparations are being made here for the motorcycle races that are to be run during the San Angelo Fair, Carnival and Race Meet, from Oct. 31 to Nov. 4, inclusive. H. C. Ragsdale, general chairman of the motorcycle racing committee, reports that many entries are being received from all parts of Texas and that a number of race riders from other states are planning to attend the meet here. Ten races and a time trial have been arranged, for which cash prizes amounting to $1,000 have been offered in purses, divided 60-30-10.

Two classes of races are to be run, Class A, free for all, and Class B, for Texas boys only. Factory riders are barred and ported machines are barred except in the time trial. The program as announced is as follows:

Tuesday, Oct. 31.—Class B, five miles, $50; Class B, ten miles, $75.

Wednesday, Nov. 1.—Class B, five miles, $50; Class B, ten miles, $100.

Thursday, Nov. 2.—Class B, five miles, $50; Class A, fifteen miles, $150.

Friday, Nov. 3.—Class B, five miles, $50; Class A, twenty-five miles, $250.

Saturday, Nov. 4.—Class A, five miles, $50; time trial for mile track record, $25; Class A, fifteen miles, $150.

10-MILE RACE FEATURES WOODMEN PICNIC

GREELEY, Colo., Aug. 19.—One of the main attractions at the W. O. W. picnic held at Island Grove Park last Monday afternoon, and at which were present 4,000 Woodmen from northern Colorado, was a 10-mile motorcycle race.

After the fifth lap, Chris Johnson, a Greeley Harley-Davidsonite, kept an easy lead, but he misunderstood the judges' signal and stopped after riding 9½ miles. Since he had been out in front and could have won the race easily had he gone another lap it was thought only right by the judges that Johnson should have a share.

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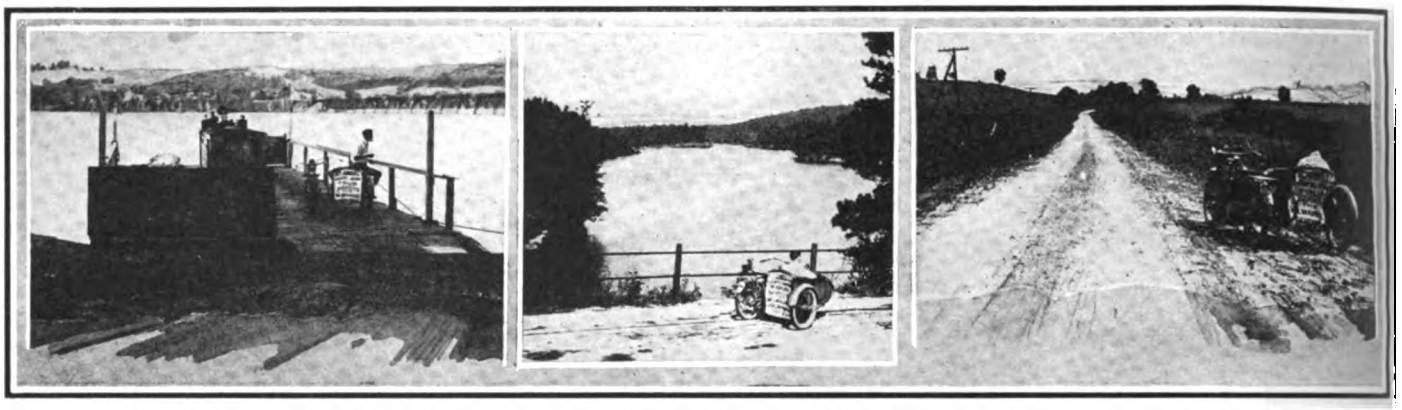
BLAZE TRAIL FOR ANNUAL GOODFELLOWSHIP TOUR

More Miles Have Been Added to Milwaukee's Classic This Year; Pathfinders Choose Scenic Route Over Good Stretches of Road; Medals Offered by Local Newspapers



Left, Ferry Over Rock River; Center, Baraboo Falls; Right, a Sample Stretch of Road on the Course

MILWAUKEE, Wis., Aug. 22.—Pathfinders for the fourth annual Goodfellowship Tour of the Milwaukee motorcyclists, held under the auspices of the Milwaukee *Journal*, have completed their work of laying out a route to the Dells, which is the objective point this year. The tour for 1916 will take three days and will be held Saturday, Sunday and Monday, Labor day, September 2, 3, and 4.

Route Well Chosen

Hugh Sharp, secretary of the Milwaukee club, and his brother Jim, with a Harley-Davidson and a sidecar, blazed the trail of what they think will be the best tour the Milwaukeeans have ever taken, from the scenic and good roads standpoint. More mileage will be covered each day on this tour, but the additional distance is more than compensated by the many long stretches of macadam and concrete that will be traveled over.

For the first day, Madison has been selected as the noon control, a run of 82 miles through Delafield, Concord, Johnson's Creek and Lake Mills. Plenty of time will be allowed at Madison to view the new State capitol building just completed. The afternoon's run of 40 miles to Baraboo, the town famed for the Ringling Brothers' winter quarters, will be made through Cross Plains, Black Earth, Sauk City and Prairie du Sac.

Ferry Over Rock River

Baraboo will be the night control twice and the run up to Kilbourn, the home of the Dells, will be made Sunday morning. Kilbourn is 14 miles of very excellent macadam from Baraboo and the jaunt can be made in 45 minutes of easy riding, stopping at Mirror Lake enroute. The return to Baraboo will be made in the late afternoon. The third day's homeward voyage will be through Merrimac, where the tourists will be ferried across the wide Rock River on a power ferry, and then go through Lodi to Madison for dinner. Milwaukee will be reached over practically the same route as going.

The Milwaukee tour will have a feature this year in making of special arrangements for motor wheels and lightweights. Lacy Crolius has donated a cup to be awarded to the neatest rider on the tour from start to finish, and the Mueller Cycle & Supply Company, through its manager, Louis Peterik, has donated a silver trophy for the awarding of which the tour committee is now working out plans.

The annual Goodfellowship tours have been promoted by the *Journal* since 1913 and they have had a wonderful influence in stimulating the sale of motorcycles and accessories. Especially in the last two tours, an effort has been made to uplift the standard of motorcycling throughout the state by making the Milwaukee tour the most orderly motorcycle assemblage ever pulled off.

Against Open Muffler

The rules of the tour are strict with regard to open mufflers in towns and last year there was considerable argument as to whether mufflers should be allowed open at any stage of the run. However, as Wisconsin is not blessed with long stretches of first-class highway, the use of the open muffler is permitted within carefully considered limits.

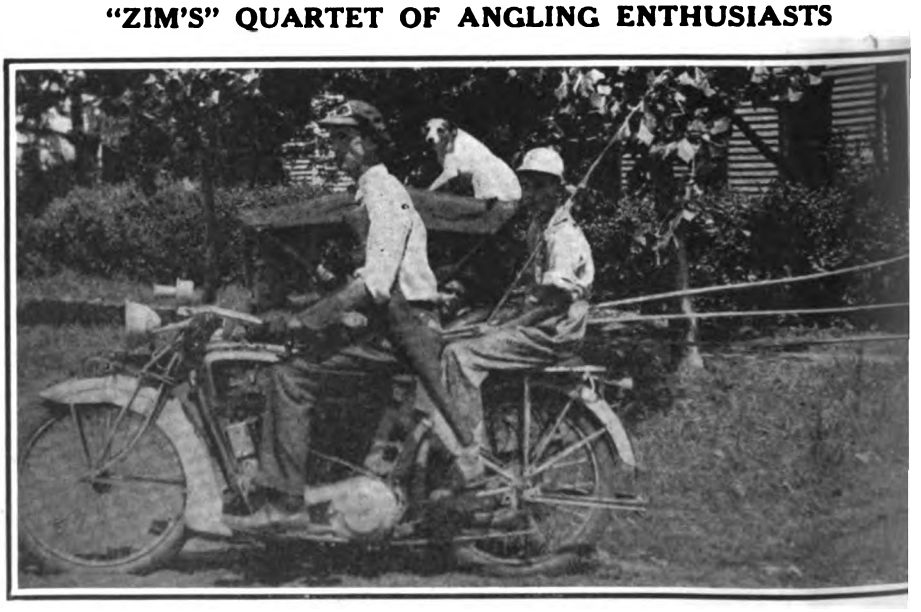
Each year the *Journal* gives every rider who finishes a sterling silver medal for his first tour and a silver bar to hang under the medal in successive tours. This year the *Journal* will give all those riders who have participated in four tours with the completion of this one, a special medal to be designated as a veteran's trophy.

The run is purely a sociability affair. Speed is tabooed absolutely and the limit is set at 25 miles an hour. In 1913 there were more than 200 entries and over half were sidecars containing lady passengers. The whole family goes on the *Journal* tour in Milwaukee, even the year-old youngsters.

HARLEY-DAVIDSONS FOR COPS

ELIZABETH, N. J., Aug. 23.—In accordance with the suggestion of Mayor Mravlag, the Police Commissioners yesterday purchased two Harley-Davidson motorcycles for use on the main highways in and out of town.

"ZIM'S" QUARTET OF ANGLING ENTHUSIASTS



P. E. Zimmerman, Well-Known Rider of Lindsborg, Kan., with Three Youngsters a Excelsior Combination Ready to Start After Finny Prey

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HARLEY-DAVIDSON OFFICE FORCE AT OUTING

Good Things to Eat and Barrels of Fun Feature Annual Joyfest; Bag Races Cause No Little Excitement; Traveling Men Present

MILWAUKEE, Wis., Aug. 22.—Employes of the office force of the Harley-Davidson Motor Company, together with the officers of the company, enjoyed their second annual outing at Army Lake last Saturday. The committee in charge of arrangements for the affair comprised Misses Crystal Haydel, Martha Wehr, Evelyn Gleason, Kathryn Ryan and Messrs. Hiram and Allen Hascall, George and Adam Dorsch, Hugh Sharp, Otto Grigg, E. J. Mueller and E. B. Elsner, chairman.

After the swimming contests and baseball game in the morning a program of novelty games was staged to allow competition for the fat men, the stout ladies, the aged and infirm and the kiddies. Harry Osborne led the orchestra that furnished music for dancing.

Bag Race Exciting

Probably the most exciting contest of the whole day was the bag race for women. It wasn't on the program, but they demanded it. Mabel Waskow, the veteran telephone operator, did so well that the gallery demanded a race between the best lady and man in the bag race finishes.

Mabel had a lead of about nineteen meters when something went wrong inside the bag and she ruined a perfectly good silk waist trying to hang onto the bag and at the same time keep intact her dignity.

The men claimed the ladies had an advantage in the bag race, because they could kick off their pumps and run in their stocking feet, the stocking feet giving them chance to get a good toe hold on the corners of the bag. Arthur Davidson opined that "they wear skirts as big as golf bags these days, anyway, so why shouldn't they be perfectly at home in the bag race."

Eats Were Plenty

Soda, ice cream and crackerjack, provided in enormous quantities by the committee, disappeared in a hurry.

William Davidson created a sensation when he hauled a monster live lobster out of the depths of the bathing beach. It was his good fortune to see the lobster before it saw him.

The picnic, really coming at the end of the two weeks' sales' convention, gave the traveling men an opportunity to meet the Harley-Davidson office family.

SWENSON GOES TO AKRON ON F. A. M. AFFAIRS

PROVIDENCE, R. I., Aug. 21.—B. A. Swenson left yesterday for Akron to attend a meeting there held for the purpose of discussing ways and means to increase the membership in the Federation of American Motorcyclists. He went at the invitation of President Shelby A. Falor, from whom he received a letter last week. He will be gone several days.

NEW EXPORT HOUSE

NEW YORK, Aug. 14.—A new export commission firm, Kemsley, Milbourne & Co., has been established in this city, with temporary headquarters at 90 Wall street. The firm will take over the entire Australian business of Thomsen & Co. under the management of Adam Sulina. Motorcycles and parts of American manufacture are desired by the firm.

LE ROY IN PATERSON

PATERSON, N. J.—Alfred Le Roy, the legless and one-armed transcontinentalist, is the guest of Elmer Havenstrite, Harley-Davidson man in this city. Le Roy rode his special Harley-Davidson rig across the continent from Los Angeles, arriving here a few days ago. He attended the meeting of the Paterson M. C. last night, and gave an account of his experiences on the trip.

MOTORCYCLES FOR PROVOST GUARD IN EL PASO

EL PASO, Tex.—Brigadier General J. Franklin Bell, commanding the El Paso border district, has ordered that several of the provost guard on duty in El Paso be mounted on motorcycles. These men will be kept on duty at the police station and will be available for hurry-up calls to any part of the city. The general declares he finds motorcycles indispensable in directing the border affairs. Despatch riding and escort service heretofore have been the "main" duties of motorcycle men.

MORE USERS OF INDIANS IN U. S. ARMY

Top View, Leaving Plattsburg, N. Y., Camp for Run; Center, Sidecar Outfit Used at Governors Island, N. Y., for Officers' Instruction; Below, Squad in Line for Escort to Heavy Transport Automobile

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CHICAGO INDIAN ENDURANCE TO BE BIG EVENT

Two-Day Run to Cedar Rapids Has Substantial Trade Backing and Will Draw Cream of Factory and Expert Riders—To Make It an Annual Affair

CHICAGO, Ill., Aug. 21.—What promises to be one of the leading endurance runs of the season, and certainly one of major importance in this territory for 1916, is the F. A. M. endurance contest of the Chicago Indian M. C., which is slated for September 3 and 4. The course will be via the Lincoln Highway from this city through Sterling to Cedar Rapids, Iowa, a distance of 236 miles. The scheduled speed will be 25 miles per hour.

All the motorcycle factories have been asked to enter teams for the run and a number have consented to do so. During the course of the run the Illinois National Road Championship will be contested for. It is needless to say that the run is sanctioned by the F. A. M.

The run will be a two-day affair. There will be a noonday control at Sterling, Ill., and a control at Clinton, Iowa. Those who are familiar with the roads feel sure that a huge majority of the entrants will be in at the finish.

In addition to the Chicago Indian M. C. the contest has the backing of the Chicago Co-operative Dealers' Association. Manager Jesse Edwards, of the Chicago branch of the Hendee Manufacturing Company, is a strong booster for the affair also. The organization holding the run feels that an affair of this sort, conducted along genuine endurance lines, is far more beneficial to the sport and trade than professional track racing. In fact, the opinion in many quarters is that the public has been more or less sated with racing and will take a greater interest in road contests.

The Chicago Indian M. C., while bearing the name Indian, is open to riders of all makes of machines. The club is one of the best of Chicago's motorcycle bodies, being composed of the chief boosters and the most enthusiastic riders of the city. The members have made the club a financial success and have kept up a greater interest in club work than has any other motorcycle organization in this part of the country, it is claimed.

Those who desire to enter the run should address the club at 1150 Jackson boulevard, Chicago. It is proposed to make this run an annual event.

FINAL SCORES ON SEATTLE RUN ARE BADLY BATTERED

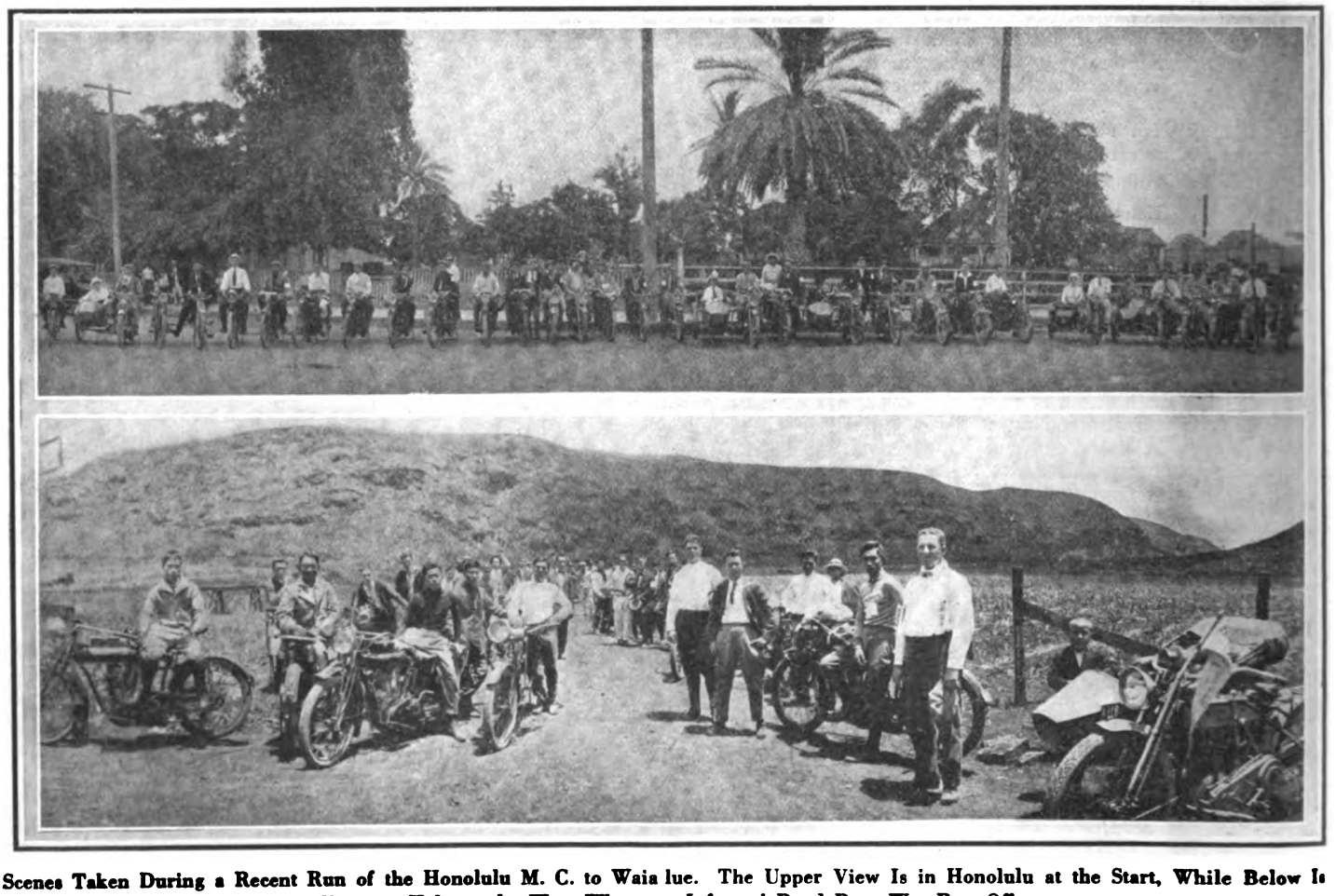
SEATTLE, Wash.—Final official returns on the endurance run of the Seattle M. C. show that the scores of those who finished the 604-Mile grind were as follows: Fred Mercer, Indian, 962; Harry Taintor, Harley-Davidson, 911; Eustace, Indian, 247; Jack Meagher, Thor, 100. It is admitted by all concerned that the run was one of the most severe ever held in this country.

Armstrong, the Excelsior rider, got off the course and traveled a total of 784 miles before finally reaching Seattle again. His score naturally was shot to pieces, but he was given credit for having made one of the most remarkable rides on record for the Northwest, and it is likely that he will share in the awards.

THREE-DAY AMATEUR MEET FOR HELENA, MONT.

HELENA, Mont.—A three-day amateur motorcycle race program has been put on the cards for September 25, 27 and 29, during the State Fair in this city. The first day's events will be a ten and a five mile race, with a similar program for the second day. The purses for the two days will total $290. On September 29, the five fastest riders in the previous days' racing will compete, the winner to receive $100 in prizes, the second $75 and the third $50.

IN HONOLULU, WHERE IT'S ALWAYS SUMMER AND ROADS ARE FINE



Scenes Taken During a Recent Run of the Honolulu M. C. to Waia lue. The Upper View Is in Honolulu at the Start, While Below Is Shown a Halt on the Way, Where an Informal Road Race Was Run Off

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SPEEDY STELLAR SEXTET AT DENVER TRACK MEET ON AUGUST 12

1, Glen Stokes, Now in Experimental Department of Excelsior Factory; 2, Otto Walker, Harley-Davidson, Who Finished Third; 3, Joe Wolter, With Pet Excelsior; 4, Bob Perry, Winner of Principal Events, on His Excelsior; 5, Don Johns, Indian, Taken After Biting the Dust in the 50 Mile; 6, Johns, Setting New Mile Record of 49 4-5; 7, Floyd Clymer, Who Won Pikes Peak Climb and Colorado Dirt Track Championship on His Excelsior

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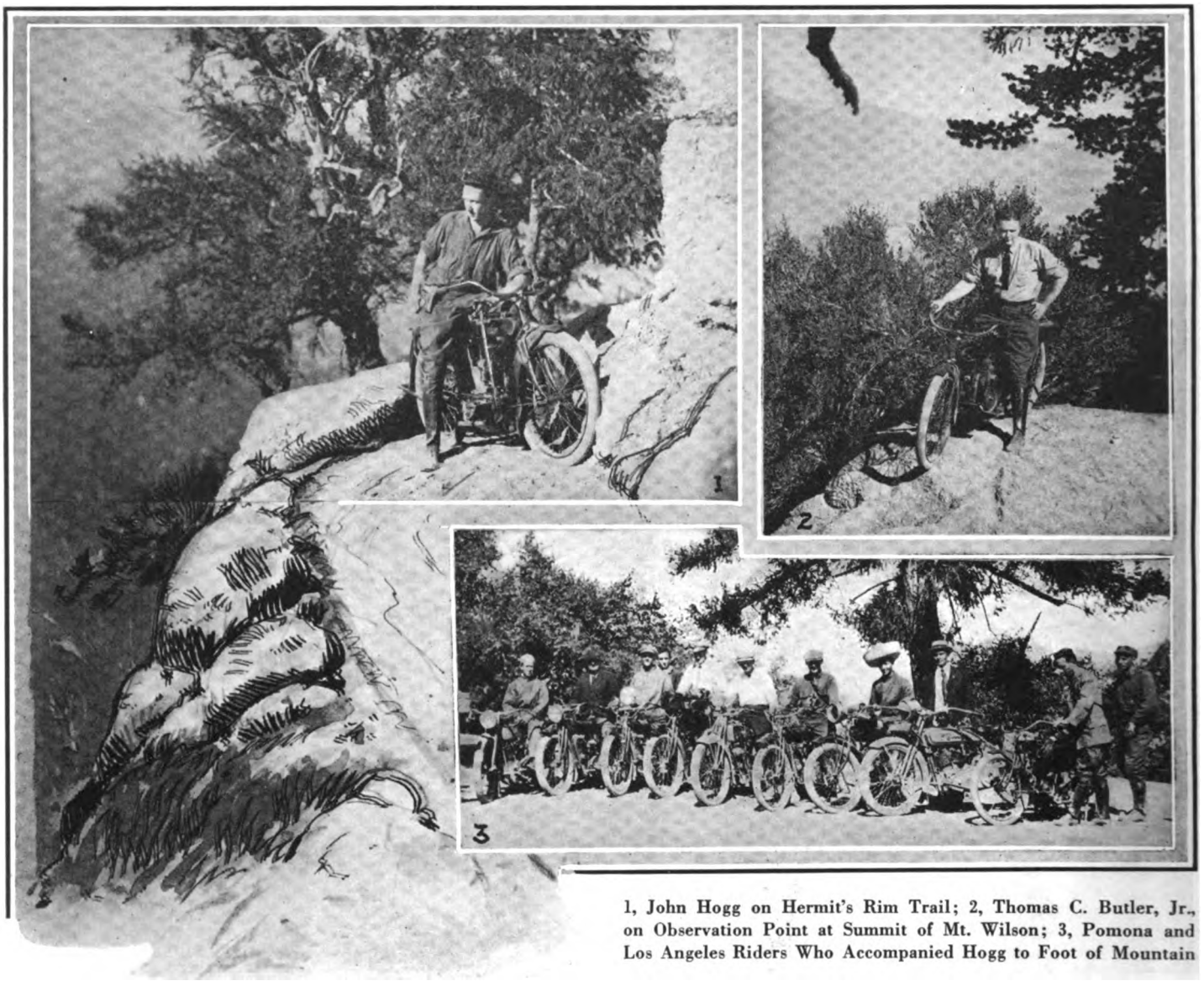
BRING FIRST MACHINE OVER HERMIT'S RIM TRAIL

Angel City Riders Relay Indian Featherweight Over Hazardous Path Never Before Traversed by Wheeled Vehicles—Mt. Wilson is Also Climbed



1, John Hogg on Hermit's Rim Trail; 2, Thomas C. Butler, Jr., on Observation Point at Summit of Mt. Wilson; 3, Pomona and Los Angeles Riders Who Accompanied Hogg to Foot of Mountain

LOS ANGELES, Cal.—Thomas C. Butler, Jr., and John E. Hogg, both of this city, rode an Indian Featherweight from the base of Mount Wilson to Observation Point at the summit and also over the hair-raising Hermit's Rim Trail between the summits of Mt. Wilson and Mt. Lowe on August 13. While a similar machine has ascended to the summit of Mt. Wilson a short time ago, no one has driven any kind of wheeled vehicle along the Hermit's Rim Trail until Butler and Hogg turned the trick.

The two riders took turns in relaying the machine over the hazardous course, where a slip meant a drop of several hundred feet to the valley below. Grades as steep as 45 per cent. were negotiated with but little difficulty. The narrow squeaks that Butler and Hogg had at several points were almost too much for parties tramping the Trail and the members refused to look at the machine and its riders for fear of seeing them shoot over the precipices.

POPE DEALER ISSUES HILL CLIMB CHALLENGE

QUAKERTOWN, Pa., Aug. 22.—A challenge to riders of any make of machine in this section to a hill climbing contest has been issued by H. C. Fronsheiser, the local Pope motorcycle dealer. This invitation to a general competition grew out of a demonstration held here recently, which convinced Fronsheiser that his model L-16 Pope Special was capable of putting up a stiff fight against any other mount.

The hill climb staged on August 6 was held on Ingram's Hill, one of the steepest inclines in this vicinity. The public were invited to witness the varied program which called for a climb on high speed, slow or fast; one starting from the bottom of the hill; a third beginning from any part of the hill; the executing of a circle on the incline, and finally the negotiating of any hill in these parts. Each of these tests was successfully met by the Pope machine.

The event of the day that attracted the keenest attention was the climb up Ingram Hill made by DeLloys Fronsheiser, son of the local dealer, with a heavy passenger.

WELCOMED INDIANA F. A. M. RUN CONTESTANTS

NEW ALBANY, Ind.—Many riders of the Falls cities, including Louisville, Jeffersonville and New Albany, were on hand at the "Wright Place," operated by Glen Wright, bicycle dealer, Henderson agent, and sporting goods dealer, to welcome the members of the Indianapolis Endurance Run, who checked in at the New Albany control at Wright's store, on Sunday, August 13. The roads from Indianapolis to New Albany were in bad shape, and several riders were late.

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Considering the Matter of Tools

When You Contemplate Some Tinkering on Your Motor, Put Yourself in the Dealer's Place and Be Fair; Keep Out of the Way, Use the Tools Carefully and Put Them Back Where You Found Them

By GEORGE M. JOHNSON

JIMMY RYDER rolled his motorcycle into the alleyway between the repair shop and the next building and proceeded to get busy on some needed adjustments. First of all he went into the shop and helped himself to two boxes, one of which was to serve him as a seat, the other for parts from the machine as he removed them.

Gus Blake, the proprietor of the agency, noted Jimmy's position with a trace of a scowl, for the entrance from the street to the repair shop was pretty well blocked, but he said nothing.

To begin with, Jimmy set about removing a link from his chain. Right there he got into difficulties, for the chain tool from his kit had seen such strenuous—perhaps inexpert, as well—use that it was pretty nearly gone. So Jimmy betook himself into the shop a second time, located a chain tool in good condition, and soon had the extra link out of the way.

Goodbye, Screwdriver!

The next job required a screwdriver. Now Jimmy had a screwdriver in his kit and aside from the fact that the blade turned in the handle it was all right. However, he managed to borrow one from Gus Blake's abundant supply. Unfortunately what he needed was a heavy screwdriver, while the one Jimmy had secured was far too light for the service required of it. One vigorous twist from Jimmy's husky right arm and the poor screwdriver gave a despairing groan and rolled over—dead. With a half guilty look around, Jimmy replaced it in a drawer and took the one he should have taken in the first place.

At the end of an hour or so Jimmy Ryder had completed his work. But when he put away his tools, *somehow* the good chain implement found its way into his kit, while the worthless one went back into the shop. A similar exchange took place with regard to a certain handy sprocket wrench.

Now Mr. J. Ryder is a pretty good fellow. He would be fighting mad in a minute if you should venture to suggest any cutting remarks about his personal honesty. The tools in question looked very much alike—exactly alike, in fact, when decorated with a liberal smudge of grease as these were. Let it go that Jimmy's carelessness caused him to *mistake* the identity, and that some good shop tools got into his kit without his knowing it. However, it may be significant that no shop tools in poor condition were exchanged for similar ones, only good, from Jimmy's collection. But perhaps we are doing Mr. Ryder an injustice.

No Profit for Friend Gus

The above, as you probably have guessed, is, well, suppose we call it a fable. Yet fables can happen in real life, you know. You, who read this, are one of two persons; you are in a position to do as J. Ryder did, or you are in a position to be victimized as Gus Blake was victimized.

Now if you belong to the brotherhood of Ryders, just how many such customers as Jimmy do you suppose a dealer could afford to have? How much profit did Gus make on that transaction? His alley was blocked for some time, causing considerable inconvenience to all who had occasion to use it. His loss in good tools amounted to at least a dollar, possibly more. Now where did he get off?

Tough Problem for Dealer

It is just such things as the above, endlessly repeated, that have compelled dealers to put up signs above the repair room door—NO ADMITTANCE! THIS MEANS YOU! And yet in so many cases those vigorous signs mean less than nothing.

As a matter of fact the dealer is up against a stiff proposition in this regard, particularly the dealer in a small place where most of his customers are acquaintances, perhaps many of them personal friends. He is afraid to come down firmly and keep them all out of the repair room, for fear they may get "sore"; and doubtless there is plenty of basis for that fear. The big city dealer is usually located differently, and as a rule his customers don't even expect to see the inside of the shop.

Is there any way out of the difficulty? Is there anything a dealer can do to protect himself and at the same time keep the good will of all his customers? Some agencies have gone to the expense of fitting up a room where riders could tinker to their hearts' content, a room supplied with a fair assortment of tools. Such a luxury is, of course, impossible for the average run of dealer.

Not long ago I ran across a pretty clever little scheme, adopted in a certain agency where the serviceable tools were slowly but surely leaking away, generally via the Ryder route. Every single tool of every kind was decorated with a generous blotch of red enamel, the sort used in touching up Indian frames, tanks, etc. The Ryders who forgetfully ride away with shop tools are rarely deliberate thieves; they would never think of scraping off the tell-tale enamel to conceal the fact that their collection contained some that started in the shop. And when Jimmy works over his boat at the agency the difference between his tools and the shop tools is fairly screamed out to all in glaring red. In the agency referred to loss has practically stopped.

The permanent cure of the abuse must lie in the waking up of riders in general to the fact that the purchase of a motorcycle does not give them the right to the use of all the shop facilities forever. It is simply necessary for the riders to apply a touch of the G. R. in their relations with the dealer—a sort of put yourself in his place stunt. Probably when that happy time does come the dealer will be firmly convinced that he is dead and at last in Heaven.

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A Batch of Simple Riding Kinks

Something About Cornering; the Correct Handlebar Position for Safety and Comfort; Giving the Motor and Carbureter a Chance; Neatness for Rider and Mount

By DON JOHNSTON

WHILE it takes but a short time to learn the operation of the motorcycle sufficiently well to be a good rider, there are many little niceties of control, which invariably distinguish the expert from the novice.

Mostly they will be learned eventually through experience extending over several seasons, but if called to the attention and briefly explained, they will serve to increase the all-round pleasure of motorcycling.

Swinging a Corner

Most riders will sit bolt upright when rounding a bend, and thus lean at the same angle as their machine. With such a procedure either the speed must be greatly reduced or a side-slip invited. To any who have attended a track meet it is noticeable how the machines will "slide" when coming around a bend. This is accomplished by allowing the cycle to tip sharply while the rider lies over on the outside of the tank and slides with his machine. He is enabled by this method to counterbalance and hold his mount more nearly vertical, keep his footing and still maintain terrific speed.

While it is not necessary for the road-rider to lie on the gasoline tank, it is a positive advantage to lean away from the curve while the motorcycle leans inward in negotiating turns in everyday touring.

Much maneuvering can be accomplished without declutching by simply sliding one toe on the ground. The machine can be turned about almost in its own length and at considerable speed by thus allowing the toe with slight pressure to act as a pivot and swinging the machine around it.

I know many fairly skillful riders, who will immediately upon sighting some sand, mud or other treacherous going swing out both feet from the footboards as far as possible. "Straddling" has indeed saved many spills, but usually only the slightest foot-pressure is needed to straighten up motorcycle and pilot.

By keeping both feet upon, or as near to the foot-boards as feasible, equilibrium is more easily maintained. Extending them widely causes a pendulum-like action and seriously disturbs balance.

Handlebar Position

Probably no one element contributes more to the convenience, safety and manageability of a motorcycle than correct handlebar fitting and adjustment. In England manufacturers regularly equip their products with bars, which over here might be classed as a semi-racing type. The easiest riding position is attained when the bars are so adjusted that their ends will just strike the tank or top tube as the case may be. Several of our makers have already shortened their bars to make this arrangement practicable, but with those machines, which are still fitted with the long bar, another expedient can be adopted. Either the bars may be shortened about six or seven inches by the local repair man, or they may be bent further apart and then tipped downward. The fallacy of long bar fitment became apparent last year with the popularity of motor-bike bicycle models. This season they are much shorter. I had a model at one time where it was necessary to saw off four inches before the jigger was rideable.

Low Position Corrects Wobbling

Even the drop racing bar if bent upward somewhat makes a very desirable type for everyday use. The operator has much better control of the machine, and the position of the body assists balance.

All riders of big twins have had experience with the "speed-man's wobble," and remember the peculiar sensations of wondering "what is going to happen next." With bars high above the tank wobbling correction is extremely difficult, but with a lower position it is made easier.

Riding with hands off is by no means a trick confined to a few makes of machines.

THE SPIRIT OF CYCLING IS STRONG IN THIS OHIO FAMILY

G. H. Neidengard, Excelsior Dealer at Steubenville, O., With His Wife and Six Children

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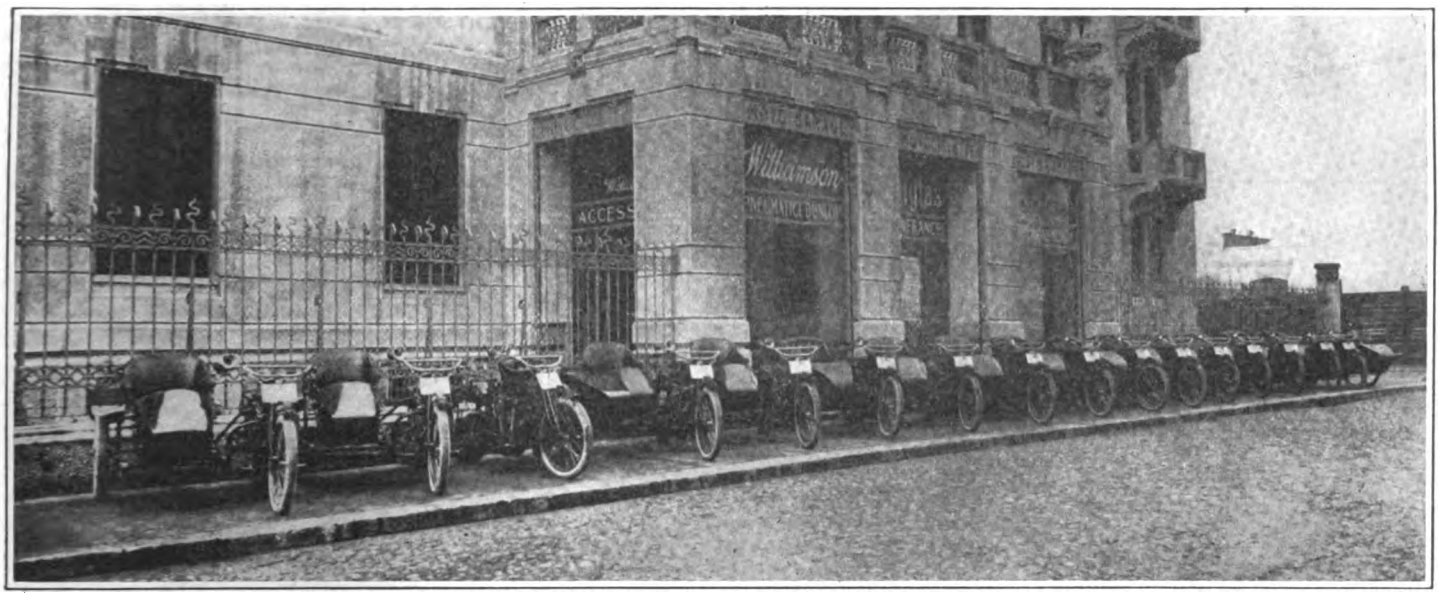
BIG SHIPMENT OF INDIAN COMBINATIONS FOR ITALIAN ARMY



They Were Sold by Lanfranchi, Who Handles the Indian in Milan, Italy

It is as much a matter of correct handlebar adjustment as fork design. I have found it easy with all leading makes if the bar-ends were reasonably low.

It is really painful sometimes to watch a motorcyclist jump on his kick-starter and force the motor over against compression in an endeavor to start it. A much easier way is to turn the motor over with exhaust valve raised until one cylinder is about to begin its compression stroke. Then give the pedal a sharp kick, at the same time lowering the valve. The valve should be released just as the piston passes top center (or slightly before), and usually the motor will take up its cycle of operation. It is a knack well worth learning as it requires less effort, and obviates the awkwardness which often accompanies the other method.

The carbureter to give maximum efficiency at road speeds is set to give a leaner mixture than is desirable for easy starting. If, after the first few explosions the auxiliary air port is quickly covered with the hand, continued operation is assisted by excluding some of the excess air. When the motor shows signs of choking more air can be admitted by raising the hand, and soon the cylinders will have become warm and normal conditions attained.

The rider and his mount are so closely linked together that both should always present a trim and neat appearance. For the machine a small cup to hold gasoline, a brush to apply it, and some rags with which to wipe will suffice; while for the rider a small shoe polisher, clothes brush, etc., are always handy.

Neat—and Still a "Regular Fellow"

You Can Keep Your Mount Clean and Your Costume Tidy and Suffer No Loss of Riding Prestige; An Old-Timer Didn't Think So at First but He Holds a Different Opinion Now

By RODMAN BARRY

CAN a motorcyclist keep his mount clean and his attire tidy and attractive and still be accepted as a "regular fellow"? was one of the most unexpected questions asked a few days ago by a veteran who was discussing with the writer the present widespread campaign for improvement in the appearance of riders. We argued that he could—beyond shadow of doubt—but it required considerable impromptu oratory to make the veteran get the same point of view. The discussion would be unworthy of mention here, but for the fact that the veteran claimed he was voicing the opinion of more than one seasoned roadster.

The Veteran's Opinion

"Why, the only riders who go in consistently for the neatness business are those who never get off the boulevards," was the claim of the oldtimer, "and all the boys are dead wise to that fact. They know that riders who are actually putting miles behind them over country roads would find it pretty hard to be Beau Brummels, and when they sight a rider who is a little neater than the ordinary they catalog him as one of those 50-mile tourists we hear about."

Up to that point we had taken it for granted that the veteran was merely making conversation, but when it became evident that he was speaking from conviction we took him gently by the coat lapel, led him aside and aimed language at his nigh ear.

"Do you actually believe that a motorcyclist discredits himself with the rank and file of riders by keeping his mount clean and wearing a neat costume?" we inquired.

"Maybe that's putting it a little too strong," came the admission, "especially as regards keeping the motor clean; but when it comes to the appearance of the rider himself I think it's true that one who is too neat on the road won't be classed as a 'regular fellow.' Don't you agree with me on that point?"

"When did a grimy suit and an oil and mud-covered machine become the recognized characteristics of a 'regular fellow?'"

"They may not please the eye," was the retort, "but they at least indicate that the machine owner has been doing something besides going down to the garage and spending his Saturday afternoons and Sundays at polishing his nickelwork. If he's dusty and oily you know he's been riding."

"And you also know that he is not making the most of his motor," we broke in; "that he is carrying a thick film of oil over the whole outfit to pick up dust and make future trouble for him; that he is a poor mechanic if he finds it necessary to cover himself with oil and goo every time he makes a little roadside adjustment or repair; that he has been riding in dust clouds when by using his noodle he could have avoided a good deal of the dust and gotten more healthful enjoyment out of his roadwork."

Creating a Good Impression

"You can't ride country roads and avoid dust," answered the veteran.

"Certainly not," we admitted, "but dust is always unpleasant and the less we get of it the better. Then why not prove ourselves thinking riders by showing as little dust and road dirt as possible. The more dirt we bring back with us from a trip, the

(Continued on page 50)

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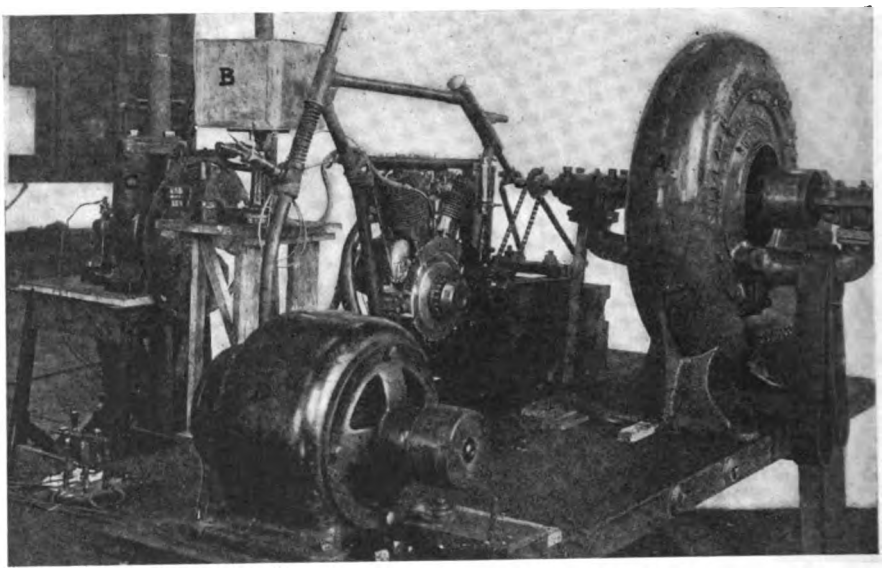
First-Hand Data On Fuel Values

Interesting Results Obtained in a Series of Experiments With a Twin-Cylinder Flying Merkel Motorcycle Powerplant; Benzol Shown to Be Most Efficient.

By W. E. SHARKEY, M. E.

EVERY manufacturer, tester and individual motorcyclist is interested in the fuel problem, the matter of power and miles per gallon, and the article below is therefore a highly interesting record. Because of its technical treatment it should prove of special value to builders of motorcycles. Mr. Sharkey contemplates the preparation of other articles along similar lines for these columns.

In the illustration (A) is the blower fan used as the load; (B) the gasoline tank, supported on a scale; (C) the cooling fan; (D) electric motor used for starting.



THE various fuels upon which an internal combusion engine may be operated, form a basis for many useful and interesting experiments. A series of such experiments was performed with a twin-cylinder Merkel motorcycle engine. These tests were made for the purpose of ascertaining what horsepower the engine would develop and how efficiently it would operate with each fuel. Several fuels and combinations of fuels were used but only the following gave results worthy of notice.

No. 1—Gasoline.
No. 2—Benzol.
No. 3—Gasoline, 60%, Kerosene, 40%.
No. 4.—Benzol, 50%, Gasoline, 50%.
No. 5—Benzol, 75%, Alcohol, 25%.

Since only a standard make of carburetor was used, satisfactory results could not be obtained with a fuel containing more than 25 per cent. of alcohol nor could more than 40 per cent. of kerosene be used. No attempt was made to obtain or develop a carburetor which would properly vaporize the fuels that would not work with the ordinary carburetor.

Testing Apparatus.

The apparatus for performing these tests is shown in the photograph. A 40-inch Buffalo Forge Co., blower fan (A) was used as a load. This fan had previously been calibrated over a wide range of speeds and horsepowers, so all that was necessary to ascertain the horsepower which the engine was developing, was to note the speed of the fan and refer to the calibration curves. The gasoline tank (B) was supported on a scale platform. In this way the exact amount of fuel used in a given time could be noted. The cooling fan is shown at (C). The electric motor (D) was used for starting by connecting to a pulley on the fan shaft by a belt. After the engine had started the belt was thrown off and the motor was stopped.

Horsepower.

The horsepower developed with the different fuels was plotted as a series of curves, one of which was for fuel No. 3, while the other was for gasoline alone. With the mixed fuel it was found that the greatest power developed was 12.4 horsepower, while with gasoline only the maximum horsepower was 10.4. The curves with the other fuels used coincide exactly with that for gasoline. With the mixture of kerosene and gasoline the engine developed about 20 per cent. more power than with any of the other fuels.

Efficiency.

The efficiency was found by running the engine at a constant horsepower output for a given length of time and noting the exact amount of fuel used. From this information the pounds of fuel per horsepower per hour could be found. Then, by knowing the heat content of the fuel, which will be shown later, the efficiency of the engine was calculated by the following formula.

$$\text{Efficiency } \% = \frac{H}{W \times F} \times 100\%$$

in which:

H = B. t. u. per H. P. = 2545.
W = pounds of fuel per H. P. per hour.
F = B. t. u. per pound of fuel.

The data which follows show the relative efficiency of the engine with the different fuels. This efficiency is the combined thermal and mechanical efficiency.

Gasoline.

H. P.	Fuel Used.	Efficiency.
4.8	.78	16.6
6.4	.76	17.85
6.8	.67	19.3
7.0	.64	20.1

Gasoline-Kerosene.

H. P.	Fuel Used.	Efficiency.
4.8	.75	17.4
6.2	.695	18.7
6.5	.68	19.1
6.5	.66	19.7
7.5	.51	25.6

Benzol.

H. P.	Fuel Used.	Efficiency.
5.7	.815	19.2
6.5	.705	22.2
7.1	.65	24.1
7.8	.575	27.2

Benzol and Gasoline.

H. P.	Fuel Used.	Efficiency.
4.1	1.12	12.7
5.4	.92	15.4
6.1	.875	16.2
7.2	.84	16.9
8.4	.81	17.4

Benzol and Alcohol.

H. P.	Fuel Used.	Efficiency.
5.5	1.17	14.7
6.4	.935	18.5
7.2	.865	20.0
7.9	.83	20.9

These curves show that benzol was the most efficient but that the mixture of gasoline and kerosene was a close second. It can be noticed that the efficiency with the mixture of benzol and gasoline is much lower than when each fuel was used separately.

Heat Content.

All of the fuels used were made up from the four fuels: Gasoline, kerosene, benzol and alcohol. The heat content of these fuels was found by the use of a Parr Calorimeter, in which a known weight of fuel is burned and the rise in temperature it will cause to a definite amount of water is noted.

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The difficulty of getting the accurate weight of the fuel used was overcome by making some small very thin walled glass bulbs. These bulbs were weighed, then filled with the fuel, sealed and weighed again, thus giving the correct weight of the fuel used. One of these bulbs was then placed in the bomb with one grain of potassium chlorate and a small quantity of sodium peroxide. These chemicals were used to accelerate and insure a uniform explosion. After the bomb was sealed it was given a severe jolt to break the glass bulb and allow the fuel to mix with the chemicals.

The bomb was then placed in the water and rotated until the temperature of the water was uniform. This temperature was noted and the charge in the bomb was exploded by an electric spark and the rise in the temperature of the water was noted. The following corrections were made to rise in temperature.

Added:

0.02 degrees for radiation.

Subtracted:

0.014 degrees for the fuse.
0.234 degrees for acceleration.
0.03 degrees for each 0.1 gram of glass in the bulb.

Then the B. t. u. per pound of fuel equals:

$$\frac{r \times 0.73 \times 2135}{\text{wt. of fuel in grams.}}$$

in which "r" is the corrected rise in temperature.

The following heat values for the different fuels were obtained:

B. t. u. per pound.			
Gasoline.	Benzol.	Kerosene.	Alcohol.
20890	17550	20600	11600
22200	16950	20000	11150
20500	16920	20400	
	16500		
Average 21196	16980	20333	11375

The heat content obtained in this manner is the higher heating value, the extra heat is due to the steam, formed by the hydrogen in the fuel uniting with the oxygen in the accelerator, condensing to water and giving up its heat. The amount of steam or water formed was found from the chemical equation as follows:

Gasoline $= C_7 H_{16}$

$C_7 H_{16} + 11 O_2 = 7CO_2 + 8 H_2O$

By supplying the atomic weights the ratio of the weight of the fuel to the weight of water is $\frac{144}{100} = 1.44$ pounds of water formed per pound of fuel burned.

The equations for kerosene, benzol and alcohol are as follows:

Kerosene:

$C_{10} H_{22} + 15.5 O_2 = 10 CO_2 + 11 H_2O.$

Benzol:

$C_3 H_6 + 7.5 O_2 = 6 CO_2 + 3 H_2O.$

Alcohol:

$C_2 H_5 O H + 6 O = 2 CO_2 + 3 H_2O.$

from which the water formed per pound of fuel is:

Kerosene—1.395 lbs. of water.
Benzol—.693 lbs. of water.
Alcohol—1.17 lbs. of water.

The heat of vaporization of water is 970 B. t. u. so when one pound of steam condenses into water 970 B. t. u. are given out. Then the heat due to the water formed in each fuel is the product of the pounds of water and 970 B. t. u.

Then the lower heating values of the fuels is as follows:

Fuel	Higher Heat Value	Correction	Lower Heat Value
Gasoline	21195	1400	19795
Kerosene	20333	1350	18982
Benzol	16980	672	16308
Alcohol	11375	1140	10235

These values were the values used in calculating efficiencies.

THROUGH FOUR STATES WITH A SIDECAR

Being the Account of a Ten-Day Vacation Trip Taken by a Montreal Family Through New England's Best Scenic Sections—Camping Outfit Was Carried Without Difficulty

By W. J. ROBERTS

AS many of our Canadian riders at this season of the year are no doubt contemplating a tour in the United States, the following brief account of a pleasant ten days' trip taken from Montreal by the writer, accompanied by his wife and little son, may prove of some interest, the machine being a three speed-Indian and sidecar.

Proceeding from our home in Montreal along the King Edward Highway to Rouses Point, and thence to West Chazy where we took the ferry to Isle La Mott, the road through this island and succeeding ones being almost continually within sight of the waters of Lake Champlain. There are few bridges of the usual construction, but generally the dirt track somewhat resembling a dyke connecting up the different islands, until we reached the mainland where we had an excellent run to Burlington, Vt.

Through Green Mountains

After spending the night here our route lay through the Green Mountains, continually winding alongside the river between towering peaks (notably the Camel's Hump) and passing many delightful spots, every bend in the road opening up some new alluring prospect. Thus we reached Montpelier, the capital of the State of Vermont, and possessing a finely situated State House, the gilded dome of which is very imposing. At this point we took the road to White River Junction and soon after leaving the latter place we entered New Hampshire, and I would here like to pay a tribute to the quality of the numerous roads being constructed by this State which is expending enormous sums on road construction, and will no doubt be the means of attracting a still greater volume of tourists to this beautiful part of the United States.

Filling up with gasoline at Newport we decided to ride a little further, although it was now getting dark and very shortly enterest a forest in a valley which was very sparsely populated. It proved quite an unusual experience passing through the forest in the dark, our exhaust booming in the stillness like a cannon and without meeting a solitary person or vehicle. Arriving at Marlow we halted for the day, making a start next morning for Keene through very pretty scenery. On leaving this latter town we were led a little astray through a badly placed sign post, and for some time had an excellent opportunity of testing the hill-climbing qualities of the machine as the road was straight up the side of the mountain for some two miles, the gradient being somewhere in the neighborhood of 20 per cent. with a loose surface, but the engine took it without a falter.

Over Good Roads

Descending to Peterboro we took the excellent road over the Temple Mountain to Wilton. Hitherto we had traversed macadamized roads but the ones from now on were practically all oiled and dustless. The straight and almost level road from here through Nashua (where we left New Hampshire) to Lowell, Mass., invites speed, but understanding a motorcycle cop haunted this vicinity we were guided accordingly. The following day we spent in Boston and saw many of Uncle Sam's battleships and smaller craft at the Charleston Navy Yard, and interesting sight being the British submarines interned there. We also saw the German ships interned, international law permitting them to keep fire in one boiler.

After viewing this old city with its winding streets and many interesting reminders of the Independence and Civil Wars—notably the obelisk on the sight of Bunker Hill, and the Massachusetts State House—we returned to Lowell, where we spent the next day, Sunday. We now proceeded via Concord and Lexington, where stirring fighting took place with the British in the days of George Washington, there being a monument of an American minuteman at Lexington and the burial place of many of the fallen. Passing through Worcester, Mass., which is an important manufacturing centre we struck the trail for the mecca of the Indian tribe, the Indian factory.

At the Wigwam

Here we received a hearty welcome and were taken through the factory, the magnitude of this motorcycle plant being astonishing, it being a seven-mile walk through the different departments. There you will find machines performing the most intricate operations almost automatically, and ranging from the machining of tiny parts to giant shears which cut five-inch steel like cheese, and a press with a pressure of 1,200 tons. Springfield itself is also very interesting, notably its park and municipal

(Continued on page 50)

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English View of 2-Strokes vs. 4-Strokes

Trade Journal Finds Two-Stroke Sentiment Increasingly Strong but Recognizes Four-Stroke as Still a Popular Contender

IN discussing the battle abroad for supremacy between the two- and four-stroke types of motorcycle motors, *The Motorcycle,* of Coventry, England, sums up the present situation in Britain interestingly, as follows:

"A short time ago the relative positions of two-strokes and four-strokes were discussed. As is generally recognized, there is a good deal of healthy rivalry existing between makers of these two types of engines, and we expressed the view that, instead of the rivalry decreasing as was generally supposed, due to the rapid advance of the two-stroke, the future trend of design might reasonably show that the miniature four-stroke engine was by no means eclipsed for all time. The development of the simple two-stroke, however, seemed after a while to reach a stage after which little or no progress could be discerned. Even now there are certain faults common to a two-stroke engine which are not present in the four-stroke. Our opinions of the past were based mainly on the extravagance of a two-stroke engine in the matter of petrol consumption when compared with a four-stroke. At the time the opinions were expressed, petrol was just half the price that it is now. How much stronger, therefore, is this all-important point of economy in favor of the four-stroke engine? We need not go over old ground in detail, but it is worth, perhaps, mentioning once again that in the early days tiny four-stroke engines failed by reason of their rapid deterioration. Latter-day developments, however, have produced a most efficient engine, almost everlasting valves, and an engine that will remain cool even after prolonged non-stop runs. These improvements, which were originally effected in the 500 c.c. four-stroke engine after extended racing experience, have gradually been reflected in the lightweight engine, and the present four-stroke lightweight cannot be compared with the machines on which many motor cyclists served their novitiate The race for supremacy between the two- and the four-stroke will be interesting and instructive."

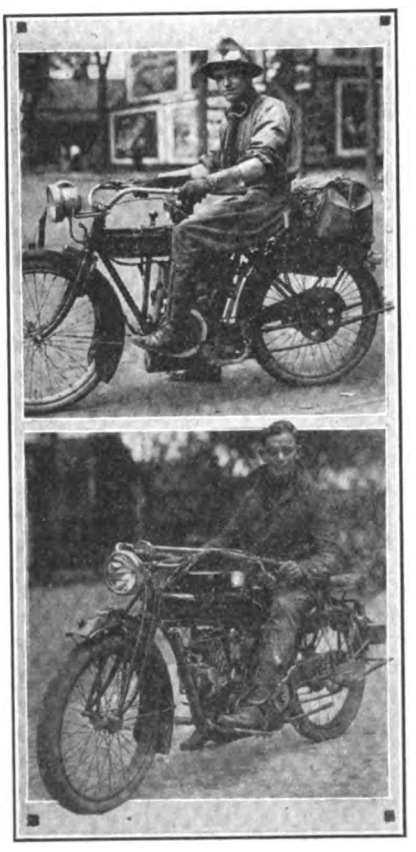
HARLEY-DAVIDSON MAKES IMPORTANT TRACK RACING DECISION

OWING to Warner's accident in which he, with Fillmore and Hepburn, ran into a fence in the McPherson, Kansas, races, and broke his leg, the Harley-Davidson Company issued their ultimatum that henceforth the factory discontinues twins on less than two-mile tracks and singles only, on mile tracks. This decision came at the close of the racing program in which Ray Weishaar won the three-mile, with Johnston, second, both riding four-valve Harley-Davidsons. Time 3:36. Johnston took first and Weishaar second in the five-mile, time, 6:05. The Harley-Davidson Company have not favored the use of high-powered twins on tracks less than two-miles and this accident, they state, substantiates their stand.

LONG DISTANCE VISITORS TO INDIAN PLANT

SPRINGFIELD, Mass.—James A. Lounsbury, a student in the University of Wisconsin, recently visited the factory of the Hendee Mfg. Co. in this city, having ridden from Superior, Wis., to this city in five days. Lounsbury used his Indian Featherweight for the entire 1,720 miles of the distance, and averaged 20 miles per hour for the trip.

Another visitor was Berry Cohen, of Atlanta, Ga., who came through on his Indian twin, the same machine which he used



Above, James A. Lounsbury on Featherweight; Below, Berry Cohen

on a similar trip in 1915. Cohen made the journey in six days, carrying a tandem passenger as far as New York. To date he has covered 20,600 miles with his machine. Both Cohen and Lounsbury made a trip through the big Hendee plants and started for their homes a few days later.

LIMA M. C. RACEMEET SEPT. 4

Lima, Ohio.—Secretary Charles C. Cleveland, of the Lima M. C., announces that the club will stage a racemeet on the local half-mile track on September 4, and that entry blanks can now be obtained from the club officials.

MOTOR CYCLE ILLUSTRATED

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WEST MAKES LONG RUN WITH SIX ABOARD

HOPKINSVILLE, Ky.—Charles West, of Rockport, Ill., is coming fairly close to the record when it comes to carrying numbers and pounds on long runs. West, his wife and four children, recently toured to Hopkinsville with his motorcycle and sidecar, a distance of 512 miles, without mishap and inside of three days. In making the trip they came through Chicago, Indianapolis, Vincennes, Evansville and Henderson, finally arriving at Hopkinsville, where they are visiting the family of C. E. West on Seventh street.

The first day out they made 180 miles, and a little over 200 miles on the second. In addition the party reached Hopkinsville in good spirits, feeling very little the worse for the long journey. The arrangement of the family was as follows: Mrs. West sat in the sidecar and held the youngest child on her lap. A seat had been fitted in the nose of the sidecar upon which the second youngest sat. West occupied the saddle, while his two sons occupied a double tandem attachment over the rear wheel. A large grip was featured behind the sidecar, and carried such changes of clothing and toilet necessities as would be needed on the road.

BUYS FOR U. S. RUBBER CO.

RAYMOND S. WILLIS has been appointed purchasing agent for the United States Rubber Company, of 1790 Broadway, New York. His long experience in the rubber and in export business, both in this country and abroad, makes him unusually fitted for taking charge of buying for the many plants of the company, throughout his large territory.

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READY FOR SWENSON'S INDIAN POW-WOW

Final Arrangements Made to Accommodate 1,500 Riders at Providence Picnic—Athletic Events Will Be Feature

PROVIDENCE, R. I., Aug. 21.—All is in readiness for the big Indian Pow-wow to be held at Palace Gardens next Sunday under the auspices of B. A. Swenson, the Indian distributor. Provisions will be made for at least 1,500 riders and friends from all over New England and Eastern New York.

For the benefit of out-of-town riders guides will be provided. The general meeting place will be in Enchange Place, where guides will leave with parties every half hour for the Gardens, beginning at 9 o'clock. The parties will be taken by Mr. Swenson's Broad street store, through Roger Williams Park, thence to Palace Gardens.

Lunch to Be Served

Swenson will provide a lunch, in generous quantities, to consist of sandwiches, drinks, ice cream and the like. Every rider will be given a coupon admitting him to the feast.

Only riders of Indians will be allowed to participate in the pow-wow. It is immaterial whether a person is an owner or not, provided he comes on an Indian, he will be royally welcomed.

A number of athletic events will be pulled off for the fat and lean men, the tandem girls, the sidecar girls and the tomboys. Suitable prizes will be awarded. The prizes will be above the ordinary, as those unused articles presented by business men of the city for the F. A. M. meet contest have been given to Mr. Swenson to be distributed at the pow-wow. Mr. Swenson gently hinted yesterday that he was going to spring a surprise this year in the form of a sport if certain things materialize.

HARLEY-DAVIDSON CONVENTION ENDS WITH BANQUET

MILWAUKEE, Wis., Aug. 22.—The annual convention of Harley-Davidson's salesmen wound up with a banquet at the Maryland Hotel. It was an informal affair, for it was realized that the knights of the grip had been listening to enough talk to last them for a whole year. A feature of the evening's entertainment was a movie film, showing convalescent English sailors and soldiers at outings in London, and another depicting some hill climbing stunts by "Billy" Cooper. President Walter Davidson was shown in the sailors' outing driving a sidecar outfit, carrying one of the Jutland heroes.

FARMERS SEE MOTORCYCLE RACES

PHILADELPHIA, Pa.—The twenty-third annual picnic of the Gloucester County Grange was featured by motorcycle races, the following results being reported:

Five miles—Lawrence, of Richwood, Thor, first; Banks, of Paulsboro, Indian, second; Elfert, of Aurora, Thor, third. Time, 6:14.

Five miles—Banks, Indian, first; Lawrence, Thor, second; Elfert, Thor, third. Time, 6:02.

Ten miles—Lawrence, Thor, first; T. Craddock, of Philadelphia, Indian, second; Kaiser, of Paulsboro, Excelsior, third. Time, 12:36.

RACES BOOM SALES

DENVER, Colo., Aug. 19.—According to the motorcycle dealers of this city the motorcycle races recently held on the Pikes Peak highway and at Overland Park, Denver, have given a great impetus to the sport in Colorado. The races also have quickened the sale of motorcycles for pleasure riding, the dealers claim.

WANT TWO MORE MACHINES

CANTON, O.—An appropriation of $530 for the purchase of two additional motorcycles for police use has been submitted to the council the other day and in all probability the council will assent to the appropriation. The Director of Safety told the council that three motorcycle policemen were necessary to regulate traffic and patrol the city, there being only one mounted man in Canton at present.

HELPFUL GOODYEAR PUBLICITY

The Goodyear Tire & Rubber Co. is sending out a series of neat folders in colors calling the attention of its dealers to the advantages of boosting commercial motorcycle sales. Bulletin No. 2, which is just at hand, tells of the M. O'Neil Co., of Akron, O., which uses four motorcycles in its painting and decorating department. The riders of the motorcycles cover Akron and all the outlying towns and report new houses in course of construction and thus enable their company to solicit the field thoroughly.

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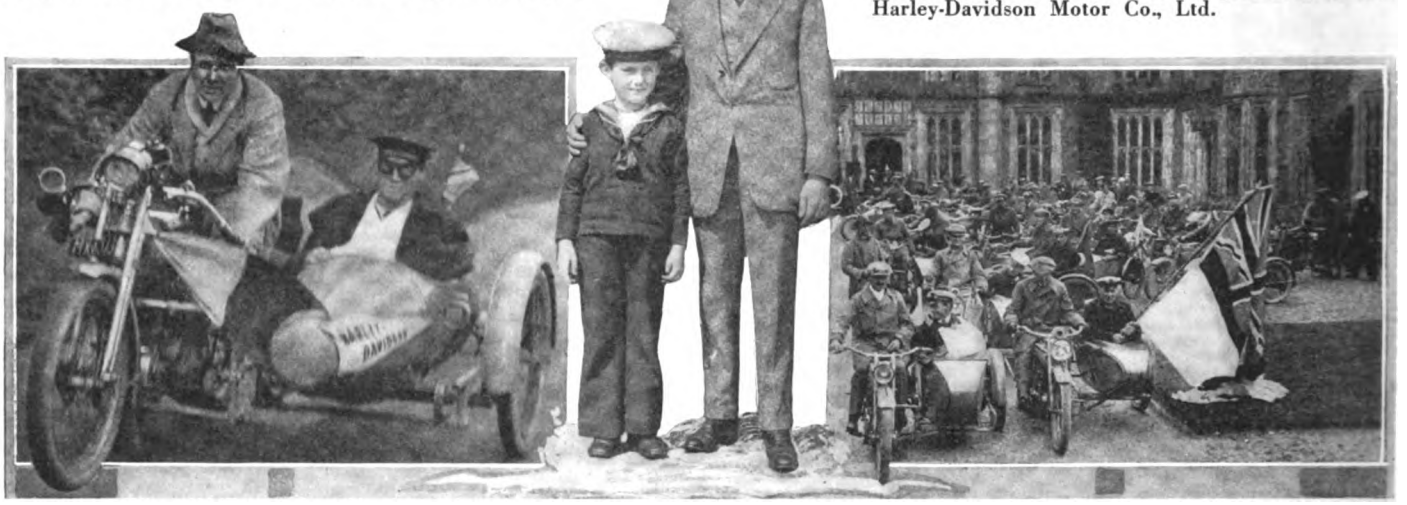
WITH WALTER DAVIDSON AT WOUNDED SAILORS' OUTING

BELOW are views taken at the outing given by the Harley-Davidson Motor Co., Ltd., of London, England, to wounded men of the Royal Navy, a short time ago. At the left is Harry Notbeck, a well-known competition man, with his 1914 Silent Gray outfit, while in the center is Walter Davidson and the son of Fleet Surgeon Stewart. Mr. Davidson took a prominent part **in the affair, driving a sidecar combination with** a petty officer as passenger during the outing. The picture at the right was taken at Sutton Place, where the party was entertained; William Cooper, the crack British amateur at the left, while to his right is Mr. Davidson. In this party was also Duncan Watson, managing director of the Harley-Davidson Motor Co., Ltd.



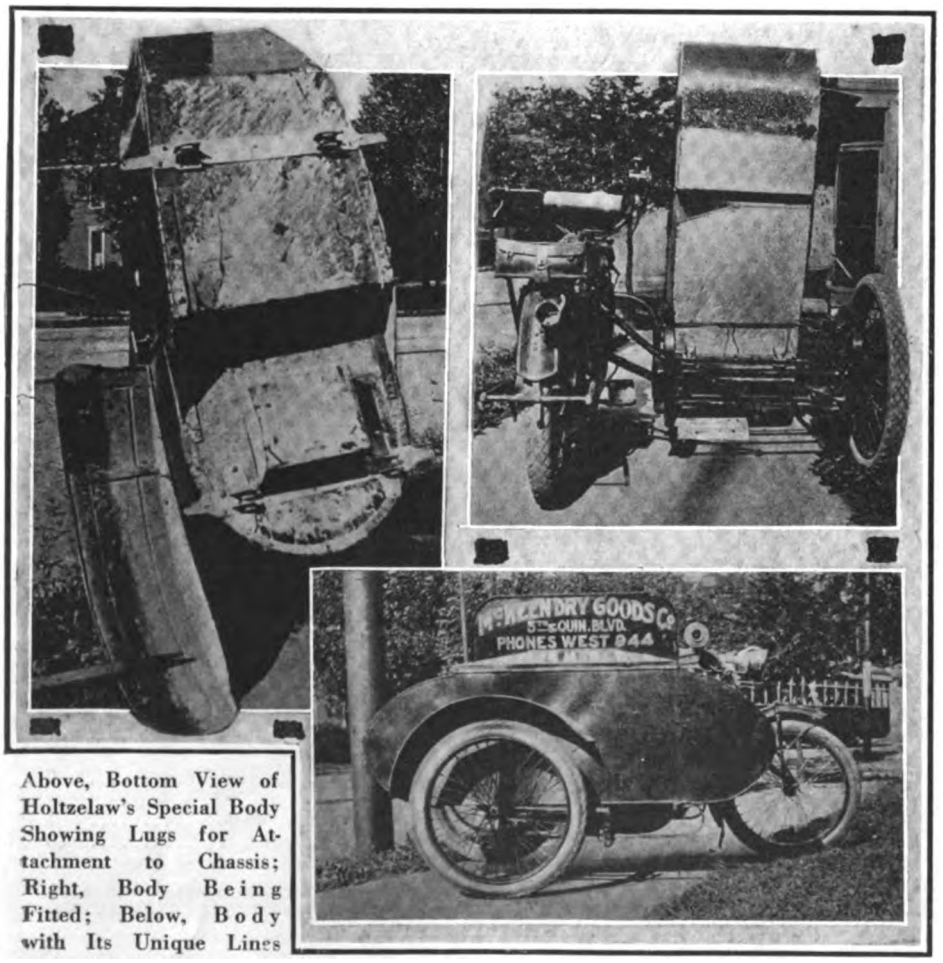
QUICK CHANGE OF BODIES WITH THIS OUTFIT

Novel Attaching Devices Allow of Rapid Substitution of Carriers

KANSAS CITY, Mo.—An ingenious and very practical method of changing a sidecar outfit to one for delivery work has been evolved by R. Holtzelaw, of the McKeen Dry Goods Co., of this city. The chassis used is a regulation Indian sidecar chassis with pleasure body, while for commercial purposes, Holtzelaw has had built a special body of torpedo form with a neat sign bearing the name of his firm on top of the body.

On the sidecar chassis have been fitted substantial cross-braces in which there are slots. Properly located lugs on the bottom of each of the two bodies fit readily into the slots on the chassis and four readily inserted keys hold the body in place. It is but the work of a few seconds to effect a change from one body to the other.

The appearance of the outfit is unique and attracts attention wherever seen. Credit for the idea in its entirety goes to Mr. Holtzelaw.



Above, Bottom View of Holtzelaw's Special Body Showing Lugs for Attachment to Chassis; Right, Body Being Fitted; Below, Body with Its Unique Lines

SAN FRANCISCO M. C. HOLDS FINE SOCIAL RUN

SAN FRANCISCO, Cal.—Fifteen members of the San Francisco M. C. held an impromptu social run to La Honda via Redwood City and Woodside on August 13. The run was easily made during the morning, all hands taking it easy. Lunch was had at La Honda, from the baskets which the crowd carried, the four sidecars of the party being requisitioned to aid the soloists in transporting the eats.

After a short rest following luncheon, the party returned via the Ocean Shore boulevard, striking the coast at Pescadero and going north through San Gregorio to Colma. The club house was reached after a ride of 120 miles and the participants then went for a swim, before dispersing for the night.

WOODS SETS A NEW RECORD IN SALES

TRENTON, N. J., Aug. 23.—R. S. Woods, Harley-Davidson distributor for Mercer County, has just finished one of the best seasons since he took the agency, having disposed of 75 new machines and 54 second-hand motorcycles. He placed 22 sidecars, about evenly between the Rogers and Harley-Davidson make.

Only one of his sales of 1916 models was a single cylinder motor, the demand being heavy for the three-speed twin. Ten per cent. of his sales were the Remi electric equipped model. He is planning a trip to Milwaukee to look over the Harley-Davidson factory some time late in the fall.

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Our Canadian News Letter

TORONTO DEALERS REPORT BANNER SEASON

Sales Exceed Mark Made in 1913, the Best Previous Year; Reciprocal Relations Bring Many American Tourists Across Border

TORONTO, Ont.—After eight years in the motorcycle business in Toronto, Percy A. McBride, the Excelsior and Henderson motorcycle distributor, declares that his trade is still growing. According to his own words, this season's business will exceed greatly the sales of any previous year. The best previous season was 1913, the year before the outbreak of hostilities, but the volume of business for 1916 will be considerably in excess of transactions in that year. His best month during the past eight years was last May while trade in July was seventy-five per cent greater than in the corresponding month last year. August also promises to be another banner month and there is no indication of a drop in motorcycles, commercially.

Walter Andrews, distributor of Harley-Davidsons, reports that he is more than satisfied to renew his connection with the Milwaukee factory for 1917, but that he will contract for just double the machines for which he signed for delivery this year. He had exceeded this year's contract several months ago, he says. On account of the reciprocal relations between the Province of Ontario and a great number of the States, Andrews reports that a fairly large number of Harley-Davidson tourists from distant American centers have called at his store during the course of their trips. In each case they have bought gasoline, oil and other necessities. The American tourists have come from Baltimore, New York, Buffalo, Erie, Cleveland, Detroit, Chicago and other places.

The H. M. Kipp Company, Limited, Toronto agents for the Indian, have received the appointment as Canadian distributors for "Brilliant Burners," the new gas light attachment which is made by the Monosmith Brothers Company, Spencer, Ohio.

Toronto dealers are discussing the possibility of holding a general motorcycle picnic to a nearby summer resort early in the fall.

As usual there will be several motorcycle, bicycle and accessory exhibits at the motor show held in connection with the Canadian National Exhibition, Toronto, during the two weeks starting August 28.

A. E. Humphrey, J. W. Gibson, Ed. Buffum, P. A. McBride, Walter Andrews and W. Porter are among the Toronto manufacturers, jobbers and dealers who have already promised to "take in" the cycle show at Chicago, while others are anxious to make the Windy City trip.

TORONTO DEALERS TO ASSEMBLE OWN WHEELS

TORONTO, Ont.—A number of the larger bicycle dealers of Toronto are entertaining the plan of assembling their own wheels for the season of 1917, according to present indications. One reason for this move is, it is declared, that factory shipments were so irregular this year that business has been affected to a certain degree. The dealers believe that they can do something to relieve the situation by arranging for the building of their own bicycles to be sold next season. One or two are already laying in large stocks of parts and their mechanics will be kept employed during the slack winter months on the new work. The factories have been claiming that the labor feature, as well as the metal market, has been causing trouble. The leading local dealers have decided, therefore, to keep their mechanics employed steadily on the assembly of new mounts.

An idea of delivery difficulties can be obtained from a single citation. Percy A. McBride, a local distributor, had a bicycle shipment from an American factory on order for delivery last December. He received the shipment this month, exactly eight months after the promised date.

"I am very glad to get the shipment at this late date, however," said McBride. "I can still sell the wheels this summer."

DAN ALLAN RETIRES FROM ACTIVE BUSINESS

TORONTO, Ont.—Dan Allan, for many years one of the leading bicycle dealers of Hamilton, Ontario, has resigned his position as manager of the bicycle department of the Humphrey Motor & Bicycle Company, Limited, Toronto, wholesale jobbers, on account of ill health. Allan has made no plans for the future.

The Humphrey company will, in all probability, continue to represent the Great Western Mfg. Co. in all Canada again next year.

MILITARY RIDERS WIN AT CENTRE ISLAND

TORONTO, Ont.—The cyclists' section of the 109th Regiment covered itself with glory in athletic endeavors at the regimental picnic held at Centre Island, Toronto, on Saturday, August 19. The military wheelmen, a number of whom are expert racing men, made a name for themselves by capturing most of the individual contests while the riders also won the tug-of-war competition and the feature baseball match from teams representing other portions of the unit. The cyclists were in the charge of Sergeant G. L. MacKay, former chairman of the racing board of the Canadian Wheelmen's Association. MacKay himself won several prizes in special competitions. The riders practically cleaned up in all the races at the meet.

On the previous Sunday the cyclists of this regiment took part in a number of swimming races, with the result that Norman Webster, the best sprint racer remaining in Canada, was acclaimed the champion swimmer in the regiment.

TORONTO CYCLIST CORPS ACTS FOR MOVIES

TORONTO, Ont.—The members of the Divisional Cyclist Corps now training in Toronto for service overseas, recently enacted a sham fight for the benefit of a camera man representing a pictorial weekly. The riders, about forty in number, engaged in reconnaissance work through a stretch of rough country and, after a sprint, came into contact with an imaginary enemy when the wheelmen got down to the business of fighting. The picture arouses intense interest in spite of the comparatively small number of participants.

OPENS MESSENGER SERVICE

TORONTO, Ont.—Sam McCulla, formerly an employe of local dealers, has hung out his own shingle. Investing in a Harley-Davidson and sidecar of the delivery van type, McCulla has opened a motorcycle messenger and delivery service with headquarters at 3½ Edward street. He has also installed facilities for repair work on both motorcycles and bicycles.

START BRISK READING-STANDARD CAMPAIGN

SAN FRANCISCO, Cal.—Hopkins & Alzina, managers of the new Reading-Standard branch in San Francisco, have just sent out a formal announcement to the trade, and are anxiously awaiting their first shipment of R-S demonstrators, which is due here in a few days. As soon as it arrives they will begin an active selling campaign among the dealers.

APPEAL COMPANY'S FAST SALES

LOS ANGELES, Cal.—"Sales have been so rapid with us of late," said Sales Manager E. E. Welborn, of the Appeal Mfg. & Jobbing Co., "that we seldom see the motorcycles in our warehouse. When a carload of Harley-Davidsons comes in we simply classify the machines outside and hustle them right off to our sub-agents throughout the State. Our dealers have orders in hand for every motorcycle we can supply."

BANNER YEAR FOR CLEM AT UPLAND

UPLAND, Cal.—G. H. Clem, Harley-Davidson agent at Upland, sold more machines in the first half of 1916 than in the whole of last year. He had placed 16 new motorcycles up to July 1. Clem is now giving much attention to sidecar prospects, and expects that 1917 will bring unusual sales opportunities for the third-wheelers.

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HOW CRIPPLED TOURIST MADE CROSS-COUNTRY TRIP

Alfred LeRoy, Minus Both Legs and One Arm, Gives Interesting Data on His Journey From Los Angeles to New York; Had No Trouble At All and Best Day's Mileage Was 296; Has Driven 8,000 Miles Since April

NEW YORK, Aug. 21.—Alfred LeRoy, three-time transcontinentalist, who has just completed a no-trouble journey with this motorcycle combination from Los Angeles to the Metropolis, although minus both legs and his left arm, called at the office of **Motor Cycle Illustrated** today and gave some interesting sidelights on his latest cross-country trip. LeRoy is now using a 1916 Harley-Davidson with special control equipment for operating from the sidecar, and his passenger attachment is of Superior make, mounted on a 1916 Harley-Davidson chassis, with 1917 Harley-Davidson springs.

With this hybrid outfit LeRoy has covered 8,200 miles since April, and has never been held up for a repair or a replacement. His mileage in crossing the country was in the neighborhood of 4,700. He is using Pennsylvania Vacuum Cup tires, Duckworth chains, Bethlehem 5-point spark plugs and Bosch magneto. He also carries three Weed tire chains, and was very glad to use them on many of the roads of the Southwest. His Pennsylvania tires show comparatively slight wear and still contained Los Angeles air when he arrived in New York. LeRoy has two additional Vacuum Cup tires strapped on the back of his sidecar, but was not called upon to change the tires with which he started.

An Extensive Trip

LeRoy's trip started at Los Angeles, and from that point he proceeded to Needles and then to Ashfork, Ariz., and to Prescott, Phoenix, Tucson, Douglas and Bisbee. Then he struck out for El Paso, Tex., and went on to Albuquerque, N. M. He then passed through Las Vegas, Trinidad, Colo.; Denver, Dodge City, Kansas City, St. Louis, Chicago, Milwaukee, South Bend, Toledo, Cleveland, Pittsburgh, Jeanette, Pa.; Gettysburg, Philadelphia, Trenton and to New York City. He has not decided in which direction he will move now, but contemplates returning to California for the winter. He plans to start westward about October 1 and make the trip in 20 to 25 days.

LeRoy asserts that he could make the coast-to-coast run in 15 to 18 days without discomfort, if a sufficient inducement were offered, but he prefers to loiter along the way and make money by selling postcards of himself and his unusual outfit. When he settles down to business he is able in the larger cities to make as much as $10 a day by his postcard sales. He has no other means of defraying his expenses.

While in Milwaukee LeRoy visited the Harley-Davidson factory and states that he was given "the finest treatment you could imagine." He remained in Milwaukee three weeks. While there he got into conversation with a policeman and called the bluecoat who remarked upon the cripple's ability to get around on his little roller platform.

"You bet I can get around on it," replied LeRoy, "and I'll wager that I'm the only man in Milwaukee who can come up abrace you on a skate without being arrested." To appreciate the traveler's little joke it must be understood that LeRoy's stand is not much larger than an ordinary roller skate.

LeRoy managed to get across the Mexican line on his southwestern swing, and climbed out of his sidecar just to be able to say that he had been on Mexican soil. He had numerous brushes with constables, and speed sharps, on the way over and asserts that he never experienced difficulty in giving them his dust. In the Pennsylvania mountains he made the "flivvers" look foolish and even some of the six-cylinder cars had to take his pace when he hit the worst grades on second speed.

Special Fittings

The tourist has his Harley-Davidson equipped with the company's standard racing tank, which enables him to carry an extra large supply of gasoline, and in addition he has a tank built into the nose of his sidecar which can hold two gallons of gasoline and a gallon of oil for emergency use. He carries a large, specially-constructed trunk at the rear of his sidecar, and the outfit, complete with driver, scales about 750 pounds.

LoRoy picked up an apparently homeless dog in Albuquerque, with the idea of having company on the road, and a crew of Mexicans took after him with such energy that the sidecar outfit covered the next ten miles in eleven seconds,—or, at least, that's the way it seemed to LeRoy. He managed to keep the dog until he struck Milwaukee, using a chain leash sent him by the Weed chain folks, but at that point the canine tourist fell a victim to the white lights or the stuff that "made Milwaukee famous" and was not on deck when the eastward trip was started.

FEATHERWEIGHT CONQUERS THE "CHINA SLOUGH"

H. CAMERON of the Indian agency at Sacramento, Cal., performed what had locally been regarded as an impossible feat for a motorcycle by crossing what is known as the "China Slough" on a Featherweight Indian.

A number of heavy machines have tried to get across this piece of desert, but have invariably failed, and Mr. Cameron is the first to succeed with a light machine. The pictures show the character of the country which he had to contend with. His stunt serves to demonstrate the capability of the light machine for touring under very hard conditions.

SUBSTANTIAL REPAIR FOR A BROKEN GRIP

AFTER several months' use, or even sooner, the projecting ends of the grips on a machine begin to break close to the ends of the handlebars and become a nuisance in several ways. It is not always possible to obtain a new pair, so some temporary repair is desirable. If the grip is wound spirally with tire tape, beginning close to the knob at the end and finishing well toward the forward extremity, it will stay up under very hard service.

CLEVELAND RIDERS SNAPPED FROM THE SADDLE

The Riders Are Holton and Bergfels, of Newark, on Way to Providence Convention; C. W. Waughop Took the Picture While Making 30 Miles an Hour on His Cleveland

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63 More Indians for U.S. Army

The importance of motorcycles for military service is now fully recognized by Army Officials, following an extraordinarily severe and exhaustive test on the Mexican Border.

All through this drastic ordeal motorcycles have proven highly efficient for scouting, patrolling, despatch riding, and many other indispensable services. Their endurance and stamina have been firmly and conclusively demonstrated beyond all question.

To confirm their official approval of the motorcycle, Army Officials have purchased 63 more Indian Motocycles, with tandem and sidecar equipment—a splendid tribute to the meritorious service rendered by Indians on the Border. This is one of the largest Army Orders ever placed.

Sturdiness of construction, the unfaltering dependability of the Powerplus Motor, along with genuine service, brought to the Indian Motocycle this well-earned reward.

At Rockford, Ill.

Indian-Creviston Combination Cleans up Century against Pick Field!

Creviston also wins 15-mile and the Time Trials!

Graves Winner in 10-mile open!

At Philadelphia, Pa.

Don Johns lowers Track Record to 47 3-5 —fast time for existing track conditions!

Don Johns finished first in 15-mile open!

Gene Walker Wins Special 5-mile Match Race!

Indian Speed Conquered a Pick Field of Riders and Machines in Both Cities!

Indian

HENDEE MANUFACTURING COMPANY

(Largest Motorcycle Manufacturers in the World)

Springfield, Mass.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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News of the Manufacturers

OKAY MOTOR DRIVES FRONT WHEEL

New Two-Stroke Powerplant Is Mounted on Front Forks of Bicycle With Grooved Pulley Acting Direct on Tire

First Picture Published of Okay Motor Fitted to Bicycle—Note Compactness of Outfit Which Scales 18 Pounds—A. L. Woodruff Is Riding This Machine Through the West

BROOKLYN, N. Y.—The latest comer in the field of motor attachments is "Okay," produced by the Okay Motor Mfg. Co., of 713 Flatbush avenue, this city. It is of the air-cooled two-stroke type, clamped to the front forks and driving the front wheel by friction on the tire. It is priced at $35 complete. It was shown at the Atlantic City convention of the Cycle Trades Association for the first time.

The motor has a bore of two inches. The piston is fitted with a single ring, which has been found ample to hold compression in a motor of this size. The cylinder is of the one-piece type, bolted by the flange to a two-piece crankcase. The crankshaft is counterbalanced and has one long main bearing, thus reducing the possibility of leakage of the mixture through the bearing from the crankcase interior. No muffler is fitted, the exhaust pipe being flattened at the end to break up any sound waves due to the action of the motor. A muffler has not been found necessary on this motor.

Gasoline is carried in a tank on the side of the motor, the capacity being one-third of a gallon. The weight of the tank balances that of the crankcase, while the outside flywheel is balanced by the weight of the cylinder casting. The filler cap of the tank is fitted with a tube which acts as an oil measure when inverted. One filling of the cap gives the proper proportion of oil for a tankful of gasoline. It will be seen by this that the lubrication is by the induction system.

The fuel is vaporized by a special mixing valve. There is a shut-off valve between the mixer and the fuel tank. Ignition is by battery and coil, the source of ignition—three dry cells of standard size—being carried with a high tension coil in a metal box attached to the seat mast tube. By carrying the batteries and coil in this position the weight is more evenly distributed and the parts of the bicycle are not subjected to undue strains.

Speed of the motor is controlled by a small finger lever on the left bar of the cycle. When this lever is moved to its extreme position, a compression release device is operated, allowing the motor to be started easily when the rider pedals the bicycle. Free engine position is obtained by lifting the motor pulley out of contact with the tire, a wire control being fitted for the purpose. The motor can be speeded to 2,000 revolutions per minute and will travel on the road at from 22 to 25 miles per hour.

Agents Being Signed

The Okay firm expects to turn out these motor attachments at the rate of 30 per day after December 1. A. L. Woodruff, of the Okay forces, is now starting on a Western trip with a bicycle fitted with this attachment for demonstration purposes. He has already made arrangements with A. Freed, San Francisco, Cal., to distribute the attachment on the Pacific Coast, Nevada, Arizona and the Pacific Islands. Territory is now being assigned to dealers.

FULLY DESCRIBES DAYTON MOTOR BICYCLE

DETAILED descriptions and attractive illustrations in black and colors, are to be found in the latest catalog of the Dayton Motor Bicycle, the product of the Davis Sewing Machine Company, of Dayton, O. All the parts are shown clearly and their operation described. In fact, the catalog also partakes of an instruction book, making it doubly valuable to the holder.

The front cover, reproduced herewith, shows that the handy little machine is favored by both sexes and depicts the pleasures of motor bicycling.

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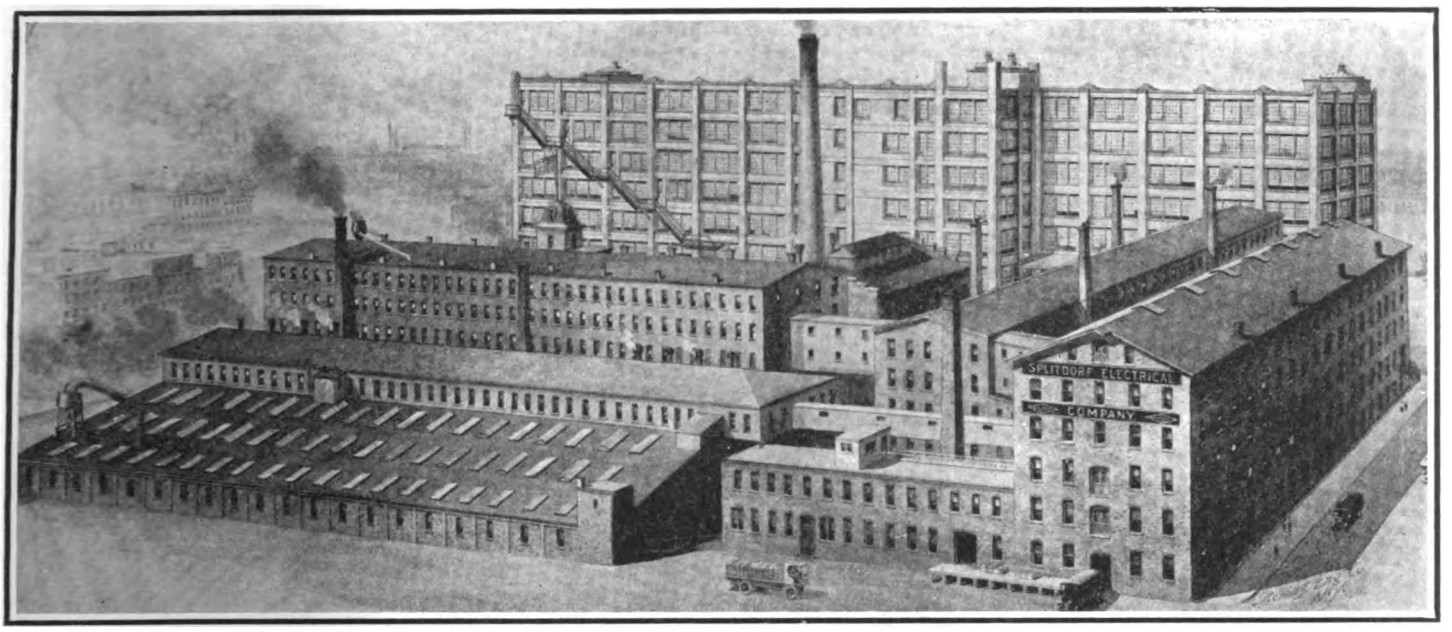
SPLITDORF EXTENSION NEARING COMPLETION

New Structure Will Have 115,000 Square Feet of Floor Area and Have Maximum Lighting and Ventilation Facilities—To Give Big Increase in Output



Mammoth Splitdorf Plant in Newark, N. J. The Addition Is Seen at the Rear

CONCENTRATED efficiency is the keynote of all manufacturing processes at the big home plant of the Splitdorf Electrical Company at Newark, N. J. This efficiency is not of recent growth, but has been insisted upon ever since the original company started in business many years ago. Following the amalgamation of the original and other concerns into the present Splitdorf company, the efficiency policy was continued to an even greater degree, and it is by reason of concentration in this direction that the firm has attained its present commanding position.

To keep pace with the efficiency idea, a large extension to the plant is now nearing completion. This building, which will be one of the best lighted factory buildings in this section of the country, is of reinforced concrete, fireproof throughout, and costing $200,000. More than 30,000 square feet of window glass will be used on all four sides to get the maximum of light and ventilation.

The buildings in the present plant will not be disturbed in any way by the new addition and will continue to be utilized for manufacturing purposes. The frontage of the new building will be 300 feet with a depth of 60 feet, giving a total effective floor area of 115,000 square feet. Welfare and convenience of the employees have been carefully considered, and an ell measuring 65 by 20 feet will carry completely equipped wash and locker rooms of the most modern type.

The present daily output of the factory is 1,500 magnetos and 8,000 sparkplugs, as well as numerous lighting and starting outfits. With the addition in operation this output will be hugely increased.

The executive officers of the Splitdorf Electrical Company are: J. V. Alvord, president; C. F. Splitdorf, vice-president; M. W. Bartlett, secretary; R. S. Preble, treasurer; C. W. Curtiss, general manager; W. J. Murray, assistant general manager, and Dan R. Walls, advertising manager. The sales department is under the direction of Mr. Bartlett.

The engineering staff consists of Dr. R. H. Cunningham, with C. T. Mason, A. D. T. Libby, George Lang and H. E. Broegger.

SWEDISH RACES CAPTURED BY INDIAN SPEEDSTERS

THE Indian motorcycle made a clean sweep of the Swedish championship motorcycle races held in a southern province the latter part of June.

The course was around the border of the Province of Seania, Sweden, over the rugged roads so frequently found in that country. The distance for the two classes was 200 miles. Class 1 included all machines of 7½ horsepower, and the first three places were captured by Indians. Wessberg, of Trelleborg, finished first, and was followed by Alfred Anderson, of Hoganas. The third place was captured by Wiggo Welin, of Halsingborg. The leading European makes, as well as several other American makes, were represented. All of the Indian riders rode 1916 stock Indians with Powerplus motors.

In Class 2, for machines of 4 horsepower, the Indian again scored. John Agren, of Eslof, finished first in this event.

Special recognition was extended the winners by the Indian representatives in Sweden, Messrs. Wiklund of Stockholm.

MESINGER AGAINST PRICE CUTTING EVIL

NEW YORK.—Another manufacturer who has adopted a strong attitude on the question of price-cutting is the H. & F. Mesinger Manufacturing Co., maker of the well-known air cushion and other brands of bicycle and motorcycle saddles, at Austin Place, this city. President Henry Mesinger, of the company, says that under no circumstances will his firm deal with any houses addicted to the price-cutting habit.

"Furthermore," says Mr. Mesinger, "we wish it understood that we will not do business with any house cataloging Mesinger saddles at less than list prices."

EMBLEM HELPS CURB SPEEDERS

SCHENECTADY, N. Y.—Nine violators of the motor vehicle law were arrested on the Schenectady-Albany road last Sunday when Constable John S. Crooks, riding in a Rogers sidecar which was hooked up to an Emblem motorcycle and piloted by A. P. Strogonoff, patrolled the district. The crew of the sidecar combination was forced to do better than 50 miles an hour in some cases to overhaul the nine troublesome speeders.

HAMILTON IN PROVIDENCE

G. H. Hamilton, connected with the Federal Rubber Company, while passing through New England, stopped in this city a day with B. A. Swenson, Providence, R. I. While here he met William S. Edwards, 79, who is the oldest motorcycle enthusiast in Rhode Island.

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The Club Bulletin Board

'FRISCOITES ENJOY RUN TO GUERNEVILLE

SAN FRANCISCO, Cal.—About twenty members of the San Francisco M. C. took part in the recent run to Guerneville. Practically all the participants were seasoned riders, for the party was on the road most of the day and the surfaces traveled were not any too good. The start was made early in the morning, the main body reaching Guerneville at 11:30, after passing through Petaluma and Santa Rosa. Dinner was had at the hotel, after which the whole party went swimming. On the return trip, the riders strung out to avoid dust and reached Sausalito, catching the 9 p. m. boat for this city.

A large crowd is expected for the next run—to Martinez via Port Costa, and quite a lot of Vallejo M. C. members expect to take part in the run. A run to Folsom is to be held on September 3 and 4 for all the Bay District clubs.

OUTING CLUBSTERS FORM KANSAS CITY M. C.

KANSAS CITY, Mo., Aug. 16.—Misunderstanding over the name Indian Outing Club of Kansas City caused the members of the club to resign in a body and form the Kansas City M. C. a few days ago. The new club has 53 members, all F. A. M. The officers elected are as follows: C. E. Whitcomb, president; G. H. Putman, vice-president; U. U. Smith, second vice-president; George Cabines, secretary-treasurer.

The Kansas City M. C. will hold an official F. A. M. endurance run on September 3 and 4. More than $50 in prizes will be awarded to the contestants in the affair. There will be much competition, it is believed, as members are being drawn from all the surrounding suburbs.

PATERSON M. C. CHANGES RUN SCHEDULE

PATERSON, N. J.—The run of the Paterson M. C. slated for Glen Island, N. Y., this Sunday, has had its destination changed to Atlantic Highlands, N. J. The club officials will have as their guests the Stockholm M. C. of Stockholm, N. J.; the Hackensack M. C. and the New Jersey M. C. of Newark.

RHODE AGAIN HEADS READING M. C.

READING, Pa.—William L. Rhode, who was president of the Reading Motorcycle Club, 150 strong, in 1915, was elected for a half year to succeed Frank Neidig, resigned. Mr. Neidig retired when but little more than half of his term was ended. Mr. Rhode was selected as the most experienced man and the best organizer available in this emergency. He will serve until January. The club is growing and its membership will be doubled by the end of the 1917 season, it is expected.

Mr. Rhode is in business on Cherry street, near Seventh, under the firm name of L. A. Rhode Estate. He has been chairman of the competition committee of the club and has been one of its most active members.

ON NEW ENGLAND OUTING

PORTLAND, Me.—The Spindle City Motorcycle Club, of Lowell, arrived in this city a few days ago, after a tour through the White Mountains. The Lowell riders made a circle up through Concord, N. H., to the White Mountain region, side trips being made to many points of interest. In the party were Charles W. Phelps, Capt. R. Hoyle, J. Blackstock, J. P. McGorin, Augustus Sustafson, Frank McGorin, Joseph Avila, Charles Lorigan, E. Porter, Earl Actos, and A. Lundgres. Several sidecar combinations were included in the party.

BRASS CITY M. C. RUNS

WATERBURY, Conn.—The Brass City M. C. has completed plans for a run to Holyoke and Mount Tom on Sunday, August 20, and for an outing to New York and Coney Island on Saturday evening, August 26, and the following day.

F. H. Salisbury has resigned as president of the club, due to pressure of business, and Vice-president A. L. Stanton has been selected to fill the vacancy. E. L. Mix is the new vice-president. The club's roster now shows thirty-six active members.

A TRIPLE-JOINTED RUN

WHEELING, W. Va.—A recent run of the Wheeling M. C. was conducted on a somewhat unusual basis. Using the clubrooms as a starting point, the riders made a trip to a point 7½ miles up the River Road, and then returned. Following the ished the boys made another 7½-mile run out the National Pike, returning to the clubhouse to wash up and discuss their experiences.

Looking Down the Stretch

August 26, Providence. R. I.—Annual picnic given by B. A. Swenson to Indian riders, Palace Gardens.

August 26, Dayton, O.—Meet of Interstate Racing Association.

August 27, Toledo, O.—Interstate Racing Association meet.

August 27, Chicago, Ill.—Tour of Chicago Sidecar Club to Joliet.

September 1, Carthage, Mo.—Motorcycle race in connection with Jasper County fair.

September 3, Harrisburg, Pa.—Endurance run of the Keystone M. C.

September 3, Columbus, O.—Meet of Interstate Racing Association.

September 4, Lima, O.—Race meet under the auspices of the Lima M. C.

September 4, Springfield, Ill.—Meet of Springfield M. C. at state fair grounds.

September 4, Memphis, Tenn.—Race meet of Memphis M. C.

September 4, Sheepshead Bay, N. Y.—Race meet at Speedway.

September 4, Columbia, S. C.—Annual all-pro. race at State Fair Grounds.

September 4, Roanoke, Va.—Race meet of Dixie M. C.

September 4, Milwaukee, Wis.—Fourth annual Goodfellowship Tour, Milwaukee, M. C.

September 4, Shreveport, La.—Race meet under auspices of Central Trades & Labor Union.

September 6, Wheeling, W. Va.—Thirty-mile road race of Wheeling M. C.

September 10, Chicago, Ill.—Tour to Aurora and Elgin of Chicago Sidecar Club.

September 16, Dayton, O.—Race meet of Dayton M. C.

September 16, Dayton, O.—Meet of the Dayton M. C.

September 17, Detroit, Mich.—Fourth meet of the Detroit Motorcycle Dealers' Association.

October 1, Providence, R. I.—Annual Triangle Run, Providence-Boston-Providence, of M. C. of Rhode Island. B. A. Swenson in charge.

October 1, Toledo, O.—Race meet of the Interstate Racing Association.

October 8, Detroit, Mich.—Race meet under auspices of Detroit Dealers' Association.

October 8, Toledo, O.—Race meet of the Interstate Racing Association.

F. A. M. Doings

TWO MORE GET MEMBERSHIP PRIZES

WESTBORO, Mass.—Secretary G. B. Gibson, of the F. A. M., announces that membership prizes for the weeks of July 31-August 6 and August 7-13 have been awarded to John W. Kolb, of Philadelphia, Pa., and H. Carlisle Stewart, of Huntington, W. Va. Kolb sent in four applications, the greatest number sent in during the period mentioned, while Stewart sent in 25.

NEW SHOP REGISTERS

FORT WAYNE, Ind.—The Ideal Motorcycle & Supply Company, of 122 East Columbia St., has registered with Secretary G. B. Gibson as an F. A. M. repair shop. The proprietor is H. G. Schlink.

CLUB RE-AFFILIATES

WESTBORO, Mass.—Secretary-Treasurer G. B. Gibson reports the re-affiliation of the Huntington M. C., of Huntington, W. Va. There are 27 members, all 100 per cent F. A. M. The secretary is H. C. Stewart, of 617 Ninth street, that city.

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Bicycle Section

ANOTHER RECORD GOES TO McNAMARA

Australian Takes 15-Mile Race and Breaks Former Record for the Distance—Spill Mars "Miss and Out"—Egg Badly Injured

NEWARK, N. J., Aug. 21.—Reggie McNamara, the Australian, and his fellow countryman, Bob Spears, were the bright shining lights at the Velodrome meet yesterday afternoon. McNamara won both the 15-mile open race, incidentally breaking the record for the distance, and the "miss and out" race, while Spears had his opportunity to shine in a match race with Frank Kramer, the champion, when he took the latter into camp in the second and third heats after Kramer had won the first.

The "miss and out" race was marred by a big spill about half-way in which Oscar Egg, John Bedell, Alfred Grenda, Harry Kaiser, Lester Bowker, Martin Ryan and Eddie Root went down. Egg was the one to suffer in the scramble, the Swiss receiving a bad cut in the right leg which necessitated three stitches to close. The others escaped with minor bruises and the usual shaking up. After the scrimmage McNamara had things his own way and won handily from Jake Magin and Gordon Walker.

Mac. Smashes Record

It was in the 15-mile open that McNamara put up a wonder ride and smashed a record that stood for two years. At over a half-mile to go, Charley Piercey, the Australian, and Marcel Dupuy, the Frenchman, got a break on the field, opening up a big gap. Piercey weakened, however, two laps from home and Dupuy went out alone. Jackie Clark was instrumental in bringing the field up almost to Dupuy, Jackie giving Alfred Goulet a pull. At the bell Dupuy still had 30 yards advantage, but McNamara and the rest of the field passed the Frenchman on the back stretch, the strong Australian finishing a winner in 31:28 2/5, taking the record and the last claim to fame held by William Morton, the Harrison, N. J., rider, who made the former mark of 32:03 2/5, Aug. 23, 1914.

Frank Kramer and Bob Spears met in a match at a mile and when Kramer won the first heat his friends figured his chances in the second heat just as bright, making a third heat unnecessary. Spears, however, torpedoed all the hopes of the Kramer adherents in the second heat when he went around Kramer on the last banking going into the back stretch Kramer being forced to trail home lengths back. In the third heat Spears elected to ride the last lap from the front. Kramer tried to get by the Australian on the back stretch, but the latter had too much speed and won by a length.

Spencer Retains Brassard

Arthur Spencer, the Brassard holder, scored his seventh win in the race for the weekly meal-ticket armlet, when he defeated Alfred Goullet, the Australian, scoring his second win over Goullet in this race.

William Spencer Turns Pro.

Tom Bello, the Brooklyn Italian, and William Spencer, the Toronto amateur, were the winners of the simon-pure events. Bello won the half-mile handicap from the 40-yard mark and then finished second to Spencer in the two-mile open. Spencer after winning the latter race made his professional debut in the 15-mile open, but

Fred M. Sanborn Starting from City Hall, New York, on Record Ride to Chicago

his efforts in his last amateur race were too much for him and he retired in the fifth mile in his first pro. race. Summaries:

Half-mile handicap, amateur—Won by Tom Bello, Brooklyn (40 yards); second, Chris Dotterweich, Newark (35 yards); third, Ben O'Sicky, Cleveland (60 yards); fourth, Charles Fitzsimmons, East Orange (80 yards). Time, 53 seconds.

Two-mile open, amateur—Won by William Spencer, Toronto; second, Tom Bello, Brooklyn; third, Jerry Nunziata, Brooklyn; fourth, Edward Byron, Australia. Time, 4:08⅗.

Australian team pursuit race—Edward Byron, Australia, and John L. Staehle, Newark, vs. Ed. J. Carroll, San Francisco, and William Spencer, Toronto. Won by Staehle and Byron. Time, 4.02⅕. Distance, 1 mile and 1,539 yards.

One-mile Brassard race, professional—Arthur Spencer, Toronto, vs. Alfred Goullet, Australia. Won by Spencer. Time, 3:04⅗. Last eighth-mile, 12¼ seconds.

One-mile match race, professional—Bob Spears, Australia, vs. Frank Kramer, East Orange. Kramer won first heat, Spears second and third. Times, 2:55¼, 2:50⅗ and 2:52⅘, respectively. Last eighth-miles, 12⅖, 12⅗ and 12 seconds, respectively.

One-mile handicap, professional—Won by Eddie Madden, Newark (70 yards); second, Willie Hanley, San Francisco (85 yards); third, Frank Corry, Australia (70 yards); fourth, Eddie Root, Boston (90 yards). Time, 1:58⅘.

Miss and out, professional—Won by Regie McNamara, Australia; second, Jake Magin, Newark; third, Gordon Walker, Australia; fourth, Frank Corry, Australia. Time, 8:05⅘. Distance, 3⅗ miles.

Fifteen-mile open, professional—Won by Reggie McNamara, Australia; second, Frank Corry, Australia; third, Jake Magin, Newark; fourth, John Bedell, Long Island; fifth, Alfred Grenda, Australia. Time, 31:28⅖.

TWO MORE WINS ADDED TO KOCKLER'S STRING

CHICAGO, Ill., Aug. 20.—Two more wins were credited to Ernest Kockler the two-time winner of the city championship, at the Riverview Velodrome last night. Kockler entered only two races at the track and accounted for both of them in handy style. In the two-third mile open the champion defeated Arthur Van der Palt, the Belgian, and Jules Arens, a member of the Logan Square Cycling Club, in that order, and in the five-mile open he again finished ahead of Van der Palt Egisto Davini, the Italian, being the third man across the tape.

Oscar Sachse, another Logan Square club rider, accounted for the two-mile handicap, beating Carl Stockholm, Swedish-American C. C., and Andrew Andresen Conquer C. C., in the order named. Henry Henriksen and Herman Hoffman won the one-mile open and the one-mile invitation, respectively. Summaries:

Two-mile handicap, amateur, class B and C—Won by Oscar Sachse; second, Carl Stockholm third, Andrew Andresen. Time, 4:07⅗.

Two-third-mile open, amateur—Won by Ernest Kockler; second, Arthur Van der Palt; third Jules Arens. Time, 1:51⅗.

One-mile open, amateur, class B and C—Won by Henry Henriksen; second, Carl Stockholm third, Oscar Sachse. Time, 2:23.

One-mile invitation, amateur—Won by Herman Hoffman; second, Nick Becker; third, Ed Arens Time, 2:23⅘.

Five-mile open, amateur—Won by Ernest Kockler; second, Arthur Van der Palt; third, Egisto Davini. Time, 11:40⅘.

SANBORN COVERS 146 MILES FIRST DAY OUT

KINDERHOOK, N. Y., Aug. 21.—Fred M. Sanborn, the Baltimore cyclist who is attempting to establish a mark between New York and Chicago on an Emblem bicycle, arrived here last night at 7:30 p. m. Sanborn left the City Hall in New York City at 5:46 yesterday morning and his first day's trip netted him 146 miles his route carrying him over roads which were being repaired, necessitating his walking part of the distance. Sanborn's schedule calls for the trip to be made in six or seven days. Sanborn's mount is fitted with Goodrich tires and Persons saddle.

WOISIN WINS AT CELTIC PARK

NEW YORK, N. Y., Aug. 21.—Fred Woisin, a member of the Acme Wheelmen accounted for the three-mile open bicycle race at the Eccentric Firemen's games at Celtic Park yesterday afternoon. George Laux, Empire City Wheelmen, finished second, and John De Bruyn, Acme Wheelmen third. The time was 9:02 2-5.

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SIXTY-THREE RIDERS IN BAYONNE RACE

Carey, of Hudson County Wheelmen, Captures Fifteen-Mile Event, with U. S. I. Man Second—Course Well Policed

BAYONNE, N. J., Aug. 21.—John Carey, Jr., a member of the Hudson County Wheelmen of New Jersey, riding from the four-minute mark, won the 15-mile handicap road race staged by that club yesterday morning over the Hudson boulevard course. Carey covered the distance in 42:15. C. Fontana, riding under the colors of the Unione Sportiva Italiana, who started with Carey, finished a fifth of a second back of the winner. Sixty-three riders started out of an entry list of 88, while eight post entries were received at the starting point.

Event Well Staged

The race was an exceptionally good one and the course was well policed, the crowding, which hampers the officials and contestants alike, being lacking to a marked degree. The work of the officials was also an excellent feature of the contest, there being no tedious delay in figuring the places and the times. The referees were called upon to disqualify but one rider, C. E. Benton, a member of the promoting club, who crowded and switched other riders at the finish.

Displaying a fine winning sprint, Carey led a big part of the field in the last dash for the Pierce light racer and Persons saddle, which was up for first prize. Fontana and his team mate, A. Ferrer, followed Carey across the line almost together, the former getting the judges' verdict. Ed Schwaner, of the Brooklyn Wheelmen, finished fourth, and Louis Kali, an unattached rider, ran fifth.

Marquard Wins Time Prize

John J. Marquard, riding for the Century Road Club Association, led the scratch men home in the sprint at the finish and won the time prize. Fred Woisin, Acme Wheelmen, won second time prize, while Nelson Johnson and Jerry Nunziata, two U. S. I. riders, annexed third and fourth time prizes, respectively. Eugene Aickelin, New England Wheelmen, was the last scratch man to finish, Aickelin finishing back of Nunziata.

In the club competition for the Goodrich trophy, the Unione Sportiva Italiana carried off the low score for five-man teams with a total of 31 points. The Acme Wheelmen, with a score of 67 points, finished second, and the C. R. C. A. third with 88 points. The Hudson County Wheelmen were tied with the C. R. C. A. until Benton was disqualified, the penalty giving them an extra four points. An extra prize for the first two-minute man to finish was won by John Weir, of the Salem-Crescent Club. Summaries:

Pos.	Name.	Club.	Hdcp.	Time.
1	John Carey, Jr.	H. C. W.	4:00	42:15
2	C. Fontana	U. S. I.	4:00	42:15⅕
3	A. Ferrer	U. S. I.	4:30	42:45⅖
4	Ed Schwaner	B'klyn W.	4:00	42:15⅗
5	Louis Kali	Unat.	5:00	43:15⅘
6	J. Alphonso	U. S. I.	4:00	42:16
7	Harry Aron	B'klyn W.	4:00	42:16⅕
8	L. Hartman	Acmes	4:30	42:46⅖
9	T. La Rossa	U. S. I.	4:00	42:17
10	C. Eiler	N. E. W.	4:00	42:17⅕
11	C. T. Jensen	U. S. I.	4:00	42:17⅖
12	H. Garbade	B'klyn W.	4:30	42:47⅗
13	N. Aglietti	U. S. I.	4:30	42:48⅖
14	G. Steppello	C. R. C. A.	4:30	42:48⅗
15	V. Cestone	C. R. C. A.	4:30	42:49
16	Louis Grace	C. R. C. A.	4:00	42:19⅗
17	W. Knecht	C. R. C. A.	5:00	43:34
18	C. Zocola	U. S. I.	4:30	43:50
19	R. Kessmann	N. E. W.	4:30	44:29
20	Henry Klotz	H. C. W.	5:30	45:29⅕
21	Louis Mahieu	H. C. W.	4:30	44:29⅗
22	Louis Hiban	U. S. I.	2:30	42:47
23	R. H. Olsen	H. C. W.	3:00	43:17⅖
24	J. De Bruyn	Acmes	3:00	43:17⅗
25	John Weir	Salem-Crescents	2:00	42:17⅘
26	Ray Caldwell	C. R. C. A.	2:00	42:18
27	C. F. Hansen	H. C. W.	4:00	44:18⅕
28	Joe Caldwell	C. R. C. A.	2:30	42:48⅖
29	Geo. Harvey	U. S. I.	2:30	42:48⅗
30	E. Kuno	C. R. C. A.	4:00	44:25
31	L. P. Sattler	C. R. C. A.	2:30	42:55⅕
32	J. J. Marquard	C. R. C. A.	Scr.	41:21⅖
33	Fred Woisin	Acmes	Scr.	41:21⅘
34	N. Johnson	U. S. I.	Scr.	41:22
35	Jerry Nunziata	U. S. I.	Scr.	41:22¼
36	E. Aicklin	N. E. W.	Scr.	41:22⅖

CHINESE GENERAL IS MOTOR WHEEL FAN

MILWAUKEE, Wis., Aug. 22.—A very interesting letter was received by A. O. Smith Company from Honolulu, Hawaii, written by William F. Mannix, who is on a tour around the world. He says that the present chief executive of China, General Li Yuan Hung, is an ardent Smith Motor Wheel "fan." He rides the motor wheel everywhere his duties call him, and at present has it with him in the "Forbidden City" at Peking. This is the first article of the kind that has been permitted within the walls of the "Forbidden City." General Li Yuan Hung is an engineer of exceptional ability. He has investigated the Smith Motor Wheel with the view of adopting it for army use.

Martin Flossinger, Expert Repairman on Victola Motors for Nebraska Cycle Co., Omaha, Ready for a Trip with His Smith Motor Wheel

CENTURY'S PLAN TO STAGE POSTPONED RACE

NEW YORK, N. Y., Aug. 23.—On Sunday, September 17, the Century Road Club of America will stage its handicap bicycle race, which had been originally scheduled for June 4 over the Floral Park, L. I., course. On account of the fatal accident to Joe Napthal late in May on the latter course, the club officials were forced to call the race off on account of the authorities refusing to grant a permit.

The race on September 17 will be held over the Pelham Parkway in the Bronx and will be at ten miles instead of 25 miles, as was first scheduled. Over 50 prizes have already been donated. Entry blanks and all other information can be secured from William Gold, 344 Third avenue; L. A. Fraysee, 439 West Seventeenth street, or William Muller, 1212 Leland avenue, Bronx.

SUTCLIFFE TEAM CHAMPS

LOUISVILLE, Ky.—The team of the Sutcliffe Co., bicycle and sporting goods dealers, has copped the pennant in the Saturday Afternoon League this season. The team won ten out of its first eleven starts, giving them a substantial lead.

LIVE CLUB IN FREEPORT, ILL.

FREEPORT, Ill., Aug. 22.—This city boasts of a real live cycling organization in the South Side Bicycle Club. The officials of the hustling combination are constantly planning new features in the shape of runs and entertainments.

RACE AT VOLUNTEERS' PICNIC

SAN FRANCISCO, Cal., Aug. 20.—A one-mile bicycle race will be staged at Shellmound Park, Sunday, Sept. 17, at Co. A, Irish Volunteers' picnic. Merchandise orders will be given first, second and third.

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DALLAS DEALERS TO FORM ASSOCIATION

Bicycle and Motorcycle Dealers in Texas City Plan to Promote Races and Boost Cycling Generally—All Dealers Join Movement

DALLAS, Tex., Aug. 21.—Bicycle and motorcycle dealers and supply men of Dallas are planning the organization of an association to promote bicycle and motorcycle racing in this section, as well as to stimulate interest in cycling in general. A petition has been circulated among the dealers and twenty-two signatures have been affixed—not one man to whom it was presented having declined to sign it—calling for the organization of the Dallas Cycle Dealers' Association. A meeting is to be held at an early date when final details of the organization will be perfected and permanent officers will be chosen. J. O. Stannage has been proposed as president of the organization.

Plan Numerous Races

It is also planned to hold a series of bicycle and motor-wheel races at the Dallas Fair Park course under the auspices of the new association. Liberal cash purses would be raised among the dealers for the winners in these races and it is believed that great interest in cycling will be thus aroused.

Local bicycle, motor wheel and motorcycle dealers who have signed the petition for the organization of the Dallas Cycle Dealers' Association are as follows: Cortines Supply Company, Hans Johnson Company, George Hoehn, Smith Motor Wheel, Charles Ott, T. H. Savage, Cullum & Boren, Guarantee Cycle Company, D. E. Willingham, E. W. Hillpot, J. N. Byers, O. W. Allen, W. A. Williams, Larsen Cycle Company, H. H. Phillips, A. Amendson Cycle Company, A. R. Schleicher, F. H. Masters, W. W. Cunningham, C. T. Savage, Harry C. Schutt Company, Dallas Sporting Goods Company and D. E. Roberts.

BATTLE OF THE "RHINE" ON WATERMELON RUN

SAN FRANCISCO, Cal., Aug. 20.—Nineteen members of the New Century Wheelmen held their annual "watermelon run" to a nearby beach last Sunday. Enroute the cyclers stopped at the Golden Gate Park stadium, where two races were staged. "Chick" Spence, the youthful mascot of the club, won the juvenile race by nearly 200 yards. In the pursuit match the team of Welch, De Brie and Castillo caught the Hammit-Spence-Rhodes combination in a little over six miles, the first five miles being covered in 13:12. Arriving at the beach the annual battle of the "rhine" was fought with Captain Hammitt's "army" getting the best of the argument.

NORGAR AND LUHFER ON OHIO TITLE RACE

CLEVELAND, O., Aug. 21.—A preliminary race meet was staged at the old North Randall track yesterday to select two riders to represent this city in the State championships at Columbus, Wednesday, Aug. 30. The tryout was run over the five-mile route. Ed Norgar and Al J. Luhfer qualified by running first and second, Norgar getting the verdict by a half-length. The time was 17 minutes, the slow time being caused by a stiff wind on the backstretch.

LINART ANNEXES GOLDEN WHEEL

BOSTON, Mass., Aug. 23.—Victor Linart, the Belgian, repeated his performance of last year in the Golden Wheel race when he annexed that classic last Wednesday night. Linart was opposed by Vincent Madonna, the Providence Italian; Clarence Carman, Long Island, and Leon Didier, France, and they finished as named. The time of the race was 1:10:59⅕.

Fred Fesselmeyer, New York City, Mounted on His Dayton Motor Bicycle

POINT BREEZE FEATURE IS SENSATIONAL ONE

PHILADELPHIA, Pa., Aug. 20.—Handicap motor-paced racing featured the regular card of racing at the Point Breeze track last night. The event was a 50-mile race with Clarence Carman, paced by Jimmy Hunter, on the honor mark. Bobby Walthour, the Atlanta veteran, was given 1⅓ miles start, while Menus Bedell, Long Island, and Martin Ryan, the Newark Irishman, were allowed 3⅓ and 5 miles, respectively, over the Jamaica, L. I., rider.

Ryan Holds Lead

Ryan managed to stay in the lead until the 20-mile mark was reached, when he gave way to Bedell, who led until the 38th mile, when Walthour assumed the premier position. The Atlanta veteran led until within a few laps of the finish, when Carman, coming with a rush, passed him and won in a most sensational manner. Carman was timed for the distance in 59:58 4-5, which is the fastest ever negotiated at the local track for the distance by almost two minutes.

KLEVER IS FIRST IN GLENWOOD SPRINGS ANNUAL

GLENWOOD SPRINGS, Colo.—Despite a driving rain, fourteen riders started in the nineteenth annual bicycle road race over a twenty-mile course from Basalt to Glenwood Springs last Sunday. All riders who started finished. The road on which the race was run parallels the railroad track and a special train carrying spectators accompanied the racers.

Grand Junction riders won both time and place honors. The results were as follows: Floyd Klever, first; Paul Knight, second; Lloyd Wixon, third. Place winners were: Klever, first; Wixon, second; Clarence Rhodes, third. Time, 1 hour, 30 minutes.

FAST TIME MADE IN POINT BREEZE FEATURE

PHILADELPHIA, Pa., Aug. 22.—One of the most thrilling finishes seen at the Point Breeze track was that of last Saturday night between Clarence Carman, the Long Islander, and George Wiley, American paced champion, in the 40-mile paced race. George Colombatto, the Italian, and Leon Didier, the French paced star, also started, but they did not figure, the real issue being between Wiley and Carman. The Long Islander held the lead for almost the entire race, but Wiley came strong in the last two miles and barely lost out to Carman, the margin being about three yards at the finish. The time was 49:57. Colombatto finished third and Didier last.

RACE FOR BERGEN FAIR

HOHOKUS, N. J., Aug. 23.—A five-mile handicap bicycle race, which will be run in one-mile heats in case the entry list is large enough to run heats, has been added to the program of track sports at the Bergen County fair, Friday, September 1. Entries may be sent to R. W. Kennedy, 20 John street, New York City, or to Bergen County Fair Association, Hackensack, N. J.

ESTERBROOK BUYS STORE

HARRISBURG, Pa., Aug. 22.—Harry F. Esterbrook announces the purchase of the Dayton Cycle Company, 1 North Third street, from Ida S. Hoover. The Dayton line of bicycles will be featured by Esterbrook, who will make considerable improvements to the store and states that he will conduct his newly-purchased business along aggressive selling lines.

MOTOR WHEEL TO WASHINGTON

BROOKLYN, N. Y., Aug. 22.—O. L. Mabey and A. J. Attison, of this city, will ride Smith Motor Wheels to Washington, D. C., and back, leaving here September 6. The distance is 250 miles each way, and the cross country riders will seek a leisure sightseeing trip more than a steady run.

JOHNSON IN NEW QUARTERS

DENVER, Colo., Aug. 19.—The Johnson Cycle Company, of this city, has moved from 1736 Champa street to 1942 Welton street. A successful stock-reducing sale was held just prior to the moving into new quarters. The new store of the concern is larger and better in every way.

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RECORDS SHATTERED IN SIX-DAY RACE

Seventeen Teams Start in Modified "Grind" at Newark Velodrome—Goullet and Grenda Win First Sprint—Clark Puts Up Good Ride

NEWARK, N. J., Aug. 22.—Two records went by the boards in the modified six-day race that started last night at the Velodrome. The records that were sent into oblivion were those for the one and two-hour marks in team racing. Seventeen teams started in the race including Champion Frank Kramer and Jackie Clark, Alfred Goullet and Alfred Grenda, Robert Spears and Reggie McNamara and Eddie Root and William Spencer.

Lap money and sprints for intermediate money kept the field going along at a great rate. The second-string men went after the lap money and Fred Hill, Francesco Verri, Alfred Grenda, Charley Piercey and Frank Corry each won one $5 bill at the five mile posts, Eddie Madden and Hans Ohrt gathering two of the currency slips. During a jam preceding the sprint for the 20-mile station the team of Georgi and Schlee lost a lap.

In the first hour the leaders had covered 27 miles and 660 yards, the former six-day record being 25.6 miles. In the two hours the leaders had covered 54 miles and 587 yards as against the former record of 50.2 miles. The 50 miles was covered in 1:51:-22 2/5.

Punctures kept the trainers, generally a peaceful lot, in a rather peeved state, but the riders managed to get finished for the night, but the trainers will be busy today fixing tires. Kramer and Clark were the most unfortunate pair in the race, both of them using up about a dozen tires.

Finish Is Hot One

The sprint at the finish of the two-hour modified "grind" was about as hotly contested as any long race at the local track. No changes were to be allowed after the last five minutes, but just as Clark was ready to relieve Kramer his tire gave way and he was forced to start later. Goullet, finishing for his team, took the lead at the bell and managed to stay in front until the tape was crossed. Clark, putting up a wonderful ride, came from a bad position and finished second. Hanley and Madden finished third, Cameron and Kaiser fourth and Magin and Hill fifth.

50-MILE TEAM RACE STAGED AT CHICAGO TRACK

CHICAGO, Ill., Aug. 21.—All the thrills and frills that go with a six-day race were furnished the patrons of the Riverview Velodrome last night. The management staged a 50-mile team race with a field of 18 teams. Ernest Kockler, the city champion, and Willie Kell, riding under the colors of the Mystic A. C., carried off first honors, while the team of Arthur Van der Palt and Peter Himschoot, accounted for second honors. The first and second team had lapped the field early in the race and did not have to compete in the Berlin finish, Kockler and Van der Palt riding a match race at a mile to decide the positions, Kockler getting the decision. The team of Peter Guidotti and Roy McWhirter finished third and Egisto Davini and Charles Minetti accounted for fourth place. Olaf Lodal and Andrew Andresen were the fifth team to finish and Henry Hoffman and E. Sachse finished in sixth place.

HERBERT BEATS WALTHOUR IN TITLE RACE HEAT

BOSTON, Mass., Aug. 22.—Fred Herbert, the Fall River paced rider, won the first heat of the paced championship at the Revere track last night. Herbert defeated Bobby Walthour, Atlanta; Charles Turville, Jr., Revere, and Menus Bedell, Long Island, in that order, over the 30-mile route in 43:20 4/5. Leon Didier, the Frenchman, met and defeated George Wiley, the champion, in a 15-mile paced match. The time was 21:41. Summaries:

Jackie Clark, Who Is Showing a Big Improvement in His Riding

Half-mile handicap, professional.—Won by Harold Rollins, Everett, 75 yards; second, Warren Holbrook, South Boston, 100 yards; third, Hugh McPartland, Boston. Time, 54 2/5 seconds.

One-mile handicap, amateur.—Won by John Fardig, Orient Heights, 20 yards; second, W. W. Cupit, Roxbury, 100 yards; third, R. M. Torey, Beachmont, 90 yards. Time, 2:02 4/5.

Five-mile open, professional.—Won by Tim Sullivan, New Haven; second, Paul Suter, Switzerland; third, Ned Chandler, Boston; fourth, Saxon Williams, Buffalo. Time, 11:22 3/5.

WILEY AND SERES VICTORS IN TEAM RACE

BOSTON, Mass., Aug. 20.—George Wiley and George Seres, riding as the American-French team, defeated Leon Didier and Victor Linart, the French-Belgian pair, in a 40-mile team race at the Revere Beach track last night. The time was 54:15 3/5. Wiley and Seres won in easy style, Didier and Linart being away back at the finish.

Saxon Williams, the Buffalonian, accounted for the five-mile open for the professionals from Fred Herbert, Fall River; Ned Chandler, Boston, and Pat Logan, South Boston, in 11:14 4/5. Charles Turville, Jr., accounted for the three-quarter-mile pro. handicap from the 130-yard mark. The two-mile open for the amateurs was captured by Fred McKenzie and O. W. Batchelder finished first in the half-mile amateur handicap from the 100-yard mark.

WILLIAMS WINS AT PLAINFIELD

PLAINFIELD, N. J., Aug. 21.—R. Williams, hailing from Rahway, won the 25-mile road race staged here Saturday afternoon by the Queen City Cycling Association. Williams had a handicap of six minutes and covered the course in 1 hour and 12 minutes. The time prize winner was F. Herbst, who covered the course from scratch in slightly under an hour and six minutes. One accident only occurred in the race, A. Grant hitting a wagon.

4,000 SEE CYCLE RACES

GREELEY, Colo., Aug. 19.—Last Monday afternoon at Island Park a number of sporting events were witnessed by 4,000 people. Two of the attractions were a one-mile and a two-mile bicycle race. The winners were: One-mile race, Clifford Blancy, first; Neil McKee, second, and L. E. Clark, third. Two-mile race, H. J. Brown, first; Joe Ruggles, second, and L. E. Clark, third.

TWO MORE RACES FOR 'FRISCO

SAN FRANCISCO, Cal., Aug. 20.—A three-mile handicap bicycle race has been added to the Labor Day exercises by the committee in charge. The race will start at 1:30, Tuesday, Sept. 5, and will be held at the Golden Gate Park stadium. A one-mile race will also be held at Shellmound Park, Sunday, Aug. 27, the sanction for the latter race having been granted by the California Associated Cycling Clubs.

MEXICAN FIELD PROMISING

WASHINGTON, D. C., Aug. 22.—American consular officials in Mexico have sent in some very optimistic reports regarding trade conditions upon the return of normal conditions in that country. Bicycles play an important part in the various reports and indications point to a lucrative field for American cycle manufacturers in that country.

12-HOUR RACE FOR CHICAGO

CHICAGO, Ill., Aug. 22.—Saturday night's racing at the Riverview Velodrome will be abandoned to make way for a 12-hour race on Sunday.

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Varied Activities of the Dealers

BUSINESS IS BRISK IN KANSAS CITY CIRCLES

KANSAS CITY, Mo., Aug. 16.—The motorcycle business, which usually slows perceptively during the month of August here, has been more than keeping the dealers busy. Machines seem to be selling much more faster than they were in June, the dealers say, and the prospects are good for a bountiful fall business.

E. B. Saufley of the Saufley Supply Company says that the business has been very good indeed at his concern. A large number of Excelsior lightweights have been put out on the road, and it is nothing unusual to see them on the boulevards from one end of the city to the other.

Charles Hanson, the Indian dealer, says that it is his belief that there will be a number of motorcycles sold not only in the city but in the county during the fall of year. At the present time the weather has been very hot, but this has not had the usual effect of hampering the sale of machines.

Clarence Newby, of Newby Brothers, Flying Merkel, Thor and Henderson agents, is congratulating himself upon the success that has been met with the Henderson. Newby sold three machines of the big four type last week, which bids fair to be the largest sale made by any of the shops when the thermometer was around 105.

Fred P. Ames has been doing a nice summer business with the Emblem machines. "The lightweights have been selling nicely," Ames says, "and my only difficulty is in getting enough from the factory to supply the demand."

John Murray, head of the Silent Grey Fellows here, says that his business has been immense this season and that already the total sales for the summer are far in advance of those of last summer.

NOTES OF CYCLE TRADES IN LOUISVILLE, KY.

LOUISVILLE, Ky.—Local motorcycle dealers are greatly interested in the news from cities in the Mississippi valley that gasoline prices are dropping back to something like normal. The dealers figure that it will help sales this fall. The coming season is expected to be good, as factories are working full time and crop reports are encouraging.

ROY E. WARNER CO., Firestone representative, and dealer in a general line of motor accessories, has just announced securing the agency for Ford car, which will be sold for cash or on easy terms, and a new building is to be erected at once.

JOHN SCHNEIDER has opened the Schneider Auto Supply Co., at Twenty-sixth and Market streets, and will handle bicycles, bicycle, auto and motorcycle supplies.

COUGHLIN & CO. TAKE HENDERSON FOR BRONX

BRONX, N. Y., August 22.—Gene Coughlin & Co., of 922 Washington avenue, have signed up for the Bronx County distribution of the four-cylinder Henderson for the 1917 season. The agreement was signed with Factory Representative Felix Lewin yesterday afternoon. Coughlin & Co. will handle this make exclusively in Bronx County.

Gene Coughlin, head of the firm, is one of New York's pioneer riders and repairmen. He started in the trade in 1906 with T. J. Sixsmith, handling the Reading Standard, and was later connected with the metropolitan Reading Standard and Harley-Davidson agencies. As Bronx agent for the latter make in 1916 he disposed of 54 machines and 14 sidecars.

STEELE VISITS WIGWAM WITH PARTY

PATERSON, N. J.—John Steele, Indian man in this city, with his son Orrie, John Walton and R. W. McKensey, have just completed a trip from this city to the Indian factory in Springfield, Mass. Steele led the party through the Berkshires over night, making the trip in a little over nine hours.

BUYS DAVIS MOTOR CO.

HUTCHISON, Kan.—S. M. Johnson has purchased the business of the Davis Motor Company, at 24 Second avenue, West, and will continue to handle the Harley-Davidson machine. Johnson will call the shop the Harley-Davidson Motor Company.

PROVIDENCE DEALERS HAVE FINE SEASON

PROVIDENCE, R. I., Aug. 21.—Motorcycle dealers in this city are elated over this year's trading to this date, and all declare that sales to this time are ahead of a similar period last year.

B. A. Swenson, the Indian agent, asserts that never has he enjoyed so fruitful a business in this line as this year. He sold seven new motorcycles, several second-hand machines and two sidecars last week. He says his receipts to this time this year are bigger than they were for the whole 12 months of 1915.

Manager Burnett, of the Harley-Davidson Company, is also enthused over the output of his store. New and second-hand machines are being disposed of as fast as they can be procured, while the repair department is kept busy every minute. The firm is also having success in the accessory department.

Mr. Halliday, manager of the General Motorcycles Sales Company, which handles the Henderson and all makes of second-hand machines, is greatly pleased over the success he has had thus far, since entering the company as manager. He has recently placed two machines with the post office department and now has other prospects from large concerns and municipal corporations.

GOING AFTER HIGH-CLASS TRADE IS ART'S SPECIALTY

The Fact That Arthur Rochow, Excelsior Traveller, is After Quality Sales is Demonstrated By This Picture From Ravenna, O. Art. Has All His Forces Present

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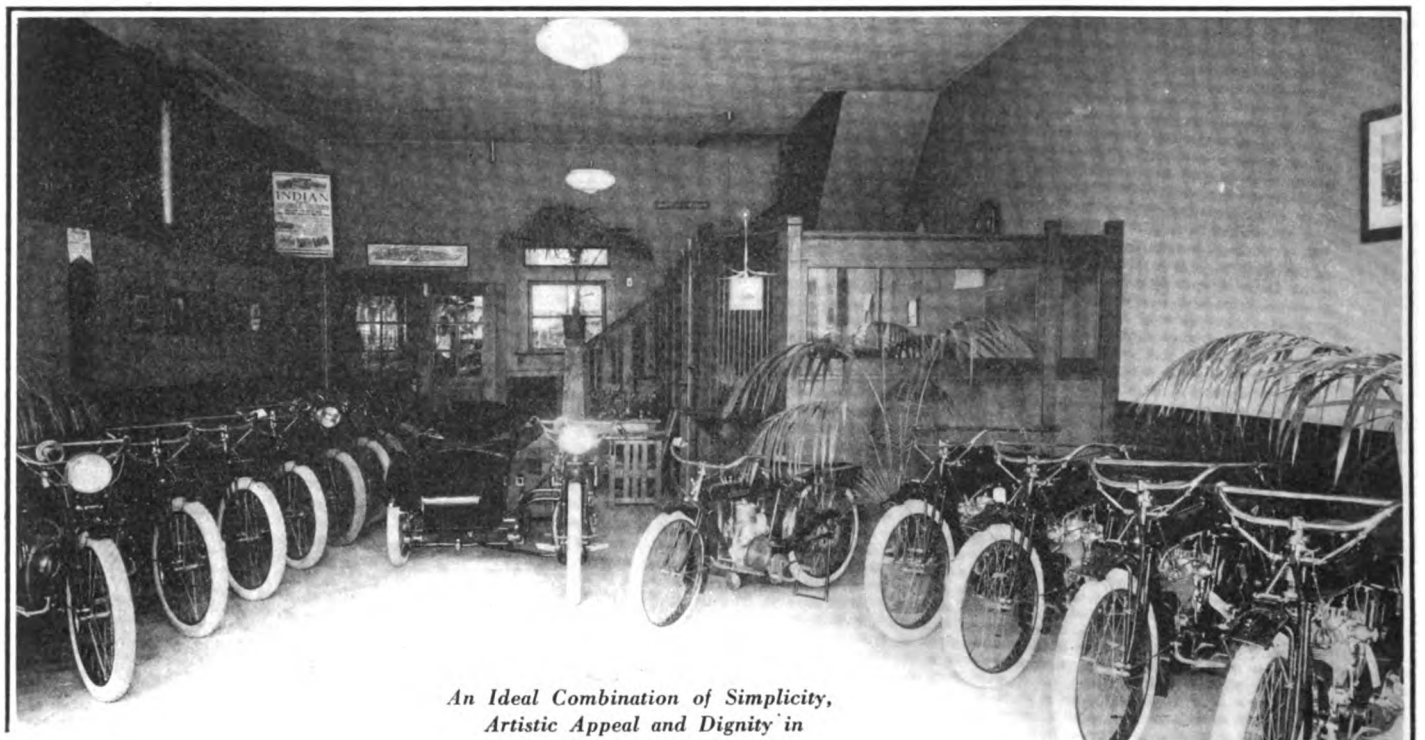
WHERE EFFICIENCY AND ATTRACTIVENESS COMBINE

Establishment of Boyd & Williams, in Denver, Is Operated on a Model Basis

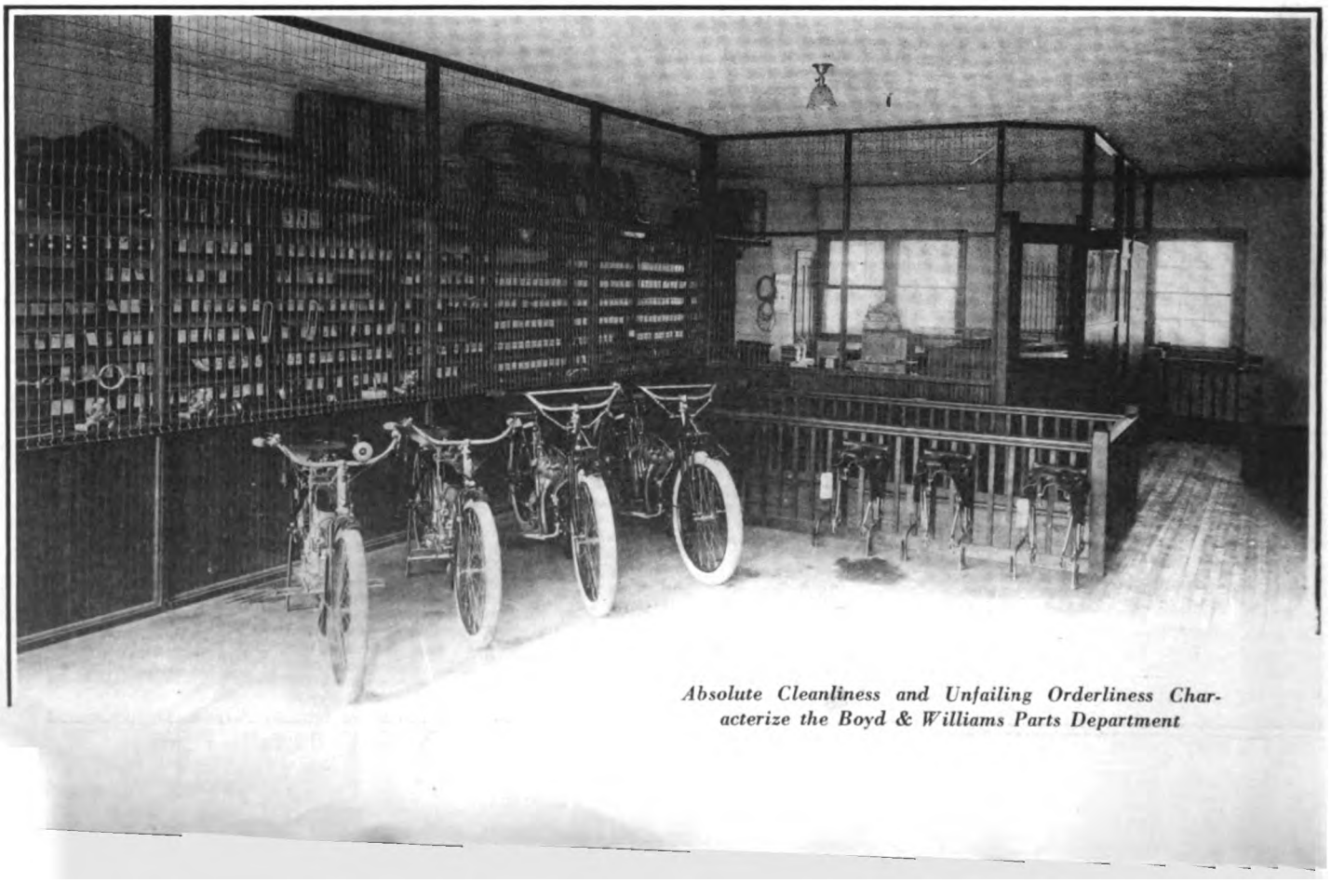


An Ideal Combination of Simplicity, Artistic Appeal and Dignity in a Motorcycle Salesroom

IT is doubtful if there is anywhere in the country a more attractive and business-like motorcycle agency than that operated in Denver, Col., by Boyd & Williams. These hustlers handle the Indian, and from top to bottom and end to end their establishment bespeaks efficiency and prosperity.

The striking photograph above shows the salesroom, viewed from the front door and it would be difficult to imagine a more pleasing arrangement of machines and fittings than is here shown. The furnishings are simple, but there is a marked air of dignity about the whole display.

The picture below shows the neat and systematic parts department of the Boyd & Williams firm. The company carries a large stock of Indian parts, in addition to a big line of accessories, and everything is so labeled and arranged that there is no confusion.



Absolute Cleanliness and Unfailing Orderliness Characterize the Boyd & Williams Parts Department

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Yes—the DIXIE *is* Waterproof

Read This From H. Webb,
Winner of the DIXIE Run.

VIRGINIA MOTOR CAR COMPANY, INC.

Automobiles — Auto Supplies

ROANOKE, VIRGINIA August 16th, 1916.

Splitdorf Electrical Company,
Newark, N. J.

Gentlemen:-

I am enclosing a phote of my 1915 model Indian, equipped with Dixie Magneto.

In the Dixie Motorcycle Club Endurance Run of 500 miles August 11 - 13, I rode through over 300 miles of mud and water, winning the highest score in the run and the highest Professional score too. Four big storms completely drenched the machine and at one time the magneto was entirely submerged. It never failed me for a single instant.

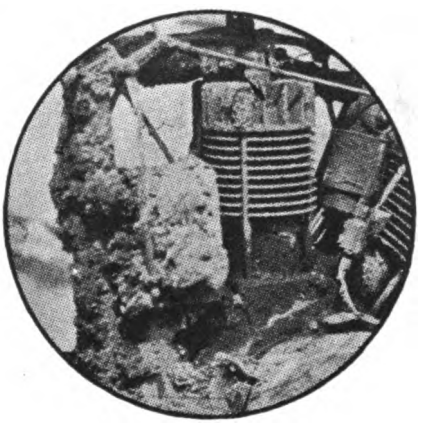
I rode to the F.A.M.National Convention a distance of 1600 miles and upon my return I entered the Dixie Run without any adjustment whatever. You will note from the picture that I had no protection whatever for the magneto.

I owe the best percentage of my score in the Dixie Run to the unfailing service of the Dixie Magneto.

Youre very truly,
H. Webb

Look at this mud-encrusted DIXIE which

"never failed for a single instant"



Another Great Triumph for DIXIE!

SPLITDORF ELECTRICAL CO.

Newark, N. J.

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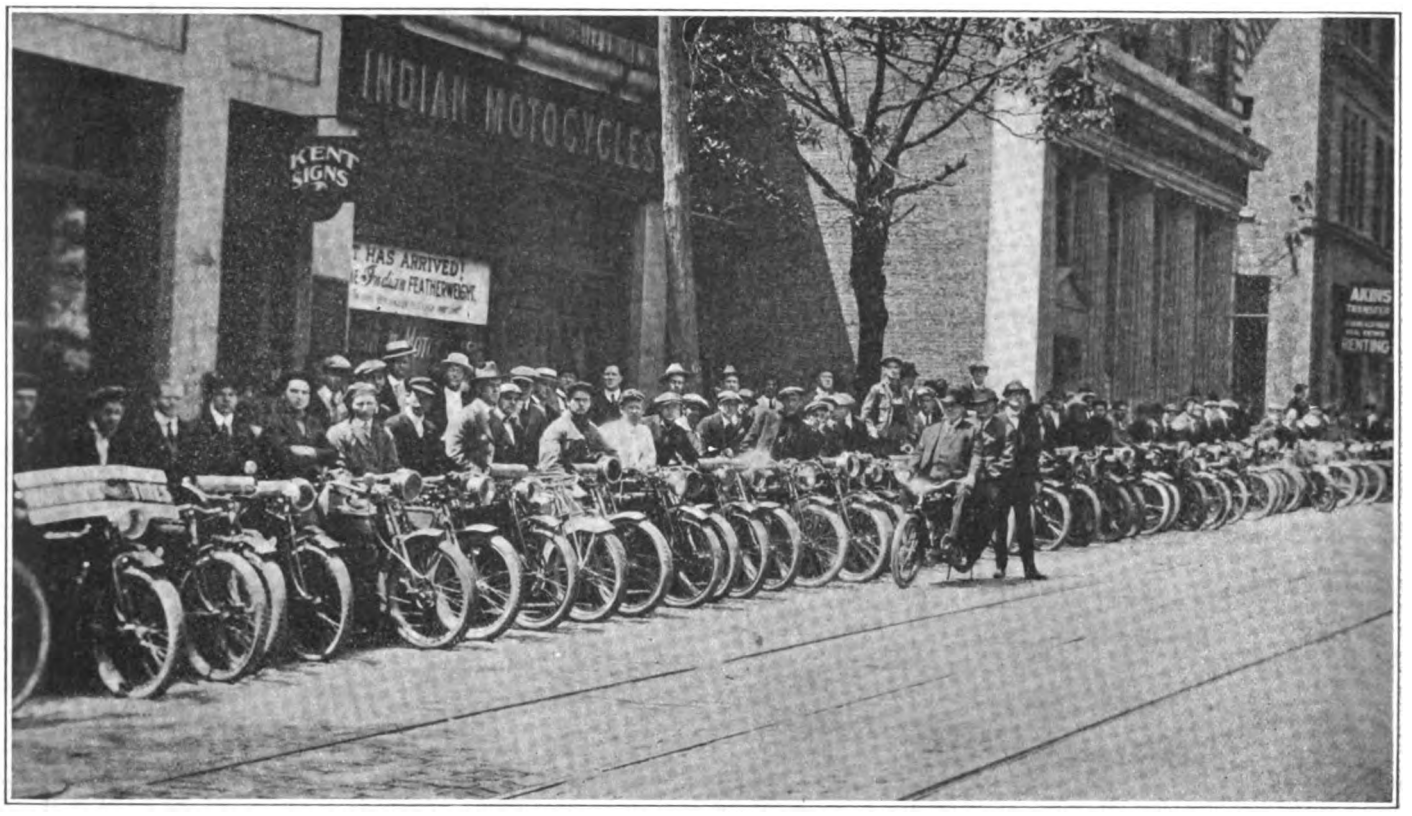
READY FOR DAY OF BIG SPORT AT RECENT ATLANTA (GA.) PICNIC



Members of Active Atlanta M. C. Gathered at Local Indian Agency for Celebration with Invited Guests

A SUBSTITUTE FOR THE CLUB RUN

The Old Timer Suggests One Where All Hands Ride as They Wish to the Rendezvous—Why More Members Will Be on Hand.

By ALBERT BLAKE

GEORGE JONES, road captain and touring enthusiast, was grouchy. The soreness was due to the thin attendance at the last club run, only eight of the members showing up out of some thirty-two. When the Old Timer came in later in the evening, George confided his woes to him.

"I plan the runs over nice roads, with good eats at the end. They don't have to get up before daylight to start with the bunch, either. Yet they don't come out. Think of it, only eight of them turn out, and three of 'em with sidecars."

"That may be one of the troubles," said the Old Timer. "You kind of act as if the sidecars were road-drags or something like that. How about your lightweight riders?"

"They all have the same schedule," replied George, "and they oughtn't to kick. The speed is slow enough for any of them."

Too Much Speed

"Yes, I know about that," the Old Timer returned. "Starts out at 20 miles per hour, everyone sailing along nicely. Presently the solo boys start to open up a bit, and the sidecarists have to hustle. The passengers get jounced around at 28 to 30 miles per hour. That speed leaves the lightweights a bit behind, for its hard riding. I guess that's one reason for the lack of attendance on the runs."

"Well, the solo bunch doesn't want to loaf along."

"Probably not, but if it is a question of runs or no runs, they ought to ride a bit slower," the Old Timer retorted. "Why not try this arrangement?

The New Scheme

"Put up a notice stating that all hands meet at the Greenwood Inn at noon on such and such a date. Tell the riders to start when they want to, go by whatever route they want to and take anyone at all along, but to get there on time. Make up your party of speeders to suit yourself, and see how things will turn out."

"But where's the club run idea in that?"

"What's the odds? You'll get your men there just the same. Take Jimmie Brown, with his lightweight. He doesn't like to eat dust from big twins. He may not admit it but he doesn't join the runs, you'll notice. He'll probably show up for the feed, just the same. Then there's Bill Short, with his big twin. He likes to loaf along, stopping here and there to take pictures, or have a quiet smoke. Sam Wheeler, sidecar bug, likes to cover long distances, but not at solo riders' speed. And then you have Arthur Squire and his girl who is timid and doesn't like fast going. That's just a few of your riders who will probably be in on the dinner when you schedule it.

"Just sound out some other members and you will find that there are not so many as you think who agree on the same ideas with regard to runs. They *all* like to ride and get out in the country or they wouldn't own machines. But most of them are not fond of speeding, at least in company. When you get them at the Inn, the way each of them got there will be interesting. There will probably be someone who has started long before daybreak to get in a little fishing, or hunting, and another chap who took a good swim before starting for the Inn. You know the crowd better than I do and can figure on what each one likes. Try the idea and don't forget to add about returning home the same way.

Better Feeling Results

"Folks get more chummy when they are eating together and you develop the club spirit nicely at a good feed. And you've added to this the fact that each man has had his own way of going to the dinner, which will please 'em all. It sure looks like a winning proposition. Try it out."

NEW AGENT SELLS TEN

CANTON, N. Y., Aug. 22.—Riverside Garage, which only recently took on the Smith Motor Wheel, has already sold ten. The Riverside people are arranging to conduct a strong campaign to advocate the motor wheel on bob sleds this winter.

POWER BICYCLE IN POMONA

POMONA, Cal.—Fred B. Weaver, 218 West Third street, has taken the agency for the Miami Power Bicycle and states that there are indications of a live market for the lightweights in his district. He has already sold most of his first allotment.

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DEALERS FOR 1917!

Let us hear from you regarding your next season's requirements

Something new for motorcycle aeaters ∴ ∴ ∴

Thor

More Profits Bigger Returns Quicker Sales

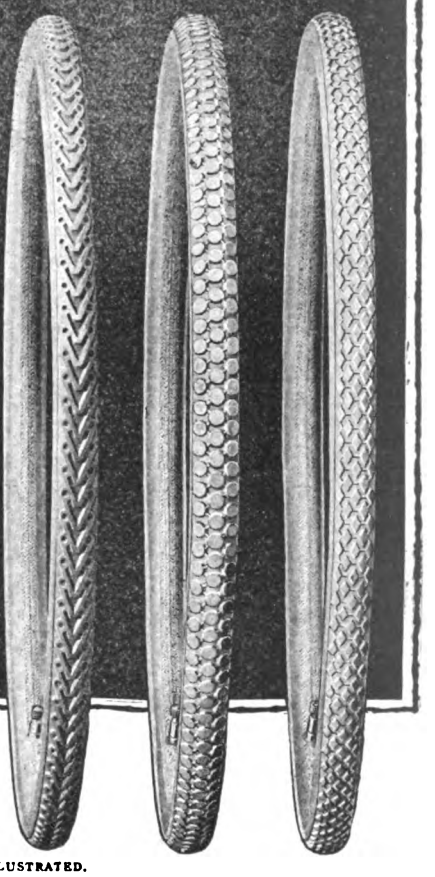
AURORA AUTOMATIC MACHINERY CO.

GENERAL OFFICES: Thor Bldg., 1307 Michigan Ave., Chicago SALES OFFICES AND WORKS: 361 W. Superior St., Chicago
PACIFIC COAST BRANCH: 61 Fremont Street, San Francisco

3 Strong Leaders –

a complete quality line that meets every demand

VITALIC BRIGADIER ENDURO



ANY DEALER with a stock of these three tires is completely equipped to supply the demand of *every* customer that comes into his store—from the one who wants the *best regardless of price* to the one who wants a *good* tire at a *popular price.*

THE VITALIC

is built throughout of the best tire materials obtainable,—two plies of genuine *motorcycle* fabric frictioned with pure rubber, an inner tube of pure Para rubber so heavy as to eliminate any possibility of leak, an extra heavy non-skid tread of finest quality pure rubber. Will outwear any ordinary bicycle tire *more than two to one.* Once introduced it easily brings a higher price than other tires and always sells over and over again to the same trade because it *never* disappoints.

THE BRIGADIER

The best popular priced tire ever put on the market, far excelling others anywhere near its price. It is a four-ply tire, built with two plies of best Egyptian fabric all around the tire and two extra plies on the tread. A very high grade friction is used.

The extra heavy inner tube is made of a very high quality rubber. The Brigadier is made with gray side walls and a heavy large white studded tread as shown in the illustration.

THE ENDURO

Another excellent popular priced tire that fills a long felt need for a tire of lower price that has genuine quality. It is built with two plies of high grade Egyptian fabric with a very high grade friction, has a heavy inner tube of very good quality and a good substantial diamond studded white tread.

Write us today for sample sections of these three tires and attractive display material and dealer helps.

Your jobber will show you the tires.

CONTINENTAL RUBBER WORKS
1718 PLUM STREET, ERIE, PA.

Specify VITALIC Very BRIGADIER Best ENDURO Equipment on your new stock of bicycles. Every manufacturer can get this line.

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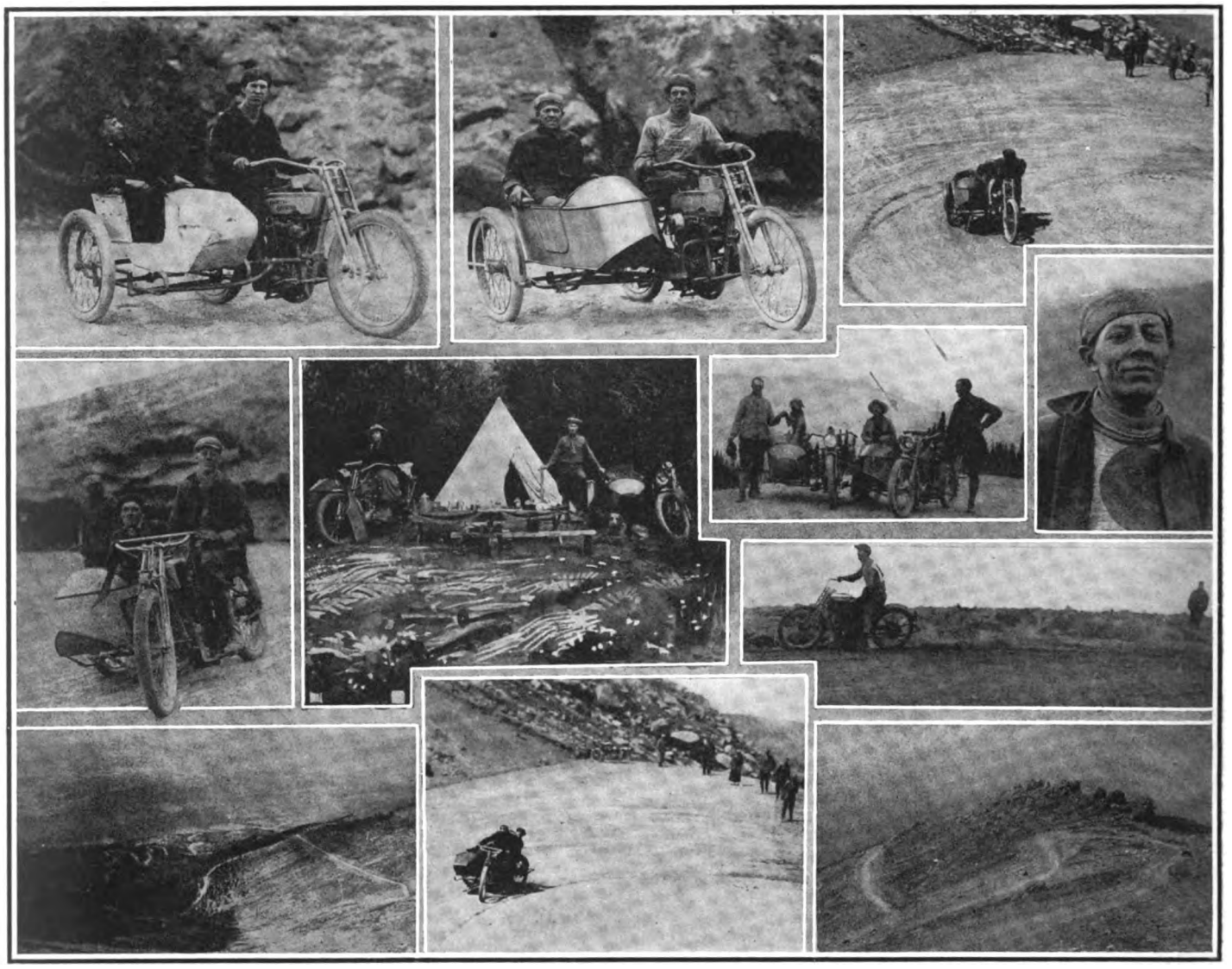
WHEN MOTORCYCLES SPED UP WINDING PIKES PEAK ROAD



IN the upper left hand picture is Happy Lytle with his Harley-Davidson combination who finished fourth in this class. Next to right is Van Vanderhoff with Harold Boyd as passenger. Vanderhoff won the side car race with his Silent Gray Fellow. At the upper right is Vanderhoff taking a turn in the steep climb.

In the next row at the left is Floyd Clymer, Excelsior, coming down the road after finishing in the sidecar event. Walter Whiting's camp is the subject of the next picture, with Walter and Mrs. Whiting at your service. The next picture shows Steve Drehr and his mascot, with the Whitings at the one mile mark from the foot of the Peak and at the right is a close-up of Clymer after he had made the best time in the solo class.

Right below is Frank Kunce, Harley-Davidson dealer at Lovelands, Colo., who won the Colorado State championship up the mountain. At the lower left is a view of part of the course from the summit, showing the switchbacks. There are 300 turns in the climb. In the center is "Spec" Warner, Indian sidecar, negotiating one of the lower turns at speed. The right picture is at the ragged edge of nothing, on the summit. Although the road looks flat, it has a 10 per cent grade at this point. An account of the climb was given in last week's issue.

MEMPHIS CHAMBER LAYS OUT TWO RUNS

MEMPHIS, Tenn.—That automobilists and motorcyclists may have two good runs over good roads, Henry R. Hayley, of the Good Roads Committee of the Business Men's Club, Chamber of Commerce, has mapped out two fine runs, one an all-day run of 100.8 miles, and the other an afternoon or evening run of 49.6 miles. The charting has been so carefully arranged, the distances verified, and landmarks charted, that it should be practically impossible for any one to lose his way.

The maps are being put up in printed form for the convenience of motorists. Dealers in other cities will undoubtedly find that such mapping of roads would prove of interest to their riders, as the average road map is very hard to follow.

NEW SOUTH WALES MINING MAN PRAISES MOTORCYCLE

F. K. McMASTER, a travelling man of Birriwa, New South Wales, Australia, is an experienced motorcyclist, and a great admirer of the qualities of the Indian Powerplus.

In a recent letter of appreciation he described the 1916 Powerplus as "a great big beautiful dream." He finds the Indian useful to him every day in connection with his work as traveller for a mining concern, where he is continually on the move from mine to mine. The comfort of the cradle spring frame is especially appreciated in the mountain district where Mr. McMaster works, as the Australian roads are poor.

KANSAS FAIR TO HAVE MEET

HUTCHISON, Kan.—The Kansas State Fair Association will hold a race meet on September 16, at the half-mile dirt track on the fair grounds in this city. Prizes to the value of $300 have been hung up. The management expects to have "Spec" Warner, Ray Weishaar and Ray Johnson, of Wichita, Don Cooper of Topeka and Paul Garst compete on that date.

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Here's the Latest "Old Sol" Triumph

A real spotlight that can be directed to the right, to the left, up or down, as desired. It enables the rider to follow every twist and turn of the road, to spot road signs—in fact, actual use will demonstrate the

"Old Sol" No. 76

marvelous **adaptability** of this latest "OLD SOL" triumph, to a hundred uses. Here's a short descripiton:

6 inch door and body. All parts black enamelled. 6 v. 15 c.p. bulb. Silver-plated reflector. Hole with eyelet for insertion of 6 foot cable in lamp and other end of cable provided with copper terminal. On and off switch at rear of handle. This lamp is equipped with a 3-inch mirror for rear view. List price, complete, $4.50.

DEALERS—you know the selling value of a lamp such as this. Write at once for prices and our counter display proposition.

Hawthorne, Mfg. Co. **Bridgeport, Conn.**

OLD SOL LIGHTING SYSTEMS

Completely Equipped

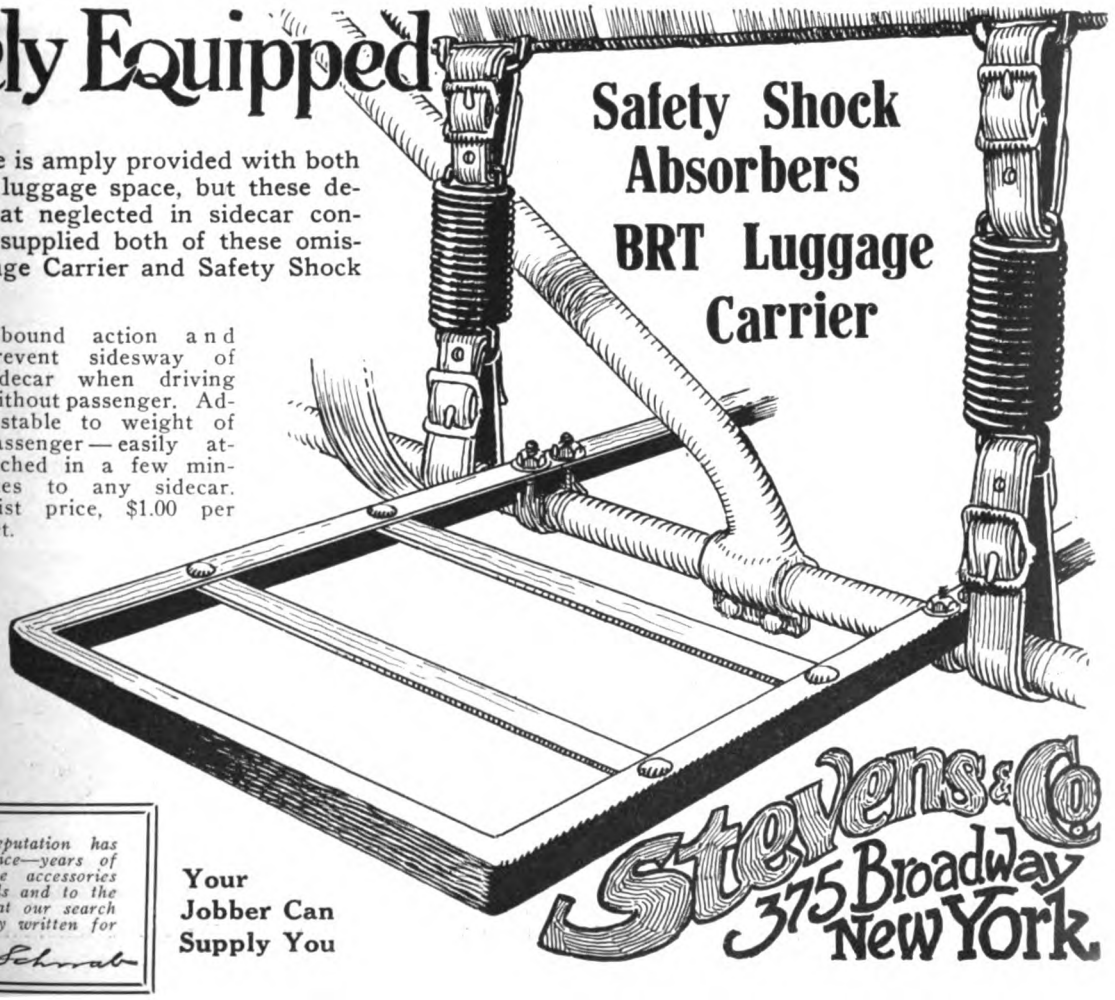
The modern motorcycle is amply provided with both comfortable springs and luggage space, but these details have been somewhat neglected in sidecar construction—and we have supplied both of these omissions in the BRT Luggage Carrier and Safety Shock Absorbers.

BRT Luggage Carrier

Large, well built, this carrier will hold 150 lbs. It is made throughout of angular steel, fastened to the sidecar frame with four strong clips. Furnished in Black Japan—made in three sizes for Indian, Harley-Davidson and Rogers Sidecars. List price, complete, $2.50.

Safety Shock Absorbers

Counteract rebounds on road shocks. They positively absorb all rebound action and prevent sidesway of sidecar when driving without passenger. Adjustable to weight of passenger—easily attached in a few minutes to any sidecar. List price, $1.00 per set.



To build the Stevens reputation has taken years of honest service—years of continuous search for those accessories that appeal both to the minds and to the pockets of cycle riders. That our search has been successful is plainly written for all to read.

Louis Schwab

Your Jobber Can Supply You

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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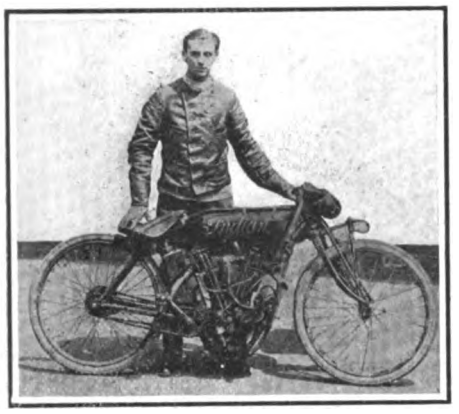
JACK BOOTH IS AUSTRALIA'S SPEED KING

Indian Racing Man in Melbourne Has Made 96½ M. P. H. on the Road and Holds Most of the Records in That Country

MELBOURNE, Australia.—Jack Booth, of this city, is the acknowledged motorcycle champion of the Commonwealth. Since his debut on the road and track in 1911 he has held most of the Australian records, and today is as much at home on the track as on the road. He has ridden machines from 2¼ to 7 horsepower during his career, his present mount being an Indian.



Jack Booth and His Indian

Booth commenced riding in 1909, but did not take to the track until two years later. When the Hendee Mfg. Co. opened a branch in Melbourne the management saw at once the possibilities of Booth, and secured him for the Indian racing team. In 1915 at Goulburn, N. S. W., Booth won the Australian Tourist trophy from a field of crack riders, including some who had ridden in the Tourist trophy in the Isle of Man.

His latest records on Australian roads are the one mile in 0:37⅗, the five miles in 3:25⅘, and the ten miles in 7:45⅘. These records were made under the auspices of the Victorian M. C. of Melbourne. They were made on roads that do not compare with the roads found in the United States.

Jack Booth is a clean-cut, unassuming young man, well liked by his associates. He is a clean rider and a game loser, yet always smiling. He is considered one of the best all-around sportsmen in this section.

MORE MOTORISTS IN TRAINING

FORT ETHAN ALLEN, Vt.—A squad of motorcyclists belonging to the first motor battery of Englewood, N. J., arrived a few days ago at the local barracks and will train with the other military riders who have been coming in for several weeks past. The Englewood squad has three machine gun outfits, two motor caissons and several dispatch motorcycles.

WANTS EXCLUSIVE AGENCY FOR AMERICAN MACHINE

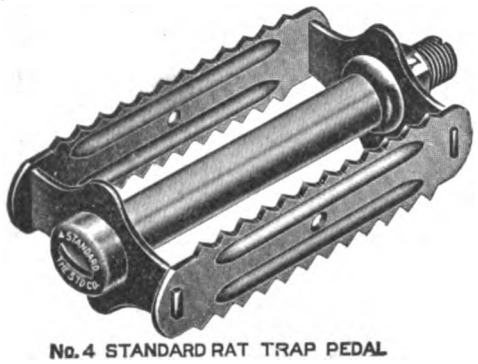
F. VINCENZO LANFRANCHI, of via Broggi, Milan, Italy, is anxious to receive catalogs and data from makers of motorcycles in this country. Signor Lanfranchi is desirous of obtaining the exclusive agency for Italy for an American motorcycle. He already is representative for a number of the best-known British machines and automobiles, as well as accessories. He has a big establishment in Milan and has agents throughout the Italian kingdom.

TO HAVE OWN AGENCY

DETROIT, Mich.—Theodore F. MacManus, the well-known advertising man, is to open his own agency under the title of Theodore F. MacManus, Inc., in this city. His resignation from the Erwin & Wasey firm is to take effect on September 1.

GOODYEAR FACTORY CLASSES

AKRON, O.—In the Goodyear Tire and Rubber Company's factory school more than a dozen subjects are taught, and 65 classes are in operation. The school is open from 6:45 a. m. to 10:15 at night, five days a week, and classes convene at proper periods during the day to accommodate the men, no matter what shift they may be working on. All the educational courses are free of charge, the established policy of the Goodyear company being to help all its men who wish to help themselves.



No. 4 STANDARD RAT TRAP PEDAL

THESE STRONG SUBSTANTIAL MOTORCYCLE TYPE PEDALS

have that sturdy look that comes only from correct design and first class construction.

THE NO. 4 STANDARD is a new type of rat trap pedal added to our line this year, making it the most comprehensive line of rat trap pedals offered to the trade.

THE NO. 5 PIRATE has such big, soft, easy rubber cushions! It minimizes the jars and bumps. Try a pair and find out for yourself.

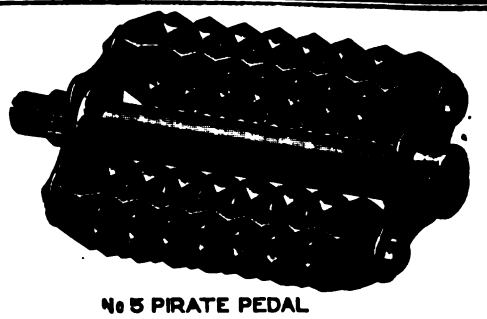
Our cycle parts and accessories appeal to the mechanical expert. They have been standard from the beginning, and mark the utmost in the industry.

Our products comprise: Diamond "E" trade mark brand, Spokes and Nipples for Bicycles, Motorcycles, Tricycles, Velocipedes, Invalid Chairs, Sulkies, Carriages, Cyclecars and Automobiles. Pedals for Bicycles, Tricycles, Velocipedes and Motorcycles. Toe Clips for Bicycle Pedals. Emergency Axles for Pedals.

THE STANDARD COMPANY, TORRINGTON, CONN.

We are boosters for "One Million Bicycles in 1916"

200 X


No 5 PIRATE PEDAL

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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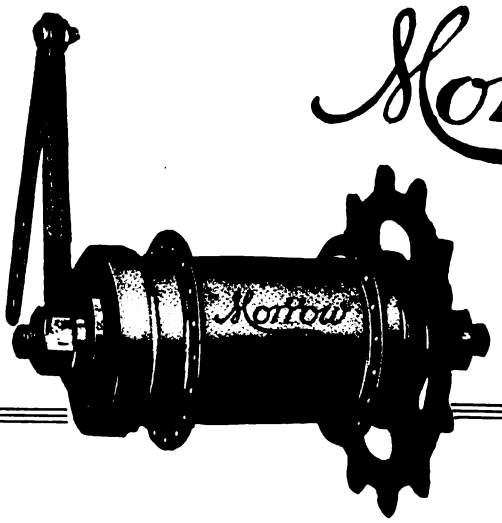
When Your Customer Asks for the Safest Brake for His Bicycle Show Him the Morrow



Absolute Reliability
Positive Forward Drive
Free Coasting
Largest Braking Surface

Years of faithful service on hundreds of thousands of bicycles have proven the absolute certainty of MORROW braking.

The MORROW has the largest braking surface of any brake made—with an even pull on all spokes at the same time—assuring smooth and positive braking.

Twenty-four $\frac{1}{4}''$ balls assure the rider of wonderful coasting freedom, while friction and noise are entirely eliminated.

Meet the demand with a brake that's been proven—the MORROW.

WRITE US TODAY

ECLIPSE MACHINE CO., Elmira, N. Y.

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Questions and Answers

NOT REPRESENTED HERE

I AM desirous of purchasing an F. N. or N. S. U. motorcycle, and would like to know where the agencies for these machines are. I am particularly interested in the F. N. four-cylinder machine.

RICHARD S. STEARNS, JR.

Nantucket, Mass.

Neither machine is represented in this country, and we know of none to be had for the last two years. In 1914 the F. N. factory in Liege, Belgium, was captured and turned into a munitions plant by the Germans and that kind of work has been going on there ever since, as far as we know. The N. S. U. factory was making only munitions at last reports—September, 1915—with not more than one-third of its men in the works. We suggest that you advertise for what you desire.

GEARED TOO HIGH

I HAVE a 1914 twin, single-geared, which runs perfectly when used for solo or tandem work, but gives trouble in starting when used with a sidecar. I would like to know if it would be well to have a larger sprocket than the one now fitted put on the rear hub. Also, would it be better to have a two-speed gear and what the cost of one such would be.

Brooklyn, N. Y. FRANK MOHN.

Your machine is geared too high for sidecar work. Use a sprocket sufficient to bring the ratio to 4¼ or 5 to 1, in order to get the best starting effect and good pull at slow speeds and on hills. Go to A. H. Patterson, the Excelsior man on Bedford avenue, and ask him about two-speed gears. An Eclipse two-speed hub can be fitted to your machine; for terms, see the agent mentioned.

TRY SUPPLY HOUSES

PLEASE let me know where I can get a three-way cock for use with my fuel tank. The idea of the cock is to keep a reserve in the tank for emergencies. Also where I can get an automatic device to stop the machine firing when it falls over or skids.

New York. S. J. KLEEBERG.

We think that you may be able to get a three-way cock from Stevens & Co., 375 Broadway, New York; the Motorcycle Equipment Co., Hammondsport, N. Y., or the Chicago Cycle Supply Co., Chicago, Ill. Write them. There is no automatic device for the purpose you mention. It might work at the wrong time if fitted and cause an accident. Get a handlebar switch and fit it to your machine, and you will be able to get the results you desire.

SHEARED KEY THE CAUSE

MY motor seems to run faster than it ought when climbing hills or when going through sand. I think that the trouble lies in the clutch, but since I have tightened the tension of the clutch, the trouble seems to be worse.

Chicago, Ill. J. T. ALLEN.

Take off the motor sprocket and see if the key holding it on to the shaft is not sheared through or lost. The fact that the clutch when tightened would not improve matters shows that it is not the clutch which is at fault.

The demand for
F-N TANDEMS
is stronger today than ever before.
The new long-range springs give maximum comfort.
Price $11.00 Each
Your dealer has it
FENTRESS-NEWTON MFG. CO.
Detroit Michigan

HR
7143 ⅝" pitch ¼" wide
7144 ⅝" pitch ⅜" wide
Watch the racing returns and see how uniformly the winners use Renold chains. They *know* from experience that they're best.
PETER A. FRASSE & CO., Inc. 419 CANAL ST. NEW YORK

THE BENTON
"The Case-Hardened Plug"

Guaranteed for
Service
and
Reliability
L. F. Benton Company
Vergennes, Vt.

Thousands of Prospects
Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.
If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.
Motor Cycle Illustrated
13 Park Row, New York

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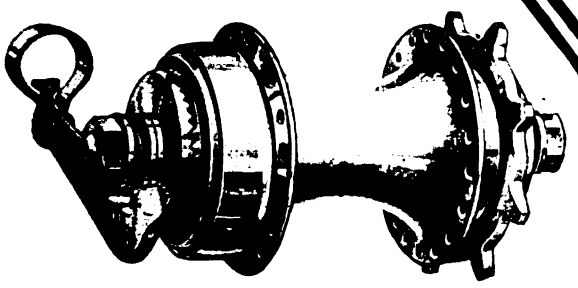


The Brake That Brought The Bike Back

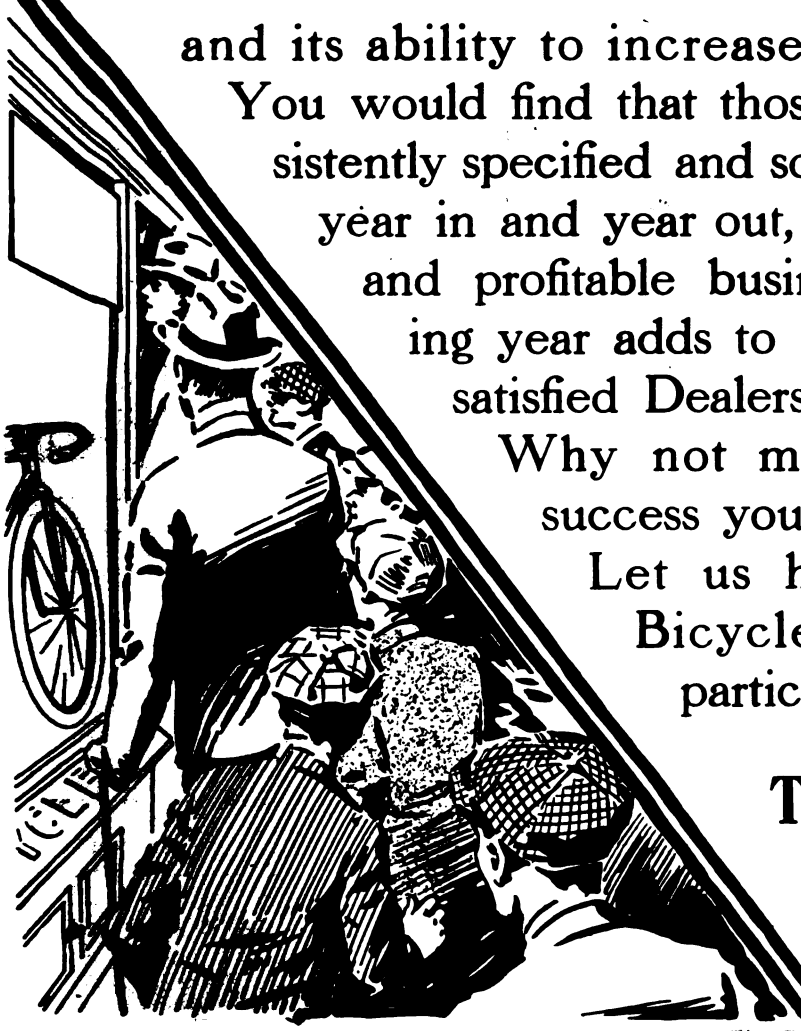
If you could visit all the Bicycle Dealers and Repair Men in this country you would find that thousands of them put faith in

The New Departure Coaster Brake

and its ability to increase Bicycle Sales. You would find that those who have consistently specified and sold New Departures, year in and year out, have built up a large and profitable business. Each succeeding year adds to the number of these satisfied Dealers.

Why not make their means of success your own?

Let us help you sell more Bicycles. Write for full particulars.



The New Departure Mfg. Co.
Bristol, Conn., U. S. A.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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FINLAY IS VICTOR IN WHEELERS' HILL CLIMB

Ex-Cycle Champ Makes Best Performance in Australian Classic on Excelsior—Victoria May Produce Benzol—Stearns Sets New Record on Indian

SIDNEY, N. S. W.—Bob Finlay, the holder of the Australian flying start motor-paced record for the mile (1:21⅕), has more recently taken to the "Big X," and now shows the same ability at guiding a racing motorcycle as he formerly did at chasing one on a bicycle. His latest performance in this direction is the winning of the Wheelers' Hill Climb, an annual competition which excites a lot of interest in Melbourne.

There were three classes in this climb: one for machines under 600 c. c. or 36½ cubic inches, a second for machines of over 600 c. c. and a sidecar class. In the class for over 600 c. c. Finlay (2 seconds) was the victor, with H. Pannach (3 seconds) in second place. Both men rode Excelsiors. Finlay's time was 51 seconds and Pannach's 56 seconds. In the class for under 600 c. c., G. Spivey, twin Precision (scratch) won in 55 seconds from Eric Tyler, Triumph (6 seconds). In the sidecar class, P. C. Priestly, Ideal-J. A. P., won in 53⅗ seconds.

Finlay will be remembered in Salt Lake City, where he rode for a season about three or four years ago.

Benzol in Prospect

The Victorian Government has started to instal a plant for the extraction of the by-products of low-grade coal, and it is expected that the works will be in full swing in a few weeks. As one of the principal by-products of coal is benzol, Australian motorists are anxiously awaiting for an announcement that this fuel will be made available for them at less ruinous rates than rule at present for imported benzines and motor spirits. How would you Americans who seem to be displeased at having to come across for anything over 25 cents a gallon, like to foot the bill for just three times the amount? That is the Australian motorcyclist's unavoidable expense today.

Temora, in New South Wales, was the scene of a 25-miles motorcycle road race not so long ago. Temora is an important county township in the midst of a wheat-growing section. A. Schubert won the race in 30:20, while Andy Byron was second in 27:30. Byron made the fastest time in the event. They both mounted 3½ h. p. Precision twins.

Syd Stearns has given the Hobart-Launceston record another knockdown blow, as he covered the distance in 2:32:15. Stearns already holds the five-mile road record, 4:40, and is after the 100-miles road record of 1:37:00. He rides an Indian 7 h. p. twin for his speed work.

CONCRETE SPEEDWAY PLANNED

DENVER, Colo., Aug. 21.—As a result of the Penrose cup races that were held over the Pikes Peak highway recently plans are now being considered, which, if carried out, will give Colorado Springs a motor speedway. It is planned to construct a concrete speedway one mile in circumference and it will be built a short distance southeast of the city limits.

GAYNOR IS DESPATCH RIDER

PATERSON, N. J.—Edward Gaynor, sub-agent for the Indian in Wayne, has written to John Steele, Indian distributor in this city, from camp at McAllen, Tex., for the first time since he left with the 71st New York Regiment. Gaynor says that he has been selected to ride a Powerplus for despatch work, and has been relieved from regular infantry duty, much to his gratification.

CHOSE CYGNET COMBINATION

WORCESTER, Mass.—K. E. Saunders, who won first prize in the recent 1,000-mile Worcester endurance run, has selected a Harley-Davidson and Cygnet Rear Car combination as his prize. There was a big list of attractive awards, but Saunders picked out the above mentioned outfit as his best bet.

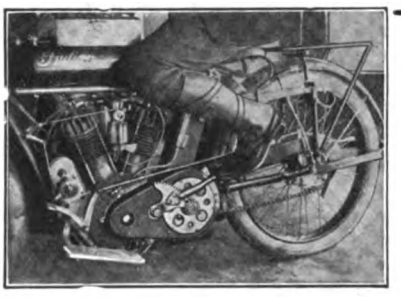
"The Coventry"

"The Motor's True Mate"

They're all demanding chains of more strength than necessary, because they don't know when that extra strength will be necessary. Hence the demand for our 26K—the strongest chain in the world. It costs $1.00 a foot because it's worth it. Write for details.

HERBERT F. L. FUNKE CO.

112 Broad Street, New York



NOTICE

After Aug. 15 the price of the Indian Pioneer B Kick Starter will be $12. Owing to the continued increase in price of material and labor we have been compelled to raise the price. The Pioneer Eclipse will remain at $6.50 for the present.

These Starters are a LIVE SELLING proposition for the dealer. Every dealer should have a sample starter. It will make him money.

Send for our introductory plan today.

PIONEER MFG. CO. (West Allis) Milwaukee, Wis.

MASCO

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

NEW CATALOG NOW READY
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

RELIEVE

your mind of the help problem

If you need a man in the shop, salesroom, or on the road, don't delay longer. Insert an ad. in the classified section of Motor Cycle Illustrated.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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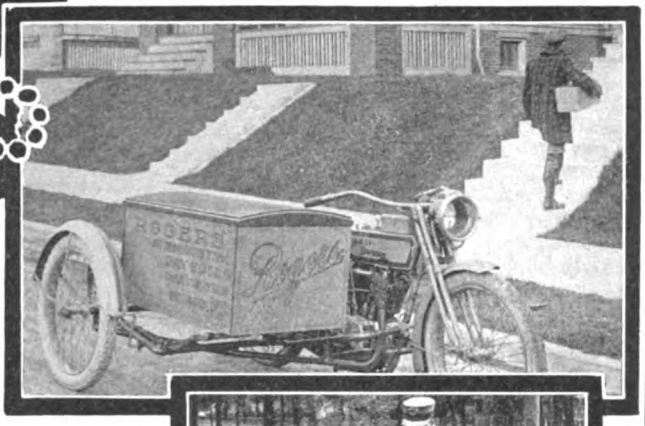

Prest-O-Lite for Motorcycles

For Riders in Every Kind of Service

Whether you ride for business or pleasure, choose a lighting system as sturdy as your motorcycle. Good, dependable light is as vital as fuel.

Because Prest-O-Lite meets this exacting requirement, because it is simple and trouble-proof, never needs any attention that the rider himself cannot give at slight cost, and because its efficiency is not lessened by bumps and vibrations—

Prest-O-Lite represents the utmost in practical, convenient motorcycle lighting, and for this reason is used by more riders than all other systems combined.

Yet, with all of its advantages, Prest-O-Lite costs but little to buy and little to use.

Get Prest-O-Lite on Your Motorcycle

Any dealer can make you this popular equipment combination offer: "Prest-O-Lite, a lamp and a good mechanical horn," at a very satisfactory price. You can use this equipment on any make motorcycle.

Ask for full details on motorcycle lighting. Sent free.

The Prest-O-Lite Company, Inc.

The World's Largest Makers of Dissolved Acetylene.

246 Speedway Indianapolis, Ind.

Canadian Office and Factory: Merritton, Ontario

Prest-O-Lite Exchange Agencies Everywhere

A Suggestion to Dealers:

Prest-O-Lite gives perfect service on ANY weight motorcycle. It gives the rider greater value, therefore more lasting profits for you.

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THROUGH FOUR STATES WITH A SIDECAR

(Continued from page 23)

tower and white buildings. However, time was flying, and with reluctance we turned our front wheel toward Albany.

Good Going to Albany

The run to East Lee was fine, and Jacob's Ladder offered no difficulties to the outfit. The scenery through the Berkshires was enjoyed by all, as well as the run through to Rensselaer. Passing through Albany we went north through Saratoga Springs and Lake George, stopping for a while at Plattsburg to see the citizens getting military training.

From thence on the scenery grew more familiar, and we soon attained the International Boundary, proceeding by easy stages back to our home in Montreal.

NEAT—AND YET A REGULAR FELLOW

(Continued from page 21)

more they create the impression that riding a motorcycle is hard work; that a man must be oily and grimy to do it."

"But a spick and span rider doesn't look like the real thing," was the veteran's next argument. "He is taken for a newcomer, or a mere experimenter."

"The time is here when a motorcyclist is going to be judged by his appearance as related to his performances," we contended, "and not merely by the amount of road material he has been able to pick up on his clothing and on his machine. At the F. A. M. convention in Providence the riders who received the awards for neatness were those who had covered considerable distances and still kept themselves presentable. They were not mollycoddles. One of the winners had covered over 800 miles, and his outfit showed no more effects of roadwork than can be found on some motors after a 75-mile run. That rider knew how to take care of his motor and how to keep himself reasonably comfortable; and comfort is always directly related to cleanliness. He wasn't spotless by a long shot, but, considering his long trip, he and his motorcycle were in good condition."

"But riding togs that look well, and remain that way, cost considerable money," said the veteran, as he began to accept the new point of view.

Material Important

"Not necessarily," we explained, "because the whole matter depends upon the choice of material. Khaki can hardly be called a neat or attractive material even when it is fresh from the store, and a few oil spots and a dusty trip or two transform it into a poor apology for a costume. Forestry cloth looks infinitely better, can be washed satisfactorily, holds its shape and wears well. Besides, it is not expensive when you consider the amount of service that will be derived from it. A wise selection of the material for your suit will go a long way towards making it a permanent success and pleasing to the eye."

ACTIVITIES OF THE TRADE IN SAN FRANCISCO

SAN FRANCISCO, Cal.—W. E. & W. H. Jackson, distributors for the Dayton lines, have anticipated their requirements somewhat to provide against possible railroad troubles, and expect several shipments in the next few days. They have just received a car of Dayton motor bicycles, for which they had several orders in advance.

W. H. Jackson, of W. E. & W. H. Jackson, is making a trip to Eureka, in company with R. T. Ruddick, Coast manager for the Federal Rubber Company. Mr. Jackson has tried to make the Eureka trip several times before, even going so far as to have his steamer ticket, but something has always prevented him in the past. This time he is determined to make it.

F. E. Wright of Lodi, who is considered one of the livest bicycle dealers of central California, is in San Francisco with Mrs. Wright, buying furniture for their new home—which would seem to show that business is pretty fair in their district—or perhaps that it pays to be that kind of a dealer.

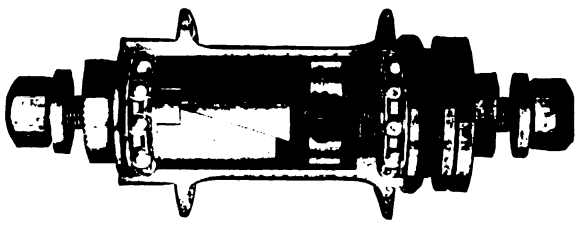
Ed Laudenclos, of the Motorcycle Sales Company, reports many inquiries for the Henderson, and has already received four deposits for the new '17 model machines, though so far he does not even know what they will be like. He has also been putting out a number of second hand machines.

A COASTER BRAKE

that has every desirable feature

The Musselman

Light
Neat
Simple
Attractive



Strong
Substantial
Safe
Efficient

Positive Drive

Riders prefer
Dealers buy **The Musselman**

Prompt shipments always

MIAMI CYCLE & MFG. CO., Middletown, Ohio

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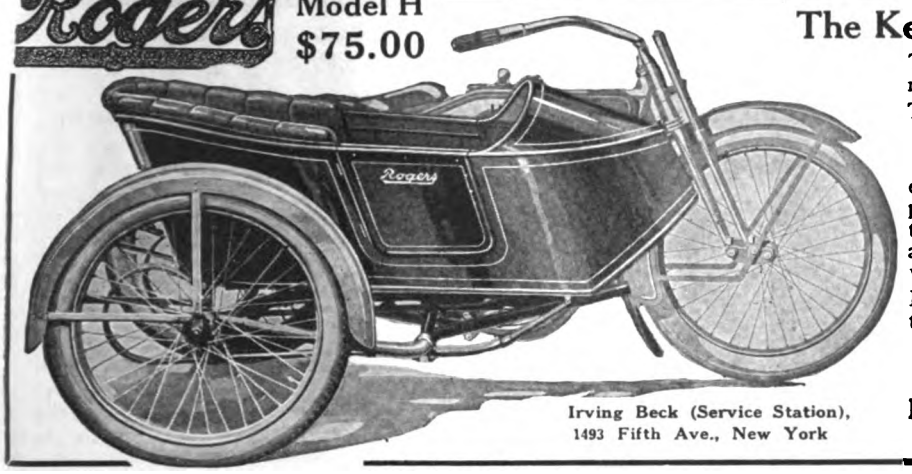
Rogers Model H $75.00



Irving Beck (Service Station), 1493 Fifth Ave., New York

The Key to Health and Enjoyment

The owner of a good motorcycle holds a master key to all outdoors.

The possession of a

ROGERS SIDECAR

extends that insurance of health and happiness to his family and friends and more than doubles his own enjoyment at little additional expense.

Why waste your opportunities when a ROGERS SIDECAR will make your motorcycle 100% efficient.

SEE YOUR DEALER OR WRITE FOR CATALOG

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Makes Many Friends: Every Day

Efficient Ignition is Economy

Perfect motor performance is pleasure

The Wright Plugs furnish both

TRY THEM

Used on 1916 Harley-Davidson

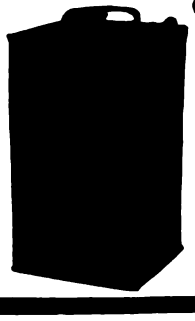
N. Y. MICA & MFG. CO.
Auburn, N. Y.

HARRIS
TRADE MARK REG. U.S. PAT. OFF.

A Little Goes a Long Way

OILS AND GREASES

And Every Drop Counts



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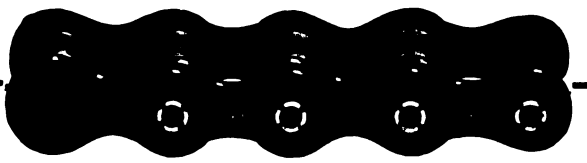
We produce a special oil for Motorcycles. Ask your dealer or write.

A. W. HARRIS OIL CO.
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.



"149"

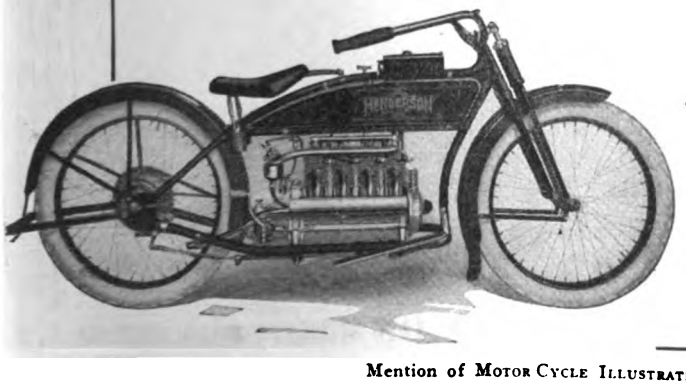
An Indorsement—

"On the 8th of November I purchased some of your No. 149 Motorcycle chain from you, and wish to state that it is more than you claim for it. I have given it a good test, as I use a side car on my machine and have had no broken rollers or side plates up to date; it is the smoothest and quietest running chain I have ever had. I have had all of the leading makes, but I wish to pin my faith on the No. 149 chain and would recommend it to any one that wishes to eliminate chain troubles.

"Please find ———— for which please send me some connecting links. I have the ———— and ———— in stock, but they are the only thing that breaks about the chain and fit tight, as the side plates are thinner than your chain." (*Name on request.*)

A trial will convince you also.

Diamond Chain & Mfg. Company
Indianapolis, Indiana



HENDERSON

THE silence and smoothness of the four-cylinder Hendersons that the prospective buyer sees on the street, are more convincing than an hour of high-pressure sales talk.

HENDERSON MOTORCYCLE CO., Detroit

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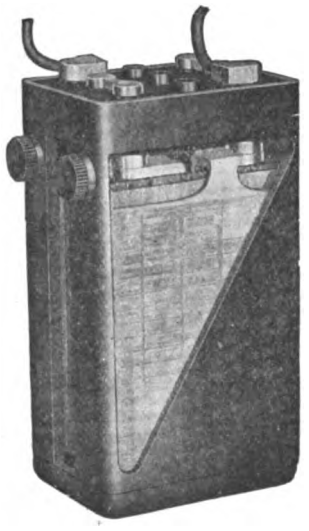
Knowledge



IS power. A truth which fits the situation of the rider who uses an electrically equipped machine.

IF you understand the care and operation of your

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you will experience delightful service. Nothing gives us greater pleasure than to answer questions.

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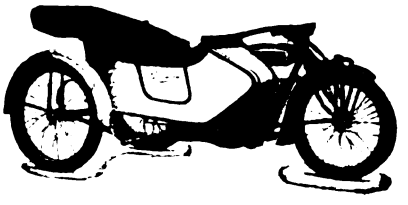
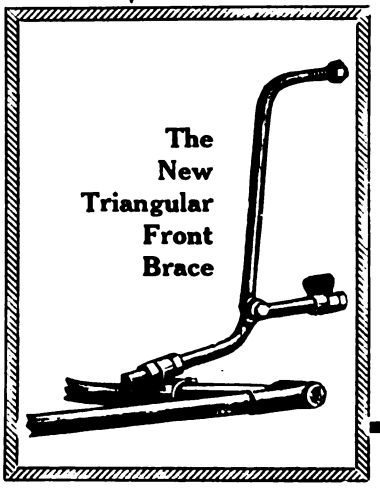
THE HARRY SVENSGAARD SALES CORP. DETROIT.
SIDECARS





The New Triangular Front Brace

Ask Us about the new Triangular Front Brace; why it makes sidecars twice as easy to sell.

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TOLEDO MADE FOR THE WHOLE WORLD

Motorcycle Mica
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have opened a new era in gas lighting by combining **Electric Brilliancy** with **Prest-O-Lite Reliability.** They are guaranteed to give **three times** the light of the ordinary burner. The thousands in use demonstrate their practicability. Price $2 per set.

DEALERS: Full details and our proposition will be sent on request

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The Chicago Dimmer Goggle—the perfect fitting, perfectly constructed eye shield—affords not only REAL PROTECTION against sun, wind, dust and rain but is most comfortable to wear and allows FULL RANGE OF VISION. It fits your face the way a thoroughly effective goggle should. You can buy Chicago Dimmer Goggles from your dealer.

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WORTH MORE **Berling Magneto** DOES MORE

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Nothing will do more to bring this about than to establish yourself headquarters for the now CELEBRATED

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New Prices MODEL B—Complete less lamps Direct Lighting **$25.00** | MODEL C Batt. Charging **$30.00**

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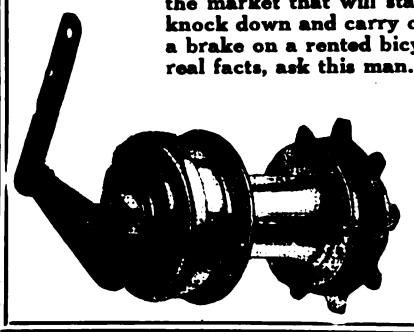
Of course we would say it's the brake for you to equip to your bicycle. We thoroughly believe it is, but then, you see, we make the brake and there is a wild chance that we might be slightly prejudiced in its favor. There is one man, however, you can ask and be sure of receiving an unbiased opinion. Ask the man who rents bicycles about the

CORBIN

DUPLEX COASTER BRAKE

This man knows. If there was ever a man who has had an opportunity to watch brakes work it is surely this man. Not one brake, mind you, but all brakes. He has experimented with them all and learned things about each and every one of them, and the sum total of his findings is this:

The Corbin Duplex Coaster Brake is the one brake on the market that will stand the wear and tear, knock down and carry out treatment to which a brake on a rented bicycle is subjected. For real facts, ask this man.



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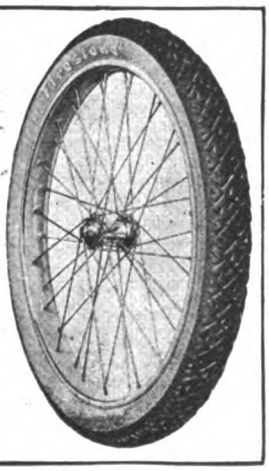
THE Red Side Wall and Black Tread, the trade-mark of Firestone Tires, stands for quality—the same materials and workmanship as in Firestone Automobile Tires. Equip now, for safety, easy riding and Most Miles per Dollar.



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For any State in United States We copy official automobile and Motor Cycle records in the Capitol here and can compile a list of the auto owners or motor cycle owners for your section of the state at lowest rates, sending you supplements, regularly, the balance of the year. We can compile a list of Ford owners or owners of any other automobile or motor cycle you wish a list of.

HALF PRICE AUTO LIST COMPANY
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DRISCOLL & JEANROY
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'Phone, 3352 Morningside

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J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2050 JEROME AVE., Corner Burnside Ave.

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M. J. GOLDMAN
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Near Broadway, New York White Plains, New York

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All Repairs Guaranteed
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Expert Repairing. New York Agent for the EXCELSIOR
Telephone, 8861 Riverside

AMOS SHIRLEY, 935 Eighth Ave.
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Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

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MIAMI POWER BICYCLES
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Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor

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Phone Bedford 5297 Brooklyn, N. Y.

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Smith Motor Wheels—Iver Johnson Bicycles
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Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
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All makes of Bicycles—expert repairing
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Full Stock of Supplies—Used Machines.
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Rebuilt machines. A written guarantee with each machine. Write for details and price list.
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From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
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Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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The finest line ever offered, at the lowest prices, and if you don't get our list you'll be the loser. Machines from $30 up, and every one guaranteed. A Big Free List on Request—Send For It

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Sidecars and parts in stock for all machines. Special attention to dealers.

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Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.

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Oldest and largest dealers in the northwest.
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Motor-Cycle Exclusively

New pistons and rings accurately fitted.

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Get our monograms for motorcycles. 500% profit. Motorcycles plentiful everywhere. Thousands sold daily. Samples 10c. Write for particulars.

Western Motorist Accessories Co.

Cheyenne, Box 159 Wyoming

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Classified Advertisements

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FOR SALE

FOR SALE—One second-hand Harley-Davidson sidecar; good tire; all in fine shape; fit 1914 or 1915. Price, $35.00. Send $10.00 with order, balance C. O. D. C. M. Hayward, Hudson, N. Y.

FOR SALE—CHEAP TO QUICK BUYER at $75.00, one Cygnet Rear Delivery Van, to fit Indian; investigate this offer at once. J. B. Flory, Lancaster, Pa.

FOR SALE—Motorcycle, bicycle and general repair shop, near Garfield Boulevard. Good stand; street cars coming through on Robey St. Selling on account of leaving city. Robey Repair Shop, 5514 So. Robey St., Chicago, Ill.

HENDERSON, four-cylinder, brand new 1915 single-speed, $195. Brand new two-speed, $225. Act quick if you want a bargain. L. J. Mueller, 6311 Woodland Ave., Cleveland, O.

FOR SALE—1915 Excelsior, 3-speed, 12 horsepower Motorcycle, with Indian sidecar painted gray attached; run 3,000 miles; Sol, 8 lamp, Presto tank, hand horn, tandem. Needs $15 repairs. Machine $150, sidecar $25. Must have cash. S. D. Kightlinger, 1098 S. Cottage St., Meadville, Pa.

FOR SALE—Motorcycle repair business, including the following items: engine, lathe, drills, press, air compressors, enameling ovens, gasoline tanks, oil tanks, brazers, tools of all kinds; also parts for several makes of motorcycles. Will be sold very cheap. Address Best's Garage, Waverly, N. Y.

FOR SALE—1915 Harley-Davidson, 3-speed, 11 horsepower. In first-class condition. Price right. E. A. Lewis Co., Riley Center, Mich.

MAKE OFFER for following, all in first-class mechanical condition: 1 1914 7-h. p. Twin Thor; 1 1913 5-h. p. Single Thor; 1 1913 Twin 7-h. p. Thor; 1 Model K "Big 4" Pope; 1 1912 Harley-Davidson; 1 1913 Model H Lightweight Pope; 1 1916 Remy Harley-Davidson electric light and ignition generator and storage battery. Sumner C. Burgess, Electrical Contractor, Automobile Accessories, Falmouth, Mass.

FOR SALE.—Indian Featherweight, new June, 1916. Used little; original oil still in tank. Price, $100. Ship for $25 deposit, balance C. O. D., subject to examination. Richard S. Stearns, Jr., Rockwood St., Jamaica Plain, Mass.

BARGAINS:—1914 Two-speed PIERCE, $100; 1915 Two-speed POPE, with delivery van, $150; 1913 Excelsior Twin, $50; Indian Twin, fully equipped, $55; another Twin, $25. Two months' use allowed with all of them. If not satisfied, won't cost you anything. Nelson, 112 4th Place, Brooklyn, N. Y.

HELP WANTED

SALESMAN WANTED—New York house of motorcycle repair parts and accessories has vacancy for traveling salesman. Good opportunity for right party. Chance for repairman or motorcycle dealer having salesman's ability. C. M., care of MOTOR CYCLE ILLUSTRATED.

POSITION WANTED

SALESMAN wants position with manufacturer or manufacturer's agent, well experienced in the motor and bicycle trade; commission or salary. F. S., care of Motorcycle Publishing Co.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

STOLEN

A 1916 HARLEY-DAVIDSON, Model 16-J. Electric; motor No. L12216-M.S. N. Y. license No. 65550. Has rubber off-kick starter. Reward of $25 for return of machine or information leading to obtaining it. Geo. S. Carver, 144 Court St., Binghamton, N. Y.

On the night of May 29-30, a twin Indian; 1915; 2-speed; engine No. 72 A 120; head light; Presto tank fastened on handle bars with leather straps; special air cushion saddle; large dent in front exhaust pipe; right hand grip cracked. No. tail lamp or license plate. Suitable reward offered for information leading to arrest and conviction of party or parties and return of machine. Wm. Bonin, Babylon, N. Y.

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Tire Selling Expense

One of the surest ways to find your bicycle tire *profits* is to analyze your *selling expenses.*

Your selling expenses are *high* when you stock several brands of tires of different sizes, colors and prices, because:—

1. It takes longer to sell each tire.
2. You have more money tied up in a large stock of tires.
3. Neither you nor your customers are sure of the guarantee and the quality.

But, if you will sell Goodyear *Blue Streak* Bicycle Tires you can cut down your selling expense, because:—

1. The Goodyear Blue Streak, one quality, one price and one guarantee, are *standard* and *known.*
2. Blue Streak sales are quickly made—no delays, no haggling, no dissatisfaction.
3. The Blue Streak price competes with mail order prices and yet gives the quality and the *guarantee* of a $5.00 or $6.00 tire.

You can do a larger volume of business on a smaller investment, and make a larger net profit, if you sell Goodyear Blue Streak Bicycle Tires.

The Goodyear Tire & Rubber Co.
Akron, Ohio

GOODYEAR
AKRON
BICYCLE TIRES
Guaranteed

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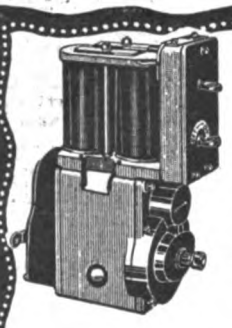
Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

MOTOR CYCLE ILLUSTRATED, 13 Park Row, NEW YORK



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A rich, brilliant flood of light is always at your instant command if you own a motorcycle equipped with the

REMY

Lighting-Ignition System

Better ignition too—strong, steady, reliable. Thousands of riders are enjoying the advantages of Remy Lighting and Ignition. Why not you?

Ask your nearest Harley - Davidson dealer to demonstrate.

CONSTANT REMY SERVICE

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Detroit, Mich.

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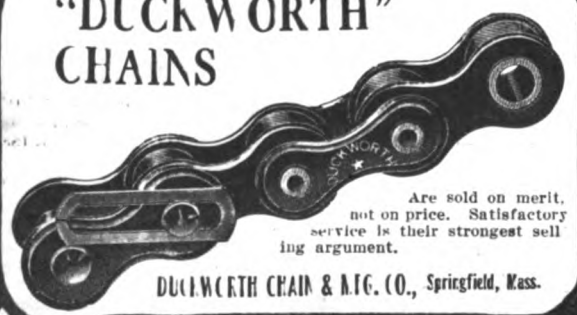
The Oldest and Largest Supply House

"DUCKWORTH" CHAINS



Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & M.F.G. CO., Springfield, Mass.

NEW YORK SPORTING GOODS CO.

FREE TO DEALERS

Write us on your letter head or enclose your business card and we will send you our new catalogs.

No. 60 Motorcycle Supplies
No. 64 Bicycle Sundries

A few agencies still open for live dealers of "Victor," Pierce and "Crawford" Bicycles. Prices and terms on application.

New York Sporting Goods Co.
15 and 17 Warren St., near Broadway New York

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .128 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

Wherever Ball Bearings are used you will find

STAR Ball Retainers

Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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BLUE STREAKS

Tire Selling Expense

One of the surest ways to find your bicycle tire *profits* is to analyze your *selling expenses.*

Your selling expenses are *high* when you stock several brands of tires of different sizes, colors and prices, because:—

1. It takes longer to sell each tire.
2. You have more money tied up in a large stock of tires.
3. Neither you nor your customers are sure of the guarantee and the quality.

But, if you will sell Goodyear *Blue Streak* Bicycle Tires you can cut down your selling expense, because:—

1. The Goodyear Blue Streak, one quality, one price and one guarantee, are *standard* and *known.*
2. Blue Streak sales are quickly made—no delays, no haggling, no dissatisfaction.
3. The Blue Streak price competes with mail order prices and yet gives the quality and the *guarantee* of a $5.00 or $6.00 tire.

You can do a larger volume of business on a smaller investment, and make a larger net profit, if you sell Goodyear Blue Streak Bicycle Tires.

The Goodyear Tire & Rubber Co.
Akron, Ohio

GOODYEAR
AKRON
BICYCLE TIRES
Guaranteed

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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The Truth About Pikes Peak

In view of the conflicting claims of superiority in the Pikes Peak Hill Climb, THE REAL FACTS as to who "GOT PIKES PEAK" may be of interest.

There were four events, two open to the world, one limited to Colorado riders and one for sidecars.

FLOYD CLYMER

on an

EXCELSIOR

WON BOTH OPEN EVENTS

The first in 23 minutes, 15.7 seconds, the second in 21 minutes, 54.4 seconds.

The Fastest Time of the Meet and the Record for the Hill

Clymer's Time Was 42 Seconds Better Than That of His Nearest Competitor

Clymer also ran second in the sidecar event and second in the Colorado State Championship. His time in this event being only 7 seconds more than that of the winner and 44.7 seconds better than the third man.

These Are the Facts ***Enough Said***

Excelsior Motor Mfg. & Supply Company

Office and Factory: 3703 Cortland Street, Chicago

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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The Truth by the Man Who Knows

ALL KINDS OF MOTORCYCLE SUPPLIES AND ACCESSORIES

EXCELSIOR MOTOR MFG. AUTO CYCLE SUPPLY COMPANY

ALWAYS MAKES GOOD

FLOYD CLYMER

EXCELSIOR AND HARLEY-DAVIDSON MOTORCYCLES

607 EIGHTH AVENUE

Phone Greeley 9F1

GASOLINE AND OIL REPAIR WORK

MOTOR HARLEY DAVIDSON CYCLES

GREELEY, COLO.,
Aug. 21st 1916.

Mr. F. B. Mathis,
Chicago, Ill.

Dear Sir:

I have just received the Motorcycle Illustrated of Aug. 17th containing the ——— ad. of how they cleaned up at Pikes Peak.

Don't you think you ought to correct some of the statements they made in their ad?

They stated that Vanderhoof and Kunce both won THE PIKE'S PEAK AUTO HIGHWAY CUP. This is absolutely false, as there was NO cup of any kind for any of the motorcycle contests.

Also stated Kunce rode a STOCK ———. Kunce rode a factory ——— motor with a special low frame fitted with EXCELSIOR HANDLE BARS, EXCELSIOR FORKS, EXCELSIOR CONTROLS AND EXCELSIOR GRIP CLUTCH CONTROL with Eclipse clutch.

You can notice in the picture in Motorcycling on page 6, issue of Aug. 21st, that the front of this picture was cut off and did not show the front end of his machine, yet you can see the EX. bars and controls.

The ——— ad. shows him on a stock machine, as I presume they did not want to show the X parts on it.

We made the fastest time by 40 seconds instead of 5, as they state, and the X copped more money than any other rider.

They certainly have a funny way of advertising, and to read their ad. it looks as if they won everything.

In the state race I was leading until my rear axle broke, and rode the last 5 miles with no brake and lost by 7 seconds.

They have certainly done some false advertising, and have the people who were not there believing they made a cleanup.

I believe an ad. of this kind should be corrected.

Why not tell the truth about the Pike's Peak Hill Climb?

Very truly yours,

Floyd Clymer.

Excelsior Motor Mfg. & Supply Company

Office and Factory, 3703 Cortland Street, Chicago

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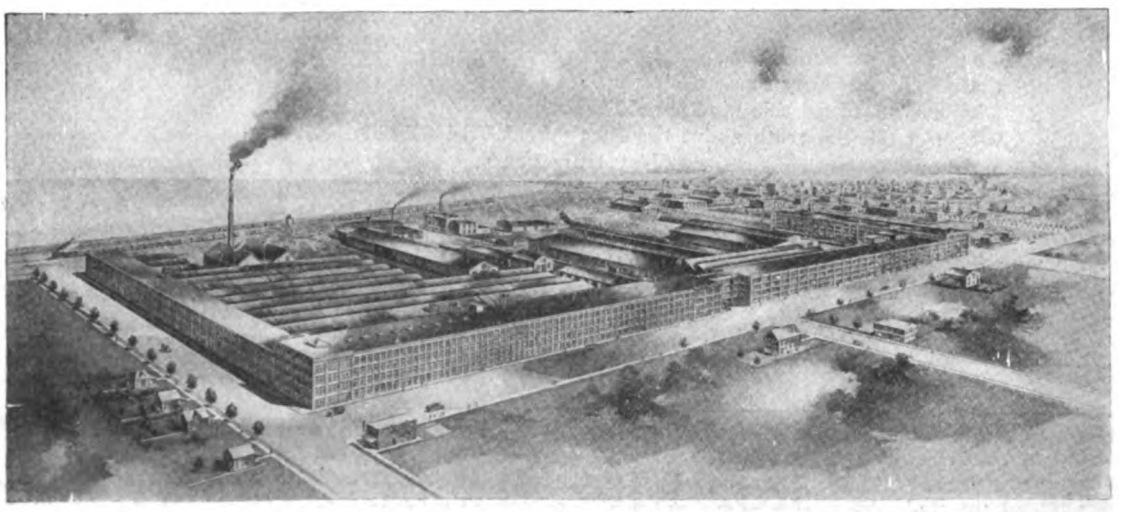
The 1917 Harley-Davidson Frames are Strong as Ever

The frame of a motorcycle is often referred to as the "backbone" of the machine. Literally, no word is more expressive of the importance of a motorcycle's frame construction. The frame supports the motor, the rider and the road. It must bear the shocks from each.

Hence, when the Harley-Davidson Motor Company again expresses its entire confidence in Standard Tubing by using it *exclusively on all 1917* Harley-Davidson motorcycles, as in previous years, it means only one thing—that Standard Tubing has proved, conclusively, its entire fitness to safely carry the Harley-Davidson reputation to the far corners of the country.

THE STANDARD WELDING CO.

CLEVELAND, OHIO, U. S. A.



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MOTOR CYCLE ILLUSTRATED

VOL. 12 NEW YORK, AUGUST 31, 1916 No. 9

MERKEL INCORPORATES A MOTOR WHEEL CO.

Inventor's Plans Partly Unfolded by Granting of New York Charter to Merkel Motor Wheel Co., Incorporated.

NEW YORK, Aug. 28.—It was more or less of an open secret at the Atlantic City Convention that Joe Merkel, who made his trade fame when he designed the famous yellow machine which still bears his name, had something under his hat; but for most folks, at least the hat was never lifted, and Merkel's new venture remained a deep and dark secret.

With the incorporation this week, however, of the Merkel Motor Wheel Company, Incorporated, under the laws of New York State, at least a glimmer of light is shed on Merkel's new plans which are said to be broad and far reaching. The new concern has an authorized capitalization of $10,000, and the incorporators are: Joseph Merkel, 284 Washington Place, Flatbush, N. Y.; Frederick R. Huntington and L. Schreiber, both of 20 Broad Street, New York.

Root of Large Concern

In a talk with a **Motor Cycle Illustrated** man, Merkel explained that the new concern is simply the nucleus of a large organization which will be formed when the inventor's plans are fully matured. It is whispered about throughout the trade that other trade men equally as well known as Merkel himself are deeply interested in the new venture.

While full details are not yet forthcoming—Merkel says they will not be for three weeks to a month yet—those in the know state that Merkel's latest invention is a bicycle motor attachment of radical design. Its chief claim to novelty arises from the fact that it displays a motor so built into a bicycle wheel that the wheel itself is interchangeable with the rear wheel of any make of bicycle so that the power plant is supported without the slightest strain on the bicycle itself, and without placing any weight upon the frame. Merkle has been working on the invention for many months past and has devoted his entire time to it since he left the services of the Autoped Co. of America, some months ago. Most of the experimental work has been done in a laboratory which was established in Corona, L. I., and which he is still maintaining until plans for the manufacture of the device are fully consummated.

Joseph F. Merkel

Concern with Nominal Capitalization of $10,000 Is Nucleus of Organization to Manufacture Bicycle Motor Attachment.

As to possible price and date when the machine will make its trade bow, not a word is forthcoming from Merkel or other sources.

HEINIE ROBERTS SEES TRADE IN LOS ANGELES

LOS ANGELES, Cal.—Heinie Roberts, booster extraordinary for Troxel saddles, is in Los Angeles. It will be a good thing for Coast jobbers and dealers to listen to his line of talk about the big work in building trade enthusiasm and turning enthusiasm into sales that he has seen in his travels. The Troxel people are experiencing an extraordinary demand for their goods from the bicycle trade. Roberts is right at home among the dealers and riders of Pacific Coast; he says he finds so many boosters for the Troxel.

WALD INCREASES TANDEM PRICE

SHEBOYGAN, Wis., Aug. 28.—The Wald Mfg. Co., makers of the famous Wald tandems, foot-rests, luggage-carriers and other motorcycle and bicycle specialties, announces an increase of prices on their famous number 422 tandem from $5.50 to $6.50. E. P. Pawsat, of the Wald concern, explains the increase as due to the higher cost of both materials and labor.

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WAY PAVED FOR MOTORCYCLE BODIES' MERGER

M. M. A. and M. and A. T. A. Committees Meet at Detroit and Revise Constitution and By-Laws of Former—Racing Situation Discussed and Buffalo M. M. A. Meeting Called

DETROIT, Aug. 26.—That Constitution and By-laws, which has served the Motorcycle Manufacturers' Association so well for the past three years, was recast at a meeting of the reorganization committees of the M. M. A. and the Motorcycle and Allied Trades Association which convened at the Hotel Pontchartrain here today and then adjourned to the rooms of the Detroit Athletic Club, where the real business of the day was transacted. Those in attendance were: T. W. Henderson, president of the M. M. A.; E. J. Mueller, assistant sales manager of the Harley-Davidson Motor Co.; George T. Briggs, of the Wheeler-Schebler Carburetor Co.; Daniel R. Walls, advertising manager of the Splitdorf Electrical Co., and E. F Hallock, secretary of the M. M. A.

Merger Necessitates Change

The necessity for recasting the documents in view of the coming merger of the two trade bodies was seen at the Atlantic City convention and the committees were appointed to consummate the work. Provision was made for changing the name of the M. M. A., which will henceforth be known as the Motorcycle and Allied Trades Association, and for broadening the scope of the association to include other than simply manufacturers of motorcycles. At the same time the reorganizers seized upon the opportunity to eliminate many clauses in the old constitution giving rise to red-tape which hampered the association in the accomplishment of its purposes.

Aside from such changes, the only radical accomplishment was in the enlargement of the number of directors, from five to seven, to include representatives from the parts and accessories trade.

The tentative changes will be submitted to the M. M. A. attorney for legal advice, and whipped into final shape for adoption at the special meeting of the M. M. A. in Buffalo on September 14. At this special meeting the two associations will formally be merged.

While the committee was not appointed to consider that matter, the attitude taken by Harley-Davidson Motor Co. in calling off its twin racing machines from mile tracks and singles from half-mile tracks, was discussed freely, and it was the sense of the meeting that it would be a wonderful thing for the trade if the other manufacturers, now supporting racing teams, would follow suit. Those present expressed themselves as desirous of seeing the F. A. M. stage a series of ten race meets during the next racing season, each meet to take place either on a speedway as safe as the Chicago and Sheepshead Bay tracks, or else on a two or three mile dirt oval, with ample factory and trade supervision to eliminate, as far as possible, all element of danger. It was decided to bring this matter up at the next M. M. A. meeting for action by the trade at large.

The withdrawal of the Harley-Davidson twins from one mile competition came as a result of the death of Bill Brier on the Belmont track following a fence collision.

Aside from amending the Constitution and By-laws and going thoroughly over the racing situation, the M. M. A. at the special meeting next month will have many other things of deep trade significance to consider. The report of the Universal Service Committee of the M. and A. T. A. will be submitted for consideration by Chairman Lacy Crolius, as well as the report of the committee appointed to draw up, in concrete form, all of the motorcycle's selling points. Many other matters of deep significance to the trade will be thoroughly discussed and threshed out.

HAUK BECOMES QUINLAN'S ASSISTANT

CLEVELAND, Ohio, August 28.—C. E. Hauk, who heretofore has handled the distribution of the Cleveland lightweight motorcycle throughout the states of Indiana, Illinois and Wisconsin has been appointed to the post of Assistant Sales Manager of the Cleveland Motorcycle Mfg. Co. under Sales Manager W. S. Quinlan.

Mr. Hauk has established, through his success in placing the Cleveland on the market in the Central States, an enviable reputation as a high grade man. He has a broad knowledge of lightweights and is chuck full of enthusiasm for the Cleveland. While boosting the Cleveland he has made many friends both in and out of the trade.

The territory formerly covered by Hauk will be handled direct from the Cleveland office. Indicative of the bigness of the dent which the little Cleveland has made on the motorcycle industry in the single year that it has been offered, is a statement by Treasurer H. G. Alexander to the effect that they are daily receiving a large number of inquiries for Cleveland territory from interested dealers and that they anticipate a much larger volume of business for the coming season than they were able to handle during the past.

C. E. Hauk of the Cleveland

CORBIN-BROWNS STANDARD ON LATEST U. S. ORDER

NEW BRITAIN, Conn.—Corbin-Brown Speedometers have been specified as standard equipment on the 63 Indian motorcycles recently ordered by the United States War Department. This is but one of several orders by the Government on which this product of the Corbin Screw Corporation was specified, and the choice in the present instance was therefore not a matter of surprise to the corporation.

"The Corbin-Brown speedometer was tested some years ago in the Government laboratories," said an official of the firm, "and it was found to be accurate under all conditions. The findings have been substantiated by the actual performances of thousands of the instruments since. The excessive heat to which speedometers are subjected along the Mexican border necessitates the use of an instrument immune to temperature changes in any degree. It is with this requirement in mind that we feel the War Department chose the Corbin-Brown."

UNITED STATES TIRE HOST TO FIREMEN

PROVIDENCE, R. I., Aug. 29.—The United States Tire Company will entertain the delegates and other visitors to the International Firemen's Convention here in various ways. The convention being held here this week sees hundreds of firemen in the city.

The tire company set aside one day as visiting day to its plant and the firemen were shown all over the big Valley street establishment. In addition the company distributed hundreds of souvenirs, one of them a watch fob with an ornament representing the International Association of Fire Engineers.

That the chiefs might become somewhat familiar with the working of the plant and its product the company will have its solid tire representatives from all parts of the country in this city during the entire week.

Friday the chiefs will be the guests of the company on a trip to Newport and will be given shore dinners, rides, and the like.

GEORGIA DEALERS TO MOVE

AUGUSTA, Ga., Aug. 27.—Patrons of Foucher's Gun, Lock and Bicycle Works will be well taken care of at the firm's new store at 1148 Broad street, when they take up their residence in a more commodious and convenient location. A complete line of Great Western and Cleveland bicycles and bicycle accessories will be carried at all times by this hustling firm.

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EMPIRE STATE ASS'N CAUSES ALARM

Newly Incorporated "New York State Motorcycle Association" Viewed as Graft Body by Dealers

NEW YORK, August 28.—The incorporation of a body under the style "New York State Motorcycle Ass'n" is causing a furor among the motorcycle dealers of the state. The alleged purposes of the association are to procure favorable motorcycle legislation, to promote race meets, to establish a chain of official motorcycle hotels and to maintain a motorcycle information bureau for the benefit of its members.

Promise of "Bargain Prices"

The high-sounding purposes of the organization are offset to no small degree by the fact that it holds forth the promise to its members of ability to purchase motorcycles, parts and accessories at reduced rates from certain dealers whose co-operation is to be enlisted. In other words for a small membership fee the association holds forth the glowing promise of being able to save its rider members considerable sums in the course of a year on the costs of parts and fitments. The scheme, it is pointed out by those motorcycle dealers who are live enough to look under the thin varnish which gives the scheme its glowing hue is simply a modification of the co-operative purchasing plan which so long infested the automobile industry revamped and dished out to the more susceptible of motorcycle riders.

Dealers May Organize

That very many dealers will be foolish enough to give away five or ten per cent. of their hard earned profits simply on the promise of a large volume of business from the State association cannot be believed, but at the same time the situation is one that is causing conservative dealers throughout the state to sit up and take notice and it is not unlikely that if in the development of events the association should assume any large proportions the dealers will organize to combat the movement.

BECK ELATED OVER F. N. GOVERNMENT ORDER

NEW YORK, Aug. 29.—Smiling Alfred Beck, who holds forth at 1691 Park avenue with Rogers side cars and F. N. attachments and a few other things, is highly elated over the fact that the order for 63 Indian motorcycles for the United States Army, which came through last week, included one for as many F. N. attachments. Beck says that it is not the first official recognition of the merits of the F. N. products; simply the culmination of many years of thoroughness and dealing with the government.

"Talk about preparedness," says Beck, "the tandems were shipped the very day the order was wired to the F. N. factory at Detroit."

FIRESTONE OFFICIALS HAVE ANNUAL AFFAIR

AKRON, O., Aug. 26.—Some 225 foremen, superintendents and other officials of the Firestone Tire & Rubber Co. held their annual outing at the home of Amos C. Miller, of Castilia today. Mr. Miller is vice-president of the company, and his large farm offered an ideal gathering place for the Firestone officials. The Firestone men journeyed to the farm in half a hundred automobiles and celebrated the day with foot races, a baseball match, boxing contest and other athletic games.

BECK IS MOVING TO 1691 PARK AVE., NEW YORK

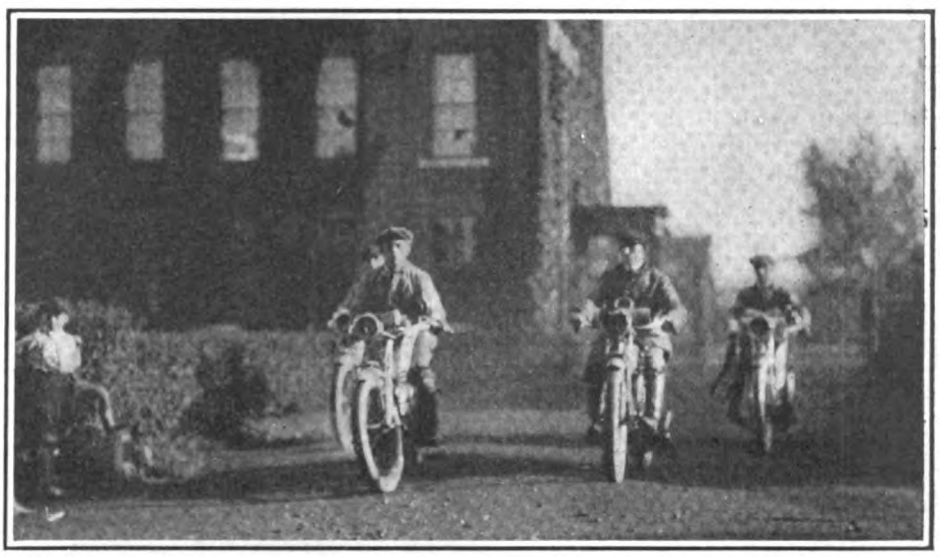
NEW YORK, Aug. 31.—Irving Beck, Eastern representative for the Rogers Manufacturing Co., maker of Rogers sidecars, is moving from his present location at 1493 Fifth avenue, to 1691 Park avenue, near 119th street. The new building will have greatly increased facilities for both shipment and storage purposes over that now occupied, and with Beck's warehouse on East 117th street, immediate care can be taken of any order whatsoever.

Mr. Beck states that he made the move to take better care of the great increase in business which the 1916 season in sidecars has foreshadowed and of which there are ample signs in the form of orders for Fall delivery now in hand.

EDISON AND FIRESTONE ON MOTOR TRIP

ORANGE, N. J., Aug. 28.—Thomas A. Edison, the electrical wizard, and Harvey S. Firestone, of the Firestone Tire & Rubber Co., Akron, O., started today from the Edison laboratory for a two-weeks' automobile trip to the Catskill, Adirondack and Green mountains. The two men were accompanied by a motor truck with camping equipment. They will be joined later by John Burroughs, the naturalist.

EAST JERSEY QUARTET VISITS HOME OF POPE



Brignoli-Fuchs and Cornes of Hoboken Drop in on the Pope Plant

WESTFIELD, Mass.—P. Brignoli, with William Fuchs, Al. Graziano and P. Cornes, all of Hoboken, N. J., recently rode to Pope headquarters—the Westfield Mfg. Co., in this city. They all mounted twin models of Pope motorcycles. The four were shown through the plant and all were impressed by the unusual facilities for motorcycle manufacture and the atmosphere of business which pervaded the whole of the factory.

Brignoli, who handles the Pope in Hoboken, rode the latest three-speed model on this trip. He was enthusiastic about this and other models which are produced by the Westfield concern.

Visitors of a Month

Others of the many visitors at the Pope plant within the last month were E. V. Schrader, Boston, Mass.; F. A. Baker, New York; T. P. Godfrey, Salem, Mass.; W. W. Britton, Beverly, Mass.; Walter Babb, Pope dealer, Paterson, N. J.; F. E. Freed, Allentown, Pa.; Joseph Dabaghian, Paterson, N. J.; Fred S. Jones, Beverly, Mass.; Charles Krebs, Pope dealer, Newark, N. J.; Charles Ferris, Pope dealer, Albany, N. Y.; H. P. Ovam, Beverly, Mass.; Joseph Decker, Albany, N. Y.; C. A. & W. H. Pettis, Worcester, Mass.; Merton Alden, Palmer, Mass.; J. J. Richel, Amsterdam, N. Y.; G. A. Koch, Amsterdam, N. Y.; D. L. Bottomly, Worcester, Mass.; A. Pariseau, Worcester, Mass.; P. Navas, a well known dealer of Havana, Cuba; A. Scaison, of the Progressive Cycle Company, New York City; George J. Roth, Altoona, Pa.; H. W. Johnson, Brattleboro, Vt.; Perley T. Martin, Brattleboro, Vt.; Frank Knauber from Syracuse, N. Y., who rode on a Pope three speed twin; Arthur St. Clair, Beverly, Mass.; Howard Ferguson, Pope dealer of Grand Rapids, Mich.; N. Crary and R. Crary, Hartford, Conn.; A. J. Mathien, Willimantic, Conn.; F. Huber, Newark, N. J., also Chas. Hambach, Andrew Carl, Altoona, Pa.; W. Duleina, Sheffield, who is still riding a two speed model; R. H. Cutter, Boston, Mass.; Edw. Daner, Yonkers, N. Y.; Oscar Kerman, Mt. Vernon, N. Y.; Theodore W. Hay, Union Hill, N. J.; M. Brothuson, Joplin, Mo.; H. G. Wolzendorf and W. C. Martin of St. Louis Mo.; Otto Bryjerm, Buffalo, N. Y.; R. J. Smith, Hartford, Conn.; W. S. Smith, Ossining, N. Y.

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COLUMBUS MEET HOLDS FORTH BIG PROMISE

Promoters Have Been Bending Every Effort to Attract New Blood to the F. A. M. Rejuvenation Meet September 2 and 3—Harley-Davidson Action Will Not Hamper Meet

COLUMBUS, Ohio, Aug. 28.—If unbounded enthusiasm coupled with a whole lot of grit and no small measure of good hard work can make a motorcycle race meet a full fledged success, then that two day affair which is being staged under the direct auspices of the F. A. M. on the Columbus Driving Park track on Saturday and Sunday, next, Sept. 2 and 3 should be a world beater and nothing short of that.

Temporary Office Opened

Under the guidance of Shelby A. Falor, head of the motorcycle and bicycle department of the Goodyear Tire & Rubber Co., and newly elected to the presidency of the F. A. M., T. R. Thomas, also of the Goodyear concern, has opened up a temporary office in this city and has been for the past two weeks busily engaged in working up the details of the coming rejuvenation meet. Thomas is by no means alone in the work, for although he is one of the busiest men in the Goodyear organization, H. S. Quine, private secretary to President Seiberling, of the Goodyear Co., has with a degree of self-sacrifice which characterizes his many other doings for the good of the bicycle and motorcycle industry, made several trips to Columbus and gotten in touch with many of this city's most prominent people and been promised their full support in co-operation. It is Quine's plan, aim and hope to make the coming affair attractive to folks who have not been interested in motorcycles and motorcycle meets heretofore, and he holds forth the promise that the meet will be well attended by Columbus's elite.

Military Demonstration

While a fair proportion of the 40,000 National Guardsmen who were enmassed at Camp Willis preparatory to entraining for the Mexican border have been dispersed to that point or others, there still remains a detachment of 10,000 troops and their cooperation has been enlisted to give the affair a distinct military flavor. Each, the Harley-Davidson factory, the Excelsior factory, and the Indian plant have sent or are sending military machines to Columbus to be used by the "soldier boys" in a military demonstration of the motorcycle's value preceding the race meets, and it is figured that this feature event will appeal to many folks who would not attend the race meet for itself alone. Governor Willis, of Ohio, has tentatively given his consent to officiate at the race-meet and fire the starting gun, while Col. Zimmerman, in charge of the encamped troops, will hold down the post of honorary referee.

The Booster Badges

Some 500 neat little purple and gold F. A. M. "Booster Badges" have been sent out to trade folks who are chiefly concerned in the welfare of the national rider's organization. The badges, which are priced at $10 a piece, entitle the wearer to full track privileges and it is expected that by this means at least $2,000 will be raised; and there is hope that the gate receipts, after the expenses incidental to staging the meet have been deducted, will show a profit of another $3,000, all of which will go to the F. A. M. treasury.

The F. A. M. "Booster Badge" Which It Is Expected Will Go a Long Way Toward Paying Off the Federation's Debt

That the action of the Harley-Davidson factory in withdrawing its support of races of the 61 cubic inch class on single-mile tracks will seriously hamper the meet is denied by those chiefly instrumental in its promotion. As a matter of fact it is pointed out that the two-day meet embraces six amateur events for which the Bosch Trophy is hung up as a prize and that these amateur events are filling in in an unexpected manner and will no doubt overstep the "pro" events in point of interest. The amateur events, of course, are not affected at all by the action of the Harley-Davidson factory. In the matter of the professional events it is also pointed out that both the Indian and the Excelsior factories will have their teams on hand and furthermore the cream of the field of free lance "pro" riders who have been riding in the Interstate Racing Association's meets throughout the middle west during the season will be on hand to lend class to the affair.

In the matter of finances, President Falor has appointed F. J. Weschler of the Indian, Fred Mathis of the Excelsior, Walter Davidson of the Harley-Davidson, W. D. Callender of *Motorcycling and Bicycling*, and J. Leo Sauer of **Motor Cycle Illustrated** as a committee to handle all money in connection with the F. A. M. meet.

FREED IS GETTING BIG SHIPMENTS THESE DAYS

SAN FRANCISCO, Cal.—A. Freed, head of the Pacific Motorcycle Supply Company, Indian distributor, is expected home in about a week from an eastern trip, on which he has spent about a month in the effort to accelerate shipments. He seems to have succeeded, as the goods are now coming through in considerable quantities, and he will be in a strong position regardless of railroad troubles. A car of Indian bicycles has just come in, and two more cars of Indians and one of Reading-Standards are on the way.

There are also three cars of Indian motorcycles due before long, with one full carload of sidecars. H. L. Pfeiffer, the store manager, says the demand for sidecars has been something extraordinary; the local house has been cleaned out, and inquiries have lately been received from the distributors at Portland and Los Angeles, who had orders they could not fill.

CLUB IS BOOSTING FIRST F. A. M. RUN

KANSAS CITY, Mo., Aug. 24.—The Kansas City Motorcycle Club is making every effort in promoting its first annual F. A. M. endurance run from this city, to make its success certain. According to the president of the club C. E. Whitcomb, more than twenty-five members have already entered the contest. The aggregate value of the prizes totals more than fifty dollars.

COLORADO REGISTRATIONS SHOW GAINS

DENVER, Colo., Aug. 28.—One person out of every twenty-five in Colorado owns some sort of motor vehicle according to the Secretary of State in his report for the first six months of 1916. At the present time there are 36,012 motorcycles and automobiles in Colorado—a gain of 33 per cent. over the total number for the half year. Denver has 9,979 of this number.

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MILITARY HUE FOR 1917 HARLEY-DAVIDSONS

Many Motor Detail Refinements Result in Greatly Increased Power for the New Milwaukee Offerings —Olive Drab Color, Front Wheel Stand, and Hand-Operated Brake Among the Novelties

MILWAUKEE, August 31.—Detail improvements and refinements, which have resulted in a motor of considerably increased power over the 1916 motor, and a change of color from the good old gray, in which it always, heretofore, has made its bow, to the olive drab military hue, the addition of the handle bar operated band-brake and a front wheel stand of new design, are the biggest of many things which distinguish the 1917 offerings of the Harley-Davidson Motor Co.

In obtaining the marked increase in power which characterizes the new motor, it is well to point out that the Harley-Davidson engineers have done nothing that is radical unless it be the fitting of the new non-condensing inlet manifold which, perhaps, is the chief contributing factor to the power increase. At the same time the fitting of this manifold has resulted in a much smoother operating motor, and one with a "pick-up" that closely approaches the phenomenal if, indeed, it is not phenomenal. Other and likewise important sources of increased power are a slight alteration in the carburetor design, the fitment of new cams and valve springs, and a new double row type of roller bearing in place of the ball type bearing formerly used on the drive side of the motor; and, taking their cue from the success which the enclosing of the exhaust valve springs and tappets on the 1916 model met with, the Harley-Davidson folk have gone one step further, and on the 1917 model have also fully enclosed the inlet valve springs and tappets. Just as these changes make for increased power they also make for a more nearly silent motor.

EQUIPMENT WHICH ADDS CLASS TO 1917 HARLEY-DAVIDSON MODELS

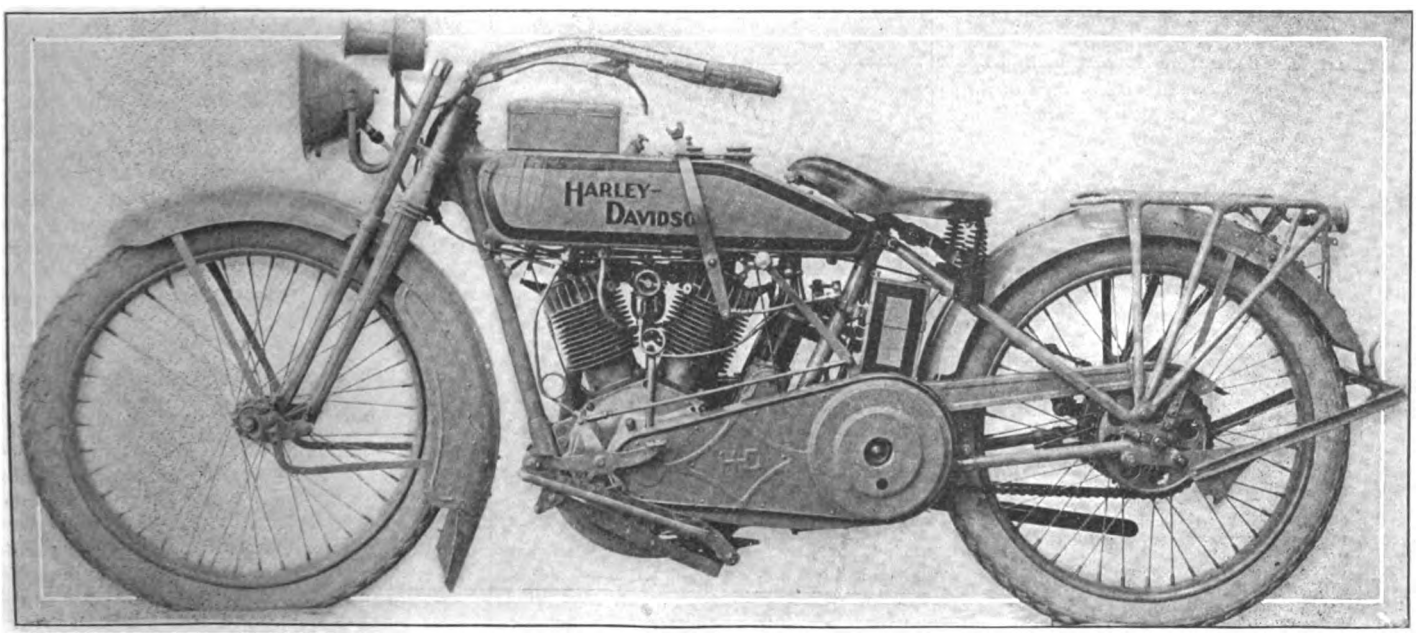
CARBURETER—Schebler; Wheeler-Schebler Carburetor Co., Indianapolis, Ind.
MAGNETO—Dixie; Splitdorf Electrical Company, Newark, N. J.
LIGHTING SYSTEM—Remy lighting and ignition system; Remy Electrical Company, Anderson, Ind.
SPARK PLUGS—Champion; Champion Spark Plug Co., Toledo, Ohio.
STORAGE BATTERY—Exide; Electric Storage Battery Co., Philadelphia, Pa.
SADDLE—Troxel; Troxel Mfg. Co., Elyria, O.
ELECTRIC HORN—Adams Bagnall; Adams Bagnall Electrical Co., Cleveland, O.
ELECTRIC LAMPS—Solar, head and tail; Badger Brass Mfg. Co., Kenosha, Wis.
CHAINS—Duckworth; Duckworth Chain & Mfg. Co., Springfield, Mass.
SPOKES AND NIPPLES—National; National Screw & Tack Co., Cleveland, O.
TIRES—Firestone; Firestone Tire & Rubber Co., Akron, O.; Goodyear; Goodyear Tire & Rubber Co., Akron, O.; United States; United States Tire Co., New York.
FRAME PARTS—Standard Welding; Standard Welding Co., Cleveland, O.
CYLINDERS—Wisconsin; Wisconsin Cylinder Foundry, Racine Junction, Wis.

In the case of the Harley-Davidson models, at least, the prophecy that was made in **Motor Cycle Illustrated** a couple of weeks ago, that prices would go up on all two-wheelers has come true, for each of the Harley-Davidson models is priced at just about $10 over and above what was charged for the respective 1916 machines. The increased prices, of course, are due to the present abnormally unsettled state of the materials market and the labor market.

Eight models of machines are offered by the Harley-Davidson folks for the 1917 season. These are: Model 17-J, twin cylinder, three-speed, electrically-equipped, $310; 17-F, twin cylinder, three-speed, magneto ignition, $275; 17-E, twin cylinder, single-geared, $255; 17-C, single cylinder, three-speed, $240; 17-B, single cylinder, single-geared, $215; 17-T, stripped stock twin, $280 and 17-S, stripped stock single, $225. Prices in all cases are f. o. b. factory at Milwaukee, Wis.

In addition to the machines, the Harley-Davidson Motor Company is offering Model 17-L, a sidecar, at $80; Model 17-LC, the chassis for the sidecar at $55; 17-M, a sidecar, $70; 17-N, an R. F. D. van, $72; 17-U, a commercial sidevan with low style box and open top, $100; 17-V, a sidevan with low style box having covers, $110; 17-P, a sidevan with high compartment body, $125 and Model 17-PC, chassis including wheel, $100.

The 1917 Harley-Davidson motor, while powerful and extremely flexible, is also superior in economy to that of 1916. It keeps comparatively cool under all working conditions, a valuable feature as regards efficiency in internal combustion motors. At all speeds it is quiet and smooth in action. When throttled down, it digs in and pulls



Left Side of Model 17-J, Three-Speed Electrically-Equipped Twin. Note New Rear Stand Construction and Classy Lines

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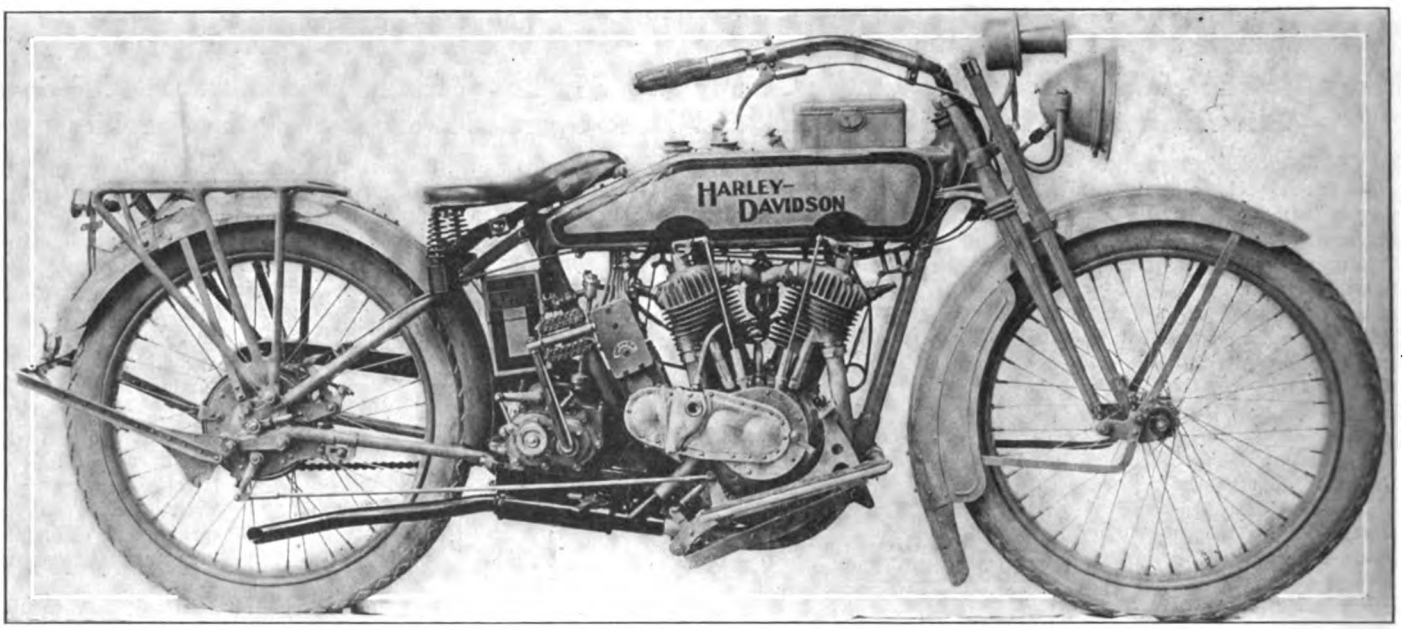


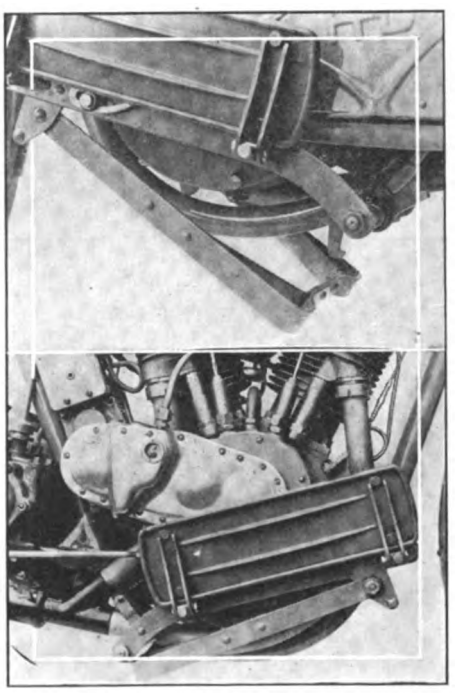
Model 17-J Viewed from the Right, Showing New Starter Pedal in Folded Position and Front Stand Under Footboard

steadily, a feature which is most desirable in rough-going and which does away with the necessity of rushing hills. As compared with the 1916 product, the new motor develops by actual test, better pulling power with a 4.39 ratio on high gear than the 1916 motor did with a 4.73 ratio on high.

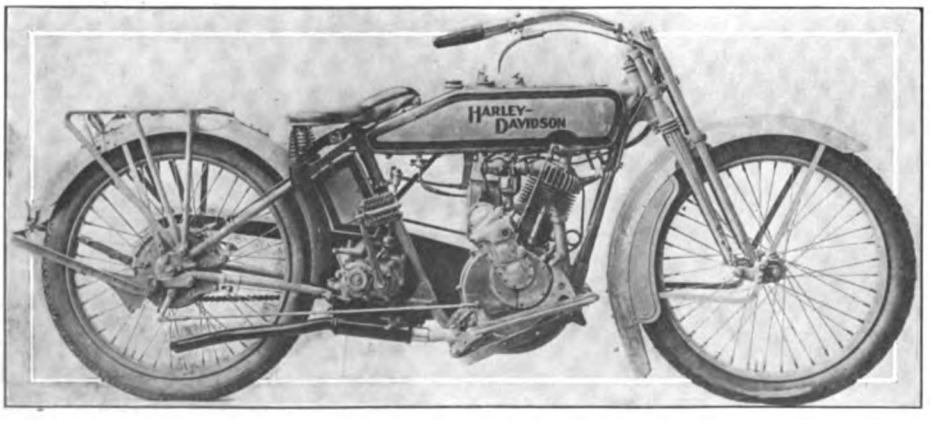
Correct carburetion is an important feature of this motor. The engineers at the Milwaukee factory have devoted much time to this subject during the past three seasons and in the 1917 powerplant, the high velocity, non-condensing intake manifold is a contributing factor to this result. In connection with a modification of the Schebler carbureter for use with this motor, the manifold ensures the deliverance of a uniform mixture, regardless of speed and temperature variations. The result is a remarkably quick pick-up, whether the motor is used solo or for hauling a sidecar.

New Roller Bearing

There are other factors which contribute to the increased speed and power of the motor and chief among these is the new bearing on the left or drive side of the crankshaft. This bearing is of the double-row roller type, each roller being 9/32 of an inch long, making a total bearing surface of 9/16 of an inch. The new bearing, which replaces the ball-bearing used on 1916 Harley-Davidson motors, is made throughout in the factory and is similar in design to the bearing which has been used with such marked success during the past four years



Top, Front Wheel Stand Unlatched; Below, in Latched Position



Single Cylinder Model 17-C, with Three-Speed Gearset, Double Brakes and Front Stand

in the big ends of the connecting rods.

The sprocket shaft itself forms the inner race of the bearing, thus greatly simplifying the construction at this point and reducing friction to a minimum. Ample provisions are made for oiling the bearing. An oil channel leads into it from the crankcase and after the oil has run through the bearing it is diverted by a deflecting ring through a second channel at the bottom of the bearing. It thus returns to the crankcase, assuring at all times a complete circulation of lubricant. The deflector acts as an additional oil guard to the felt washer which has been standard practice on Harley-Davidson sprocket shafts during the past two seasons and there is no possibility of leakage at this point.

Another improvement for the new season is a hardened steel facing ring on the outside of the flywheel to take side-thrust. This ring is used in connection with the new roller bearing on the drive side of the crankshaft.

Enclosed Push Rod Springs

The intake push rod springs are enclosed on the 1917 motor. The enclosing of the exhaust valve springs last year was productive of such good results that it was naturally followed by the casing in of the intake springs. More coils are provided in the intake valve springs than in 1916, to ensure uniform tension, and with improved cams and push rod springs designed to make the rollers follow the cams at all speeds, the possibility of rocker arm chatter is reduced to a minimum. Neatness and silence in operation are the results of this construction.

A longer guide has been fitted to the intake valve stem to minimize wear and to assure further satisfactory service after the attainment of big mileage. The angle of the intake valve seats has been reduced to assure longer and better seating without regrinding. There are also more coils in the exhaust valve springs and the coils are wound by an improved method to prevent distortion and give longer life.

Ventilated intake valve housing caps are fitted to the 1917 Harley-Davidson motor. These provide adequate radiation and as-

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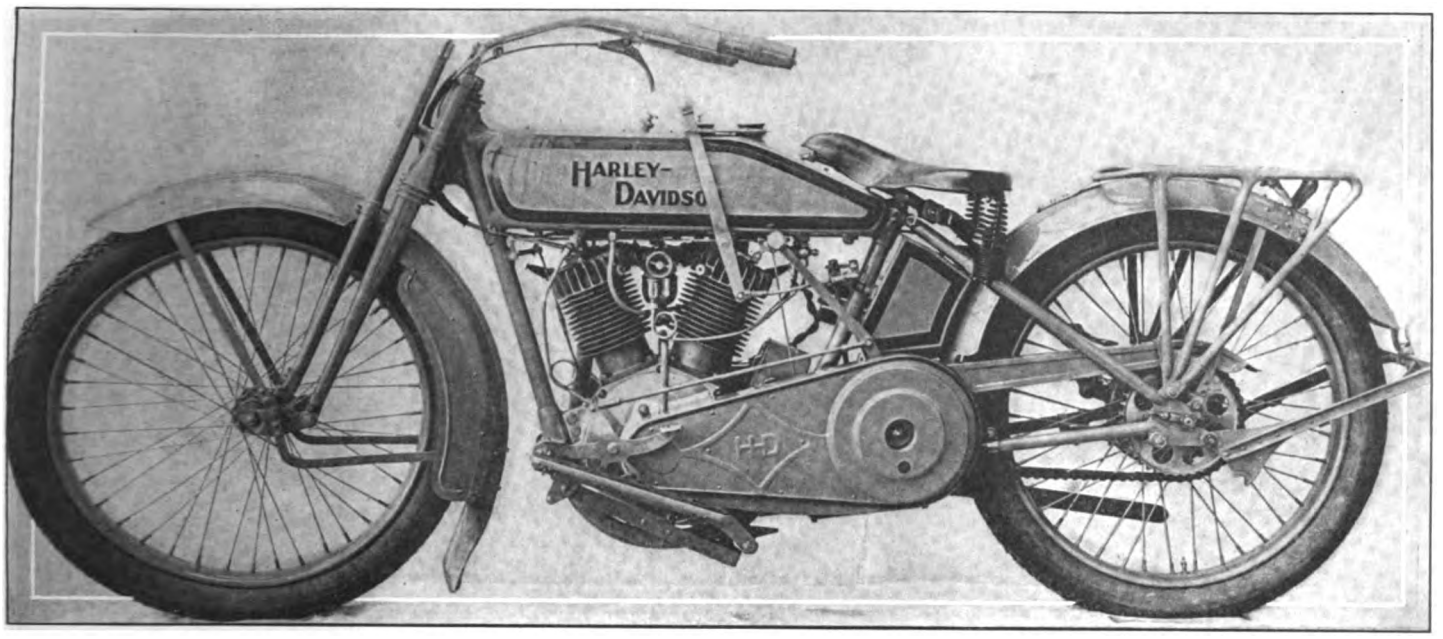


Three-Speed Twin Model 17-F with Magneto Ignition Showing Typical Harley-Davidson Clutch and Gear Control

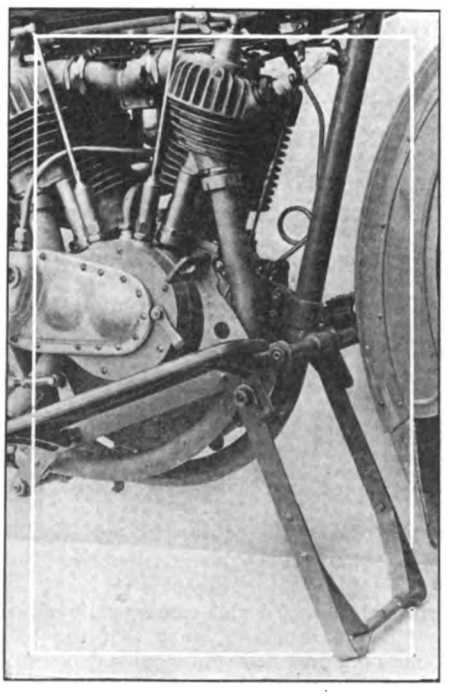
sure the springs retaining their temper by being kept reasonably cool. A special steel made to factory specifications is used in the roller arms and a larger bearing surface is provided. The intake lifter arms are also fitted with rollers. These improvements not only contribute toward quietness, but give a much longer life without wear and maintain valve action adjustments for a longer period of service.

For sidecar service, the 1917 motor is fitted with a three-ring piston and has a ⅛ of an inch shim under the base flange, this being to reduce the compression for sidecar work. The advantages of this method are chiefly in that a motor for solo service can be changed to a sidecar motor and back again very quickly. The difference in compression between the two motors is 5/6 of an ounce. No extra charge is made for the sidecar motor when specified by the purchaser at the time of getting a new machine.

Three-Point Air Adjustment

The new Schebler carbureter used on 1917 Harley-Davidson models has a noticeably larger air valve. There is a three-point adjustment on the starter knob of this carbureter. With this new device it is possible to cut off the air entirely, as in the 1916 models, or to use any of three different degrees of tension on the air valve by turning the knob and pin into one of the three holes provided for the purpose. This improvement, though simple, is of great value in starting in cold or damp weather.

Closely connected with the new air valve device and the high velocity, non-condensing intake manifold is the new needle valve actuating cam on the carbureter. When correct adjustments have been made on the carbureter for the best results, it is not necessary for the rider to subsequently disturb them to obtain maximum speed and power at different times. The needle valve actuating cam gives the correct mixture for all normal speeds and for ordinary service. Realizing, however, that some riders desire excessive speed, the new carbureter has also been fitted with a larger auxiliary air shutter on the side.



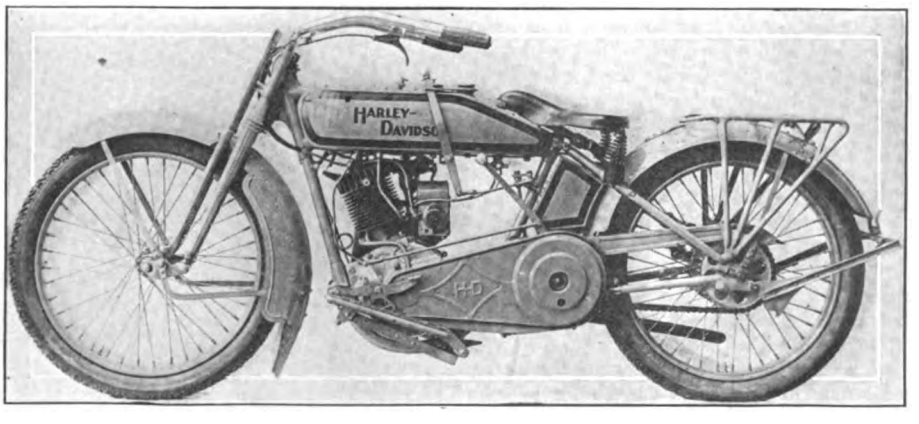
New Harley-Davidson Front Wheel Stand Down—Note Method of Attachment to Footboard Brackets

The new color of the Harley-Davidson machine is bound to attract attention because the standard color for years has been a gray. The 1917 color is military olive drab with dark striping. The chief reason for the change in color was the large demand by dealers for machines enamelled according to army specifications.

Front Wheel Stand

A front wheel stand, decidedly an innovation in American motorcycle practice, is another improvement. This stand is concealed under the footboards, swinging on the footboard sidebars and is held securely by a latch on the rear footboard stud. When the stand is latched it is completely out of the way, but it can instantly be released by stepping on the lever of the latch. The stand in combination with the knock-out front axle makes it a simple matter to take out the front wheel for tire repairs or any other purpose. It might be noted here that castellated nuts are used on the front axle.

The rear wheel stand has been remodeled to give greater ease in placing the machine on it. The increased leverage makes it possible to lift the machine on the stand with one hand, and this has been obtained by increasing the leverage on the rear axle clip forging. The forging has been design-



Model 17-C Viewed from the Left Showing Graceful Lines of Tank and Frame

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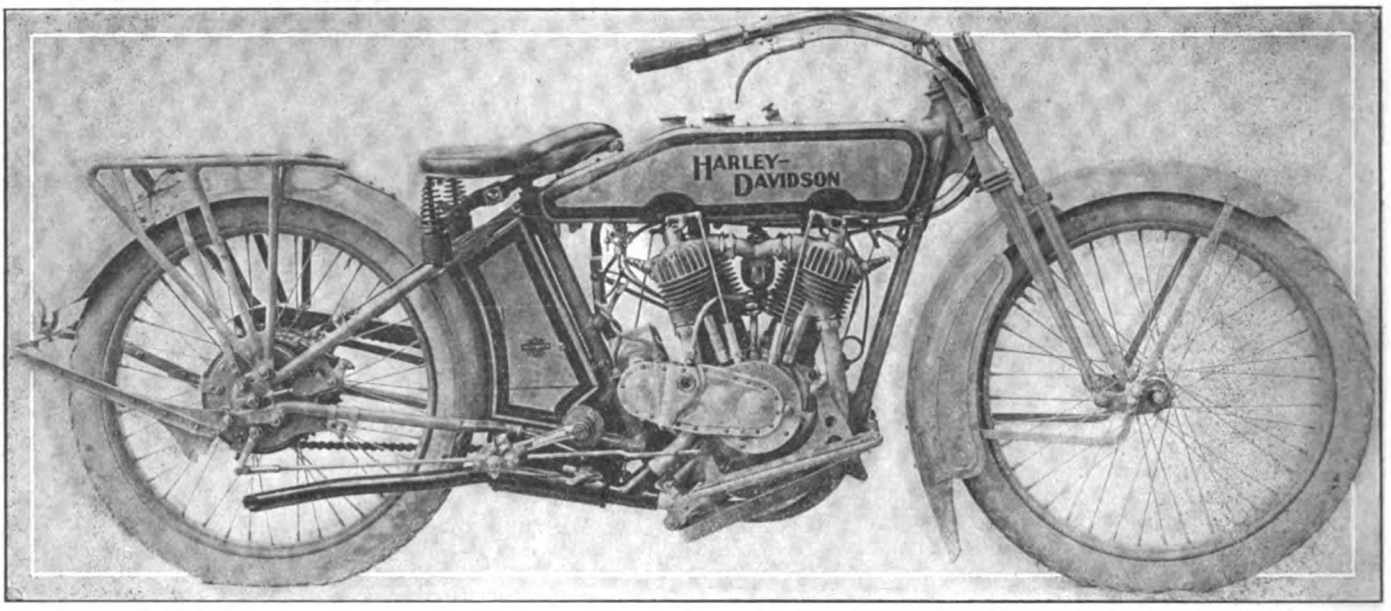


Model 17-E Twin Cylinder Single-Geared Model Incorporating Double Brakes, Front and Rear Stands and Step Starter

ed with a lower extension to support the wheel and the axle when so desired, a great convenience when making tire repairs or chain adjustments. The right axle nut has been made more accessible when a sidecar is fitted.

A hub improvement is the grease channel to the left side of the rear hub, assuring thorough lubrication at all times. Heavy spokes are used on all wheels, including that for the sidecar.

Hand Brake Fitted

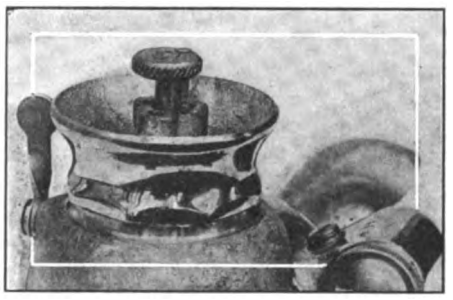
A hand brake operated from the right handlebar is another valuable improvement on the 1917 Harley-Davidson models. This will be appreciated by solo riders in rough going that makes it difficult to keep both feet on the boards. It gives an auxiliary brake which is also valuable in sidecar service. The regular service brake is operated by a pedal convenient to the right footboard, as in former models of the Harley-Davidson. Both brakes operate on the same drum, the hand brake being external contracting and the foot brake internal expanding. The two brakes give ample braking facilities under all conditions, even with a loaded sidecar, and they take off immediately the lever or pedal is released, thus eliminating drag.

The step starter for the new models has a pedal that is interchangeable with the pedal bar heretofore used. Although apparently a minor improvement, it is one that riders will appreciate. The pedal is of sufficient size to support the foot well in starting, and after using it folds neatly out of the way. The new brake and pedal are both of Harley-Davidson design and manufacture.

The chain guard has an extension protecting the under side of the front drive chain. This chain is practically enclosed and the life of the sprockets is thus materially increased, as is that of the chains, also. The bosses on the foot clutch lever, rear operating lever for the hand brake, foot brake lever and lever on the cover of the three speed gearset are spun on with a special riveting machine instead or being riveted. This new method increases the neatness of the machine considerably. Another refinement is the use of pressed steel for the bell crank bracket in place of a casting. The new bracket is heavier than formerly and the bell crank is fastened with a washer and cotter pin.

Quick-Detachable Battery Box

The electric lighted model has become the practical standard and consequently riders will be interested to know that the 1917 models are provided with a quick detachable battery box. This box can be removed by taking out one bolt and loosening two nuts. The advantages of this will be appreciated by users and dealers by reason of the need of weekly battery inspection and adding of distilled water to care for evaporation. In the Model 17-J, it is posible to slip out the battery box in one minute and put it back in the same time. The user can thus see exactly what he is doing with the box out and spilling of the electrolyte into the box is obviated.



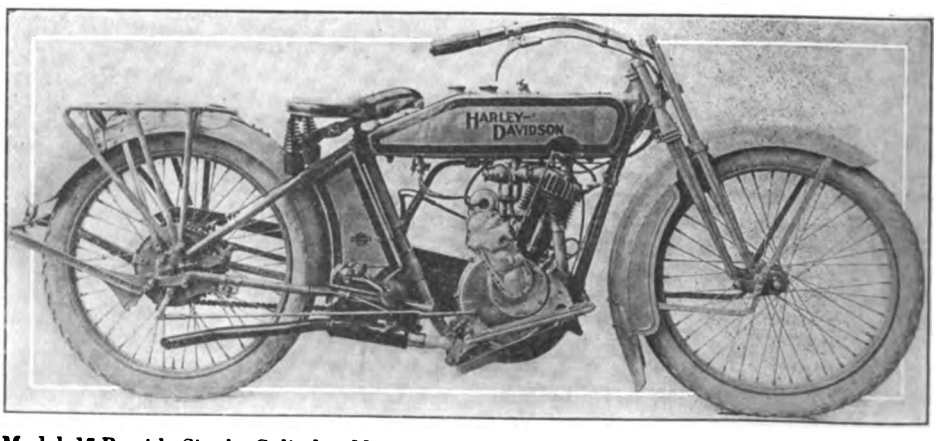
Three-Point Air Adjustment on Harley-Davidson Schebler Carbureter

Other Fitments

For the 1917 season, the Harley-Davidson models will continue the tried and true three-speed gearset, the Harley-Davidson disc clutch, Ful-Floteing seat, mechanical oiler, handlebars and other features which have contributed to its success in past seasons. The handlebar triple clamp is heavier between the bosses than in 1916 and is now fitted with lock nuts. Stream-line tanks with large filler caps are of course continued for the new season. As in 1916 they are die-moulded. The double compartment feature, introduced by the Harley-Davidson, has naturally been retained.

Sidecar Details

The 1917 Harley-Davidson sidecar has new model springs, the front ones having five leaves, and are of the reversed quarter elliptic type. A single leaf may be replaced in case of breakage, whereas, a whole new spring was needed in such a contingency on former Harley-Davidson constructions. The rear springs have three leaves each, and are seven-eighths scroll elliptic. They



Model 17-B with Single Cylinder Motor and Clutch, Double Stand and Brake Equipment

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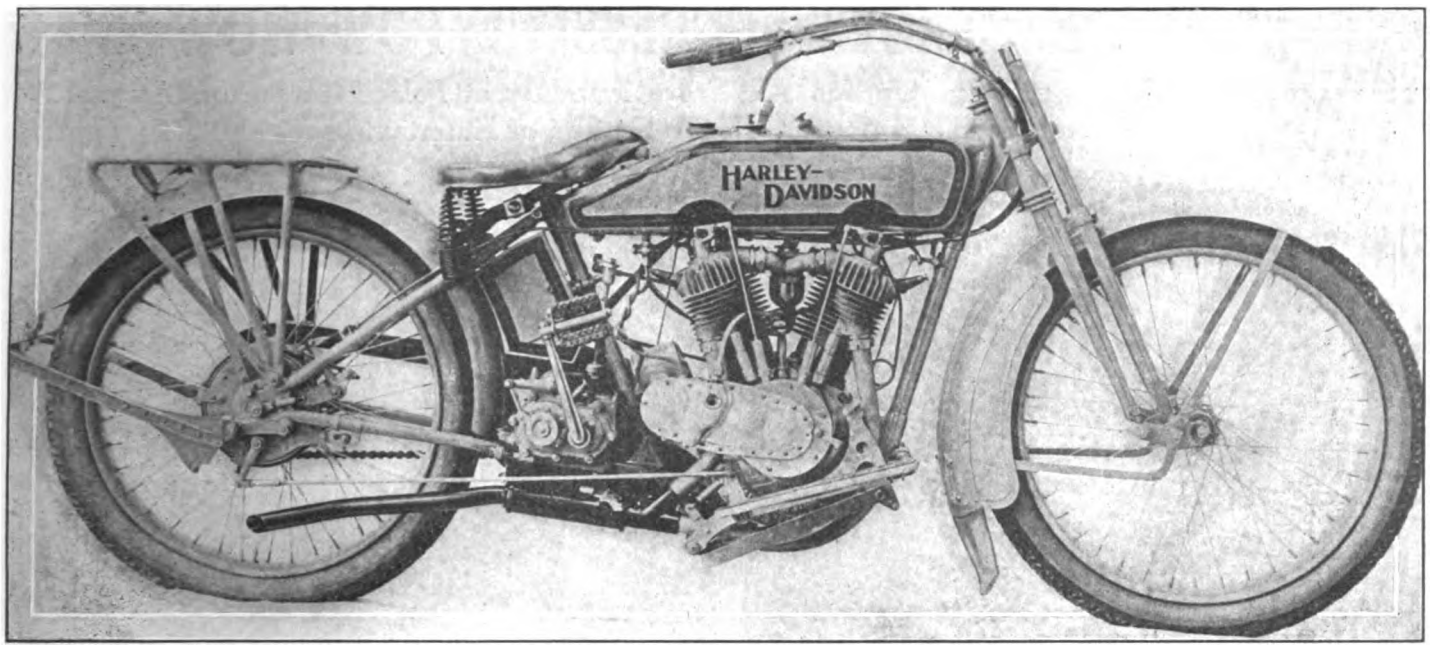


Right Hand View of Model 17-F, Three-Speed Twin with New Hand Brake Actuated from Lever on Right Bar

also have this interchangeability feature.

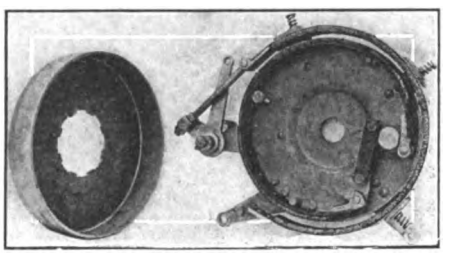
The standard tread on the Harley-Davidson sidecar has met with such a welcome reception and has been used so generally that the chassis has been materially strengthened for use with the axle extended. The sidecar axle has been given increased strength of 60 per cent. to take care of heavy loads that prevail in touring. The sidecar eyebolt is now designed with a hinge action, reducing the strain on the connection between the motorcycle and the sidecar. The ball-and-socket joints are constructed of steel manufactured according to Harley-Davidson specifications. A feature of the new model sidecar is a spring seat cushion which will meet with especial favor with the ladies.

Equipment Used

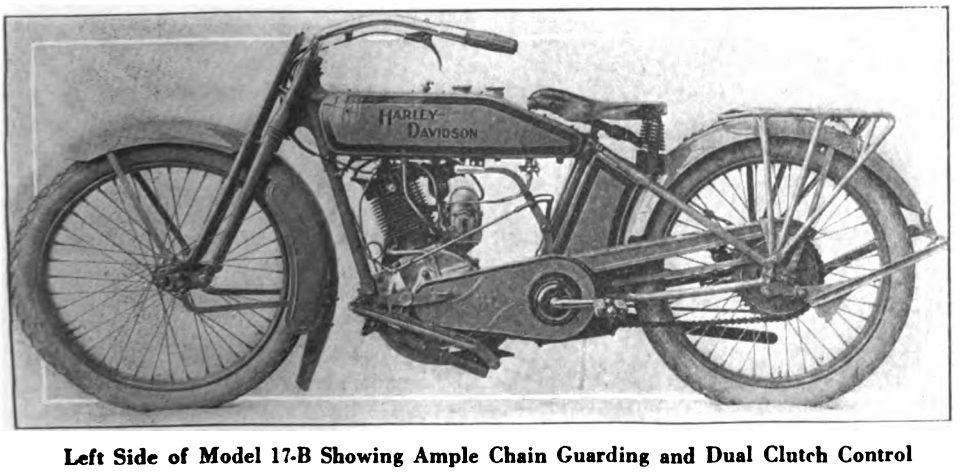
For 1917, on Model 17-J, the three-speed electrically-equipped twin, the Remy lighting and ignition system, made by the Remy Electric Co., Anderson, Ind., will be used exclusively. This applies also to the Adams-Bagnall electric horn, made by the Adams-Bagnall Electrical Co., Cleveland, O.; the Exide storage battery, made by the Electric Storage Battery Co., Philadelphia, Pa.; Solar electric headlights and tail lamp, made by the Badger Brass Mfg. Co., Kenosha, Wis., are standard equipment.

Champion sparkplugs, made by the Champion Spark Plug Co., of Toledo, O., will be used on part of the Harley-Davidson production for the new season. Duckworth chains, the product of the Duckworth Chain & Mfg. Co., Springfield, Mass., will be fitted to a portion of the 1917 product. On all but the electrically-equipped models, ignition will be by Dixie magneto, produced by the Splitdorf Electrical Co., Newark, N. J.

National spokes and nipples, made by the National Screw & Tack Co., Cleveland, O., will be exclusively used on 1917 Harley-Davidsons. Goodyear tires, made by the Goodyear Tire & Rubber Co., Akron, O., United States tires, produced by the United States Tire Co., of New York, and Firestone tires, the product of the Firestone Tire & Rubber Co., of Akron, Ohio, will be fitted. Certain parts of the frame will be made by the Standard Welding Co., Cleveland, O.



Construction of New Internal and External Brakes; Drum at Left



Left Side of Model 17-B Showing Ample Chain Guarding and Dual Clutch Control

PRESTO TROUBLE LAMP IS USEFUL TO RIDERS

CHICAGO, Ill.—The Metal Specialties Mfg. Co., of 738 West Monroe street, this city, is bringing out the Presto trouble lamp for the use of motorcyclists whose machines are electrically equipped. This lamp is made with full reflector, three inches in diameter, nickel-plated and highly polished. The handle is finished in black enamel, and to each lamp is fitted ten feet of black cotton cord and an adjustable hook hanger.

The lamp is invaluable for general inspection and repair work around a motorcycle. It throws a very strong light with ample spread for all purposes. It is made in both single and double contact styles. The models are: No. 270, without bulb; No. 271, with 6-volt 4 c.p. tungsten bulb; No. 272, same as No. 271, but with either single or double contact anchor plug.

ISHAM ON CREDIT MEN'S COMMITTEE

MILWAUKEE, Aug. 24.—W. D. Isham, credit manager for the Harley-Davidson Motor Co., has been appointed a vice-chairman of the National Committee on Business Literature by the National Association of Credit Men.

COCHRAN COMING BACK

SAN FRANCISCO, Cal.—Neal Cochran, who was in charge of the Excelsior motorcycle exhibit at the Panama-Pacific Exposition and who has since been connected with the Excelsior Motor Mfg. & Supply Co., in Chicago, is on his way back to the Coast. He will arrive in San Francisco this week.

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SWENSON STAGES SUCCESSFUL POW-WOW

Providence Indian Man Sets 'Em Up for All Tribal Members at Palace Garden on August 27 —Keen Wrestling Bout a Novel Feature of Entertainment

PROVIDENCE, R. I., Aug. 28.—Gray skies and other ominous signs of wet weather to come threatened to bring about a postponement of the 1906 Pow-wow of B. A. Swenson yesterday at the Palace Garden, near this city. The few Indian riders that came to the Garden in the morning anxiously watched the clouds, but toward noon, the sun burst forth, and with him coming, the guests began to arrive in bunches. At about 1 p. m. over 600 braves, squaws and pappooses had passed the gates and entered the grove. The largest aggregation, 42 strong, came in a few minutes before noon. When master of ceremonies Swenson announced that luncheon was ready, there were over 700 present.

A count of machines made during the lunch hour showed that 101 sidecar outfits, 137 solo and tandem-fitted machines, three Indian Featherweights, six Cygnet Rear Car fitted twins and one Indian bicycle had brought riders and passengers to the Garden. The total of 247 motorcycles made a fine showing parked in the lot opposite the grounds. The machines at the Pow-wow represented every Indian model since 1907. The predominating color was red, but the deep blues, olive drabs and home-finished grays were all the more conspicuous against such a background.

Interesting Wrestling Bout

As each guest of the Providence Indian man entered the gates he or she was given a ticket with coupons for clam chowder, ice cream, soda water and a sandwich. There was much amusement on the part of many in varying the order of taking the soda and ice cream, but the regular noon hour was chowder time. When all had eaten and drunk, the megaphone man announced the *piece de resistance* of the day—a professional wrestling bout between Bob Partington, of Attleboro, Mass., and Bobby Watson of California. The crowd packed itself around the wide mat in the center of the green and eagerly watched the professionals strive with each other. The first bout went to Partington in 11½ minutes. After a rest of five minutes, the wrestlers resumed and Partington again was successful in 7 minutes. The efforts of both men were cheered at intervals, and it can safely be said that Partington's winning was a popular one.

Left, Group of Late Arrivals at the Garden; Above, John Edwards, Swenson's Manager, With His Family; Right, A Thrilling Moment in the Wrestling Match; Below, William Crawford, Who Came from Cleveland, O.

The crowd then adjourned to the road outside the grounds where races were held. In the lean men's event, the opening race of the program, J. Davis of Providence came in first, with B. Dwyer of Taunton, Mass., and W. S. Johnston of Providence, second and third. In the tandem girls' race, Miss Pearl Domler, the winner of the same event at the 1915 Pow-wow, was again victorious, beating out Mrs. C. Helander, of Brockton, Mass., by two feet. Miss Margaret Daley, of Canton, Mass., was third. Miss Carlsen, of Providence, distinguished herself once more in this event by falling before the finish, duplicating her performance of 1915.

The fat men's race furnished much amusement to all but the participants. The winner proved to be H. B. Wyend, of Avon, Mass., with Claude Grout, of Mattapan, second, and A. E. Barber, of Taunton, third. The sidecar girls' 50-yard sprint went to Mrs. Cooney, a former winner, with Miss Rose Beauvais, second, and Miss Silver, third. The final event, a two-mile run, went to Charles Domler, of Providence, a former winner of this event, with Harold Edmond, second, and J. Kelly, of Coventry, R. I., third. H. Gardner, of Attleboro, Mass., was fourth, and F. McMaugh, of Providence, sixth.

CAME LONGEST DISTANCE TO THE POW-WOW

PROVIDENCE, R. I., Aug. 31.—A 1913 model Indian, which has been run over 25,000 miles is the mount used by William Crawford, of Lakewood, Cleveland, O., to convey him to the east on a vacation trip of one month. Crawford pulled in here Friday afternoon and remained until Sunday night, to allow him to attend the annual pow-wow of B. A. Swenson, at which he was the long distance visitor.

Crawford's arrival at the Swenson store, 522 Broad street, was one of considerable interest to a large group of motorcycle fans, who grouped about to greet him. His machine was covered with banners he has collected in various cities along the way, while he carried saddle bags and a dress suit case for his wearing apparel.

Crawford stated that he bought the machine new four years ago. He has ridden over 8,000 miles this Summer. The most recent trip he has made, or rather, ground he has covered amounts to about 900 miles. He said he had spent $2 for repairs since he had left Cleveland and that his gasoline consumption was less than 20 gallons.

The young man, who is employed in an automobile factory, left Cleveland, Aug. 14. He reached this city over the route leading through Erie, Buffalo, Syracuse, Utica, Albany, Pittsfield, Springfield, Worcester, Boston and Pawtucket.

At Springfield, Crawford was entertained by the officials of the Hendee Manufacturing Company, and was taken about the plant while repairs were being made on his machine. His picture appears on this page.

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MOTOR CYCLE ILLUSTRATED

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THRESHING OUT THE RACING SITUATION

THE announcement made last week by the Harley-Davidson Motor Co. of its intention to withdraw all factory support from competition between big twin machines on mile tracks, and singles on half-mile tracks, was the result not alone of the unfortunate accident to Bill Brier, but also the company's conviction that the best interests of the trade and sport would be served by its taking this step.

It now develops that the Harley-Davidson staff had been considering this move for some time, and would have reached its decision even though Bill Brier were still alive. Although the importance of safety, for the rider and the general public, in motor cycle competition cannot possibly be overestimated, the fact remains that there are other considerations which must not be overlooked.

The Freak Machine Valueless

The chief of these, in our opinion, lies in the fact that the practice heretofore of building freak machines for racing purposes has not proven of material value in developing the motor cycle as a commercial and pleasure vehicle. We do not claim that the various factories have not learned at least something of practical use from their racing experiences, but the cost has been too great.

The development of the special racing machines had progressed to a point where even the riders with the greatest amount of grit and nerve awaited the important race meets with a feeling akin to fear and trepidation. These nervy boys have known for some time that their machines were too fast for most of the mile tracks, even where they were comparatively well banked and in fairly good condition. The Providence fiasco is a case in point. True, the riders would have gone on the track had they been ordered to do so, but it was plain to everybody that they thoroughly appreciated the decision of the officials in charge not to permit any racing.

As explained by Sales Manager Arthur Davidson, the radical action taken by his company had its inception, not with the passing of Brier, but several months before that tragic occurrence. The company hesitated, however, to make such a drastic step without assurances of co-operation by the other motorcycle manufacturers and the competition committee of the F. A. M. Undoubtedly the loss of Brier was a deciding factor. And about the same time Warner was seriously injured at McPherson, Kansas, and August Lilya lost his life while riding in an unsanctioned race meet staged on the Charter Oak Park Racing Course near Hartford, Conn. At the reorganization conference held in Detroit last Saturday, the conferees representing the Motorcycle Manufacturers' Association and the Motorcycle and Allied Trades Association expressed themselves unanimously as being in full accord with the Harley-Davidson company. Although this proposition is entirely apart from the work which the committee was appointed to do, it will recommend as a body at the Buffalo meet the fourteenth of September that the racing situation be comprehensively discussed, thoroughly threshed out and settled for all time. It was the sense of this meeting that the promotion of perhaps ten or a dozen national meets annually, on two and three-mile tracks and speedways, with practically perfect arrangements for safeguarding both competitors and spectators, would be the best way out of the difficulty.

Too Much Speed for Mile Tracks

It is and always has been our belief that a good race meet as, for example, the one which was held at Sheepsheed Bay the Fourth of July, gives favorable publicity to the motorcycle. On the other hand, it is no doubt true that a serious accident in one meet more than overbalances the good effects of a half dozen in which no accidents occur. It is quite true that there are a number of mile tracks in this country which, under ideal conditions, may be said to be reasonably safe, but, with the racing machines as powerful and fast as are the special racers being made today, the chance of serious trouble is too great a one to be taken by a thoroughly rational individual.

If it develops, and we sincerely trust it will, that the big machines will ultimately be denied competition on anything less than two-mile tracks, then no doubt the factories will soon come to the conclusion that it would be worth while further to develop their single machines. Instead of progress along this line, it must be admitted that our factories have followed the lines of least resistance; that is to say, they have secured more speed by building larger motors, of special freak designs not adapted to regular use. But with the size of motors permitted to be used on mile tracks reduced materially below 61 cubic inches, though not necessarily to 30.50 cubic inches, important improvements in design would quickly follow and, also, the field of competition would be materially extended.

Will Other Makers Follow?

It is our belief, and our hope, that the other manufacturers will follow the commendable example set by the Harley-Davidson company and at their meet in Buffalo a fortnight hence place themselves definitely and finally on record. As stated above, perhaps it would not be wise to limit competition on mile tracks to machines of 30.50 cubic inches or less, but we trust that all will agree that the powerful twin, with additional valves, open ports and whatnot, has no place on mile circuits. The automobile manufacturers, while compelled by the racing authorities constantly to reduce the size of their motors, have nevertheless succeeded each year in showing greater speed and increased efficiency.

There is no reason in the world why the makers of motorcycles should not be able to do likewise.

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JONES A FOUR-TIME VICTOR AT TOLEDO

Takes First and Final Heats in Five-Mile Open "Pro," His Three-Mile Match with Nixon and the Feature Pursuit—Nixon and "Crevvy" Take Leavings

TOLEDO, O., Aug. 27.—The white racing helmet of Maldwyn Jones was very much in evidence at the race meet of the Interstate Racing Association at the Toledo half-mile track this afternoon, for he had his Harley-Davidson speed boat in the pink of condition and set a pace that netted him the lion's share of the prize bacon. With four firsts out of four times across the starting line, Jones was willing to call it a day's work and go home.

He started the job in the first event, the five-mile qualifying heat. Walker jumped into the lead at the getaway, with Sudduth on his blue Thor and Jones on the Harley-Davidson coming after in full cry. Jones crowded past Sudduth in the second lap and was off in pursuit of Walker. The Indian rider had ideas of his own about that first place and the next few laps saw a stubborn argument between the two, but Jones slowly closed the gap and in the fourth mile skidded past into the lead. Verrill registered at third.

Nixon Takes Second Heat

Nixon got the jump on the field in the second five-mile heat and though Matthews tried hard to overcome the advantage of the Toronto rider, he wasn't able to cut down the margin enough to help matters. Nixon held the pacemaking job to the finish, with Shorty getting second and Luther on an Excelsior third.

Then before running the final heat, Jones and Nixon were hooked up for a three-mile match race, as these two were the winners of the two elimination heats. It was a close fight all the way through, with no time for either to ease down, but Jones whittled out a small lead in the first mile and put it in cold storage so that it kept nicely to the finish tape.

In the final heat, the field included Verrill, Jones, Ray Creviston, Walker, Shorty Matthews, Nixon, and Luther. After considerable snappy preliminary skirmishing in the early stages, Jones pushed into the lead on the second lap, and after that refused to consider any applications for the position. Walker hung on in second place, and Nixon seemed to have third tucked away. On the final spurt to the tape, however, Verrill dug up a handful of reserve pep and galloped alongside Nixon with a rush that took third money by a margin of fully six inches.

Scarletto to the Fore

A motor-paced bicycle race of three miles was run as the next number, with Scarletto and Nagel matched. It was see-saw all the way, with the lead changing half a dozen times, but Scarletto uncorked a spurt on the fifth lap that opened a lead that Nagel couldn't close before the tape was reached.

In the consolation race, a face was seen which seldom gets a chance in such events, namely, one Ray Creviston. Various little misfortunes had kept him out of the winning columns in the other events, so he stepped out to sew up this one without delay. He took a nice safe lead and played it safe, Sudduth getting second place and Morrison third. The time was 6:01.

The big event of the afternoon was the unlimited pursuit race, which was a distinct novelty to the spectators, as few such races have been held in this city before. The riders were distributed about the track at the start, the winner to be the man who coult pass all the others, each rider dropping out when passed by another. The pace was fast from the send-off, so that the track became a continuous circle of dust and smoke from the flying motors. Sudduth flashed past Walker in the third lap, then Jones eliminated Sudduth in the fourth. As the laps were reeled off the gaps slowly closed down, and in the 8th lap Jones passed Morrison, thus trimming one more off the list.

Some Speed Duel!

This left Jones, Nixon, Luther, Matthews and Verrill in the running, all going strong and well scattered around the oval. Nixon began slowly pulling down on Luther, while Jones in turn was drawing up into Nixon's smoke. In the 14th lap Nixon pried past Luther, and a lap later Jones was up on about even terms with Nixon. Nixon fought hard to hold off the flying rider with the white helmet, and the next two laps saw a beautiful duel of speed. They roared over the tape almost neck and neck in the 15th lap, fought it out on the next turn, and then Jones had him on the back stretch.

Remained Matthews and Verrill to be considered.

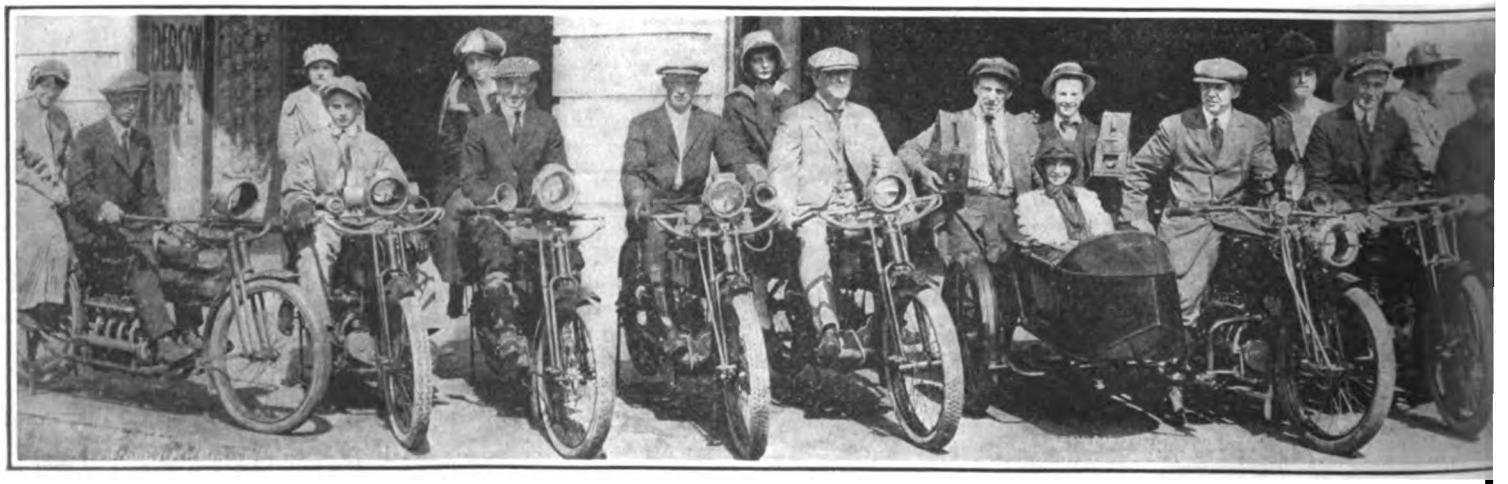
Verrill was about half a lap ahead of Jones, with Matthews about an eighth of a mile in front of him. But as Verrill drew up so that he could sight Shorty in the stretches, he took to the trail like a hound on a blood scent, and Matthews' finish could be seen right there. At 10 miles Verrill had the bit in his teeth and was crowding his four-valve through the turns with a reckless disregard for the laws of gravity and centrifugal force that would have made a life-insurance agent faint away with a deep sigh. He got him on the turn in the 23rd lap, and then it settled down to a finish fight between Jones and Krazy Horse.

Jones Beats Verrill

At this stage it could be seen that Jones was gaining, but very slowly, as there was the full length of the stretch separating them. And Jones settled down to the job and began to crowd 'er still harder. Each lap saw the gap cut a trifle, but not much, and the crowd began to wonder whether Jones could keep it up long enough to wear down that long lead. His machine was fitted with a little half-size special tank that was fine stuff for ordinary races and held plenty of juice for those events, but did it carry enough oil to carry him the distance that this grind apparently would call for?

But the same idea apparently was in Jones' mind, for he was pushing his machine to the limit to get his man as quickly as possible. The gains began to show bigger on each lap, and each time round found him appreciably farther down the stretch toward Verrill. Only 100 yards separated them in the 31st lap, and seeing his quarry

CAMERA LENS VIEW OF THE SCORE OR MORE HENDERSON ENTHUSIAST



The Run Was Staged by the Henderson Motorcycle Sales Co. of the An

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so close seemed to put new steam into his work, for he stripped this down faster than before. Up into Verrill's smoke, then elbow to elbow for a lap, both men riding as if their last hope for happiness depended on the result. Then for one of the few times in the memory of man Verrill was matched at his own game, for Jones made a clear gain on the far turn in the 35th lap, and shot into the stretch ahead, winning the race.

And to show that there had been no time to linger, he had made the 17½ miles in 20 minutes. The ovation he received from the big crowd showed that his performance was thoroughly appreciated.

Summaries:

First heat, five miles—Jones, Harley-Davidson; Walker, Indian; Verrill, Indian. Time, 5:39.

Second heat, five miles—Nixon, Indian; Matthews, Indian; Luther, Excelsior. Time, 5:46.

Final heat, five miles—Jones, Harley-Davidson; Walker, Indian; Verrill, Indian. Time, 5:38.

Match race, three miles—Jones, Harley-Davidson; Nixon, Indian. Time, 3:24.

Consolation race, five miles—Creviston, Indian; Sudduth, Thor; Morrison, Indian. Time, 6:01.

Motor-paced bicycle race, three miles—Scarletto; Nagel. Time, 6:41.

Unlimited pursuit—Jones, Harley-Davidson; Verrill, Indian; Matthews, Indian. Distance, 17½ miles. Time, 20:00.

HOLMES GETS SAN DIEGO RECORD

Recaptures Laurels Won Away by Roy Artley on Henderson, Setting New Mark of 132 Miles in 133 Minutes

LOS ANGELES, Aug. 24.—Art Holmes, on his third try in three days, recaptured the Los Angeles-San Diego record, riding a stock Harley-Davidson 1916 three speed. Holmes came within one minute of making the whole 132 miles at an average of exactly 60 miles an hour. Much of the distance was covered at better than 70 miles an hour.

The rider showed his nerve and endurance by plugging through the last 16 miles, down the rough, winding grade of Rose Canyon, with one shoulder dislocated.

Times to intermediate points show the high speed up to the time of the spill at Torrey Pines. Starting at Los Angeles at 5 a. m. he made Anaheim, 28 miles, in 24 minutes; Irvine, 43 miles, 40 minutes; Oceanside, 92 miles, 82 minutes. At Torrey Pines grade, a bad stretch close to San Diego, the jinx that had spoiled his previous attempts on Monday and Tuesday again barred the road, and Holmes took the gravel while hitting 72 on the speedometer. It took a tree to stop him, and he picked himself up with one shoulder out of action. Fortunately some of the boys were on hand and in just seven minutes nervy old Art was in the saddle again, one arm hanging useless. Rose Canyon holds even riders like Holmes and Artley down to a thirty mile touring gait. It is no place for a cripple to ride after record. C. F. Bruschi figures that Holmes made the last 16 miles at a speed that lost him just about four minutes, due to having to steer with one hand. His finishing time was 2 hours 13 minutes, standing as a new record by 1½ minutes over Artley's time.

The roadster Holmes rode carried full three speed, with all gears in, mudguard and luggage carrier; was equipped with 3-in. Firestone nonskid tires, Bosch magneto, Schebler carburetor, used Valvoline oil and Ventura gasoline. Western Electric plugs were used.

TALE OF A BORDER DESPATCH BEARER

L. J. Knight, of Providence, Back From Service and Has a Yarn to Unfold—Takes Machine Guns to Border

PROVIDENCE, R. I., Aug. 21.—Lewis J. Knight, who has been in the United States army service on the Mexican border with Troop C, R. I. National Guard, as a motorcycle dispatch carrier and mail clerk, has returned to this city, having ended his term of enlistment.

He has entered the employ of the Harley-Davidson Co. on West Friendship street as a repair man, but it is probable he will soon be demonstrating the machine.

This week he will take two machines, one a rapid fire gun equipment, the other a caisson equipment to Newport to demonstrate it before a military organization which is being backed in the purchase of a motorcycle equipment by the summer colonists there.

Knight is the first of the Rhode Island boys to return from the border. He said he had drilled there but little. Most of his time was devoted to the carrying of dispatches for army officers, while during the latter part of his enlistment he was the mail clerk.

He rode during his service a Harley-Davidson machine, which is his own property, and which he shipped to the border from Quonset Point, R. I., where he was a dispatch bearer for Col. Richards.

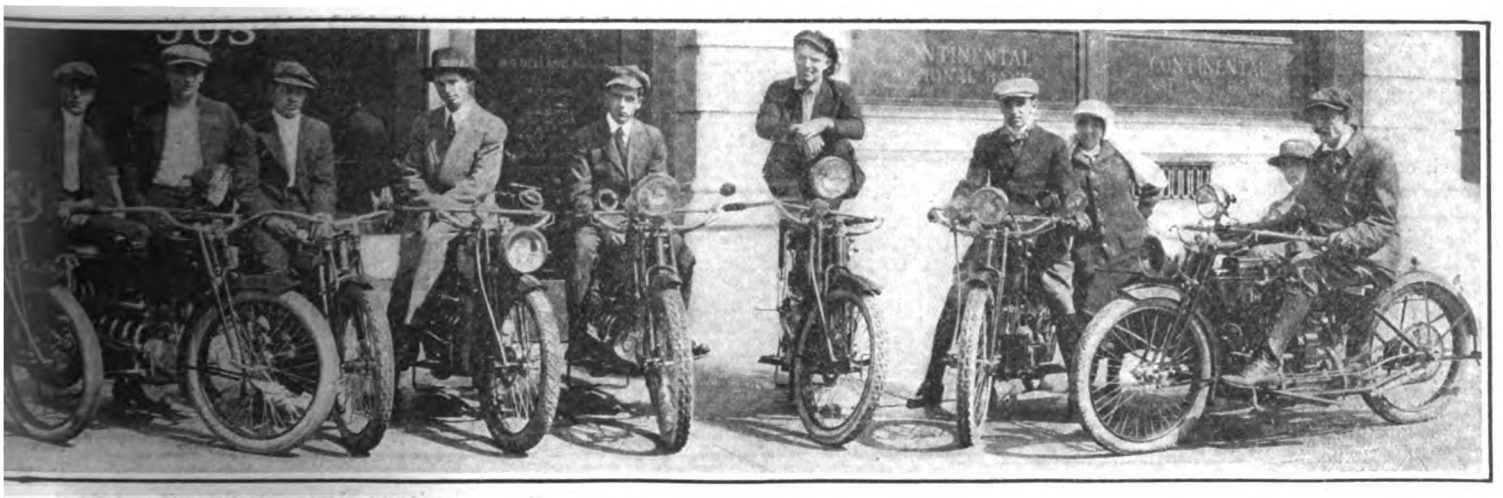
GOOD CARD FOR CINCINNATI ON LABOR DAY

CINCINNATI.—Entries are being received by the Cincinnati Racing Association, 1525 Race street, for the annual Labor Day motorcycle race meet to be held at the Latonia track. There are four events this year, as follows: Five-miles professional stripped stock, 61 cubic inches, qualifying heat, first four to qualify for final ten-mile heat, rolling start; five-mile professional, stripped stock, 61 cubic inches, qualifying heat, first four to qualify for final ten-mile heat, rolling start; five-mile amateur, stripped stock, 61 cubic inches, rolling start, four prizes; ten-mile professional, final, rolling start, four prizes. There is certain to be a big crowd and some good racing, as the Labor Day picnic will draw its usual throng, and the entries already received guarantee an ample number of contestants in each event.

WASHINGTON TRIO VISITS FUNKE

NEW YORK, Aug. 28.—Jack Hines, Washington (D. C.) Cleveland dealer, accompanied by his brother Edward and Ray Wall, blew into the office of the Herbert F. L. Funke Co., Inc., at 116 Broad street, today, having covered the distance from the Capitol City to Gotham in 11 hours flat. The trio made the trip on Cleveland machines.

OF LOS ANGELES WHO PARTICIPATED IN A RECENT PLEASURE JAUNT



ty, and Was One of "The Affairs" of Los Angeles Motorcycle Circles

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200 MILE RAMBLE FOR NEW JERSEY CLUBSTERS

"Jersey Jaunt" to Be Big Event on Schedule of Live Wire Newark Organization—Official Rate is 22 Miles Per Hour

Top, at Forge Hill, the Score-Shattering Incline in Recent 20-Hour Run; Below, Enjoying Lunch at a Pleasant Spot in Northern New Jersey

NEWARK, N. J., Aug. 28.—The New Jersey M. C. will promote its first annual "Jersey Jaunt" on Octoer 8. This will be a 200-mile ramble over the highways of the State of New Jersey and will be open to all F. A. M. motorcyclists. The course will be Newark to Asbury Park, thence across the State to Trenton (dinner stop), then up to Washington and back eastward to Newark.

The schedule calls for 22 miles per hour, and because of the character of the roads no difficulty should be experienced by the field to maintain this speed. For that reason there will be no allowance for the solo, sidecars or lightweights.

Each contestant who checks in within 15 minutes of his scheduled time at all check-stations will be awarded a medal, and no other prizes are offered.

All the ear-marks of the usual endurance run will be missing and the main object of the contest is to afford a day's sport and pleasure, also to give the local motorcyclists something to chin about when the long winter nights keep the bunch off the roads and they gather round the stove in the club or the local agencies. Entry-fee will be $1.50 till October 1, after which the fee will be $2.00.

Blanks are in preparation at the present time and any addition information can be had by writing the New Jersey M. C., 847 Broad street, Newark, N. J.

LABOR DAY MEET FOR RED BANK FAIR

RED BANK, N. J., Aug. 28.—Three events are scheduled for the motorcycle program to be run in conjunction with the annual Monmouth County Fair on the single mile fair track here on Monday next, September 4, Labor Day. The events, which are each sanctioned by the F. A. M., are as follows: Three-mile pro open, with prizes of $10.00, $5.00 and $2.00. Five-mile pro open, with prizes of $15.00, $8.00 and $3.00. Ten-mile open, with prizes of $20.00, $10.00 and $5.00.

DEMONSTRATING MOTOR WHEEL TO RAILROADS

MILWAUKEE, Wis., Aug. 28.—J. H. Smalley, traveling salesman for Mudge & Co., Chicago, Ill., and representing the railroad sales department of the A. O. Smith Co., left last week on a demonstration trip via a railroad velocipede, with the Smith Motor Wheel attached.

Mr. Smalley will cover the Chicago, Milwaukee & St. Paul, Chicago & Northwestern and Rock Island Routes, demonstrating the Smith Motor Wheel as a railroad velocipede attachment.

NEBRASKA CITY TO HOLD MEET ON SEPTEMBER 10

NEBRASKA CITY, Neb.—A race meet will be held on the half-mile track here on Sunday, September 10. Five events are on the card, from three to fifteen miles each, with purses totaling $100. Omaha and Lincoln riders will compete as well as an Indian team from Shenadoah, Iowa. F. C. Clark, of this city, is promoting the meet.

OHIO REGISTRATIONS

COLUMBUS, Ohio—The Ohio Automobile Department, which has charge of the issuing of motorcycle licenses reports that up to August 24, 20,636 motorcycle licenses had been issued. This is considerably in excess of the number issued last year and shows a good increase in the business. Motorcycle dealers are also increasing in every part of the state.

PLANS PERFECTED FOR KANSAS RUN

KANSAS CITY, Mo., Aug. 28.—Plans are fully perfected for the annual endurance run of the Kansas City M. C. to Joplin, Mo., and return on Sunday morning, Sept. 3 and Monday, Sept. 4. The affair holds promise of filling well.

HARLEY-DAVIDSON RIG ACTS AS MOTORBOAT

During Recent Floods in Rome, Ga., This Combination Gave Valuable Assistance to Stranded Families in Residential Section and in Suburbs

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ARTLEY REPEATS AND BETTERS HIS BEST

Henderson Rider Lowers Former San Francisco-Los Angeles Record, and on Actual Riding Time, Lowers Automobile's Time—His Flight in Detail

LOS ANGELES, Aug. 21.—Roy Artley, the Henderson speed wonder made a second try for the San Francisco-Los Angeles road record today, and his actual running time established a new record over the road, beating that of the continous-running Cadillac automobile. The only accident on the trip was a spill on a stretch of soft newly oiled road in Merced, where he broke his spark control. He lost 27 minutes arguing his freedom out of a speed cop in Merced, this was his unlucky point. At Bakersfield he spent 8 minutes out getting a bite to eat and making renewed repairs on his spark control. He arrived in Los Angeles in perfect condition and wanted to go on to San Diego, making a new Frisco to San Diego record. He would have done so but the traffic was so dense that the Henderson officials would not permit him to try.

Made a Fast Trip

Artley left San Francisco, Market and Geary street corner at 5.04 A. M. Monday. He arrived in Los Angeles 3.08 P. M., making elapsed time 10 hours and 4 minutes. The distance as Artley rode it was 471 miles, as there was a 6-mile detour around a bridge out at Kingsburg and a 2-mile detour around road repairs in Tulare County. His fastest recorded time was from Bakersfield which he left at 12.05 to Lebec, 42 miles, which he made in 41 minutes. Thirty miles of this is a straight away boulevard, the balance of 11 miles continuous grade through a pass up into the high mountains. Artley's second trip, like the first, was made on Firestone tires with Vavoline oil. The picture showing the crowd congratulating the winner, mostly shows the Firestone and Vavoline people of Los Angeles prominent in their jubilant gestures. Artley reported the road in general good shape, but the Ridge route is very bumpy.

This trip is Artley's fourth try for a road record on the same machine, and each time he has won the record. His first trip was the 132 miles to San Diego which he made in 2 hrs. and 22½ minutes. Next he lowered this same record to 2 hrs. 14½ minutes, then he made his first try for Frisco, Los Angeles, elapsed time 10 hrs. 39 minutes, which he lowered to 10 hrs. 4 minutes. Deducting the time out at Merced and Bakersfield brings him well below the Cadillac automobile time. Trains make it in a little over 13 hrs. The entire trip through hot desert, and high mountains to 5,000 ft. elevation, involving a great range of road and climatic conditions was made with this Henderson single-speed, high-geared motor, which is a remarkable test of the flexibility of the engine. The motor carries the original bearings and rings just as it came from the factory. It has not only served Artley in his 4 speed tests, but has been in two Southern California hill climbs, winning one of them under Sahagin. A noteworthy feature of the trip was the friendly assistance of the motorcycle cops, who unofficially permitted Artley to make time on all county roads, although holding him down strictly to 20 miles an hour through cities and towns. The only exception was in Merced where the officer stopped him going 40 miles and held him down to 30 through the entire county.

Artley Being Cheered by Enthusiastic Trade Men at Finish of Record Run

VAN BUREN GIRLS STOP AT GRAND JUNCTION, COLO.

Fair New York Transcontinentalists in Front of Indian Agency of Peter Fox, in That City. Rain Caused a Halt of Three Days at That Time

MAINE REGISTERS 1,180 MOTORCYCLES FOR 1916

BANGOR, Me., Aug. 28.—Returns from the bureau of automobile registration show a slight increase in the number of registers in this state for this year over last year. There are 1,180 machines registered for 1916, as against 950 for 1915. The number of dealers registered, on the other hand, show a slight falling off, there being 35 registered last year and only 31 up until August 19 of this year.

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GIVING THE MOTOR A SQUARE DEAL

If the Simple Directions Given Here Are Followed, the Rider Will Be Doing His Full Duty by His Machine and Will Benefit Accordingly—Only Short Time Needed

By D. B. PANGBURN

MOTORCYCLE motors are so generally reliable nowadays that they seldom receive the care which is their just due. Many riders simply adjust the valve mechanism when occasion demands, grind the valves themselves when necessary, scrape the carbon from the cylinder heads when the engine begins to misfire from preignition, and think they have done their full duty by their motors. But they haven't, as I shall show.

A few go further and inject kerosene into the explosion chambers to keep down the carbon deposits, as everyone should do at regular intervals of two hundred or three hundred miles, as has been described in the columns of **Motor Cycle Illustrated.** Do not think that I am holding any brief for "tinkeritis," but most machines are neglected in a most important point, which if taken care of would much prolong their life and usefulness.

Advantages Gained

The method, described below, should be practiced by all riders who care anything about their motors. This is not merely on account of the saving it makes in dollars and cents from the standpoint of depreciation, but also because of the added satisfaction the rider gets from his machine; from its smoother running, quicker pick-up and flexibility, and its added quietness. It is particularly desirable in the warm weather because it enables the oil to act to the best advantage, and so assists in keeping the engine cool. It only requires a few minutes to put into practice and amply repays the exertion.

It is based on the scientific fact that all lubricating oils are mixtures of hydrogen and carbon, usually with some impurities added, and that all oils break down more or less under the action of these impurities and of the heat in the engine. As a result, a greater or less amount of carbonaceous sediment is deposited in the bottom of the crankcase, the amount depending on the quality of the oil and the temperature attained in the engine.

Since the inside of the piston-head of an air-cooled motor, against which the oil is continually splashed, reaches a pretty high temperature (the cylinder walls even, usually reach four hundred degrees F.). the oil is likely to be broken down rapidly, particularly with oils designed primarily for water-cooled engines. The sediment formed is being constantly thrown over the bearings, and working into them, where it acts like a grinding compound, wearing out the bearings and causing quick depreciation. It also helps to wear the cylinder walls and piston rings, and uses up power in overcoming useless friction. The protective process is as follows:

Open the drain cock, let all the oil run out of the crankcase and close the cock. (Save this oil and put it aside in a glass jar to stand. If it is a good quality of oil the sediment will all settle out in two or three days, and the clear upper portion can be poured off and used for ordinary lubricating purposes, such as oiling mowing machines, etc. If it does not clear up at all, either the quality of the oil is not high, or it has been very much overworked in the engine base.)

Kerosene in Crankcase

Now open the hand oil pump line and fill the bottom of the crankcase, through the oil opening, with kerosene to the height that the oil usually reaches. If you have no oil sight glass, one-half of an ordinary table tumbler full of kerosene will do very well. Next start the engine under its own power and run it for about ten seconds. *Don't run it longer than this,* as the kerosene is being thrown around inside and is cutting all the old oil off the cylinder walls, and yon don't want to take any chances of scoring the walls or seizing the pistons by letting them get too hot without oil on them. Ten seconds should be perfectly safe. Now let the kerosene mixture run out, carrying the sediment and old oil with it. When it is all out repeat the operation, but this time don't allow the motor to run more than *five* seconds. Empty the crankcase again. The third time simply turn the engine over a few times with the starter. Of course the kerosene will never come out clear if you have an automatic oil pump, for this will keep a little oil coming in which will color the mixture. Three applications should be enough unless the motor is horribly dirty. Then couple up the hand oil line and put in a supply of fresh oil, and the job is finished.

Do It Every 1,000 Miles

This process is recommended for water-cooled engines every five thousand miles or less, but because air-cooled engines get so much hotter than water-cooled ones, it is desirable to give them the treatment much oftener. I have found by experience that it pays to do it at least every thousand miles, and oftener would certainly do no harm. The greater smoothness and flexibility of the engine when given such care is surprising, and if the method is used regularly it will probably double the life of the engine base parts.

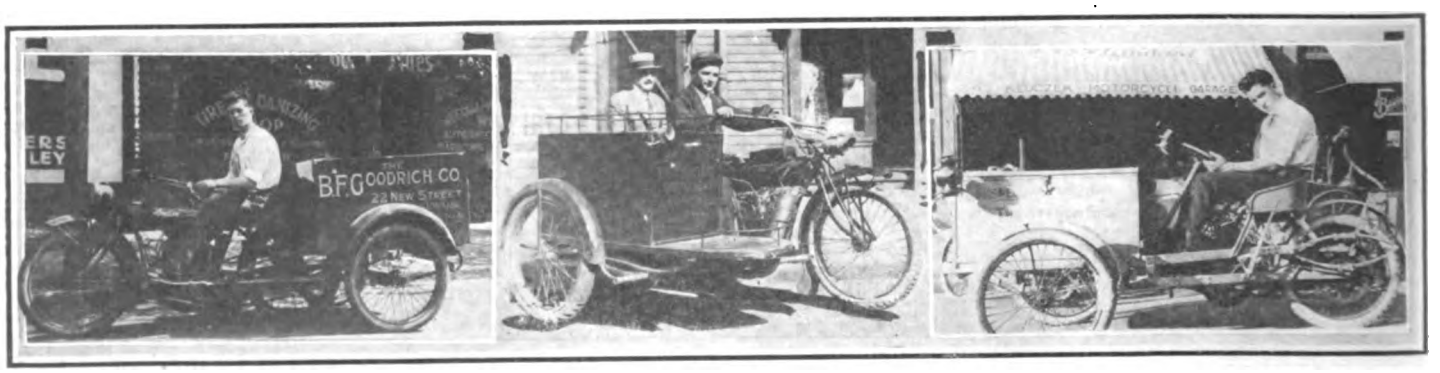
A CASE OF HARD LUCK

TALKING to a veteran rider the other day, while on one of my trips, I heard a comment on motorcycles which is very infrequent. This chap said that getting a good machine was like playing a lottery. On being asked why, he said that as regards others, he was not prepared to state that such was the case, but his own experience had proved it to be true. You will admit that he had some reason to say so when you hear the story, but you will say right off that he was hoodooed for fair.

When "Bill" (that's his name) got his twin, he started off with it, all right, but did not get very far. The motor stopped and it took him about 15 minutes to discover the cause: solder from the tank getting into the gasoline pipe. This got him peeved, and after clearing out the obstruction he started off again. His left footboard came off at the front, due to a flawed bolt, soon afterward, and he tumbled and broke his oil-pipe. Riding back to the garage, he was hit by an automobile and had his frame bent and some of the flanges knocked off the rear cylinder. Bill's frame of mind and his opinion of the machine can be imagined.

Well, the dealer gave him a new machine and sent the damaged one back to

TRIO OF SUCCESSFUL LONG-SERVICE DELIVERY RIGS



Left, Indian-Cygnet Outfit of B. F. Goodrich Co., Newark, N. J.; Center, Indian-Pullman Combination in Philadelphia, Pa.; Right, Reading Standard Truck of French Shop, Replacing Two Errand Boys and Porter in Newark, N. J.

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the factory and it cost Bill nothing. The solder in the tank was one case in a thousand, and not even the best inspection department could have discovered the flaw in the foot-board bolt, unless it was whaled with a hammer. The fall and swat by the automobile were incidental. But Bill never forgot the things all happening at once. He still rides that same make of machine and has never had any trouble with it.

There's a moral to this. You may get into the same boat as Bill—I hope you won't ever—but if you do, remember that nobody's trying to sell you a quince or to do you in other ways. It's a case of luck and luck that no manufacturer will hesitate to make good. But don't go around cussing out the whole industry or that make of machine, because about 99 per cent. of the other riders of that same model are having the best of use and the least trouble with theirs.

BIG FUEL CAPACITY IS DESIRABLE FOR TOURING

WITH the big motors used nowadays, especially with sidecars and other passenger attachments, the ordinary tank is none too ample in capacity for touring. Right away, I can hear protests about this, but considerable experience in the last two seasons has taught me the value of having a reserve stock of gasoline in the sidecar, especially when riding in the East on Sunday.

I might add to this, riding in country where automobile touring is considerable but towns far apart, calls for a reserve stock of fuel. This was brought home to me on a recent tour in a mountainous district, where the average was close to 190 miles per day. In spite of having a huge tank with 3½ gallons capacity, I was forced to use the reserve gallon twice in three days, as the fuel stations we came across were frequently sold out to automobile parties who passed over the route ahead of us. In one case, a station had sold 180 gallons of fuel in 24 hours and there was a car being towed by another to the next station, three miles further on, because the station was "dry."

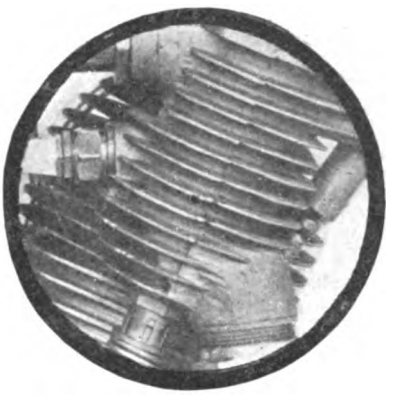
With regard to Sunday. Heavy traffic in the smaller towns may drain the storage tanks, or some communities in their dread of breaking the Sabbath have forbidden the sales of fuel and oil on that day. Hence, I am rooting for a 3½ gallon tank, with a spare gallon container in the sidecar, and about a gallon oil tank on the machine, for touring. And by touring I don't refer to 50 or 60 miles a day by any means. Nothing less than 150 will do me.

WATERPROOFING A LOOSE COVER WITH SHELLAC

ONE of many little stunts which will help a competitor in endurance runs and also the touring rider in his travels is one that I saw the other day. The rider who used the wrinkle had a machine with an old magneto whose contact-maker casing cover was not the best fit in the world. The tongue held it in place, but during a rain he was likely to get water in the casing, so he shellaced the place where the cover touched the casing. Result, no possibility of leakage into the works of the mag.

The stunt is a good one and worth adopting. The shellac will assist in holding the cover in place as well as keeping the innards waterproof. Alcohol will loosen it, but as most of us do not carry alcohol on the road, a pocket knife will have to be used. Rubber cement comes in handy as an emergency measure against leakage, but naturally is not as effective as the shellac. The rider can easily pick out other places at which water will affect the operation of his mount and give them a treatment with this same substance.

WHAT DO YOU KNOW ABOUT MOTORCYCLES ?



WHAT MOTOR IS THIS TAKEN FROM?

STOP right here now and answer this question: "What do you really know about motorcycles aside from the one particular machine you ride?" Every time you meet a "greenhorn" or a fellow lined up along the curbstone in trouble, you get off and begin to shoot about this and about that on this model and that model and why this particular device on your machine is far superior to some other arrangement on the other fellow's model. We riders are all the same. We all pull that same little stunt. But after all, do you really know all the ins and outs of the dozen or more different makes of machines under the 1916 name plate? You do? Well, then, from what particular make of machine is the little detail photograph shown in the circle above taken? Look it over carefully for it sure has got you guessing.

Just as a sort of sporting proposition we are going to run a dozen or perhaps more of these little detail views. We are not going to say which machines they come from; that is up to you. If you know, write in and we will keep account of the best guesses and will publish the account from time to time. And when it is all through we will be glad to give "honorable mention," and the more or less arbitrary title of "Motorcycle Expert" to the fellow who made the best guesses.

So get out your microscope and examine the picture minutely. Perhaps you had better sleep on it one night so as to be sure of yourself, but don't fail to send it in tomorrow.

Address answers to Contest Editor, **Motor Cycle Illustrated,** 21 Park Row, New York, N. Y.

DOPE ON MACHINE GUN SERVICE

THERE have been a number of inquiries to the writer relative to motorcycle machine gun service, and the majority of inquirers express themselves anxious to get experience in that line. Well, as regards the driving, it is sidecar work on a heavier scale, plus the evolutions of field artillery. The latter can be learned from an artillery text book or manual.

But the gunnery part of it is a special training, in which the use of a rifle will be a big help. The gunner will have to understand the mechanism of the gun and its operation and will have to know how to strip it and assemble it. To this will be added familiarity with firing it under all conditions of service, this including firing at air-craft. You can see from this that the gunnery end of the machine gun service is not simple and cannot be got in a week or two.

HOW ABOUT A PICTURE RUN, MR. MOTORCYCLE CLUBMAN?

JUST now when the grass is greenest, the sky bluest and the sunshine the brightest, every club in these here United States of ours has a committee busy doping out a schedule of sociability runs for the summer months. But how many of them are planning a picture run.

By that I mean, getting the whole membership out some bright Sunday morn soon and lining them up in the park or in front of a public building and then letting the town photographer say, "Look pleasant" as he clicks the shutter. Get a regular photographer to do the job so that you are assured of a photo that will be a credit to the bunch, and not the usual hit or miss of the average amateur kodak fiend.

Staging an event of this nature every other year is the one best bet, fellows, for we motorcyclists are here today and gone tomorrow. But that I mean we are as a rule motorcyclists but a season or two, then we either get married and can't afford a motorcycle or else we get too wealthy and get a car. But the worst of it is, the gang is never the same from year to year, and with a picture of the bunch in 1916 on the clubhouse walls you can take it down in 1919 and recall a bygone day or acquaintance that makes you feel the world is a darned good little place after all.

You know the stuff, "That's Joe Tinker next to me—the lad with his cap on backwards. Remember the time in the Crotona run in 1916 when he ran out of gas," etc. Why one of those pictures are worth their weight in gold in a few years, so hop to it and arrange for a picture run as soon as you can pull it off.

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A Few Spare Links

By GOSLIN

'Twas some speed the li'l ole motorcycle showed out there in Colorado, on that pimple called Pike's Peak, hey wot?

Why only two racing autos beat Clymer's time on his Ex., and, come to think of it, why shouldn't a lad with a label like that cop in a hill-climb?

Twelve and a half miles of 7 per cent. grade, some stuff, bo; some stuff.

Summer's on the toboggan, fellows; days are getting shorter, and a couple o' nights last week it was cool enough for the mackinaw.

Guess we'll have to get that garment out of the closet and take the moth balls out of the pockets next Saturday, cause we gotta be prepared these days.

Saw an article in the English paper criticizing our slang as not being English, sorta slamming the use of "pep" as it were. Now that would be all right, but dash their bally lights, they "blind it" when they "beat it"; they call a dealer a stockist; they burn petrol instead of gas; they talk of top, middle and low instead of high, intermediate and low; they say a machine is in top-hole condition instead of first-class running order. Well, it's a case of the pot calling the kettle black, thassall.

You fellows who are looking for a neat and serviceable piece of goods for a riding suit should give a glance at the forestry green serge at the tailors. It has khaki beaten a mile in neatness. And while I think of it, why do the most of us, neat and clean in civilian's clothes, as soon as we get into riding togs wipe our hands on them?

Observations have shown that the average rider after a repair or adjustment will rub his hands on his trousers. Why? That is one of the reasons we imagine we can't ride and keep clean. It's imagination, pure and simple, but every year we get neater and cleaner, so don't despair of us, Lacy, we'll get there yet.

Ja ever ride along for about 4,000 miles with only one puncture, then run up against a week of punctures, blow-outs or leaky-valves? Well, we have just passed through the experience.

I tell you fellows, you are down on the books of Col. Fred W. Jinx for just so much trouble each season, spread out over the entire time or all lumped and thrown at you in a bunch. Either way he wants you to have it, and you can't escape it by knocking wood after bragging about your luck, so wait and hope, it's coming to you.

"Bake's" luck in endurance runs is bad this season; see where he went out of the Indiana F. A. M. run, and before that in the "Tour of the Jack Pines" he had to become a spectator.

He copped in the Worcester 24 Hour and the National F. A. M. contest though, so his batting average is .500 so far as that.

Say, that was a good article about "Brakes," by Geo. M. Johnson, wasn't it. Gosh, we do take chances with them out of kilter. Saw a lad come near getting his on a bad grade a couple of Sundays ago from brakes slipping. He sure was headed for destruction until his quick wit saved him.

What effect the war scare and these olive-drab colored motorcycles will have on the boys in 1917 is not known at present, but take it from me, fellows, that hue mentioned above has been tested out by the government, and found to be the real color for a motorcycle. The few we have in this man's town sure take the eye of the old rider, for he is the boy who knows what real outdoor finish should be, and is over being hypnotized by bright nickel finish and pretty but not practical colored enamel. Primarily, the motorcycle is a machine for service; consequently its color should be in keeping.

This is a good time to join the American Legion. If you want to help Uncle Sammy and still don't care for a foot-slogging job, you can get in line for service in Mexico with a motorcycle—if Old Boy Carranza happens to kick up again.

The Legion will enroll you and keep your name and occupation on file for army reference. Each man is listed according to his calling or natural tendencies, and if there is anything doing in the motorcycle line your name will be sent in and you will have a chance to see action.

It's worth looking into, anyway. Address your letter to the American Legion, 10 Bridge street, New York, They'll tell you the hows and wheres.

FEATHERWEIGHT FOUNDATION OF BUSINESS SUCCESS

THE motorcycle has transformed Frank C. Alvos, of Zelzah, from a renting rancher into a business man, a hustling contractor. Alvos was renting land which he had planted to sugar beets, doing his own tilling and living in a tent. He bought an Indian featherweight and worked up a newspaper route which brought him an income of $75 a month, while he was waiting for his beets to ripen.

The big returns from speedy transportation gave him an idea. He got a contract for hauling beets, hired wagons and men, and put them on the jot at harvesting time. To make maximum returns he supervises loading and unloading, including the weighing of the beets and the weighing of the dirt, which is taken out and deducted from gross figures. Riding back and forth on his Indian Featherweight enables him personally to supervise at both ends.

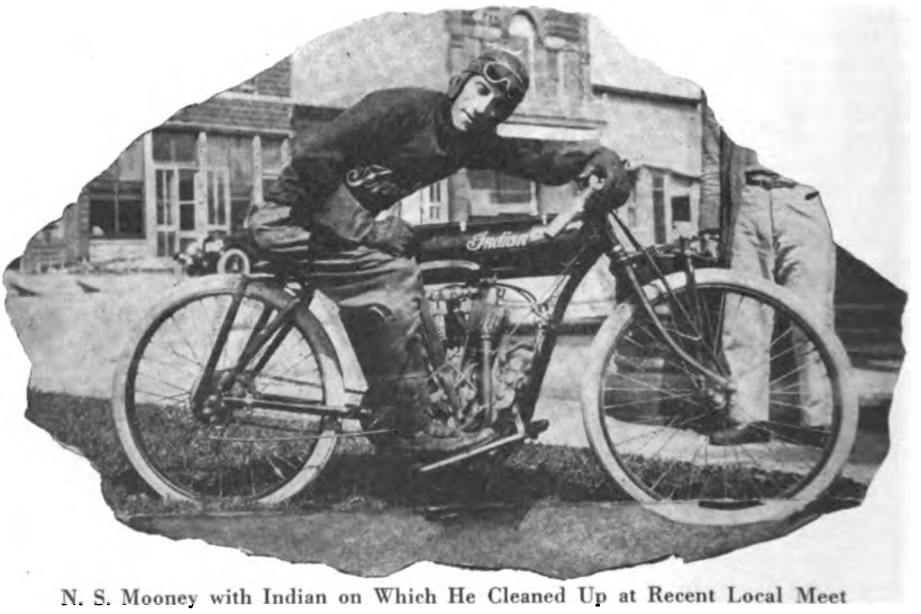
AUSTRALIAN FIRM WANTS BEARINGS

NEW YORK, Aug. 28.—An engineering firm in Australia informs the American Consulate office of its desire to be placed in direct touch with manufacturers of ball bearings. Firms interested in this export opportunity can obtain further information by addressing the Bureau of Foreign and Domestic Commerce, Custom House, New York, and referring to opportunity No. 22,248.

WALD COMPANY IS BUILDING

SHEBOYGAN, Wis., Aug. 29.—The Wald Manufacturing Co., which manufactures an extensive line of motorcycle and bicycle accessories, is breaking ground for a 80 x 100 addition to the present factory on Eighth street, which is expected to increase production facilities about 300 per cent.

CHAMPION SPEEDSTER AT SAC CITY, IOWA



N. S. Mooney with Indian on Which He Cleaned Up at Recent Local Meet

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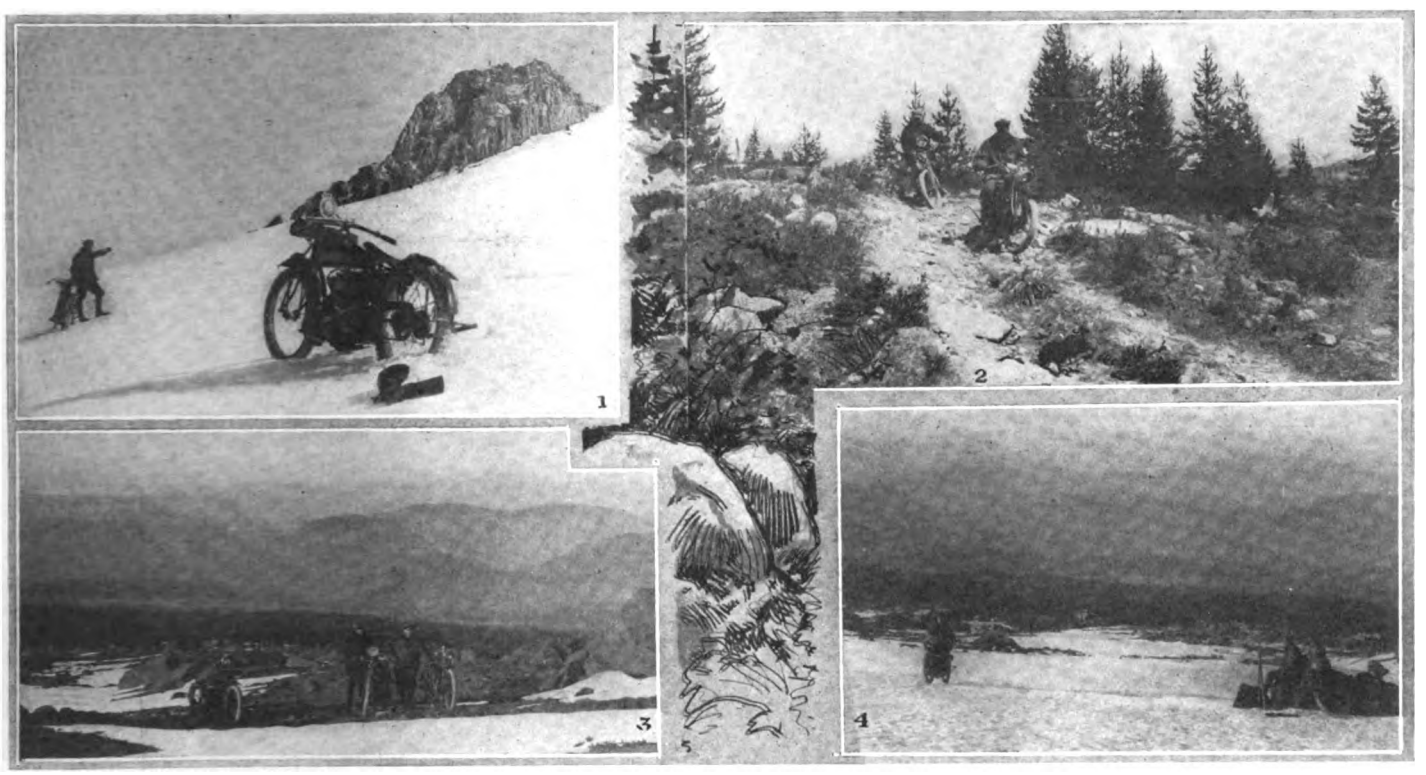
TRIO TAKES FALL OUT OF MT. HOOD RECORD

Messrs. Kurtz, Carlson and Rice Climb 9,000 Feet, Adding 200 Feet to Former Motorcycle Records—The Trip was No Pleasure Jaunt



1, Just Before the Last Spurt for the Summit—Henry Kurtz and Machine in Background; 2, Road Between Government Camp and Emergency Camp; 3, Snow Line on Mt. Hood, Showing Rocks Which Made Riding Dangerous; 4, Kurtz Riding the Frozen Crust

PORTLAND, Ore., Aug. 21.—Henry Kurtz, Edward Carlson and Burgess Rice have established a motorcycle altitude record; that is, insofar as Mt. Hood is concerned. The former record of 700 feet held by Axel Kildow, who realized that height in August, 1914, on a Dayton machine, was bettered yesterday by some 200 feet by this trio of Invincible Indian hill climbers on their Powerplus machines.

The new record holders left Portland at 5:15 p. m., Saturday, August 19, 1916, and arrived in Government Camp at 7 p. m., a distance of 60 miles. They rested for a few hours and started at 2 a. m. from Government Camp for Emergency Camp, a distance of about 4 miles; and, as explained by Mr. Carlson, it was the toughest 4 miles he had ever ridden, being one continual mass of big rocks and boulders. The riders left Emergency Camp at 5:15 a. m., and for 4 hours they fought with the steep grades and deep snow, reaching the final goal of 9,000 feet at 9 a. m.

Return Trip Difficult

The return trip to Government Camp was very difficult, as the sun had melted the hard crust on the snow, and in some places the machines and riders almost buried themselves. The boys arrived in Government Camp at 11:30 a. m., hungry and all in, but just in time to sit down to one grand chicken dinner, for which Mr. Pridemore would accept no pay, saying that it was an old-established custom to treat when a new record is established.

Mr. Pridemore, together with 50 other people, watched the cyclists make the ascent through telescopes and field glasses, and were loud in their praise of the power of the machines and the riding ability of the riders.

The party arrived in Portland at 4 p. m. Sunday, and all three of the Indian three-speed machines were in a perfect mechanical condition. No trouble of any kind hindered the riders.

MERCER WINS SEATTLE ENDURANCE

Makes Best Score of 970 Points on Indian in 604-Mile Grind Against Field of Twenty-three

SEATTLE, Wash., Aug. 21.—Beating out a field of 23 riders, several of whom fainted and were unable to continue the gruelling run, Fred W. Mercer of Seattle and his 1916 Powerplus Indian, won the 604-mile endurance run from Seattle to Oregon cities and return.

The start was made from Seattle, the run being under the auspices of the Seattle Motorcycle Club. From Seattle the riders proceeded over Snoqualmie pass into CleElum, Ellensburg, North Yakima and Goldendale over the Sadas mountains. The temperature most of the time was 100 degrees in the shade. Several riders fainted while going over the Sadas mountains.

To Hood River

From Goldendale the run was made to Hood river and the Dalles, where the riders remained over night. The return tour was made via Portland, Vancouver, Tenino, Olympia and Tacoma.

Only four riders completed the run, Mercer and his Indian being accredited with 970 points out of a possible 1,000. At no time on the trip were the riders permitted to adjust their mounts.

MANY MEETS FOR COLORADO AT COUNTY FAIRS.

DENVER, Colo., Aug. 28.—During next month motorcycle riders of this state expect to do a good deal of riding in different races held at county fairs that are to be held in Colorado. At the Arkansas Valley Fair, which will be held at Rocky Ford, Colo., Sept. 5, 6, 7 and 8, motorcycle races will be held and already some of the fastest riders in the state have signified their intentions of entering. Motorcycle racing has become a very popular sport in Colorado.

MOTOR WHEEL FOR FENN

BLOOMINGTON, Ill.—E. E. Fenn, of 618 North Main street, has taken the Smith Motor Wheel agency, and to date has delivered six of the little boosters. He also has the agency for the Pope, Iver Johnson and National lines of bicycles.

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Advantages of All-Weather Finish

In Addition to Retaining the Appearance of a Motorcycle It Prevents Rust and Eliminates Accidents Due to Reflection from Polished Surfaces—Stove Polish for Cylinders

By L. E. FOWLER

UP to the present, the all-weather finish supplied as an option on several motorcycles has not achieved the popularity it deserves. If the new rider was to look into the class of motorcyclists using this black finish, he would find that the majority are veteran riders and those whose mounts are in use all of the time.

There are several reasons for using the all-weather finish. First, the number of metal parts exposed to the action of the elements is reduced. This in itself is important, for while a nickeled machine when new looks very attractive, unless a good deal of care is taken, the plating soon gets dull and rust spot begin to show up.

Where Rust Is Serious

In some places these rust spots mean more than simply a marring of the appearance of the machine. Take, for example, the hub end of the wire spokes. Moisture is bound to collect at these unprotected places, a spot of rust makes its appearance and it is only a question of time before the spoke gives way at that point.

I have heard but one objection to the all-weather finish, and that is, that it loses its brilliancy. This I admit, but a very slight care, much less than is required to keep nickel polished, will keep both the all-weather finish and the enamel on the machine looking fresh and brighht. Liquid Veneer, Johnson's Wax and like preparations will all accomplish the result desired.

When Machine Is Sold

There is another viewpoint in this comparison which will mean dollars and cents in the rider's pocket. This is when the machine is to be sold. The following experience will make this clear: Remembering that the reflection of the sun on my speedometer head had nearly blinded me on several occasions last summer, I decided to make it black. I had a can of stovepipe enamel in my workshop and used it, as it was practically the same as the enamel used on headlights. So I gave the speedometer head three coats, and the results were satisfactory. It was an air-dried job, of course.

Several days later I noticed two machines standing in front of an agency. One had a lamp which had the enamel baked on, while the lamp on the other machine had obviously been air-dried. The comparison was so marked that I spoke of it to the owner of the air-dried lamp, and his answer set me thinking. "Yes, I thought that lamp looked fine when I did it, but when you stack it up against a baked job it shows up the difference. I am going to get a baked job done right away."

Using Kitchen Range

I thought over several schemes, when it suddenly occurred to me that the oven in the kitchen gas-range was large enough to bake any of the accessories that I wanted to enamel. So I tried it out, and had the oven too hot the first time, and left the work in too long. The result was poor, indeed.

I was convinced, however, that it could be accomplished, and after some experimenting I found that if I maintained only a moderate heat and left the job in about 30 minutes the results were equal to those produced by the factory. It took three coats of enamel to attain the desired depth and each coat was baked separately.

Take Out Working Parts

But, here's a word of caution before starting in. Remove the interior of the speedometer heads, reflectors, lamp-glasses and other things of a fragile nature. I didn't, and it cost me close to $5 for the things I burned up during the first operation. Cool off gradually, either by reducing the heat in the oven or as follows:

With the objects hanging from the wire grill in the oven, when the 30 minutes are up, open the oven door for five minutes. Then slide grill partly out so that the objects hang in front of the oven. Leave them in this position for about five minutes and then remove them to some other part of the room to regain their normal temperature. If the objects cool too quickly the enamel cracks. Experiment on a tin can and see what good results you get.

Now, getting back to the all-weather finish; there are not many of us who can renickel a part satisfactorily at home. We can, by using the process described above, refinish any part of the machine within the capacity of the oven, for the enamel of the frame can be treated in the same manner.

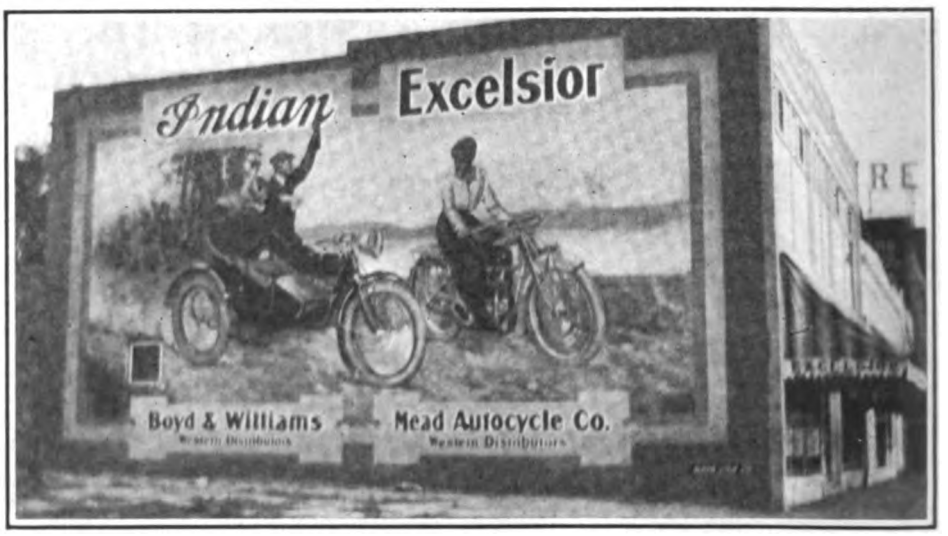
Getting Better Results

While I used the enamel named, it may well be that a regular baking enamel will produce even better results. It is not expensive and a pint will do all you can think of and leave enough extra to paint a certain well-known automobile. Don't confuse this enamel with stove polish, for the results will not be satisfactory at all.

Speaking of stove polish, this has a place of its own on the motorcycle. Stove polish is a substance which is mixed with either turpentine or water, and dries out a dull black. It should be used on the cylinders, exhaust pipes and muffler. There is a well-known law of physics that a dull black surface radiates heat better than a light colored polished one, and I have never understood why some motorcycles were produced with nickel-plated cylinders and exhaust pipes.

Should enamel be used on heat-radiating surfaces the results will be worse than ever. The enamel holds the heat in confinement. In other words, polished surfaces reflect and dull surfaces radiate heat.

IS DENVER THE CITY OF BROTHERLY LOVE ?



DENVER, Colo., Aug. 26.—Something unique in the way of co-operative advertising has made its appearance in this city. Boyd & Williams, western distributors for the Indian and the Mead Auto Cycle Co., who do that same little thing for the Excelsior, have built a new building at 1332-38 Broadway this city, each occupying half.

On the north side of this building has just been completed a pictorial advertisement shown in the photo. This sign is in plain view of all passing on Broadway, one of the most travelled thoroughfares in this city, and so the Indian and Excelsior machines will receive a great deal of advertising. The sign is done in colors and the figures and machines appear very true to life, and is attracting a good deal of attention from those passing the stores.

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The Indian

Announcement for 1917 will appear in this magazine Sept. 21

HENDEE MANUFACTURING COMPANY
(Largest Motorcycle Manufacturers in the World)
Springfield, Mass.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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The Club Bulletin Board

GRAND RAPIDS MEN MAKE FIVE-STATE TOUR

GRAND RAPIDS, Mich., August 28.—Two local riders, Arthur Clement and Arthur Mohnenke, mounting an Excelsior and a Harley-Davidson respectively, have just wound up an eight day endurance trip which took them into five different states after they left Michigan. Neither rider kept track of the number of miles traversed but they claim to have averaged 200 miles a day, which would mean about 1,600 miles in all. They carried a camping outfit and slept out all the time, never stopping at a hotel, and cooked the majority of their meals.

Leaving Grand Rapids they went through Ohio into West Virginia and Pennsylvania and back into Indiana and Illinois. They shipped via boat from Chicago to Grand Haven, Mich., and then finished the rest of the trip. Practically no tire or engine trouble was experienced by either rider and they enjoyed perfect weather from the start.

GOOD CROWD ENJOYS RUN TO MARTINEZ

SAN FRANCISCO, Cal., Aug. 21.—The run of the San Francisco M. C. to Martinez, yesterday, was well attended, the members going on 24 tandem outfits and seven sidecar combinations. The route lay along the Bay shore from Oakland, through West Berkley and Richmond and then through the hill country facing San Pablo Bay. Porta Costa, at the end of Carquinez Strait, was passed early in the forenoon. The party reached Martinez shortly before noon and had luncheon.

After eating, the party spent a couple of hours looking around the town and then started for home. The members divided, some taking the inland road by Concord, Moraga Valley and into Oakland by the tunnel, while the rest returned the way they came. Following the custom for the last few runs, most of the riders went for a short swim in the Lurline baths before going to their homes. Social runs of this nature are to be held every Sunday hereafter.

SOME SIDELIGHTS ON M. C. ACTIVITIES AT WHEELING

WHEELING, W. Va., Aug. 28.—The Wheeling M. C. staged a pleasure run with endurance-run features yesterday, Sunday, August 27. The affair was open to all riders, and 25 turned out for the day's sport. The winner showed up in the person of Carl Glasser, secretary of the club, who rode home with the tire donated by Earl Braunlich, the local Harley-Davidson dealer, under his arm. Braunlich made the best consistency score of the day.

On last Thursday night the club gave a corn roast at the White City camp on the Ohio River to club members and their lady friends. The real fun commenced with a corn-eating contest, and Arthur Drummond proved that he had the best appetite for Indian maize by devouring 14 ears, as against 11 made by his closest competitor.

DIXIE ENDURANCE SCORES UP TO DATE

ROANOKE, Va., Aug. 21.—A recast of the checking sheets of the annual endurance run of the Dixie M. C. brings out the winner in the person of Herbert Webb, on an Indian, who made a score of 731 points; Webb rode in the professional class. In the amateur class W. B. Hines was the high man, with a score of 654 points. The runner-up in the professional class was M. Monefee, with 372 points, while J. H. Hollins came in third. Menefee rode a Harley-Davidson, while Hollins was astride an Indian. Other finishes were I. A. Davis, Harley-Davidson; T. R. Webber, Indian; and C. H. Hudson, Indian. Fifteen started in the run, which proved a heart-breaker.

ASHLAND CLUB'S OUTING

ASHLAND, Wis., Aug. 29.—What proved to be the most delightful outing that the Ashland Motorcycle Club has ever had was the tour held down the state road to Mellen and then on to Lake Gallilee and return.

Looking Down the Stretch

September 1, Carthage, Mo.—Motorcycle race in connection with Jasper County fair.

September 2 and 3, Columbus, O.—F. A. M. National Championship meet at Driving Park, auspices of F. A. M. Racing Association.

September 3, Harrisburg, Pa.—Endurance run of the Keystone M. C.

September 4, Lima, O.—Race meet under the auspices of the Lima M. C.

September 4, Springfield, Ill.—Meet of Springfield M. C. at State Fair Grounds.

September 4, Memphis, Tenn.—Race meet of Memphis M. C.

September 4, Columbia, S. C.—Annual all-pro. race at State Fair Grounds.

September 4, Roanoke, Va.—Race meet of Dixie M. C.

September 4, Milwaukee, Wis.—Fourth annual Goodfellowship Tour, Milwaukee M. C.

September 4, Shreveport, La.—Race meet under auspices of Central Trades & Labor Union.

September 4, Lima, O.—Race meet under the auspices of the Lima M. C.

September 4, Cambridge, O.—Meet at Byesville Driving Park.

September 6, Wheeling, W. Va.—Thirty-mile road race of Wheeling M. C.

September 9, Wilmington, Del.—Meet at Radcliffe Park of Wilmington M. C.

September 10, Nebraska City, Neb.—Race meet at local half-mile track.

September 10, Chicago, Ill.—Tour to Aurora and Elgin of Chicago Sidecar Club.

September 16, Dayton, O.—Race meet of Dayton M. C.

September 17, Detroit, Mich.—Fourth meet of the Detroit Motorcycle Dealers' Association.

October 1, Providence, R. I.—Annual Triangle Run, Providence-Boston-Providence, of M. C. of Rhode Island. B. A. Swenson in charge.

October 1, Toledo, O.—Race meet of the Interstate Racing Association.

October 8, Detroit, Mich.—Race meet under auspices of Detroit Dealers' Association.

October 8, Toledo, O.—Race meet of the Interstate Racing Association.

WARNER WINS MEMBERSHIP APPLICATION PRIZE

WESTBORO, Mass.—Secretary-Treasurer G. B. Gibson, of the F. A. M., announces that Paul Warner, of Ellsworth, Kans., has been awarded the prize for the greatest number of applications sent in during the week of August 21. Warner sent in 12 applications for membership.

To C. E. Whitcomb, of 14th and Chestnut street, Kansas City, Mo., is given the prize for the week of July 18-22. Secretary Gibson states that as not more than four applications were received from any one man during the week ending August 20, he has decided not to award a prize for that period.

VAN ON WAY TO METROPOLIS

CINCINNATI.—Another doughty Excelsior rider has started East, this time under unusual conditions. Rowland Van is the rider, and he is bestriding a "17-X," the newest and biggest machine of the Big X list. What is more, he has a side-car attached, with a passenger. He intends to make New York at least, and probably Boston.

NOW HE'LL BUY A LOCK

LA GRANDE, Ore., Aug. 25.—Charles Roberts, ex-president of the La Grande Motor Club—father of the famous "Speed 'Em Up" races—sweat blood for two days when he left his Harley-Davidson sidecar machine at the O.-W. depot as is his wont while executing his duties as night chief dispatcher, and someone stole it. Police and sheriff wires burned up nearby towns, but with no avail. Two days later the machine was found in a private garage in the west end of town, jammed in behind an automobile.

NEW YORK REGISTRATION FIGURES

ALBANY, N. Y., Aug. 24.—Some 21,470 motorcycles had been registered in New York state up to and including today. Of the number, 7,095 were registered at the New York office, 6,547 at the Buffalo bureau and the remainder at the local office.

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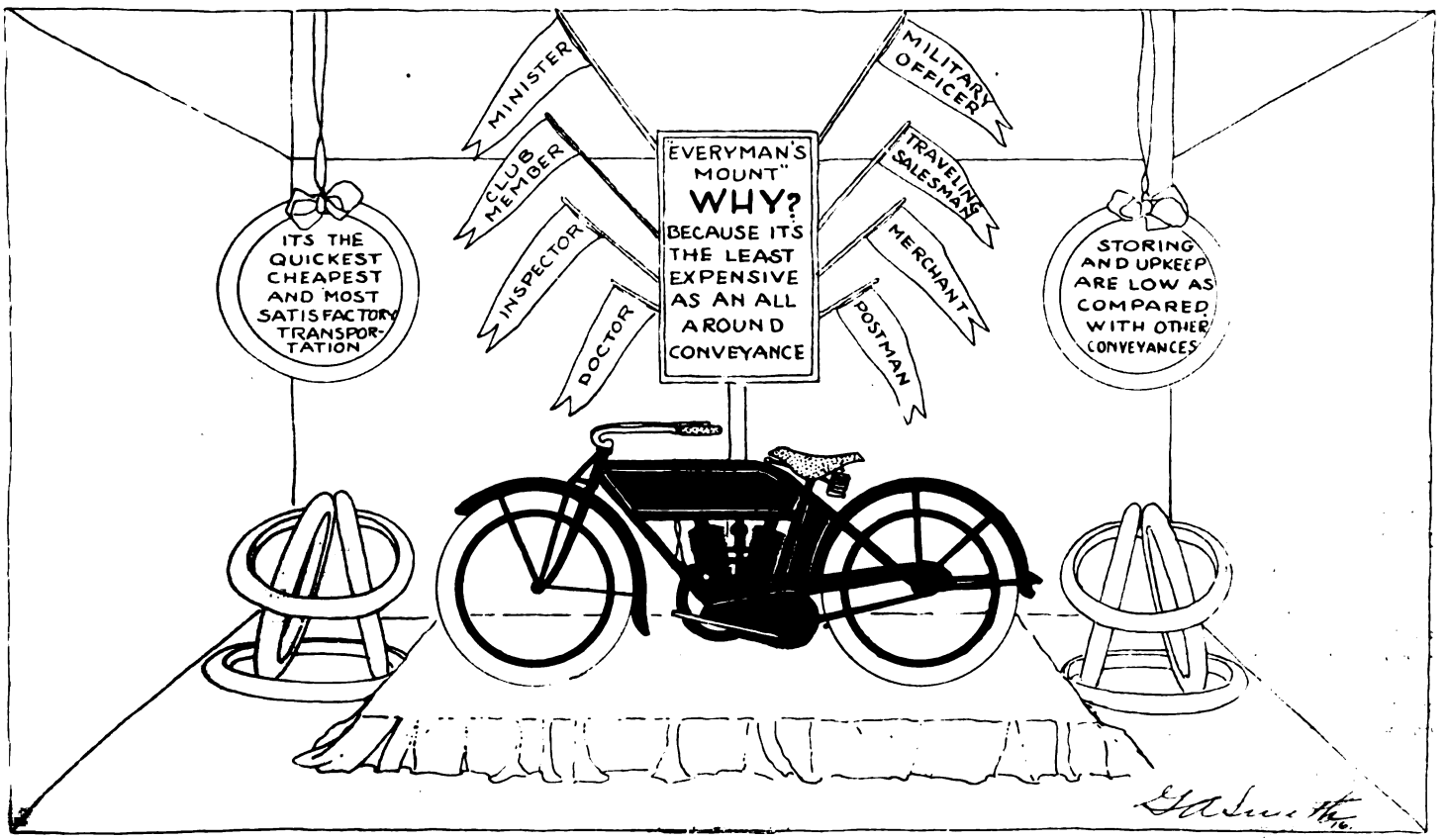
SIMPLE METHODS OF OBTAINING WINDOW DISPLAY IDEAS

Many Articles Appearing in Trade Press Suggest Attractive and Inexpensive Designs

By G. A. SMITH

In Charge of U. S. Rubber Company's Window Displays



Window Display Which Can Be Made From Materials at Hand; Description on Following Page

AFTER careful consideration of the window display problem, as applied to motorcycle dealers, I have arrived at the conclusion that most dealers fail to use their display opportunities because they lack the time, and perhaps the inclination, to work out suitable ideas. The obtaining of window display suggestions seems to be somewhat outside their range of interest, and as a result they overlook some of the most important sales points in their business.

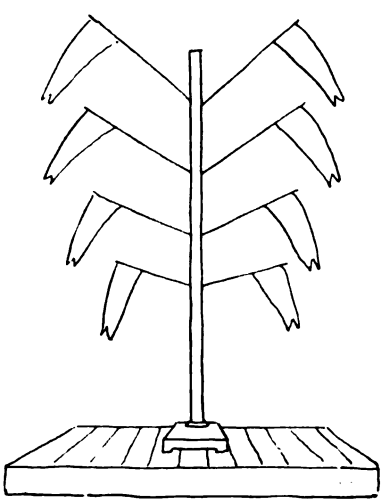
While conversing with a dealer in the Metropolitan District last week, I brought up the subject of window displays, and asked him why it was that he overlooked the best advertising medium within his grasp. He seemed somewhat surprised when I referred to the way he was throwing his business chances aside, and argued that he was making the best of the situation.

Results Not Satisfactory

"In the first place," said the dealer, "I have no time to use in fooling around with window display matters, and another good reason why I do not devote special attention to my windows is that I lack ideas for designs and don't know where to get them. In many cases I would be willing to decorate my window if I felt that I was able to put a real punch in it, but the results I have obtained in the past have not satisfied me very well."

That dealer believed he was giving a good excuse for failing to have attractive windows, but as a matter of fact his explanation was a very poor one. By applying himself to the proposition intelligently he could certainly have made a vast improvement in the appearance of the front of his store.

While the dealer may believe that his inability to work out window designs is really a serious obstacle, it is, in my opinion, a very trivial one. The dealer I have just referred to was not a subscriber to any motorcycle trade paper and I pointed out to him that his failure to keep closely in touch with the trade press explained, in a large degree, the difficulty he experienced in getting window display ideas. **Motor Cycle Illustrated**, for instance, has been conducting this department regularly for some time past, and any dealer who keeps up with it will certainly obtain many suggestions of value. I happened to have a copy of **Motor Cycle Illustrated** with me which contained one of my articles on window display helps for the dealer, and I succeeded in convincing friend dealer inside of five minutes that the sketches and suggestions offered in this department would have enabled him to arrange his show window to excellent advantage, and with a very small outlay of time and money.



Securing Pennant Sticks in Upright

On the Right Track

"Well, that department looks pretty good to me," said the dealer, "and it is really the only thing of the kind for motorcycle dealers that I have ever seen presented. We motorcycle salesmen are pretty busy fellows, and in order to interest us the layout for a window display must be simple, attractive and inexpensive. I believe you are on the right track, and that you appreciate these points. With your assistance I am going to install one of the window designs that you suggest, and if I can see that it gives me reasonable returns I will certainly keep it up in future."

The dealer kept his word, and when I passed his store a day or two later the

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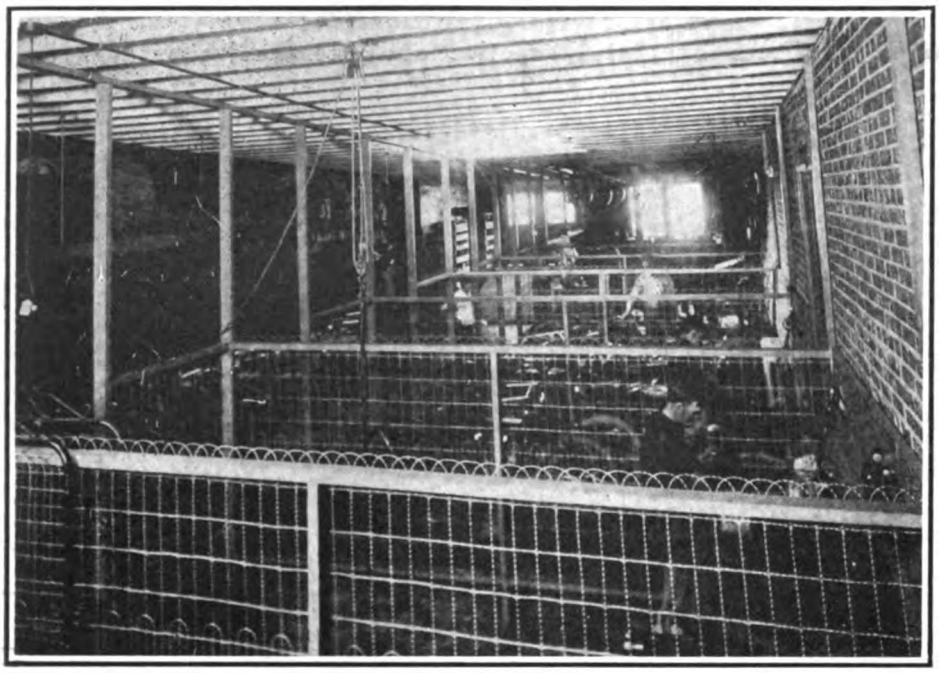
WELL MANAGED REPAIR SHOP IN DENVER, COLO.



Interior of Repair Department of Boyd & Williams Showing Compartments in Which Work Can Be Performed Without Interference. The Indian Is Handled

entire front of the establishment appeared to have undergone a change. It was 50 per cent brighter, and no man at all interested in cycles could have passed it without giving it an inspection. In the course of a week our friend the dealer heard so many comments concerning the increased brightness of his window that he was completely won over to the window improvement campaign, and I'll wager that from now on his show window will be a real asset.

In addition to taking a year's subscription for **Motor Cycle Illustrated,** this dealer shook my hand and thanked me heartily for the suggestions and co-operation I was able to give him. There is no reason why hundreds of other dealers throughout the country cannot be brought to view the situation from the same angle; it is only a matter of showing the dealer that he is wasting money, and nullifying one of the strongest pulling factors of his business when he overlooks his show windows.

A Simple Matter

Getting back to the subject of securing ideas for window displays, it is really a very simple matter for one who goes about it intelligently. The sketch which accompanies this article is direct proof of my claims. If you will refer back to the copy of **Motor Cycle Illustrated** of April 27, you will find on page 35 an article that is the basis of this sketch. I read that article and immediately saw that the idea it embodied could be employed excellently in the preparation of a window design. Dealers who read **Motor Cycle Illustrated** carefully, and I take it for granted that most of them do, should be able to find many similar suggestions which will enable them to work out attractive window designs.

The accompanying sketch is very simple in make-up. It requires little or no actual outlay of cash, and can be completely arranged in an hour or two. Just make up your mind to try out what I am telling you, and you will find that the work is easy and pleasant.

To install this display all that is required is a low platform, which may be made from the crate in which the motorcycle is shipped. Rough boards may be secured to the top of it, over which a covering of suitable material may be placed.

Upright the Basis

A narrow upright, suitably painted, may be placed at the back, and this serves as a basis upon which the large sign can be arranged. Narrow wooden sticks, painted to match the center upright, are shown in a fan-shaped arrangement at each side. Tacked to the end of each stick is a pennant, cut from cardboard, on which the names of the different possible motorcycle users are painted.

A motorcycle tire is suspended from each side, with wires attached to the ceiling of the window; this is then covered with a narrow strip of crepe paper or cheap ribbon, and a piece of cardboard is fitted into each tire to carry the wording as shown. Four tires are arranged on each side of the layout, and accessories can also be displayed in connection with the general design by placing them on the floor of the window or the platform.

The smaller illustration shows the method for securing the pennant sticks to the upright; holes are bored in the sides of the upright to receive the sticks. This general idea provides a window display that is cheap and highly attractive.

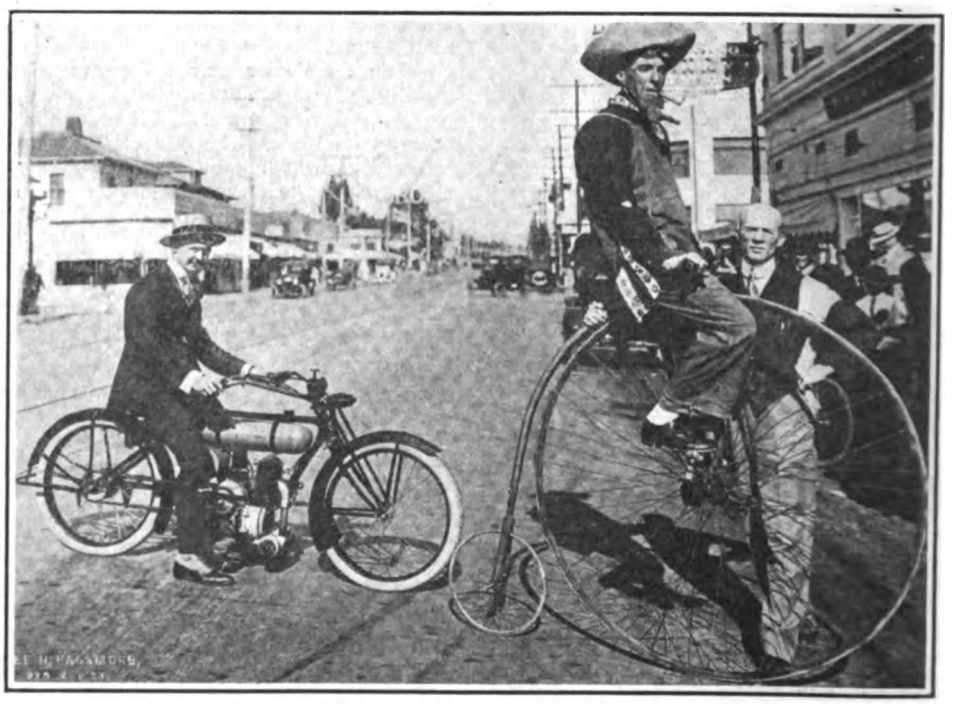
I shall be glad to take up any detail in question that you may wish to ask through **Motor Cycle Illustrated.**

SHOWY SET PIECES

WE CAN all recall the time when entire backgrounds—temporary affairs—were constructed at an expenditure of considerable time and money. Many times it would take weeks to plan and construct a setting that, when finished, was a conglomeration of a little of everything and not much of anything.

Nowadays the more progressive men choose the simplest sort of treatment which, in the end, is not only the most impressive, but practical as well. This is the new note in window trimming and judged from the standpoint of economy it is desirable, not alone because the cost is low, but because the same design may be utilized time and again in different arrangements in the window or in the store.

THIS NOVEL IDEA BROUGHT IN THE BUYERS



What $150 Bought Then and Now—Ordinary Bicycle and Cleveland Lightweight. Stunt Originated by Barney Murath, of Risden Forces in San Diego, Cal.

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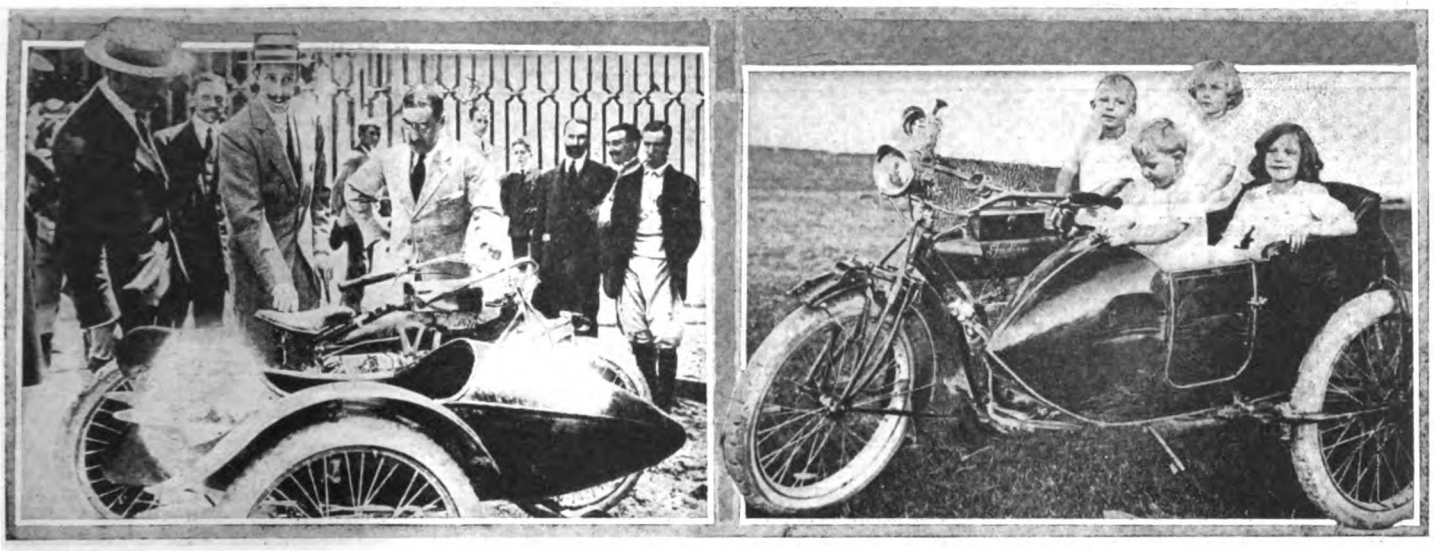
SPANISH RULER ADMIRES NEW INDIAN MACHINES



MADRID, Spain.—The important part that motorcycles have played in the present European war has led to unusual interest being taken in them by rulers in various countries, and particularly, in those States not engaged in the great struggle. His Majesty, Alfonso XIII., King of Spain, known for his interest and personal participation in all sports, recently made a thorough inspection of new Indian motorcycles at the royal palace, accompanied by his staff.

Sr. Julian Olave, the Spanish general distributor for the Indian, had an Indian sidecar combination brought to the palace for the royal party's inspection and was highly delighted when the King expressed his high appreciation of the machine's performance and its mechanical perfection. A rider put the outfit through its paces, and also took the four royal children for a drive.

MILWAUKEE CLUB PLANS MATURING

Merger of All Motorcycle Bodies in City Nearly Consummated—Journal Tour Under Way

MILWAUKEE, Wis., Aug. 29.—With the reorganization plans for a greater Milwaukee M. C. now under way this city will have a representative motorcyclists' organization that will be one of the best in the country. Vice-president Paul Bruess, E. J. Mueller, F. B. Rodger and Secretary Hugh Sharp of the Milwaukee club had a conference with a committee comprising Wallace Wrede, Henry Reimer, Lewis Peterik and F. J. Strachota, representing the contemplated south side organization, with the result that a conciliatory arrangement was affected whereby the prospective members of the club which was to have been formed will join the old Milwaukee club and form one big fraternity for the benefit of motorcycling in this vicinity.

Club in New Quarters

The local club has given up its pretentious quarters on the western outskirts of the city, due to the fact that most of the members wanted a down town location. Excellent quarters have been secured at 221 West Water street, opposite the Empress theater, and next to the *Daily News* office.

At the time this issue goes to press most of Milwaukee's motorcycledom is taking in the fourth annual Goodfellowship tour of the Milwaukee Motorcycle Club, being held Saturday, Sunday and Monday from here to the famous Wisconsin Dells at Kilbourn, about 140 miles from Milwaukee. Saturday and Monday will be spent in travel to and from the Dells, while Sunday is being devoted to a day of outing. The tour is one of the biggest that the club has ever sent out of Milwaukee.

Leo Lippow has been appointed Thor dealer for Milwaukee county. He will handle Thors and Hendersons for the 1917 season.

Neat Lady Riders from Schenectady, N. Y., and San Pedro, Cal.

Ernest Miller has purchased the fixtures, stock and will operate the store formerly occupied by M. Bernstein at Fourth and Chestnut streets as a branch of his main store at 514 Twelfth street. "Ernie" has built up a wonderful business in the sale of second hand machines, exclusively up to this season when he took on the Cleveland lightweight. The increasing number of these popular lightweights being seen around Milwaukee streets testifies the enthusiasm of Mr. and Mrs. Miller over the lightweight as a mount for the city and the feminine rider.

MORE ROADWORK FOR OHIO

COLUMBUS, Ohio.—The Ohio Highway Commission will open bids August 31 for the improvement of 32½ miles of highways in about a score of counties in the Buckeye State. The cost of the work covered in the 16 contracts is estimated at $381,016.06. The commission August 17 opened bids and awarded contracts for the improvement of about 75 miles of roadway in about thirty counties. In every instance the specifications provide that the contract is to be completed this year. With the award of the latest contracts the road improvement in Ohio in 1916 will total nearly $7,000,000.

MOTORCYCLE COPS GUARD HUGHES

SAN FRANCISCO, Cal.—Special precautions against anarchistic demonstrations were taken by the police in this city during the presence of Charles E. Hughes, Republican candidate for president, and one of these was the appointment of the motorcycle squad as Mr. Hughes' bodyguard. Corporal John Speck, of the traffic squad with two motorcycle patrolmen, acted as escort to the distinguished visitor during his travel through the city.

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Our Canadian News Letter

TOURING PRIVILEGES ARE RECIPROCAL

Canada Now Gives From Ten to Thirty Days' Free Period to American Riders and United States Allows Twenty-One

TORONTO, Ont.—At last there is complete reciprocity in license recognition between Canada and the United States. One step has followed another within the past year until now the boundary between the two North American nations is less than an imaginary line so far as internationally touring motorcyclists are concerned. The latest move in this game of privilege granting, in which the governments have, apparently, essayed to outdo each other, has been taken by the United States Department of Customs. This department, according to the announcement just made, has notified its custom officials along the Canadian border, to extend the non-bonding period for non-resident tourists from ten to thirty days.

This means that Canadian riders can tour in the United States for a period not extending beyond thirty days without duty consideration or restriction. In exchange for this courtesy, the Canadian Department of Customs has already granted American tourists the privilege of staying in the Dominion for twenty-one days without regard to duty on machines.

As previously announced, motorcyclists of practically all states are also at liberty to tour in Ontario as well as other Provinces for twenty-one days without being compelled to take out a local license, the exception being that the riders of Rhode Island can stay in Ontario for ten days because of the narrower reciprocity.

It was expected that the American government would grant a duty-free touring period of twenty-one days to coincide with the time limit established by the Canadian authorities. The Department at Washington made it nine days longer. The feeling is that the Canadian government will "raise its ante" to meet the privilege granted by Washington.

USE OF TWO-WHEELERS IS INCREASING AT FRONT

TORONTO, Ont.—The wider adoption of motorcycles and bicycles by the Canadian Expeditionary Force for service at the front is told in latest advices from overseas. The two-wheelers have been generally used by despatch-carriers since the outbreak of hostilities, but the Canadian Signalling Companies now have many motorcycles and bicycles in their equipment. The Fourth Divisional Signalling Company, for instance, has the following: 17 motorcycles, 40 bicycles, 104 horses and 8 cable wagons, as well as the usual supplies of telephone apparatus and other signalling devices. The motorcycles and bicycles are used for the establishment of lines of signalling stations and for the inspection and repair of communication wires under shell and rifle fire. The work sounds interesting.

LONDON M. C. TO REORGANIZE IN AUTUMN

LONDON, Ont.—After losing many of its members through enlistment with the Canadian Expeditionary Force, the London Motorcycle Club is now leaderless, its president, Al. Gatecliff, having gone overseas with a recent Canadian unit. A reorganization of the club will be made before the Fall season is reached.

The fighting members of the London club are now scattered to the four winds. Some are in England; others in France; one is at Salonika and another is in British East Africa where he is driving a mechanical transport for General Smuts. This fighting nomad is Bert Johnston, one of the club's best hustlers. William Tite, the vice-president of the club, is with the mechanical transport section, army service corps, in Europe.

William and Ernie Risler, of London, have just completed their annual tour around Lake Erie. This has been their touring specialty each Summer for several years. They were able to cross the International boundary line this time at Niagara Falls and Windsor without hesitation on account of the new license and duty regulations.

NEW REGISTRATION RULE FOR NOVA SCOTIA

HALIFAX, Nova Scotia—A change is expected to be made in the Motor Vehicle Act for the Province of Nova Scotia wherein it provides for the yearly registration of motorcycles. The registration clause calls for the payment of $2 for the first year's operation of a motorcycle and the charge for succeeding years is $4 per annum. This is a reverse of the usual order of procedure, it is considered, and an amendment will be made at the next session of the local house which will place the license fee at $4 per year from the start. This is not considered an excessive fee in the Province.

All licenses are renewable in Nova Scotia in August and this arrangement has been acceptable to only a portion of the riders as many of them secure new mounts only two or three months before the date necessary for the taking out of a new license. The proposed amendment to the act will provide, it is declared, for the payment of a part fee for machines registered shortly before the end of the license year. The proportion of this fee for the short period has not yet been determined.

THREE-MILE HANDICAP FOR MILITARY MEET

TORONTO, Ont.—As a result of a popular demand, a three-mile bicycle handicap has been added to the list of events for the Canadian military championships to be held on Saturday, September 9, at the Exhibition half-mile track. This meet will form the closing feature of the Canadian National Exhibition.

NATIONAL CHAMPIONSHIPS FOR DANVILLE, SEPT. 15

DUNNVILLE, Ont.—Final arrangements are being made for the holding of the 1916 National Championships of the Canada Motorcyclists' Association at Dunnville, Ontario, on Friday, September 15, when the riders of Toronto, Hamilton, London, Welland and other centers will fight it out for the honors. It is understood that motorcycle racers from across the border will be permitted to start in the titular contests which will be held on the half-mile dirt track here.

The very best prizes ever given at a motorcycle race-meet have already been provided for the events. Entries are being received by F. A. O. Johnston, president of the Canada Motorcyclists' Association, 106 Adelaide street, West, Toronto. The Dunville speed carnival will be the only big thing in Canadian motorcycle circles, this year.

FUEL FIGHT STARTS IN DOMINION TRADE

OTTAWA, Ont.—The gasoline fight is on in Canada, according to a declaration of war made by the incorporators of a three million dollar concern which has been formed, it is announced, for the purpose of producing naphtha under the Charles J. Greenstreet patents. The name of the new company, which has been given a Dominion charter, is the Canadian Gasoline Corporation. It promises to provide a high grade fuel at low price. Incorporation and patent matters have been handled by Charles H. Riches of Toronto.

ANLAUF AND BOONE DO WELL IN ANAHEIM

ANAHEIM, Cal.—M. G. Anlauf, Indian and Excelsior man here, sold four Powerplus models and five Excelsiors during the month of August. Anlauf's shop is full of repair work these days and the goose hangs high.

W. H. Boone handling the Harley-Davidson, states that for the first eighteen days of August his sales of new machines total one three-speed twin Harley-Davidson, two sidecars and one Cleveland lightweight. Second hand machines are in demand, but Boone cannot always get what he wishes in that line.

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PICNICKING WITH THE HARLEY-DAVIDSON FOLK

1, When the Gathering Faced the Camera Man; 2, The Start of the Sack Race; 3, Just a Bit of Water Polo; 4, The "Kiddies"; All Harley-Davidsons; 5, The Champion Hoople Roller; 6, The First Spurt in the Three-Leg Contest

WAUGHOP CLAIMS NEW 24-HOUR RECORD

HACKENSACK, Aug. 24.—C. W. Waughop, of the Cleveland, reached here at 8 o'clock yesterday morning on his light weight machine, having covered the distance of 425 miles from Albansse, Vt., to this city within 24 hours. Waughop rode all day and all night, stopping merely to replenish his gas and oil supply and to eat. He claims that he has established a new 24-hour record for motorcycles, and it is certain that for the lightweight at least, he has beat all former performances. His Cleveland gave him not the slightest trouble, he claims. Waughop has been on an extensive trip which carried him from the annual F. A. M. convention at Providence throughout northern New England. He covered most of the distance on his demonstrator.

FORESTERS PLAN RACE

DOVER, N. H., Aug. 28.—The 15-mile professional open motorcycle race promises to be the feature event on the Monmouth field day program of the Foresters of America on Labor Day, Monday, September 4. The race is to be staged on a single mile oval at Granite State Park. Entries close on Saturday next, September 2.

FIVE EVENTS FOR LABOR DAY AT CAMBRIDGE

CAMBRIDGE, O., August 25.—R. E. Miller, of Zanesville, was in this city last week making final arrangements for the meet to be held on Labor Day, September 4, at the Byesville Driving Park track. There will be five events: A 5-mile open, miss and out race; 10-mile open; 7-mile open, and a 25-mile sweepstakes. A mile time trial is also slated. Prizes will be offered for all but the time trial.

The affair will be run under F. A. M. sanction and holds promise of providing sport of the fan-pleasing sort.

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CRIST GETS CHICAGO HENDERSON RIGHTS

Veteran Dealer Purchases Stock of Motor Sales Company and Control of Territory for Detroit-Made Four-Cylinder Machine

CHICAGO, Ill., August 26.—R. C. Crist, the veteran dealer, has purchased the distribution rights for the Henderson for Chicago and vicinity, from the Motor Sales Company, of which Fred Huyck and C. E. Way were owners. Crist has taken the entire stock of the Sales Company at par, in addition to the selling rights. He will retail the Henderson at all his branch stores throughout the city.

Huyck for Manager

In addition to selling direct in Chicago, Crist will also act as distributor for the Henderson in portions of Cook County which surrounds the city. He has made arrangements with Fred Huyck to act as branch manager as part of the deal. As soon as the work of transferring the stock of parts, accessories and sundries from the present store of the Motor Sales Company is completed, the store will be closed.

Negotiations on this deal were begun several days ago. Terms on which the transfer of the rights were finally come to and the transaction was immediately completed. President T. W. Henderson, of the Henderson Motorcycle Company, stopped off at Chicago for a day when the arrangements had been practically settled, and ratified the deal, helping to smooth out little details. Crist is of the opinion that, with the new arrangement, all indications are that sales will be the greatest ever made in this section.

BUSINESS OPENINGS FOR MANUFACTURERS AND JOBBERS

CHEHALIS, Wash.—Everett Saindon & Co., doing both a wholesale and retail business, has incorporated. Catalogs are desired on automobile accessories, bicycles, lubricating oils and small tools.

OSCEOLA, Iowa.—Jarl & Gunnar have sold their implement business to Frank Wilson. Catalogs are requested on bicycles, automobile accessories and lubricating oils.

MT. VERNON, O.—W. W. Pinson has taken over the stock of Willard F. Smith & Co., and formed the Mt. Vernon Hardware Co. Catalogs on bicycles, small tools and oils are requested.

ALVA, Okla.—The Hanford Hardware Co. has been organized with a capital of $25,000. The firm will deal in bicycles, small tools and lubricating oils.

REDWOOD FALLS, Minn.—The Crescent Hardware Co. desires catalogs on bicycles, accessories, lubricating oils and small tools.

BANGOR, Me.—Choate & Simpson, newly-formed hardware firm, request catalogs on automobile accessories, small tools and oils.

AUGUSTA, Ill.—George H. Minier has purchased the business of Wayne Steinbarger, deceased. Catalogs covering automobile accessories, bicycles, lubricating oils and small tools are desired.

ORIENT, Iowa.—Haaf & Twombly have opened a hardware store here, and will handle automobile accessories, small tools, oils and greases. Catalogs on these lines are requested.

COFFEYVILLE, Kan.—The Coffeyville Exchange has started in business at 1021 South Walnut street. Catalogs are re-requested on bicycles, small tools and lubricants.

PACIFIC JUNCTION, Iowa.—Boyle & Empkie, Inc., have engaged in business and desire catalogs on automobile accessories, lubricants and small tools.

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Bicycle Section

CLARENCE CARMAN IS PACED CHAMPION

Long Island Cyclist Beats Wiley, Walthour and Herbert in 50-Mile Title Race at Boston—Tim Sullivan Wins 5-Mile Sprint Race

BOSTON, Mass., Aug. 26.—Clarence Carman, the classy paced star from Jamaica, L. I., is now the motor-paced champion of America. The young Long Islander won his right to the title at the Revere Beach track last night, when he defeated George Wiley, the old title holder; "Bobby" Walthour, the Atlanta veteran, and Fred Herbert, the Fall River idol. The race was run over the 50-mile route and Carman, who won by 50 yards from Wiley, covered the distance in 1:10:28⅘.

Herbert, who was paced by Charley Turville, got off in the lead and held it for a little over a mile, when he was passed by Carman, who had Charley Stein as his pacemaker. Carman was never headed from the time he took the lead until the finish. George Wiley, paced by Rudolph Lehmann, the Swiss, rode a game race, but was not able to pass the fast flying Carman, Walthour, who had Napoleon Morin, pacing him, finished third and Herbert landed fourth place.

Tim Sullivan, the New Havenite, who is summering at the beach track, won the five-mile open for the professionals, which proved to be one of the finest sprint races staged there this season, and the finish caused plenty of excitement. Sullivan and Ned Chandler, the negro cyclist, were racing side by side in the last lap and Sullivan rode Chandler high, putting the latter out of his stride. Chandler lost out by a narrow margin, but did not lodge a protest against the Connecticut rider. The half-mile handicap for the amateurs went to John Carruthers and John Fardig accounted for the two-mile open for the same class.

Summaries:

Half-mile handicap, amateur—Won by John Carruthers, Beachmont, 115 yards; second, Clem Robinson, Boston, 80 yards; third, Frank Keenan, Revere, 70 yards; fourth, Elmer Duncan, Everett, 40 yards. Time, 58⅘ seconds.

Two-mile open, amateur—Won by John Fardig, Orient Heights; second, Frank Jeehan, New Haven; third, Fred McKenzie, Revere; fourth, Elmer Duncan, Everett. Time, 4:18⅘.

Five-mile open, professional—Won by Tim Sullivan, New Haven; second, Ned Chandler, Boston; third, Pat Logan, South Boston; fourth, Paul Suter, Switzerland. Time, 10:38⅘.

Fifty-mile American motor-paced championship, professional—Won by Clarence Carman, Jamaica, L. I.; second, George Wiley, Syracuse; third, "Bobby" Walthour, Atlanta; fourth, Fred Herbert, Fall River. Time, 1:10:28⅘.

MENUS BEDELL AGAIN SHINES

PHILADELPHIA, Pa., Aug. 27.—Menus Bedell, the Long Islander, won the 50-mile handicap motor-paced race at the Point Breeze track last night. Bedell had a start of ten laps (3⅓ miles) on Clarence Carman, the new paced champion, and George Wiley, Syracuse, who were on the honor mark. "Bobby" Walthour, the Atlanta veteran, had a start of 1⅔ miles. Carman finished second and Wiley third. The time was 1:04:56⅗.

CYCLEMOTOR BOOK IS VALUABLE TO DEALERS

COMPLETE descriptions, not only of the component parts of the Cyclemotor, but also of their operation are a valuable feature of the instruction book issued by the Cyclemotor Corporation, of Rochester, N. Y. This book, which is primarily intended for the use of dealers, is well illustrated and each operation from the installation of the outfit in the cycle frame to its conduct on the road is fully and clearly described. An important chapter is that given over to overhaul and repair.

Clarence Carman, Motor-Paced Champion of America

NEW RECORD CREDITED TO ITALIAN MADONNA

BOSTON, Mass., Aug. 27.—Vincent Madonna, the Providence Italian, defeated George Seres, the Frenchman, and Victor Linhart, the Belgian, in a one- hour paced race at the Revere Beach track last night. In the hour Madonna covered 43 miles, which was announced as a new record for the season. From the start Madonna seemingly had the race well in hand from the time he passed Seres, who finished second.

The five-mile open for the professional sprinters resulted in a fine race and the disqualification for rough riding of L. C. Rollins, of Everett, gave Tim Sullivan, the New Haven rider, the victory. Rollins, however, gave a good account of himself in the half-mile event for the cash chasing division by taking the event in a hard run race. Lewis Hill, of Revere, won the quarter-mile handicap in 27⅘ seconds from the 80-yard mark. Summaries:

Quarter-mile handicap, amateur—Won by Lewis Hill, Revere, 80 yards; second, Michael Barber, Brighton, 75 yards; third, C. J. Cardio, Boston, 70 yards; fourth, W. R. Greenquist, Revere, 85 yards. Time, 27⅘ seconds.

Half-mile handicap, professional—Won by L. C. Rollins, Everett, 60 yards; second, J. S. Grant, Lynn, 90 yards; third, Percy Cutter, Wakefield, 90 yards; fourth, Hardy Jackson, Revere, 100 yards. Time, 57 seconds.

Two-mile open, amateur—Won by Fred McKenzie, Revere; second, John Fardig, Orient Heights; third, Frank Jeehan, New Haven; fourth, Elmer Duncan, Everett. Time, 4:19⅗.

Five-mile open, professional—Won by Tim Sullivan, New Haven; second, Harold Rollins, Everett; third, Pat Logan, South Boston; fourth, Ned Chandler, Boston. Time, 11:42⅗. L. C. Rollins, Everett, finished first, but was disqualified for foul riding.

NEW ENGLAND CLUB HOLDS THREE ROAD RACES

NEW YORK, N. Y., Aug. 28.—One of the weekly series of races were held by the New England Wheelmen over the Pelham Parkway course yesterday. The first race was the six-mile weekly point race, which was captured by E. Aickelin from the honor mark. T. Urbach, starting from the three-minute mark finished second, while A. Levine, starting from the 2½-minute mark finished third and C. Eiler, 45 seconds, fourth. The time was 15:27.

The Pelham Trophy race over a course of almost a half-mile was also won by Aickelin with J. Palmier finishing in second place. Aickelin's time was 51⅘ seconds. In the third race, the one-mile event for the Tonges Trophy, Aickelin also captured first place, so taking it all in all he had a very good day. W. Sluyter, J. Boyes and E. Shindler followed Aickelin across the tape in the order named in the last race, the distance being covered in 3:09.

MORE YOUTHFUL TOURISTS

SOUTH BEND, Ind., Aug. 26.—Lawrence McCormick and Rudolph Meyer, two youthful cyclists left last week for the Pacific Coast on their bicycles. The tourists went by way of Chicago and after leaving the Windy City hit the Lincoln highway, which they will follow to the coast.

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WINNING RACES IS McNAMARA'S HABIT

Strong Australian Annexes "The Test," and the Five-Mile Open at the Newark Velodrome—Jackie Clark Loses the Brassard and His Goat

NEWARK, N. J., Aug. 28.—Winning two races in one day is getting to be quite a habit with Reggie McNamara, the strong Australian. The "Iron Man" from the land of the kangaroo turned that trick yesterday at the Velodrome and incidentally added a few more points to his score in the all-around championship, the winner of which gathers an extra $500 for his season's work.

"The Test," a one-mile race run in three heats, three men in each heat, the winner riding the final; a repechage heat in which the winner went into the final and a consolation in which the five defeated men competed, was the big feature of the day, which furnished some high class competition.

Kramer Takes First

In the first heat Frank Kramer, the champion, met Alfred Goullet, the Australian, and Marcel Dupuy, Frank Kramer winning. McNamara met and defeated Arthur Spencer, Toronto, and Eddie Madden, the Newarker, in the second heat, while in the third heat Bob Spears, another Australian, defeated Alfred Grenda, Australia, and Francesco Verri, Italy. Jackie Clark, now of U. S. A., but formerly of Australia, was to have started in the second heat, but Jackie got peeved because the judges and the referee did not give him the Brassard race against Spencer, earlier in the day and announced his retirement. For his action Clark was fined $25 and suspended indefinitely, so he is retired for a while, at least.

In the final of "The Test" McNamara, Kramer, Spears, and Dupuy, who accounted for the repechage heat, met. McNamara led at the bell followed by Dupuy, Kramer and Spears in order. Dupuy dropped off of McNamara and when Kramer started to go by Dupuy met his jump and held the champion off. McNamara had the most speed and strength and he won with Dupuy in second place and Kramer third. Kramer protested to the referee that Dupuy had no right to drop off of McNamara, but the referee paid little attention to the protest and allowed the decision to stand. In the consolation of "The Test" Grenda finished in front of Madden, Spencer, Verri and Goullet in the order named.

A Close Finish

Clark's troubles and the cause of his peevishness came in the one-mile Brassard race, in which he met Arthur Spencer, the holder. At two laps to go Spencer was in front and at the bell he still retained the lead. Jackie attacked the Canadian on the back stretch and going into the last turn was on almost even terms with Spencer. Clark was riding Spencer close—too close for his own good—and the two riders came together, throwing both of them out of their stride. Clark again went after Spencer and entering the home stretch the latter had a slight lead. The two went down the stretch almost together and Spencer got the verdict of the judges.

After the race was finished Clark made a protest to the referee that Spencer had switched him and also that he had won. His protest was ignored, hence the peeves, his announcement of his retirement, the aforementioned fine and suspension. He may think it over again and decide to ride. He is an extremely popular bicycle rider, but his popularity will soon be on the wane if he quits now just at the time he is starting to ride well.

The five-mile open gave McNamara another chance to shine and he won that race after a hard ride. Fred Hill, who is showing some improvement, finished second to the Australian, while William Hanley ran third. Menus Bedell was the fourth man to cross the tape and Alfred Grenda fifth. Hans Ohrt, last year's amateur king, annexed the half-mile professional handicap, just beating Hanley out in the stretch.

An Australian pursuit race gave Chris Dotterweich, the local lad, a chance to shine as a distance man, while the handicap for that class, a half-mile affair, went to Charles Rimmele.

Summaries:

Half-mile novice—Won by David Lands, Newark; second, Joseph Palmier, New York City. Time, 1:18⅘.

Half-mile handicap, amateur—Won by Charles Rimmele, Newark, 80 yards; second, Ben O'Sicky, Cleveland, 45 yards; third, Anthony Attardi, Brooklyn, 60 yards; fourth, Jerry Nunziata, Brooklyn, 50 yards. Time, 54⅘ seconds.

Australian pursuit race, amateur—Won by Chris Dotterweich, Newark; second, Gus Lang, Newark; third, John L. Staehle, Newark; fourth, William Weimer, Newark. Time, 6:04. Distance, 2 miles, 1,320 yards.

One-mile Brassard race, professional—Arthur Spencer, Toronto, vs. Jackie Clark, Newark. Won by Spencer. Time for last eighth mile, 12⅘ seconds.

"The Test," one-mile, professional—Won by Reggie McNamara, Australia; second, Marcel Dupuy, France; third, Frank Kramer, East Orange; fourth, Bob Spears, Australia. Time for last eighth mile, 12⅘ seconds.

"The Test," consolation, professional—Won by Alfred Grenda, Australia; second, Eddie Madden, Newark; third, Arthur Spencer, Toronto; fourth, Francesco Verrie, Italy. Time for last eighth mile, 12⅘ seconds.

Half-mile handicap, professional—Won by Hans Ohrt, San Francisco, 35 yards; second, Willie Hanley, San Francisco, 20 yards; third, Lloyd Thomas, San Francisco, 40 yards; fourth, George Cameron, New York City, 35 yards. Time, 54⅘ seconds.

Five-mile open, professional—Won by Reggie McNamara, Australia; second, Fred Hill, Boston; third, William Hanley, San Francisco; fourth, Menus Bedell, Long Island. Time, 9:58⅘.

FOUR-MINUTE MAN TAKES READING, PA., RACE

READING, Pa., Aug. 28—Hiester Dick, starting from the four-minute mark, won the 20-mile road race staged yesterday by the Olivet Club and John G. Nuebling's, of the Nuebling's Sporting Goods Store. The course was covered by Dick in 1 hour and 22 minutes, which was the festest time of the day. Carl Body, who started with the winner, finished second, his time being three minutes slower.

WINNERS IN C. R. C. A. PURSUIT, AUGUST 20

Left to Right, H. De Brie, R. Welch and M. Castillo, All Veteran Roadmen

The others finished in the following order: third, Paul Mawbry, 8 minutes; fourth, M. Frankhouser, scratch; fifth, E. Kessler, 4 minutes; sixth, Lewis Hart, 8 minutes; seventh, Cassel Brubaker, 8 minutes; eighth, Hiester Lamm, 8 minutes; ninth, "Anchor" Star, 4 minutes; Paul Wertley, C. Ruppert, Elmer Hart and Dewey Reifsnyder, four scratch men, had blowouts and other troubles and did not finish.

The officials included W. S. Dillon, starter, and M. H. Stettler, N. G. Enck and Whitney B. Sanders, judges. The "Million Bicycles" Committee presented through Mr. Nuebling the following prizes: gold watch, J. W. Grady & Co.; bicycle racing rims, Tucker Woodwork Co.; racing tires, Fisk Rubber Co.; road tires, United States Tire Co., and a cyclometer from the Veeder Manufacturing Co. The event aroused considerable interest and may be repeated shortly.

TWINS ENJOY CYCLES AT 80

MARION, Ind., Aug. 27.—Christian F. Weaver and his brother, a twin, 80 years of age, rode their bicycles to the recent meeting of the Octogenarian Society from Lawrence county, Alabama. Both are almost as spry as young men and derive much real pleasure from their two-wheelers.

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A Harley-Davidson Surp

WE want you to see this new motor perform.

The first time you handle it the sensation will force itself upon you that the motor is running away with itself.

"Pep" is the one word which best describes its performance.

A giant in power, this motor has the "jump," "punch," "get-away," and that extra burst of speed that will make it the *talk of the trade*.

Such *snap* has never been built into a motor before.

Slowed down on a hill it will pull, *and keep on pulling*.

We believe this motor will *outrun* and *outpull* any other stock motor. We make this statement because the Harley-Davidson has won every big race of the past season, and each one of these contests has taught us something new about motor performance, and all of this experience has been built into the 1917 twin motor.

Every feature, every detail, every refinement which the Harley-Davidson engineers have incorporated into this model 17 twin motor to give it its extra burst of speed and additional ounce of terrific smashing power has actually given it additional life and actually added to its reliability and endurance qualities.

The new 1917 twin motor is the result of concentration on one ideal—to produce *absolutely the best* motorcycle motor possible to make, regardless of the cost of production.

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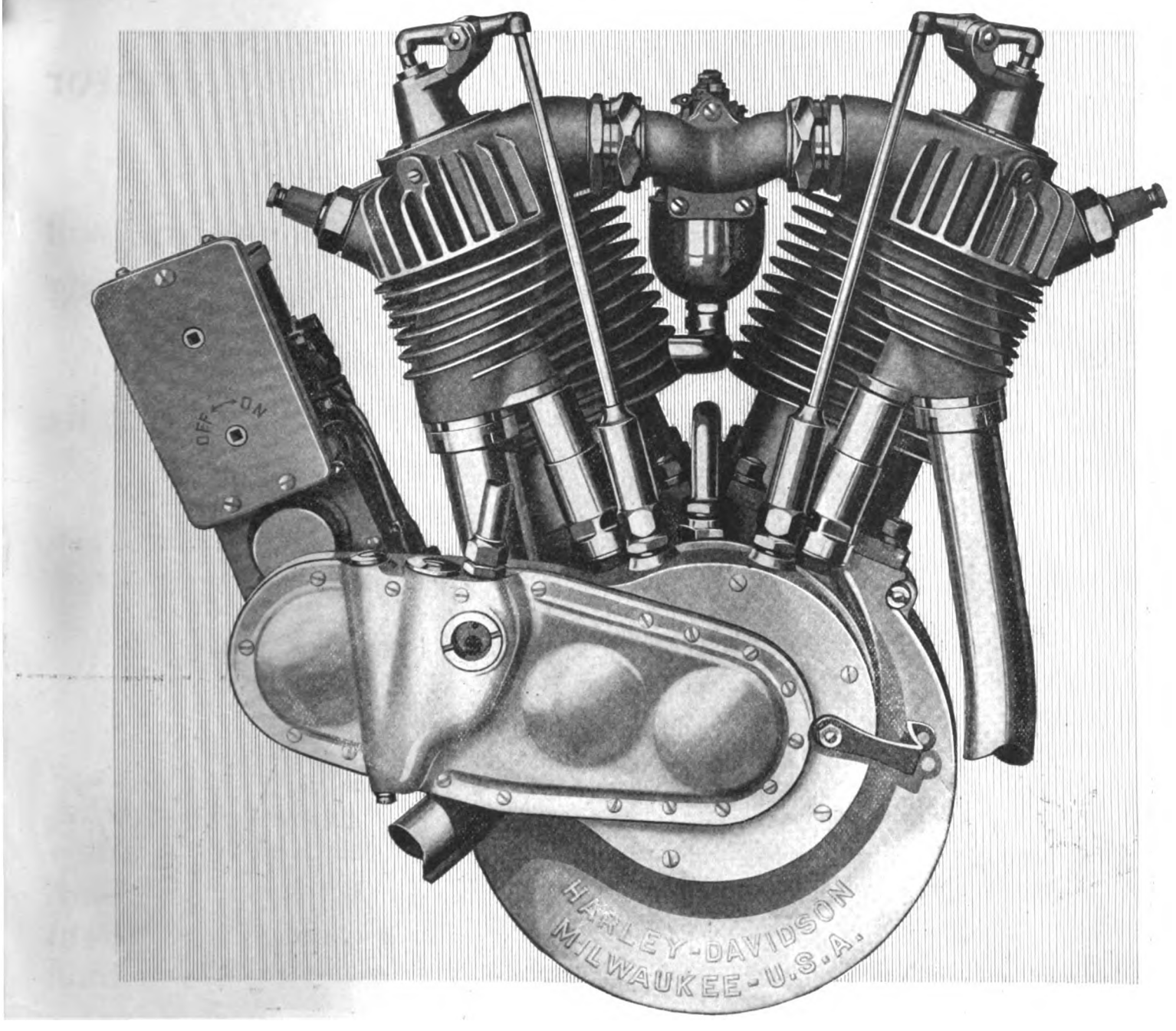
rise—the New "Giant 17"



More speed—more power—faster getaway—increased flexibility—ability to run slower—more pulling power when running slowly—increased gasoline economy—lower motor temperature—more silent operation—all these extremely desirable superior points of performance have been attained through the following 1917 features:

High velocity non-condensing intake manifold
Roller bearings on drive side of crank shaft
Hardened and ground steel washer in flywheel to reduce friction
Improved silent acting cams
Ventilated intake housing cap
Intake valves with 30 degree seats
Longer intake valve stem guides
Longer intake valve springs
Intake valve lifter arms fitted with rollers
Enclosed push rod springs
More coils in exhaust valve springs
Larger carburetor air valve
3-point air valve spring tension adjustment to compensate for atmospheric changes
New carburetor needle valve cam
Larger auxiliary air shutter on carburetor

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And *Another* Harley-Davidson Surprise—Military Drab for 1917

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he Snappiest and Most Attractive Color ever used on a Motorcycle

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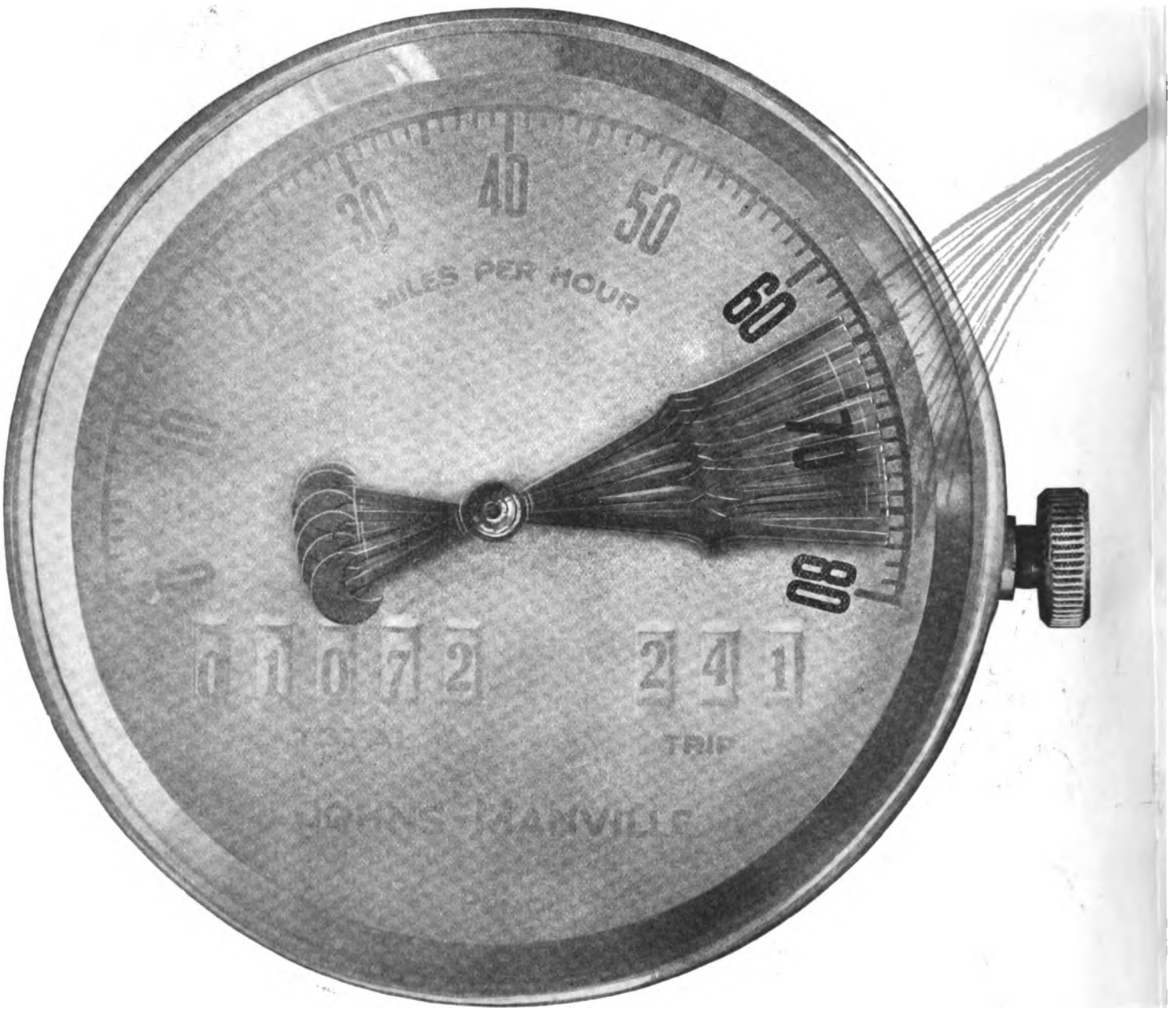

Remarkably similar to the 1916 motor in appearance, the new Harley-Davidson motor differs greatly in *performance on the road.*

Go to your Harley-Davidson dealer and see the new motor perform. Find out for yourself what it will do on the hills—and then take it out on the open road and see if you can find a stock motor *anywhere* that will stay with it. Watch the speedometer hand run up from 5 to 10 miles an hour — to 20 — to 30 — and up, and up, and up.

The test is up to you. This new motor will talk for itself and it is going to create a sensation in motorcycle circles—go see it perform *yourself*.

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What Will It Do? FIND OUT!

In addition to the new motor many important refinements have been incorporated into the 1917 models. Military drab (sometimes called Olive Drab), has been adopted as standard color.

A powerful new hand brake, operating on the outside of the service brake drum, is an important addition.

Instead of a single bar a folding foot pedal is now fitted to the starter crank, which makes the starter remarkably easy to operate.

A stand for the front wheel has been added. This will be a much appreciated feature.

The rear wheel stand has been improved by increasing the leverage so it is very easy to lift the machine onto the stand.

The chain guard over the front drive chain has an extension protecting the inside of the chain.

The popular electrically equipped model is fitted with a quick detachable battery box to facilitate filling the battery with distilled water.

A special sidecar motor with raised cylinders to increase the size of the combustion chamber may be had without extra cost; motor otherwise same as standard motor.

Sidecar springs have been redesigned; front springs being 5 leaf construction reversed one-quarter elliptic; rear springs are 3 leaf seven-eighths elliptic. With the new sidecar spring construction any individual leaf in any one of the four springs may be replaced in case of breakage.

A new sidecar seat cushion, very deep and comfortable will be appreciated by those who do any amount of extended touring. This cushion besides being nicely padded is fitted with coil springs carefully anchored so that the cushion will hold its shape indefinitely.

The sidecar axle is made 60% stronger so that the standard 56" tread may be more extensively used when touring without straining the sidecar chassis.

Sidecar eye-bolt is designed with a hinge action to reduce the strain on the connection between the motorcycle and the sidecar.

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1917 PRICES

F. O. B. Milwaukee

17-J	16 Horsepower, twin cylinder, 3-speed model with complete electrical equipment	$310
17-F	16 Horsepower, twin cylinder, 3-speed model	275
17-C	6 Horsepower, single cylinder, 3-speed model	240
17-E	16 Horsepower, twin cylinder, direct geared model	255
17-B	6 Horsepower, single cylinder, direct geared model	215
17-L	Standard pleasure sidecar	80
17-M	Sidevan with covered body 36¾″ long, 21¾″ wide, 18″ high in the center and 15⅝″ high at the sides	70
17-N	Sidevan with covered body 42″ long, 24″ wide and 18″ high	72
17-P	Large sidevan with two step body mounted on heavy chassis. Rear compartment 42″ high, 30″ wide, and 34″ deep. Front compartment 17″ high at the sides, 20½″ high at the center, 20″ deep and 30″ wide	125
17-U	Large sidevan with body mounted on heavy chassis. Open body without top 54½″ deep, 30″ wide, and 17″ high	100
17-V	Large sidevan with body mounted on heavy chassis. Body 54½″ deep, 30″ wide, and 17″ high. Fitted with two separate covers one for the front and one for the rear section	110

HARLEY DAVIDSON MOTOR COMPANY

Milwaukee, Wisconsin, U. S. A.

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Harley-Davidson has adopted DIXIE exclusively as standard magneto equipment for 1917

Harley-Davidson manufacturers select on merit and merit only. The real merit of the DIXIE Magneto, with its instant pick-up and get-a-way; its simplicity yet absolute reliability insures an *ignition certainty* for users of the 1917 Harley-Davidson models.

SPLITDORF ELECTRICAL COMPANY

NEWARK, NEW JERSEY

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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Champion

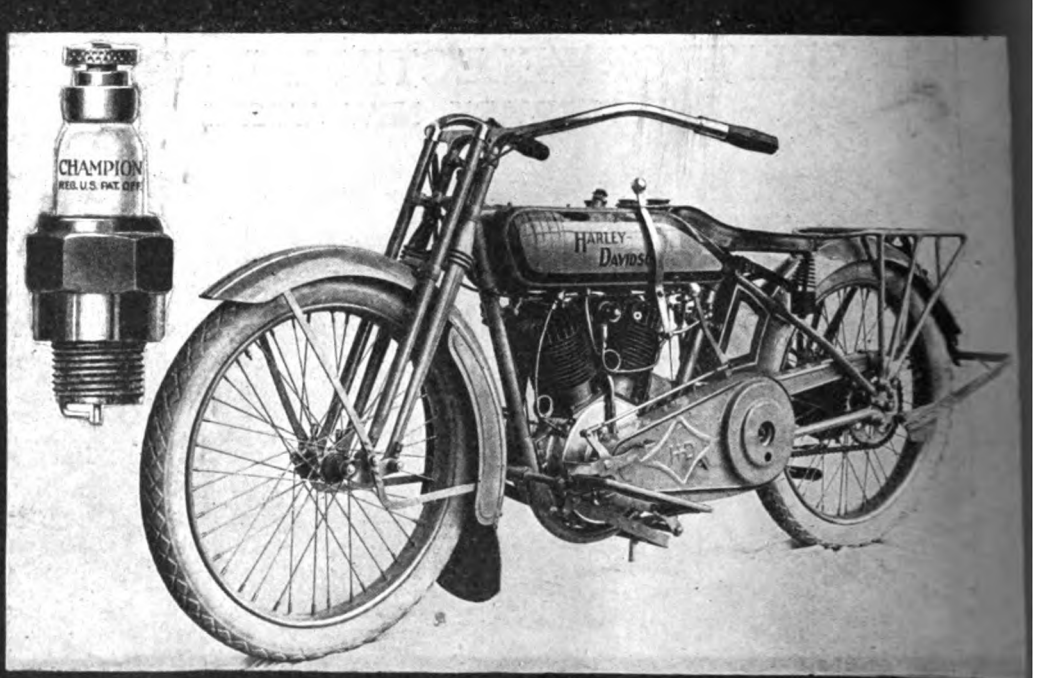
"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"

Dependable Spark Plugs

Standard Equipment

on the 1917

Harley-Davidson



Champion Spark Plugs

7/8-18

Price $1.00

CHAMPION SPARK PLUG CO.

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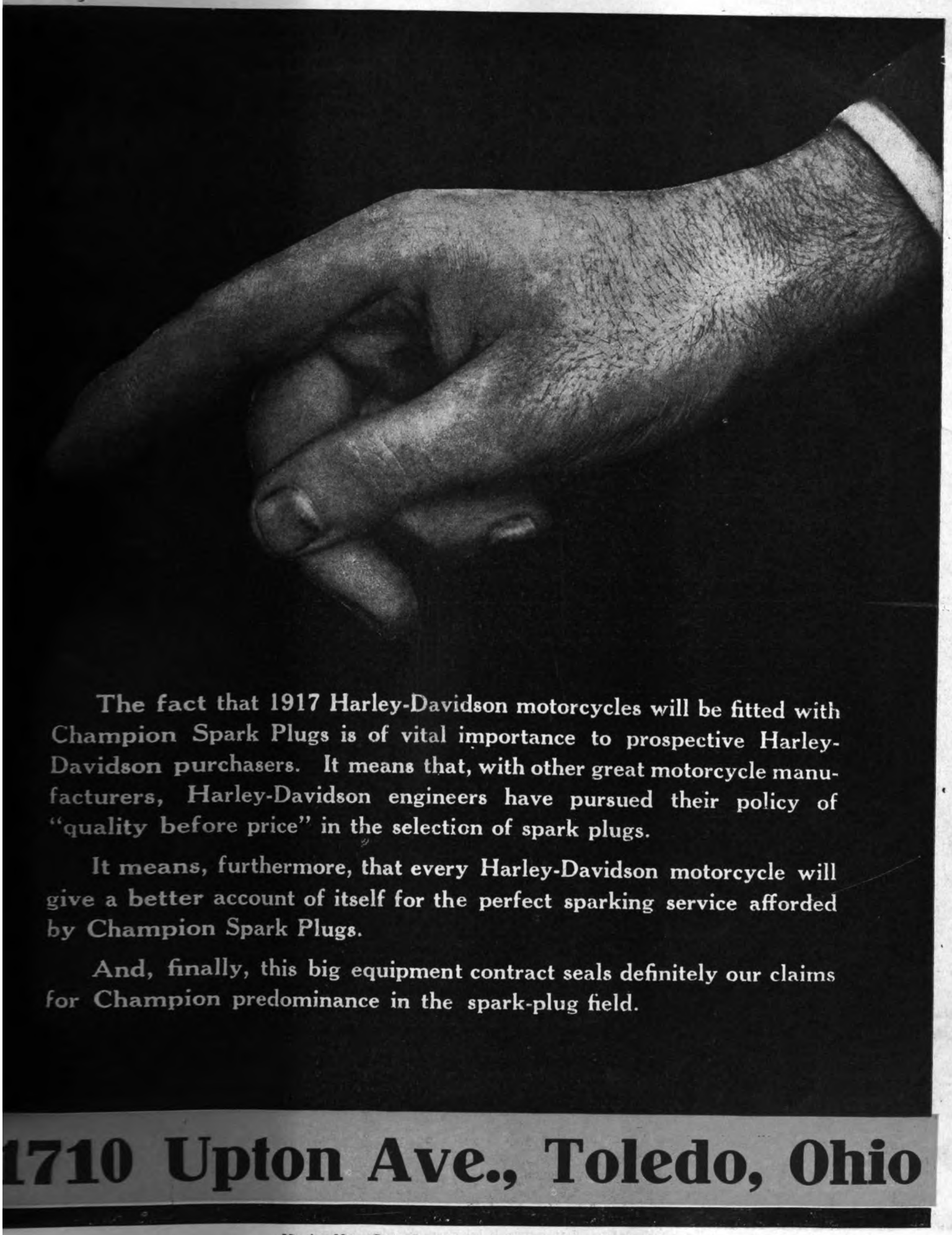

The fact that 1917 Harley-Davidson motorcycles will be fitted with Champion Spark Plugs is of vital importance to prospective Harley-Davidson purchasers. It means that, with other great motorcycle manufacturers, Harley-Davidson engineers have pursued their policy of "quality before price" in the selection of spark plugs.

It means, furthermore, that every Harley-Davidson motorcycle will give a better account of itself for the perfect sparking service afforded by Champion Spark Plugs.

And, finally, this big equipment contract seals definitely our claims for Champion predominance in the spark-plug field.

1710 Upton Ave., Toledo, Ohio

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BLUE STREAKS

It is a natural consequence that the Harley-Davidson Motor Company should choose Goodyear Blue Streaks as the tire equipment for their motorcycles.

This motorcycle manufacturer has proved by actual experiment and demonstration, just what Blue Streaks can do as a road tire.

They have found out, as have the vast majority of motorcycle riders, that Blue Streaks give the longest mileage at the lowest mileage cost.

The Harley-Davidson reputation for performance, has been due in part to the extreme care that is used in the selection of equipment for this motorcycle.

That Blue Streaks should have been honored in the past as the predominant tire for the Harley-Davidson, is sufficient reason why you should insist on Blue Streaks on your new Harley.

Any dealer can give you Goodyear Blue Streaks if you simply ask him for them.

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
AKRON
MOTORCYCLE TIRES

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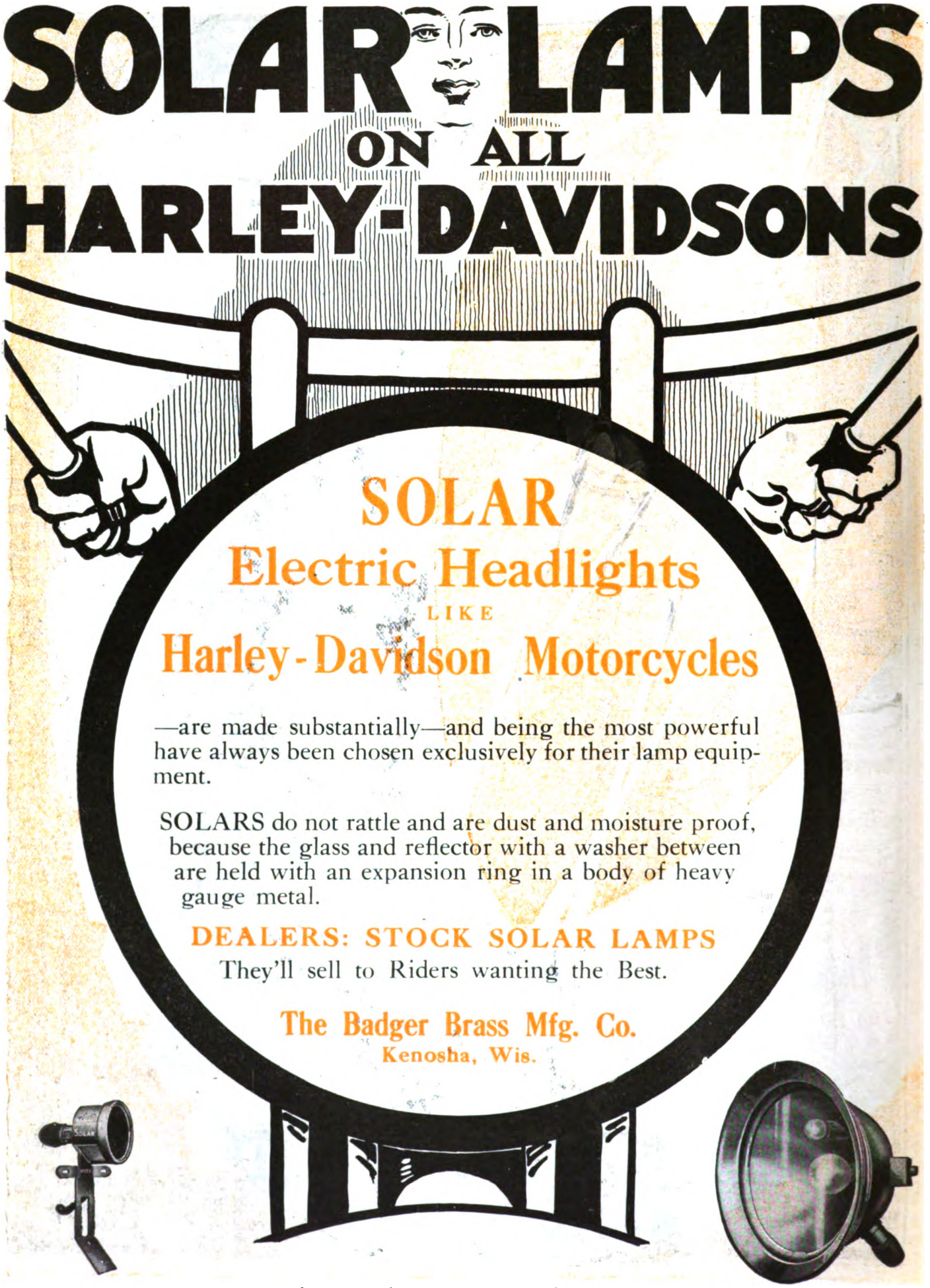
SOLAR LAMPS ON ALL HARLEY-DAVIDSONS



SOLAR
Electric Headlights
LIKE
Harley-Davidson Motorcycles

—are made substantially—and being the most powerful have always been chosen exclusively for their lamp equipment.

SOLARS do not rattle and are dust and moisture proof, because the glass and reflector with a washer between are held with an expansion ring in a body of heavy gauge metal.

DEALERS: STOCK SOLAR LAMPS
They'll sell to Riders wanting the Best.

The Badger Brass Mfg. Co.
Kenosha, Wis.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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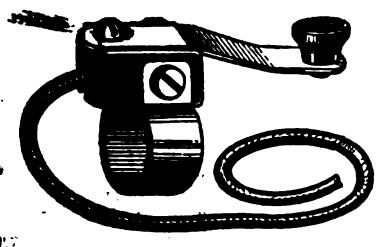
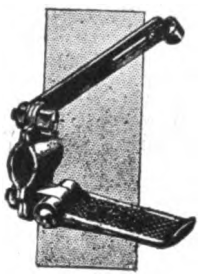
Announcements are in Season

The new 1917 models are now being announced. They will incorporate improvements and refinements unthought of in previous years. BUT—every one of them will be the better for the fitment of the ideal accessories pictured and described here, each of them designed for the sort of service that makes motorcycling pleasures absolutely flawless. They're built to fill a definite demand—a need—for added conveniences not provided by the motorcycle manufacturers.



Simplex Magneto Cutout

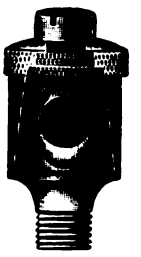
An electrically controlled emergency brake. Press the button and magneto is grounded immediately, cutting off all power. Compression thus acts as a powerful brake. List price, complete with cable to attach to ground wire.... **50c**



Simplex Foot Rests

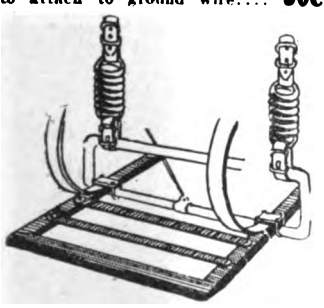
Fit any machine. Clamps made to fit properly without injuring tubing. Strong, rust-proof nickeled finish. Two popular models. Price of Rigid Footrests, per pair..... **75c**

Folding Pattern, per pair.....**$1.25**



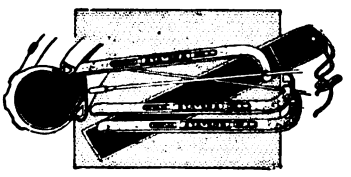
Auxiliary Air Valve

Gives increased flexibility and economy of gasoline consumption. Gives rich, easy starting mixture with air valve closed. When engine speeds up a perfect working mixture is obtained by simple adjustment of air valve.
List price, each..... **20c**



B. R. T. Sidecar Luggage Carrier

A real sidecar necessity. This strong and rugged attachment will safely carry the weight of an extra passenger. Supplied for Indian, Harley and Rogers cars.
Price, complete.....**$2.50**



Simplex Tire Tools

Make play out of removing the heaviest tires. Three hefty tools, made of carbon steel, nickel finish. No. 1 Set, suitable for tires up to 2½". Price, per set of three. **25c**

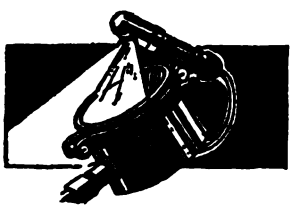
No. 2 Set, heavier and suitable for heaviest tires in use; drop forged, nickel finish. Price per set.....50c

Safety Shock Absorbers

Prevent side sway and skidding. Hold the car to the ground at any speed, with or without a passenger. Attached to Any Car in a Minute.
Price, per pair.....**$1.00**

"Simplified selling"—that's what it means to handle Steven's goods. The dignity, the conservatism, the fair-dealing—the ULTIMATE QUALITY—which the STEVENS name implies cannot help but react favorably for the dealer who sells them. And the jobber invariably finds it a potent force in his dealings with the retailer.

Edmund Schn.



Matchless Speedometer Lamp.

Automobile convenience for the motorcyclist. The MATCHLESS Speedometer Lamp can be attached to any speedometer in a few minutes—operated by either storage battery or small dry cell. Lamp socket can be detached instantly and used as trouble lamp, illuminating any part of motor or magneto. List price, complete with Tungsten bulb and 2½ ft. armored cable..... **$1.50**

STEVENS & CO.

MANUFACTURERS OF

MOTORCYCLE and BICYCLE ACCESSORIES

375 BROADWAY N.Y.

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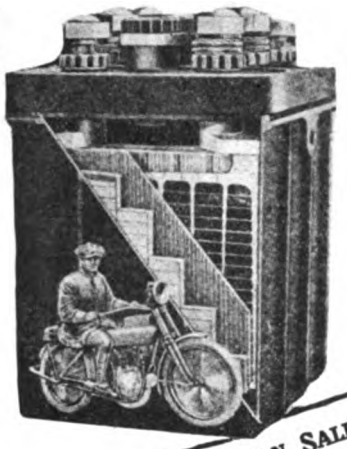


"Glad to Learn that the '17 Harley-Davidson will be Equipped with the "Exide" Battery"

Fulsome praise from the leading Harley-Davidson distributor in the East. "Woodsy" just sold his 400th '16 Harley-Davidson the other day—an electrically equipped one. His able demonstration of the service-qualities of the "Exide" battery in bringing light and sound to the finger tips of the Harley-Davidson rider, has resulted in many a sale of electric models.

Mr. Wood's experience with the "Exide" has been, and will continue to be, duplicated by Harley-Davidson dealers throughout the Union.

HARLEY-DAVIDSON SALES CO.
OF NEW YORK
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
SERVICE STATION of COMPLETE STOCK OF PARTS
MANUFACTURER'S AGENTS AND JOBBERS
ACCESSORIES AND SUPPLIES

NEW YORK
133 WEST 110th STREET
Near Broadway
Phone 5815 Morningside

WHITE PLAINS
15 So. LEXINGTON AVE.
Phone 1349 White Plains

NEW YORK, August 26th, 1916.

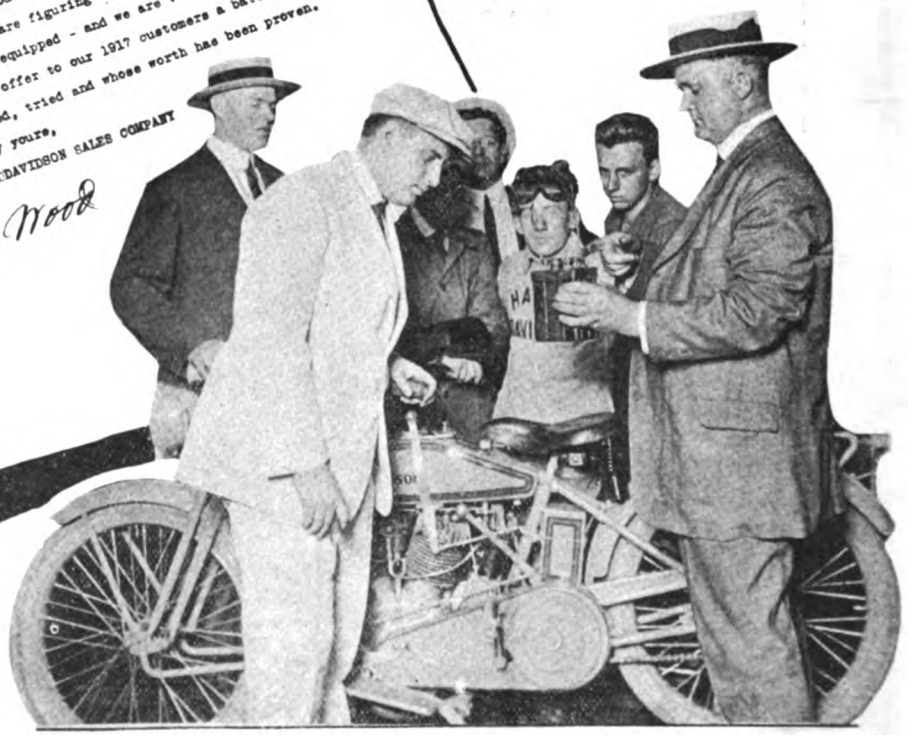
The Electric Storage Battery Co.
Philadelphia, Pa.

Gentlemen:

We are glad to learn that the 1917 Harley-Davidson will be equipped with the "Exide" Storage Battery, due to the fact that it has given such excellent service during the 1915 and 1916 seasons.

I never fail to explain to the prospective buyer the good points and advantages of the electrically-equipped Harley-Davidson. Our experience has taught us that the electrically equipped models have been so satisfactory to the riders that we are figuring upon about 60% of our 1917 models being so equipped - and we are very glad to be in a position to offer to our 1917 customers a battery that has been tested, tried and whose worth has been proven.

Very truly yours,
HARLEY-DAVIDSON SALES COMPANY
H E Wood



THE ELECTRIC STORAGE BATTERY CO.

1888 PHILADELPHIA, PA. 1916

New York Chicago Cleveland Denver Pittsburgh Rochester San Francisco Boston
St. Louis Atlanta Washington Detroit Toronto

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Duckworth Chains
on the 1917 Harley-Davidson

Duckworth Chain users, whose number is legion, will not be surprised to learn that a major portion of the Harley-Davidson 1917 models will be Duckworth-equipped. This is as it should be, for both as a powerful sales-factor and an iron-clad insurance of perfect transmission service Duckworth chains have proved their value for many years.

Manufacturers Safeguard Their Reputations With Duckworth

All the big record-holders that have gained national and international fame have used Duckworth Chains — because experience, the most convincing teacher of them all, has demonstrated their utter fitness for the most tearing work.

On the leading motorcycles of the day—the machines that constantly figure in brilliant speed wins, endurance tests and all-'round reliability trials—on these famous machines you will find **Duckworth Chains.**

Because of their flexible, trouble-proof service and their astonishing durability they are the **Chosen Chains of American Motorcycle Manufacturers.**

Duckworth Chain & Mfg. Company
SPRINGFIELD, MASS.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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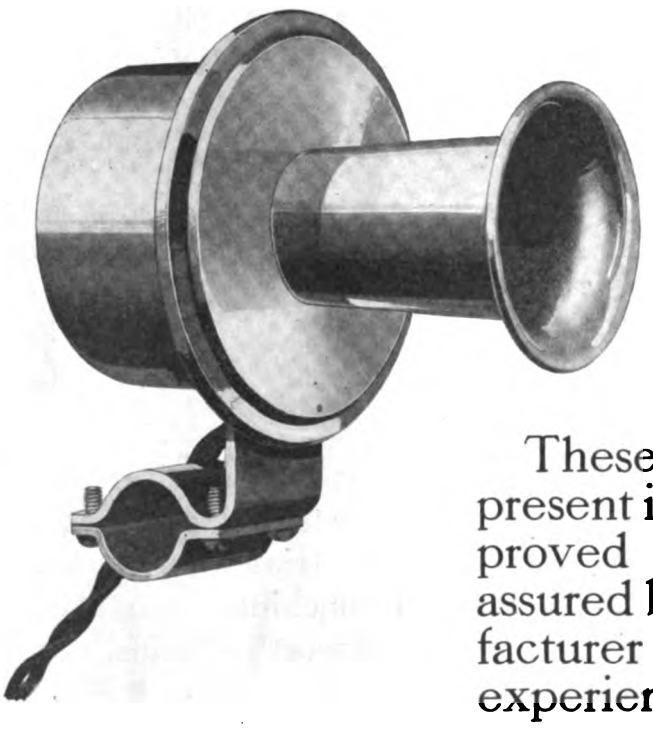
AB HORNS

Adopted For All
Electrically Equipped

HARLEY-DAVIDSONS
FOR 1917!



The tone—simplicity—uniformity—durability; thorough development of each of these qualities in Adams-Bagnall electric horns, resulted in their adoption as standard equipment on 1917 Harley-Davidsons.

These desirable qualities are always present in A-B electric warning signals; proved by their general adoption, assured by the reliability of the manufacturer with many years' electrical experience.

DEALERS! Stock motorcycles with equipment of A-B quality. Place A-B horns on your shelves. They sell quickly.

THE ADAMS-BAGNALL ELECTRIC CO.

CLEVELAND, OHIO

MANUFACTURERS OF ELECTRICAL APPARATUS OF MERIT

Accessories for Motorcycles and Automobiles; Industrial, Commercial and Street Lighting Equipment; Distributing and Power Transformers; Gyrofans, Oscillating Fans.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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1917

Harley-Davidson again chooses Troxel Saddles as regular equipment

It gives us pleasure to announce to the army of Harley-Davidson boosters that their factory has again chosen Troxel Saddles for regular 1917 equipment.

There are salient points in the Troxel proposition which the progressive Milwaukee bunch could not fail to recognize, as, for instance:

Every year there are new mechanical excellences in Troxel Saddles which lift them away from competition, because there is nothing like them.

As the largest people in this line (we make more saddles than all others combined), we have the facilities that insure service and deliveries.

Riders have come to know that we have a generous policy as to repairs and replacements; we cut out the argument and satisfy you *quick*.

TROXEL MFG. CO. **Elyria, Ohio**

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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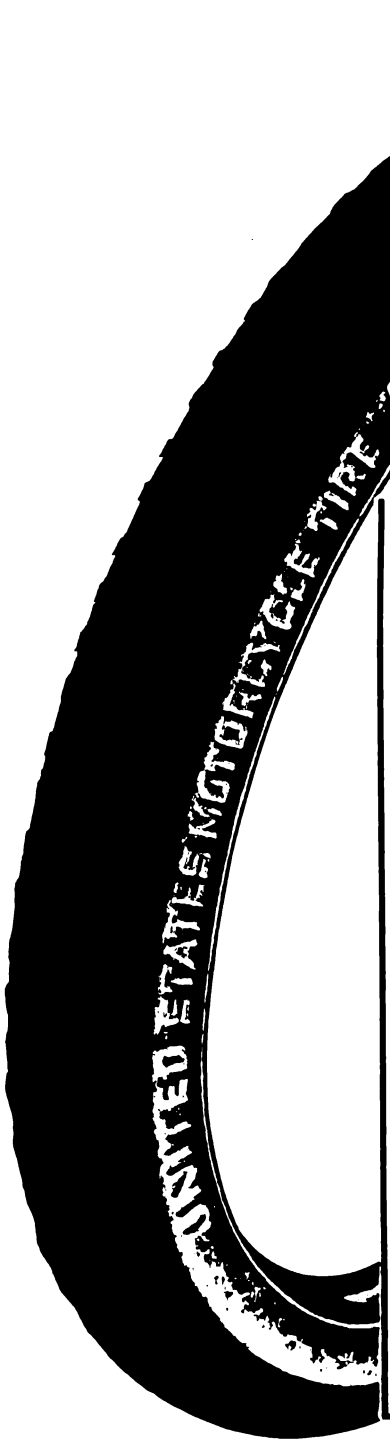

The 'USCO' Tread Motorcycle Tire

Standard Equipment on the Harley-Davidson for 1917

One of the many features that will distinguish the 1917 Harley-Davidson line is the new 'Usco' Tread Tire.

Made with four plies of regular automobile fabric and an extra breaker strip—this new 'Usco' Tire, with its black tread and white sidewall, will undoubtedly prove as great a sensation in the motorcycle world as the famous 'Usco' automobile casing has among motor car owners.

A detailed announcement of the 'Usco' will appear shortly—watch for it.

UNITED STATES TIRE COMPANY

'Usco,' 'Chain,' 'Nobby,' 'Studded,' 'Corrugated' Motorcycle Tires

1790 Broadway New York

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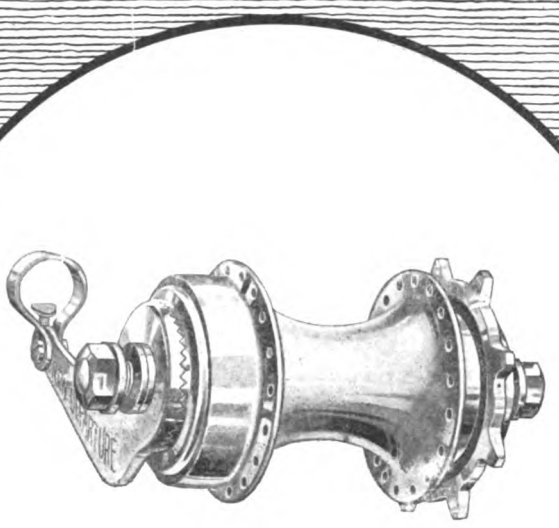

The guaranteed

NEW DEPARTURE COASTER BRAKE

has become the choice of thousands of Dealers because it sells more Bicycles, increases their profits and saves trouble.

What it has done for this vast army of Dealers it will do for you.

Let us help you sell more Bicycles.

Write for full particulars.

THE NEW DEPARTURE MFG. CO.
Bristol, Conn., U. S. A.

The Brake That Brought the Bike Back

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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Win the Race Above the Clouds

Up the rock-bound jagged trail to Pike's Peak's topmost pinnacle, Blue Streak Tires carried Clymer and Kunce to a notable victory in the Race above the clouds.

Twelve and a half miles of tortuous peril —yawning chasms below, precipitous crags above. A blow-out, a puncture or skidding would have spelt disaster to these daring riders.

Every twist in the trail brought new hazards to be surmounted. Blue Streaks met all risks and met them safely and surely.

Each new month brings new achievements to Blue Streaks. But few of them will ever surpass this test of Blue Streak sturdiness.

The positive assurance of tire endurance, tire dependability and tire safety accompanies every rider of Blue Streak Motorcycle Tires. You can have such tires on your own machine if you will ask your dealer for them.

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
AKRON
MOTORCYCLE TIRES

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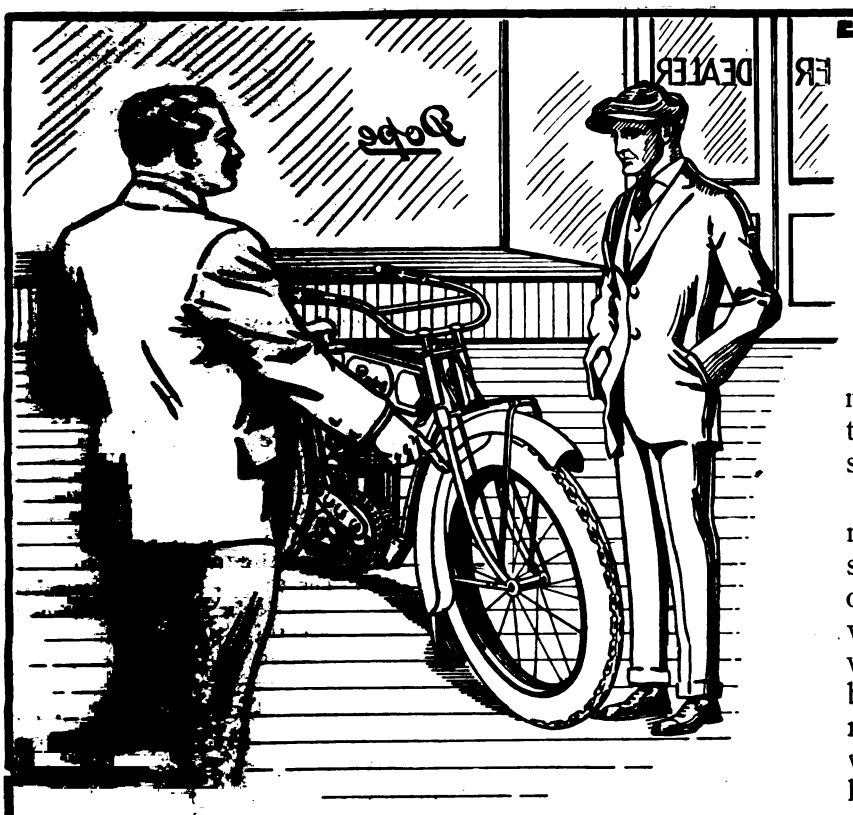


Sell Him the Machine He Needs

You can't sell the same model motorcycle to every prospect—that is, not if you want really satisfied customers.

When the prospect who never rode before comes into your store, he's pretty green. He doesn't know exactly what he wants. It's up to you to find out whether he intends to ride for business or pleasure—on ordinary or mountainous roads—whether he has mechanical knowledge or not.

With this and similar information, you can decide on the one Pope model which meets his needs best—and then put all your effort into selling him that model.

Take, for instance, the

Pope Three Speed Single

Here is a machine you can honestly recommend to the man who is going to ride solo, on all kinds of roads — who hasn't much mechanical knowledge, but is willing to pay for the very latest improvements—who needs the gasoline and oil capacity for long tours, but doesn't expect to travel faster than fifty-five miles per hour.

By pursuing this policy you will make customers who are permanently satisfied—who find that every day their Pope motorcycles seem more and more to be made to order for them.

That is the kind of satisfied customers that makes your business grow and makes the dollars roll in.

If you haven't got the dealer's price on the POPE THREE SPEED SINGLE, MODEL TM-16—**Write for it today.**

Westfield Manufacturing Co.

(Successors to The Pope Mfg. Co.)

11 Lozier Ave. Westfield, Mass.

Largest Manufacturers of High-grade Bicycles in the World.

Makers of Columbia, Cleveland, Tribune, Rambler, Crescent and Pope Bicycles.

Pope

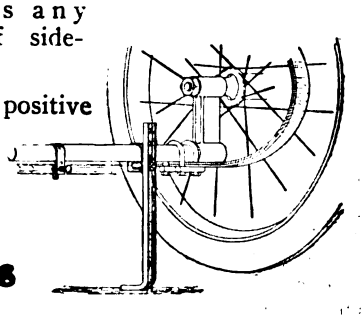
Universal Sidecar Stand

Raises sidecar wheel from ground for tire repairs—adjustable to various heights.

Fits any made of sidecar.

Fastened by positive snap lock.

Made to fit 1⅛" or 1¼" tubing.



Price 75 cents

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Varied Activities of the Dealers

GOERKE SENDS OUT INVITATIONS FOR ENTERTAINMENT

NEWARK, N. J., Aug. 25.—Walter Goerke, Indian dealer, has sounded the call for the New Jersey M. C. and its friends to assemble at his summer home on the shores of Greenwood Lake, September 10 and partake of his hospitality. Last year over a hundred riders and their friends enjoyed themselves at Walter's place and a bigger, better and jollier day is in the making for this season.

The route from Newark to the lake will be marked with confetti on all turns so that no one should stray off the right road and there will be three sections leaving the club, each in charge of a tourmaster. When the lake is reached there will be a set of games contested with prizes for the ladies as well as the men. The games will be more of the laughter provoking order than they will be contests of skill.

After the sports, the groaning board will be surrounded and eased, then there will be motor-boat rides round the lake for those who like the roving life of a sailor, dancing with the aid of a Victrola for those who like to trip the light fantastic and the rest can amuse themselves in various ways with canoes, etc.

WHITING OPENS NEW STORE IN DENVER

DENVER, Colo., Aug. 28.—Walter W. Whiting last Friday opened his new store at 1309 Broadway. Whiting is Western distributor of the Harley-Davidson motorcycle and was formerly located at 1331 Broadway. The new Denver home of the Harley-Davidson is in a new building and both exterior and interior of the salesroom are very attractive and well suited to best display the machines on sale there.

REED STARTS OWN STORE AT SANTA PAULA

SANTA PAULA, Cal.—Harley Reed, who became well known to Southern California motorcyclists through his good work in the hill climbs this spring, has gone into business for himself. Reed was repairman with M. G. Anlauf, at Anaheim. Now he is Excelsior agent at Santa Paula.

HAMILTON GATHERS SELLING POINTS FIRST HAND

PITTSBURGH, Pa., Aug. 23.—S. C. Hamilton, Allegheny distributor for the Harley-Davidson, has just completed a 1,700-mile trip during which he has kept an accurate check on the cost of running the machine, and is now in an enviable position of being able to show his prospects exactly what it costs to run a motorcycle in comparison with a four-wheeled vehicle.

Hamilton carried two passengers and himself on the machine, and made the 1,700-mile run on 37 gallons of gasoline and 21 quarts of oil, the whole costing him $13.11; his gasoline average figures out at the rate of 45 miles to the gallon, while he got 79 miles from each quart of oil.

Hamilton rode his 1915 demonstrator and had not the slightest mechanical trouble. His trip carried him to the F. A. M. convention at Providence and to the trade convention at Atlantic City; he also visited the New England branch of the Harley-Davidson company at Boston.

BOHNENKAMP PRACTICES WHAT HE PREACHES

LA GRANDE, Ore., Aug. 25.—W. H. Bohnenkamp Co., dealers in Harley-Davidsons, have a sidecar delivery system as an auxiliary to their motor truck, and the system "goes big." In the winter time when there is more or less snow, they rig up a go-sled, or motor-sled, and use that for delivery purposes. They don't get far from the motorcycle scheme of things any time of the year.

GLOYSTEIN TAKES TRIP NORTHWARD

TWIN FALLS, Cal.—O. F. Gloystein, the Excelsior dealer, has left Los Angeles on a trip north. Gloystein has been very mysterious about the purpose of the trip, and some of the boys think he has gone out to look over the roads preliminary to pulling some speed stuff.

WEISENBERGER WITH MASCHING

QUINCY, Ill.—Arthur Weisenberger has joined the forces of Henry Masching, Cleveland lightweight distributor, and will devote his attention to the sales end of the business. Masching has the rights for Adams County in addition to Quincy.

ST. PAUL HENDERSON MAN IS PROMOTING PICNICS

ST. PAUL, Minn.—David Nahinsky, proprietor of the Autocycle Company, local agent for the Henderson, is devoting much time to the social side of motorcycle riding. On a recent Sunday he was host to a large party of riders at Roberts' Lake, 60 miles from this city, for a picnic. Nahinsky set up the luncheon for the crowd. The affair was a huge success from beginning to end.

Plans are now announced for a big Fall outing for September 10, the place being Tanner's Lake. All St. Paul riders are invited, regardless of the make of machine, ridden, or whether they are club members or not. It is Nahinsky's intention to hold regular outings of this nature until weather conditions render it impossible.

MUELLER TO GIVE UP MOTORCYCLE BUSINESS

CLEVELAND, O., Aug. 25.—Louis J. Mueller, the veteran Indian dealer in this city, announces that he is giving up the motorcycle business. He is closing out all machines and accessories and expects to shut the doors of his establishment for good by the end of September.

FRANKLIN RUBBER TO SHOW AT STATE FAIR

COLUMBUS, O.—Arrangements have been completed by the Franklin Rubber Company, central Ohio agents for the Excelsior, to exhibit motorcycles, sidecars and motorcycle equipment at the annual Ohio State Fair, to be held August 28 to September 2. A booth in the Chamber of Commerce building has been secured for the display. At that time the 1917 models will be shown.

NEW HOME OF HARLEY-DAVIDSON IN DECATUR, ILL.

Salesroom of Recently-Formed Firm of Kellington & Sons, at 212 East Eldorado Street. A Wide Territory Is Covered by This Company

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THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS

Spartan Belts the Lightweight and 1917

IT isn't alone belt drive that will make the Lightweight you are going to take on for 1917, popular among those who want an easily handled and readily understood motorcycle, but the fact that it has dependable belt transmission.

The fact that the Lightweight you sell has belt drive will not count as much as the fact that the belt used is a Spartan Belt.

The point is this: a belt drive motorcycle cannot be a dependable motorcycle, unless the belt is dependable and lasting, therefore, when you think of the Lightweight you will sell, think also, and demand firmly, for a Lightweight fitted with the

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.

A good deed often means a good deal—Please mention MOTOR CYCLE ILLUSTRATED.

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BIRKENBACH OPENS LONG STREET HEADQUARTERS

COLUMBUS, Ohio—L. P. Birkenbach, who formerly operated two motorcycle and bicycle stores, one on North Fourth street and the other on North High street has closed both establishments and opened one large store at 39 East Long street. The store is in the heart of the business district. The store is operated under the name of L. P. Birkenbach & Co. Only bicycles are handled although the concern has the agency in Franklin county for the Dayton motor-bike. The concern handles the Miami line of bicycles and operates a large repair shop.

SELLS INDIAN TO PUBLIC WORKS BOARD

PATERSON, N. J.—John Steele, Indian man in this city, has proved to the Board of Public Works that it would be much cheaper to supply street inspectors with motorcycles than with automobiles. An order has accordingly been placed with Steele for a single cylinder Indian, which has been delivered promptly.

HAPPENINGS IN THE TRADE AT SAN FRANCISCO

SAN FRANCISCO, Cal.—Hopkins & Alzina, heading the Reading Standard branch in this city, have received their stock of R-S parts and are now taking care of all riders of that make in their territory. They are still waiting for their demonstrators, which are somewhere on the road between here and Reading, Pa.

ED LAUDENCLOS, handling the Henderson, has just taken another deposit for a 1917 model. This is the fifth Henderson ordered in this manner. "Although the new Hendersons will not be out for some time" says Laudenclos, "they certainly have inspired Frisco riders with a lot of confidence."

A. FREED, head of the Pacific Motorcycle Supply Company, has just returned from a very pleasant and successful trip in the East, in the course of which he called on a number of manufacturers. Freed closed several new deals, but has not yet announced them.

JACK FRASER, local manager for the Appeal Mfg. & Jobbing Co., has just received a carload of Harley-Davidson machines, which he is informed will probably be the last car of 1916 models available.

BIG INCREASE IN LEWIS' TRADE THIS SEASON

STOCKHOLM, N. J.—Harry Lewis, Indian agent in this city, who runs what he calls the "half-way house for motorcyclists" between Port Jervis and Newark, states that more riders have stopped at his shop for gas and accessories this season than ever before. "I'm laying plans to open a larger salesroom this Fall," says Lewis. "Things are by no means slow with me this season."

NEWBY IS PLANNING FOR NEW SEASON

KANSAS CITY, Mo., Aug. 24.—Clarence Newby, of the Newby Brothers Company, agents for the Henderson, Excelsior and the Thor is making new plans and arrangements for the handling and conducting of the business the coming season. Newby stated emphatically that he intends to handle only two line of motorcycles next season. A large number of used machines are now upon his sales floor and it is his intention of disposing of these machines and keeping the used machine business well in hand.

WRIGHT GARAGE TAKES ON CYCLEMOTOR AND BIKES

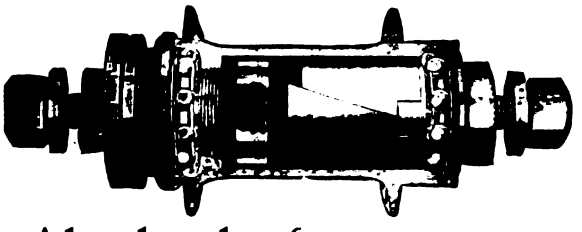
GALESBURG, Ill.—Lee Wright, of the Wright Motorcycle Garage, Harley-Davidson agent in this city, has just sold a commercial outfit to the B. L. Brown Co. and to William Hines. The Wright garage has taken the Knox County sales agency for the Cyclemotor and a bicycle department has been added. Excelsior and Iver Johnson lines are featured.

ALL EXCELSIORS GONE FROM GIRTON-HOFFER

LOS ANGELES, Cal.—Girton-Hoffer Co. on Monday, August 21, had sold all Excelsiors from their floor, and had to take out their last two from the window, a lightweight and a big valve.

The popular Coaster Brake is the Musselman

Positive Drive



Positive Brake

Absolutely free coaster

Prompt Shipments Always

Miami Cycle & Manufacturing Company
Middletown, Ohio

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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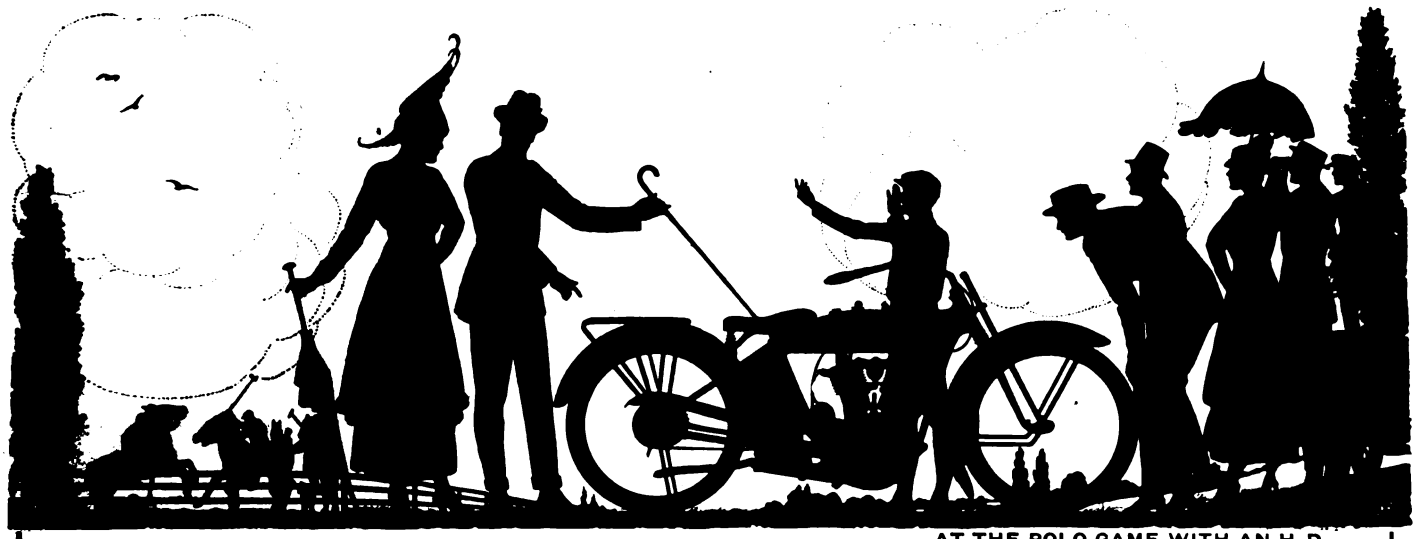

AT THE POLO GAME WITH AN H-D.

BOSCH

MAGNETOS ARE NOT CHEAPEST

THAT is one reason why you should insist that the motorcycles you offer your customers are Bosch-Equipt.

The Bosch Magneto is not the cheapest ignition system, because the kind of material and workmanship that goes into a Bosch Magneto costs a fixed sum—you can't get them at a low price.

Ignition systems can be bought cheaply, but you can't buy them cheaper than Bosch and have them as good as Bosch nor have them serve as well—that's logical.

The manufacturer who provides you with Bosch-Equipt motorcycles is giving you extra value and a wonderful selling argument—"cash in" on it.

Be Satisfied

For that feeling of confidence
For that extra ounce of power
For that vim, vigor and snap

Specify Bosch

Service Stations in Every State

Magneto Catalogue on Request

BOSCH MAGNETO COMPANY

206 WEST 46th STREET NEW YORK CITY, N. Y.

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KELLINGTONS FORM PARTNERSHIP IN DECATUR

DECATUR, Ill.—N. Kellington and his sons, E. N. and R. I. Kellington have formed a partnership under the name of Kellington & Sons. The Harley-Davidson agency has been taken. Deliveries have been made to the Central Union Telephone Co. and the Milliken National Bank of machines for collecting service. Bicycles of the Chicago Cycle Company brand are also handled. The new shop and salesroom is at 212 East Eldorado street.

DAY IS BUSY WITH REPAIRS IN TACOMA

TACOMA, Wash.—Ray Day, handling the Indian in this city, has a shopful of work now and his force numbers eight men—all "live ones" says Ray. "With all hands working, we are just able to keep abreast of the work," is how Ray puts it.

HANSON IS OWN SHOP FOREMAN JUST NOW

KANSAS CITY, Mo., Aug. 26.—Charles Hanson, the Indian agent here, is without a repair foreman. Frank Archer, the foreman of the repair department of the local wigwam road to his home near Fort Scott, Kans., recently to visit over Sunday. On the return trip Frank was unfortunate to spill and broke his right ankle. According to word received by Hanson it will be several weeks before Mr. Archer will be able to return to work; in the meantime the local chief is giving his entire attention to this department.

GOUDY'S BUSINESS WAS FINE FOR 1916

SAN DIEGO, Cal.—Carl Goudy, Excelsior agent, has shown a fine increase in the business of that agency, showing the advantage of having good representation in the motorcycle business. Carl took from the stock of Girton-Hoffer Co., Southwest distributors, three new machines, to fill orders for delivery last week.

MADDEN BROTHERS PICNIC

SOUTH MANCHESTER, Conn., Aug. 2.—Madden Brothers, Indian dealers here, staged their third annual picnic for customers and friends at Lake Wamgunbog, Coventry, today. The 12-mile trip to the rendezvous was started at 8 o'clock from Manchester Green, and over 75 enthusiasts took part. In all there were 46 motorcycles, 15 of them with sidecars. An old-fashioned veal roast was indulged in at lunch-time and the afternoon was spent in athletic games and sporting pranks.

PARTNERS INCORPORATE

LEXINGTON, Ky.—Hubbard & Curry, who recently took over the drug and motorcycle business of A. B. Jones, Harley-Davidson agent, have filed articles of incorporation with a capital of $10,000 and a debt limit of $20,000. The incorporators are H. M. Hubbard, J. E. Curry and George Vaughn.

WEIDENHAMER SELLS OUT TO MASSIE & MARQUIS

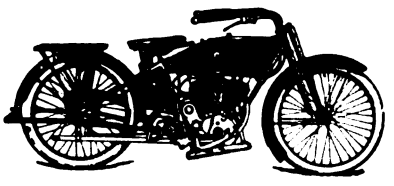
GALESBURG, Ill.—Fred Weidenhamer has sold his interest in the Indian Motorcycle Co., of this city, to W. W. Massie and O. Marquis. Weidenhamer has taken a sales agency for the Standard Oil Co. The new firm will occupy the old quarters at 438 East Main street.

WERNER'S SALES RECORD IS FIRST CLASS

STOCKHOLM, N. J.—Joseph B. Werner, who is in charge of the sales department of Harry Lewis, local Indian agent, has proved himself quite a salesman. He has disposed of 16 Powerplus machines this season, ten of which were fitted with sidecars.

MOTORCYCLE TAMEST OF THIS GIRL'S PETS

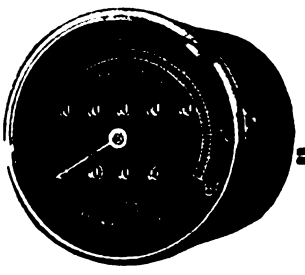
SPRINGFIELD, Mass., Aug. 28.—Just how a motorcycle can aid in the training of lions, leopards and other wild beasts of the performing variety cannot be fathomed by folks at the Indian factory, but the fact remains that Miss Dolores Valleita, a charming little Venezuelian lady, who earns her livelihood in that particularly dangerous manner, finds some sort of use in her work for her new Powerplus Indian. Miss Valleita has just taken delivery on a three-speed electric lighted model and expresses herself as more than pleased with it.



R - S R - S

You naturally associate the R-S with products that are at the topmost peak in their class. If, by chance, you haven't formed an opinion get our interesting catalogue which tells you, in a convincing way, why the 12 h. p. R-S is called the "King of the Hills."

READING STANDARD COMPANY
501 Water Street, Reading, Pa.



Innocence Abroad

—particularly when accompanied by a motorcycle, is soft picking for the town constable. Don't be innocent. It's expensive. The man that "did not know" always has to pay.

Your dealer is ready right now to equip your motorcycle with the famous

CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

By all means let him do so—not only will it save you money and keep you out of trouble, but it will also add new zest to riding. You will know exactly what you are doing and how fast you are doing it; you will gain a more intelligent idea of your trips and the country about you, and you will be able to know your motorcycle more intimately. Then there is tire wear, gas and oil consumption to be considered. The Corbin-Brown will help you to consider them and they are worth considering, because you pay money for them.

This is true talk, but investigate for yourself. Visit your dealer today. Catalog upon request.

THE CORBIN SCREW CORPORATION
The American Hardware Corporation, Successor
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

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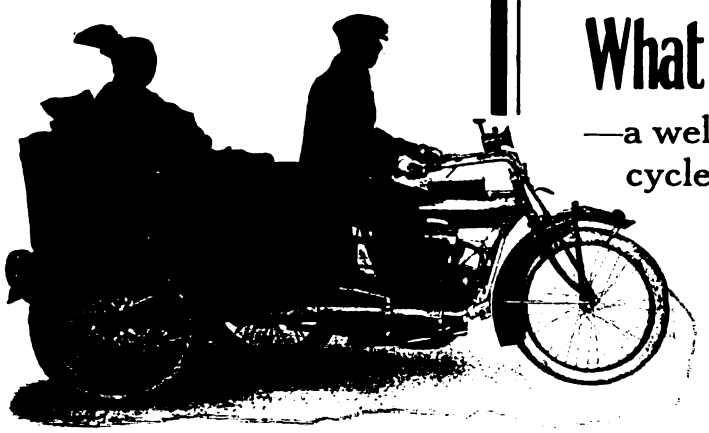
Pleasure Type

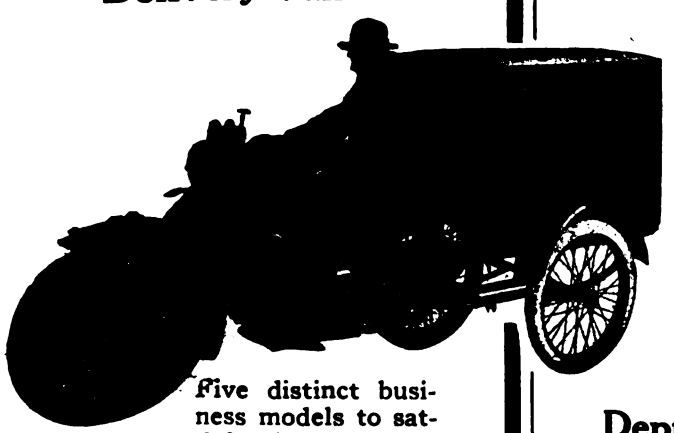


The 3-passenger Pleasure Model is called "The Little Brother to the Automobile."

Fits Any Standard Motorcycle

"On or off in 30 Seconds"

Delivery Van



Five distinct business models to satisfy every need for fast, low-cost delivery. "Turns many a tradesman's loss to profit."

What the CYGNET Offers You

—a well advertised and easier selling motorcycle-car.

—more talking points—more features—more interest for your customers.

—a sales policy that excludes all but recognized dealers—puts every dealer on equal basis—protects your market and your profits.

—big discounts in rapid turnovers!

What You Can Offer Your Customers

—A motorcycle-car with auto capacity, comfort and safety at one-quarter the cost of even a small auto. Cycle can be used *alone,* then, with half a minute's time, converted into 3-passenger, non-skidding, non-tipping auto. Beautiful design and finish—spring seat—chase leather upholstered, crown fenders.

Furthermore

The Cygnet also appeals to a new field of buyers—*the family-man*—opens the way to two million purchasers—and means *two profits instead of one.*

Write for Catalog—Prices and Trade Discounts

We can refer live inquiries from your territory to you. Our big magazine advertising will send you customers—write for particulars today.

CYGNET REAR CAR CO.

Dept. 4, 1200 Niagara St., Buffalo, N. Y.

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Here's the Latest "Old Sol" Triumph

A real spotlight that can be directed to the right, to the left, up or down, as desired. It enables the rider to follow every twist and turn of the road, to spot road signs—in fact, actual use will demonstrate the

"Old Sol" No. 76

marvelous **adaptability** of this latest "OLD SOL" triumph, to a hundred uses. Here's a short descripiton:

6 inch door and body. All parts black enamelled. 6 v. 15 c.p. bulb. Silver-plated reflector. Hole with eyelet for insertion of 6 foot cable in lamp and other end of cable provided with copper terminal. On and off switch at rear of handle. This lamp is equipped with a 3-inch mirror for rear view. List price, complete, $4.50.

DEALERS—you know the selling value of a lamp such as this. Write at once for prices and our counter display proposition.

Hawthorne, Mfg. Co. **Bridgeport, Conn.**

OLD SOL LIGHTING SYSTEMS

The Cycle and Motorcycle Factory, Magnat - Debon, 69 Cours de St. Andre, at Grenoble, France, desires to receive offers from American houses, for all the articles pertaining to this line of manufacture, viz.: "Tubes for frames, handlebars, hoop irons for rims, cranks, pedals, hubs, spokes, nuts, various connections, pressed and punched parts, aluminum cases, pistons, cylinders, cast (fly) wheels and all the accessories entering in the manufacture of bicycles and motorcycles." Please make offers and state whether these parts can be made on special models.

MAGNAT-DEBON

69 Cours de St. Andre,

Grenoble **France**

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MACKINAC

DETROIT, CLEVELAND BUFFALO, NIAGARA FALLS.

TOLEDO, PT. HURON, ALPENA, ST. IGNACE.

A REAL VACATION

The D. & C. Line Steamers embody all the qualities of speed, safety and comfort. The freedom of the decks, cool, refreshing lake breezes and commodious state rooms makes life aboard these floating palaces a source of enjoyment.

"D. & C. A SERVICE GUARANTEE"

Daily service between Detroit and Buffalo and Detroit and Cleveland. Day trips during July and August, as well as two boats out of Detroit and Cleveland every Saturday and Sunday nights during these two months. FOUR TRIPS WEEKLY FROM TOLEDO AND DETROIT TO MACKINAC ISLAND AND WAY PORTS—From June 25th to Sept. 10th, SPECIAL STEAMER CLEVELAND TO MACKINAC ISLAND. TWO TRIPS WEEKLY. NO STOPS ENROUTE EXCEPT AT DETROIT EVERY TRIP. Daily service between Toledo and Put-in-Bay, June 10th to Sept. 10th.

RAILROAD TICKETS ACCEPTED on D. & C. Line steamers between Detroit, Cleveland and Buffalo, either direction. Send two cent stamp for illustrated pamphlet and Great Lakes Map. Address L. G. Lewis, G. P. A., Detroit.

DETROIT & CLEVELAND NAVIGATION COMPANY

P. H. McMILLAN, Pres. A. A. SCHANTZ, V. P. & G. M.

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Countless "Morrows"

Join the MORROW legion. Hundreds of thousands of bicycle riders are members. They're enrolled for life, for the smoothness, the certainty of MORROW service has made every one of them red-hot bicycle boosters.

MORROW means, first and foremost, a greater access of bicycle riding enthusiasm. Wherever there's a MORROW-equipped rider, **there** is the beginning of a bicycle riding epidemic.

The dealer who cashes in on the MORROW service does more than merely make money. He makes friends—profitable friends—the sort of friends that pass the good word along and make his store their shopping center.

MORROW is the oldest brake on the market, the largest brake, the strongest brake, the smoothest brake and the easiest selling. It has always "made its way by the way it's made."

SO—WHY NOT HITCH TO MORROW?

ECLIPSE MACHINE COMPANY - ELMIRA - N.Y.

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MOTORCYCLE BROUGHT THIS ITEM OUT

WAKEFIELD, Mass., Aug. 28.—When, after a big storm which carried away with it electric light and power lines, the *Wakefield Daily Item* was faced with the proposition of providing some motive power other than electric for the operation of its linotype machine, a Harley-Davidson motorcycle proved the hero of the hour. Charles J. Martin, the Harley-Davidson agent of Wakefield, happened in just after the storm, and sizing up the situation, with the aid of the press mechanic, he fastened his machine firmly to the floor, removed the rear shoe and used the rim as a pulley. The motorcycle not only operated the linotype machines, but after that it was attached to the press and provided the power while the entire issue was run off.

FUTURE BRIGHT FOR HUTCHINSON FANS

HUTCHINSON, Kan., August 28—Hutchinson motorcyclists are to have their first sociability run of the season, are to advertise motorcycle day at the Kansas State Fair, Saturday, September 16, and expect incidentally to have a good time, Sunday, September 10. A run promoted by the Kansas State Fair is to be held, starting from the Hutchinson *News* office on Motor Row at 8 o'clock, riders being checked out one minute apart, to Burrton, Halstead, Newton and Wichita where the trippers will check in at the *Beacon* office. The return is to be made starting at 3.30 o'clock. No entry fee is to be charged, pennants and gasoline will be free and twenty miles an hour is the limit. In return, Wichita motorcyclists are to be asked to have a similar run Motorcycle day for the fair and every rider who checks in at the Hutchinson *News* office will be presented free of charge a ticket to the races in the afternoon.

Frank Stallman, Indian dealer, and Frank Rospaw, representing the *News*, will go over the route Sunday, September 3 and make arrangements for the tour.

LOOK OUT FOR TERRIO!

AUGUSTA, Me., Aug. 24.—The police here and in nearby towns are looking for a man about five foot 10 inches tall who scales at about 190 pounds, has a particularly large head and a very prominent upper lip; he passes under the name of Fred Terrio and is wanted in connection with the theft of several motorcycles in and around Waterville. The man was last seen in Henickley, where he was nearly apprehended. Motorcyclists all over the state are urged to keep a lookout for him.

AIDING THE READING ELKS

READING, Pa.—A motorcycle division for the Elks' State Convention parade, Thursday, Aug. 31, has been arranged by the members of the Reading Motorcycle Club, a number of whom are Elks. Edward Kestler and Earl Myers were elected members of the club.

MOTORCYCLES AS AIDS TO THE FISHERMAN

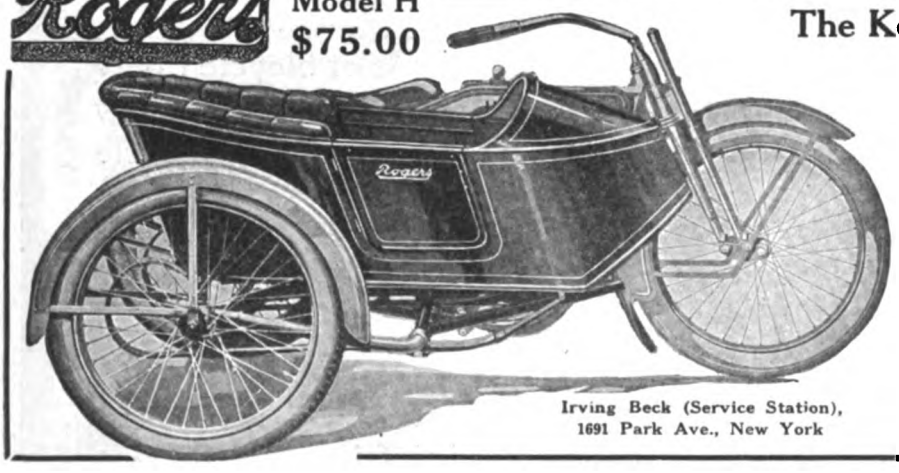
LA GRANDE, Aug. 25.—Anyone who has familiarized himself with Oregon mountains can appreciate some of the trips being taken on fishing bent by members of the La Grande motorcycle fraternity. Ehrnest Vehrs, secretary of the La Grande M. C., recently traveled over 225 miles in about as rough a country as there is in Oregon, all in a day. He left at an early hour and was home by 8 p. m. The territory covered was a huge loop, for miles over virgin ranges without cow paths even to guide him; scaled forest ranger trails that were surprisingly steep.

Other machines have hit into the Eagle Mountains and Snake River countries from here, utilizing trails and cattle paths long after automobile roads were left far behind. Motorcycles have been taken on fishing and hunting trips this year where in years past none but such as had pack horses dared to go. As means of transportation for fishermen in this neck of the woods, the motorcycle has suddenly jumped into great popularity and practicability.

PLANS FOR WHEELING RACEMEET

WHEELING, W. Va., Aug. 28.—Plans are maturing for a big racemeet, to be staged at the State Fair Grounds track on September 16; the Wheeling M. C. is to stand sponsor for the event. If things go according to tentative plans the factory teams will be sent to Wheeling for the affair and all of the dealers are working toward this end.

Rogers Model H $75.00



Irving Beck (Service Station), 1691 Park Ave., New York

The Key to Health and Enjoyment

The owner of a good motorcycle holds a master key to all outdoors.

The possession of a

ROGERS SIDECAR

extends that insurance of health and happiness to his family and friends and more than doubles his own enjoyment at little additional expense.

Why waste your opportunities when a ROGERS SIDECAR will make your motorcycle 100% efficient.

SEE YOUR DEALER OR WRITE FOR CATALOG

ROGERS MANUFACTURING CO.
337 West Madison Street, Chicago

BE THE LEADING DEALER IN YOUR SECTION

Nothing will do more to bring this about than to establish yourself headquarters for the now CELEBRATED

A. B. C. GENERATORS

The most simple—therefore the most developed Motorcycle Electric System on the market. Claims of Superiority — Applicability — Stability — Efficiency — Durability — Flexibility and Accessibility.

New Prices MODEL B—Complete less lamps Direct Lighting **$25.00** | MODEL C Batt. Charging **$30.00**

You don't THINK you see the road—YOU DO SEE IT. Transportation paid on retail sales.

A. B. C. GENERATORS CO., Los Angeles, Calif.

All Los Angeles Police Use the A. B. C.

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The Man, the Place and the Product
The Edison Motorcycle Special Storage Battery

Based on a principle electrically and chemically perfect—that of using nickel and iron active materials in a non-acid solution—the Edison Storage Battery at one stroke eliminates all the usual battery troubles. Not using any acid, sulphation and corrosion are impossible and an all steel construction is permitted.

Nothing to bend or crack, disintegrate or corrode, no renewals required, and a longer life at 100% of the rated capacity than any other battery.

Write for Bulletin 883.

Edison Storage Battery Co.

Factory and Main Office

242 Lakeside Ave., Orange, N. J.

Distributors in

New York Boston Chicago Detroit Washington
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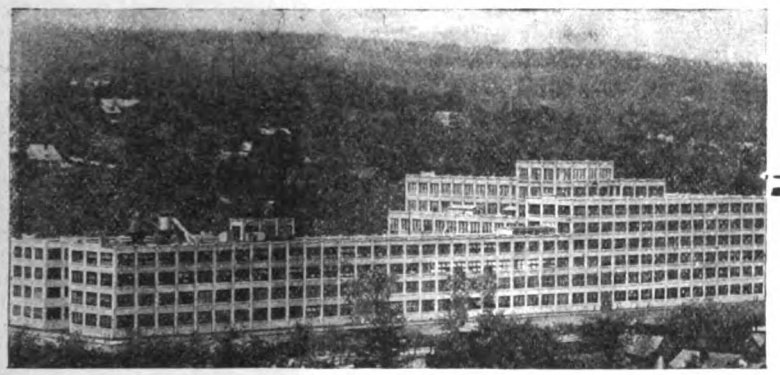
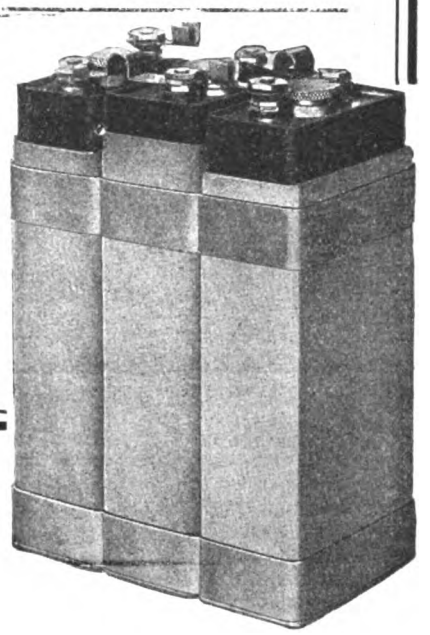




Positive Grip

due to the generous design and construction—we think it is the best and strongest rat-trap pedal you ever put your foot on.

The No. 4 Standard

is a big, substantial, motorcycle-type pedal. It stands for the utmost mechanical value.

With a pair of these pedals on your wheel you are equipped with correct, up-to-date foot-holds, fairly representative of our business in the cycle industry.

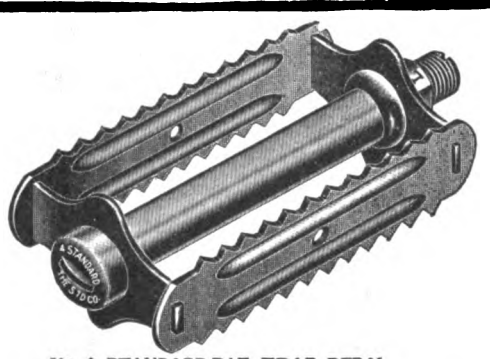
Our products comprise:

Diamond E Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

We are boosters for a "Million Bicycles in 1916"

THE STANDARD COMPANY

TORRINGTON, CONN.



No. 4 STANDARD RAT TRAP PEDAL

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BICYCLE JOBBERS' SALESMEN ORGANIZE

LOS ANGELES, Cal.—Salesmen from the different bicycle jobbing houses in Los Angeles, with the consent of the heads of the businesses, they represent, have organized into an informal association. They are meeting once a week. The general objects of the association are to promote general good feeling toward one another, and, through discussion, work out means of increasing the volume of business in the territory.

The salesmen will work together along the lines of getting dealers to pull off races, endurance runs, and keep up continuous activity which will interest the public in purchasing more bicycles and supplies. Some of the boys who are good at this kind of work will coach dealers on getting publicity through newspapers, window displays, and other methods. The jobbers will lend a certain amount of support to promotion activities of dealers whose efforts are recommended by the salesmen's organization.

NEW ENGLAND WHEELMEN'S RACE IS NEXT

NEW YORK, N. Y., Aug. 30.—One of the best handicap road races promoted in this section this year will be that of the New England Wheelmen over the Pelham Parkway course, Sunday, September 3. One hundred and five prizes have so far been donated, which includes high grade racing bicycles, a gold watch, 17 pairs of tires and other valuable cycle accessories. There will be ten time prizes and five special prizes for the one-minute division. No post entries will be received after 9 a. m. on the day of the race and all post entries will have their handicaps reduced.

ACME WHEELMEN RESUME CORK RACES

NEW YORK, N. Y., Aug. 28.—Members of the Acme Wheelmen resumed their "cork" races on the Pelham Parkway course yesterday. Fifteen riders started in the six-mile race, which was won by Goebetz, with Bendi in second place. Fred Woisin finished third, 300 yards back. Goebetz covered the course in 18:20, while Woisin was timed in 16:33⅕. The Brassard race brought together Bendi and Lindquist, and the victory went to the latter. The Class A race had to be postponed on account of the injuries received by one of the riders at Celtic Park on the Sunday previous.

WAR ON SIDEWALK RIDERS

LAFAYETTE, Ind., Aug. 25.—War has been declared by the local police on bicycle riders who ride on the sidewalks. A recent crusade netted six offenders in one day, and the police hope to break up the practice.

LOHNES HAS CYCLE AGENCY

PEKIN, Ill.—Walter Lohnes has taken the agency for the Great Western and Excelsior line of bicycles. He has equipped a shop with special facilities for bicycle repairing.

SAUFLEY PACES RIDERS IN PRACTICE

KANSAS CITY, Mo., Aug. 25.—E. B. Saufley, of the Saufley Supply Company paced a number of the local bicycle riders entered in the Labor Day 20-mile race of the Kansas City Bicycle Dealers' Association, over the route of the race Sunday morning. Saufley rode a motorcycle and he says it was rather frequent that he had to make better than thirty miles an hour for the boys. He is predicting that they will ride the Labor Day event in record time. Saufley is at present undecided whether to remain in Kansas City for the bicycle race or to follow his original intentions of riding in the F. A. M. endurance run of the Kansas City Motorcycle Club.

MOORE TO HANDLE BICYCLES ONLY IN MONMOUTH

MONMOUTH, Ill.—C. J. Moore, of 114 West First avenue, his discontinued the sale of motorcycles, and will devote his entire time to selling bicycles. He has taken the agency for the Great Western and National bicycles and the Dayton motor bicycle.

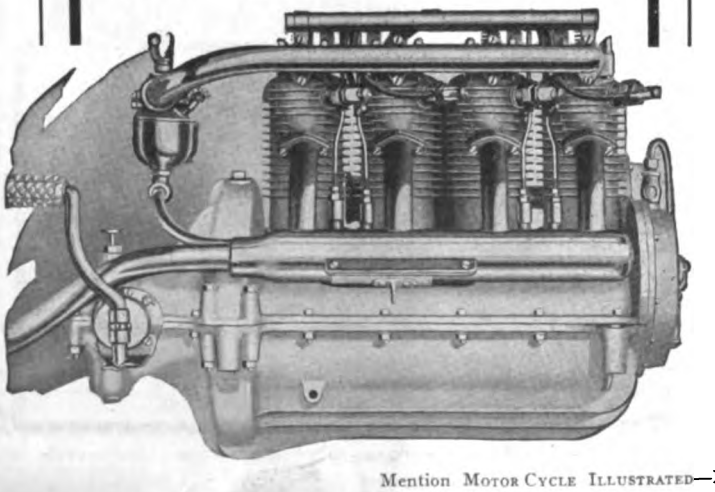
BICYCLE SCOUTS ON A TOUR

ST. PETER, Minn., Aug. 25.—Members of the Senior Bicycle Scouts, under the leadership of Rev. E. F. Crary, recently toured to Mankato, where they spent a delightful day at Sibley Park and swimming in the Y. M. C. A. pool.

HENDERSON

THE same built-in ability which gives such satisfying service to Henderson riders in everyday road use, made possible the record ride of Roy Artley from San Francisco to Los Angeles.

HENDERSON MOTORCYCLE CO., Detroit



YOU SOON NOTE THE DIFFERENCE
More Power—Quicker Pick-Up—Increased Speed
All from the use of

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS
AND
GREASES

Your Motorcycle is a delicate machine. Proper lubrication is essential. Especially in hot weather is it necessary to insist upon the best oil—quality oil that cools the motor and lubricates without burning.

HARRIS OILS are refined from the best Pennsylvania Crude Stock.

"A Little Goes a Long Way and Every Drop Counts."

A. W. Harris Oil Company
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

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(Patented)

Have you seen the

LARGE OIL LAMP

For

MOTOR CYCLES

Burns 20 Hours

The Neverout

Has special bracket for handle bar

Write Today for Complete Description

ROSE MFG. COMPANY

933 Arch St. Philadelphia, U. S. A.

The SCHEBLER CARBURETOR

America's Standard Supreme through Merit

THE HEART OF THE MOTORCYCLE

WE EQUIP

THOR
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WHEELER-SCHEBLER CARBURETOR CO. INC

INDIANAPOLIS, INDIANA, U.S.A.

BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

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Light Gauge, Cold Rolled

Steel Tubing

Unequalled for Mechanical Accuracy and Finish

Made under the "Elisco" process by automatic machines which combine six operations in one, and ensure a degree of uniformity and finish hitherto unobtainable.

We are still able to make reasonably prompt delivery of 18 and 20 gauge tubing in most sizes from ⅜ inch to 2 inch outside diameter.

Let us submit samples and quote prices.

The Elyria Iron & Steel Co.

East 131st Street Cleveland, Ohio

Chicago Office, 1243 Peoples Gas Building
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A RENO VISIT WITH VACATION MOTIVE

Chas. Meyer, of Frisco M. C., Visits the "Divorce City" Just to Spend His Idle Moments—His Experiences

SAN FRANCISCO.—Chas. Meyer, president of the San Francisco M. C., gives an account of a very pleasant and interesting vacation at Reno, Nev., and vicinity, from which he recently returned. He left Oakland about 1:45 a. m., July 16, and made fast time during the early part of the run, reaching Stockton by daylight, and Sacramento about 5:30. He made a short stop at the former town to take in gas, but passed through Sacramento and Folsom, making his second stop at Auburn, where he filled up with gas and oil for the pull over the mountains. Starting up the grade from Colfax, he followed the road which runs parallel to the railway snowsheds most of the way, reaching the summit about 10:15.

At the summit there was about 4 feet of snow still on the ground on both sides of the road, and he encountered very little traffic, though the road was in very fair shape. The run along Donner Lake and through Truckee was quickly made, taking him through some magnificent scenery; and he stopped outside Reno for a plunge in the warm spring, which was most refreshing after the long morning's ride. He went into Reno about noon, having made the trip in 10 hours and 15 minutes. The following day, piloted by Wheeler, the Indian agent, he took a trip to the famous gold mines at Virginia City, spending the whole day in looking over the mines, and returned the next day.

After several short sightseeing trips, he started homeward Friday afternoon, stopping over night at McKinney's on Lake Tahoe; and in the morning went over the summit near Tahoe, at an elevation of 7,600 feet, dropping down into Placerville. From Sacramento he returned home via Davis and Vallejo, finding the road down the west side in first class shape. Meyer rode an Indian Powerplus, with Firestone casings. He estimates his vacation traveling at 650 miles, during which he had no trouble with either tires or machine.

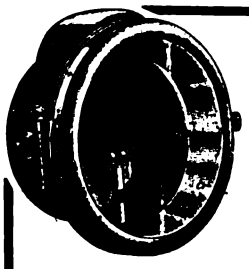
ACTIVITY DEVELOPS BIG FIELD IN VENTURA

LOS ANGELES, Cal.—A little special work by Girton Hoffer Co., Excelsior distributors, has turned Ventura County into a good motorcycle county. Formerly there was practically no business done there. Throughout 1915 and 1916 the towns of Oxnard and Ventura only took three machines. A few months ago Fred Hoffer and Wells Bennett took a trip up through there with a sidecar outfit which attracted a great deal of attention. Then the famous Southern California endurance run was routed through this territory. Later still, Bennett took a special trip up there on a 1917 Ex. He stayed in Ventura half a day demonstrating his own special jumping stunt which shows the power and control of the machine, climbed all the hills they had and broke all local records.

At that time Walter M. Jones, the Excelsior agent was just about disgusted at hanging on and doing no business, and thought about all he could depend on for an income was bicycle repairs. However, Bennett's trip aroused so much interest that Jones has been going to it like a good one ever since. The result is he has sold twelve 1917 models in Ventura alone. His sales include machines for both the speed cops. This is a fine instance showing how activity will bring a handsome increase in sales.

MERRY MAKES LAST TRIP BEFORE CLOSING STORE

LOS ANGELES, Cal.—Edwin F. Merry and Julius Smith have just returned from a trip around the Kite District of Southern California. This was Merry's last visit to the dealers in this section prior to closing his Los Angeles branch. He went around principally to explain his plans for giving an even stronger service through the concentration of stock in San Francisco, and he expects to pay even better attention than before to the needs of his big list of Southern California customers. Smith reports that on the trip they found dealers had pretty well cleaned up old stock, and are in better shape to push new stuff than they have been for a long time.



"Infallible" Lamps

Massive in construction, of one piece of heavy gauge steel, with mangin mirror lenses of the finest, with wind and dust-resisting doors, "INFALLIBLE" LAMPS are offered the rider as the highest example of lamp construction on the market. Automobile type burners, giving enhanced lighting capacity.

Headlight

No. 210, front diam. 8½", depth 6½", 6" mirror.....$4.50

No. 230, front diam. 8", depth 6", mirror 5½".....$4.00

No. 250, Infallible "Indian" Headlight, with rear socket to fit spade bracket furnished on Indian and other motorcycles $5.00

Lamps without brackets.

Tail Light

The "Infallible" Tail Light is the most sensible, most efficient and lightest tail lamp made, with remarkable strength for its weight. Made of one piece of aluminum, shows red rear light and white light illuminating license bracket. List price, $1.25

Catalog 60 — Motorcycle Supplies

New Net List for Dealers Now Ready

NEW YORK SPORTING GOODS CO
15-17 WARREN STREET
NEW YORK, N.Y. U.S.A.

F. A. Baker, Pres. M. C. Imbrie, V.P.
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F-N Tandems

Sold three and four years ago are still giving service.

Watch the machines as they pass the boulevard and you'll see many an old F-N go by.

Price $11.00 Each

Your dealer stocks it

FENTRESS-NEWTON MFG. CO.

Detroit Michigan

Join the

F. A. M.

It needs you and you need it

Your best protection for a "square deal" on the road.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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"The Coventry"

"The Motor's True Mate"

They're all demanding chains of more strength than necessary, because they don't know when that extra strength will be necessary. Hence the demand for our 26K—the strongest chain in the world. It costs $1.00 a foot because it's worth it. Write for details.

HERBERT F. L. FUNKE CO.
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The choice of the experienced rider is

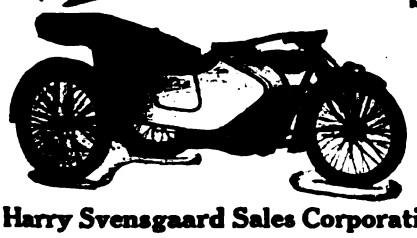
PREST-O-LITE

The Only Practical Light for Motorcycles.

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc. 246 SPEEDWAY INDIANAPOLIS, IND.
The World's Largest Makers of Dissolved Acetylene
Prest-O-Lite Exchange Agencies Everywhere

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT



This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1916!

Harry Svensgaard Sales Corporation 814 Jefferson Ave. East, Detroit, Michigan

Price $3.25

Satisfaction guaranteed with each

HANDPHONE

for the life of the instrument.

Automobile Supply Mfg. Co., Inc.
220 Taaffe Place, Brooklyn, N. Y.

Sun, wind and moisture never bother the wearer of

THE CHICAGO DIMMER GOGGLE

No 141

This perfect eye-shield is correctly designed to fit contour of the face, allow free range of vision, protect the eyes from dazzling sunlight, wind, rain and dirt and ventilated to prevent misting in cold, damp weather. A better goggle isn't made. Buy a pair today.

Dealers—Jobbers everywhere supply the Chicago Dimmer Goggle.

Chicago Eye Shield Co Chicago, Ill

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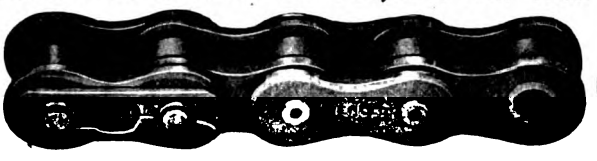
7143	7144
5/8" pitch	5/8" pitch
1/4" wide	3/8" wide

Watch the racing returns and see how uniformly the winners use Renold chains. They *know* from experience that they're best.

PETER A. FRASSE & CO., Inc. 419 CANAL ST. NEW YORK



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Guaranteed for Service and Reliability

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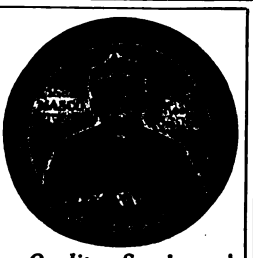

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NEW CATALOG NOW READY
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

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National Dealers' Directory

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DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
289 W. 125th St. New York
'Phone, 3352 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2058 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3986 Chelsea

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Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street 15 So. Lexington Ave.
Near Broadway, New York White Plains, New York

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 540

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Berchheimer, Prop. V. C. Palazzare, Mgr.

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N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1491 Fifth Avenue Telephone, Harlem 2397

T. J. SIXSMITH
203 W. 100th Street
Expert Repairing. New York Agent for the EXCELSIOR
Telephone, 8961 Riverside

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

BROOKLYN

HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
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1680-1682 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

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Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
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Rebuilt machines. A written guarantee with each machine. Write for details and price list.
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New pistons and rings accurately fitted.

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Cheyenne, Box 159 Wyoming

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EXCELSIOR MODEL SEVENTEEN with sidecar. Run less than five hundred miles. Outfit perfect. Price $250.00. Lock Box 180, Hammondsport, N. Y.

FOR SALE—CHEAP TO QUICK BUYER at $75.00, one Cygnet Rear Delivery Van, to fit Indian; investigate this offer at once. J. B. Flory, Lancaster, Pa.

GREAT BARGAIN—Finest equipped Electric Harley-Davidson twin and sidecar in this section. Cost nearly $500. Excellent condition. High-speed motor. Write to R. H. Snyder, care Chocolate Shop, Amsterdam, N. Y.

SMITH MOTOR WHEELS—I have 3 Smith Motor Wheels, will sell cheap for cash. Who wants them? Bargains. Nearly new. Ralph L. Cowles, Canton, Conn.

FOR SALE.—Two-cylinder Indian Motorcycle with good tandem; cradle-frame. Machine is a late 1915 Model; run less than 500 miles. Price, $150.00. E. E. Potter, 1118 East St., Lansing, Mich.

FOR SALE—Motorcycle repair business, including the following items: engine, lathe, drills, press, air compressors, enameling ovens, gasoline tanks, oil tanks, brazers, tools of all kinds; also parts for several makes of motorcycles. Will be sold very cheap. Address Best's Garage, Waverly, N. Y.

FOR SALE—1915 Harley-Davidson, 3-speed, 11 horsepower. In first-class condition. Price right. E. A. Lewis Co., Riley Center, Mich.

FOR SALE—POPE SPECIAL 7-H.P. RACING MACHINE. — Specifications: Wheel base, 52 inches; Bosch Magneto; Schebler Carburetor, with special air shutter; U. S. 28x2¼ corrugated racing tires; extra heavy ¼x⅝ Renolds racing chain; extra large hand-made gas and oil tanks; capacity of gas tank, 4 gallons; oil tank, 5 quarts; road clearance, 5 inches; speed, 80 miles or better per hour. C. L. SMITH, 1043 S. Olive, St., Los Angeles, Cal.

FOR SALE—1915 Emblem with Eclipse 2-speed 10 horsepower and Rogers sidecar; fine condition. Must sell—Act quick. Price, $150. W. J. Rousselle, Fort Covington, N. Y.

BARGAINS:—1914 Two-speed PIERCE, $100; 1915 Two-speed POPE, with delivery van, $150; 1913 Excelsior Twin, $50; Indian Twin, fully equipped, $55; another Twin, $25. Two months' use allowed with all of them. If not satisfied, won't cost you anything. Nelson, 112 4th Place, Brooklyn, N. Y.

HELP WANTED

SALESMAN WANTED—New York house of motorcycle repair parts and accessories has vacancy for traveling salesman. Good opportunity for right party. Chance for repairman or motorcycle dealer having salesman's ability. C. M., care of MOTOR CYCLE ILLUSTRATED.

POSITION WANTED

SALESMAN wants position with manufacturer or manufacturer's agent, well experienced in the motor and bicycle trade; commission or salary. F. S., care of Motorcycle Publishing Co.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

STOLEN

A 1916 HARLEY-DAVIDSON, Model 16-J. Electric; motor No. L12216-M.S. N. Y. license No. 65550. Has rubber off-kick starter. Reward of $25 for return of machine or information leading to obtaining it. Geo. S. Carver, 144 Court St., Binghamton, N. Y.

On the night of May 29-30, a twin Indian; 1915; 2-speed; engine No. 72 A 120; head light; Presto tank fastened on handle bars with leather straps; special air cushion saddle; large dent in front exhaust pipe; right hand grip cracked. No. tail lamp or license plate. Suitable reward offered for information leading to arrest and conviction of party or parties and return of machine. Wm. Bonin, Babylon, N. Y.

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Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

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THE STAR

Bearings Co. of America
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N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

The Oldest and Largest Supply House

FREE You can't be up-to-date without it. *Write today to*

MOTORCYCLE EQUIPMENT CO.
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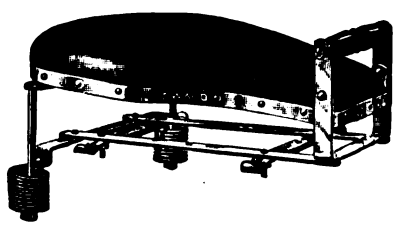

No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price
$6.50
Complete

WALD MANUFACTURING CO.
Dept. F SHEBOYGAN, WIS.

Two-thirds actual size.

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THE PERFECT HEADLIGHT

have opened a new era in gas lighting by combining **Electric Brilliancy** with **Prest-O-Lite Reliability.** They are guaranteed to give **three times** the light of the ordinary burner. The thousands in use demonstrate their practicability. Price $2 per set.

DEALERS: Full details and our proposition will be sent on request

The Monosmith Brothers Co.
Spencer, Ohio, U. S. A.

The H. M. Kipp Co., Ltd., Toronto, Distributor for Canada

Lists of Motor Cycle Owners

For any State in United States We copy official automobile and Motor Cycle records in the Capitol here and can compile a list of the auto owners or motor cycle owners for your section of the state at lowest rates, sending you supplements, regularly, the balance of the year. We can compile a list of Ford owners or owners of any other automobile or motor cycle you wish a list of.

HALF PRICE AUTO LIST COMPANY
68M State St. Albany, N. Y.

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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Prest-O-Lite For Motorcycles

Photo by Intern'l Film Service, Inc.

In Service "At The Front"

Prest-O-Lite is used on the majority of machines in the motorcycle corps of the U. S. Army now on the Mexican border.

Experience has proved that Prest-O-Lite is as sturdy as any motorcycle. Its rays are always bright, clear and penetrating, showing up every bump in the road. Vibration from ruts and bumps do not affect Prest-O-Lite. It is simple and trouble proof and never needs any attention that the rider himself cannot easily give. These are some of the reasons why it was chosen by the U. S. Army as the most efficient lighting system for motorcycles.

Prest-O-Lite represents the utmost in practical, convenient motorcycle lighting, and for this reason is used by more riders than all other systems combined. With all its many advantages, Prest-O-Lite costs the rider but little to buy and little to use.

Get Prest-O-Lite on Your Motorcycle

Here is a popular equipment combination: "Prest-O-Lite, a lamp and a mechanical horn." Any dealer can make you this offer at a most attractive price.

Write today for full details on motorcycle lighting. Sent free.

The Prest-O-Lite Co., Inc.

The World's Largest Makers of Dissolved Acetylene

246 Speedway, Indianapolis, Ind.

Canadian Office and Factory:
Merritton, Ontario

Dealers:

The handling of Prest-O-Lite in your store will prove a very desirable business asset. Write for details of our dealer proposition.

Prest-O-Lite Exchange Agencies Everywhere

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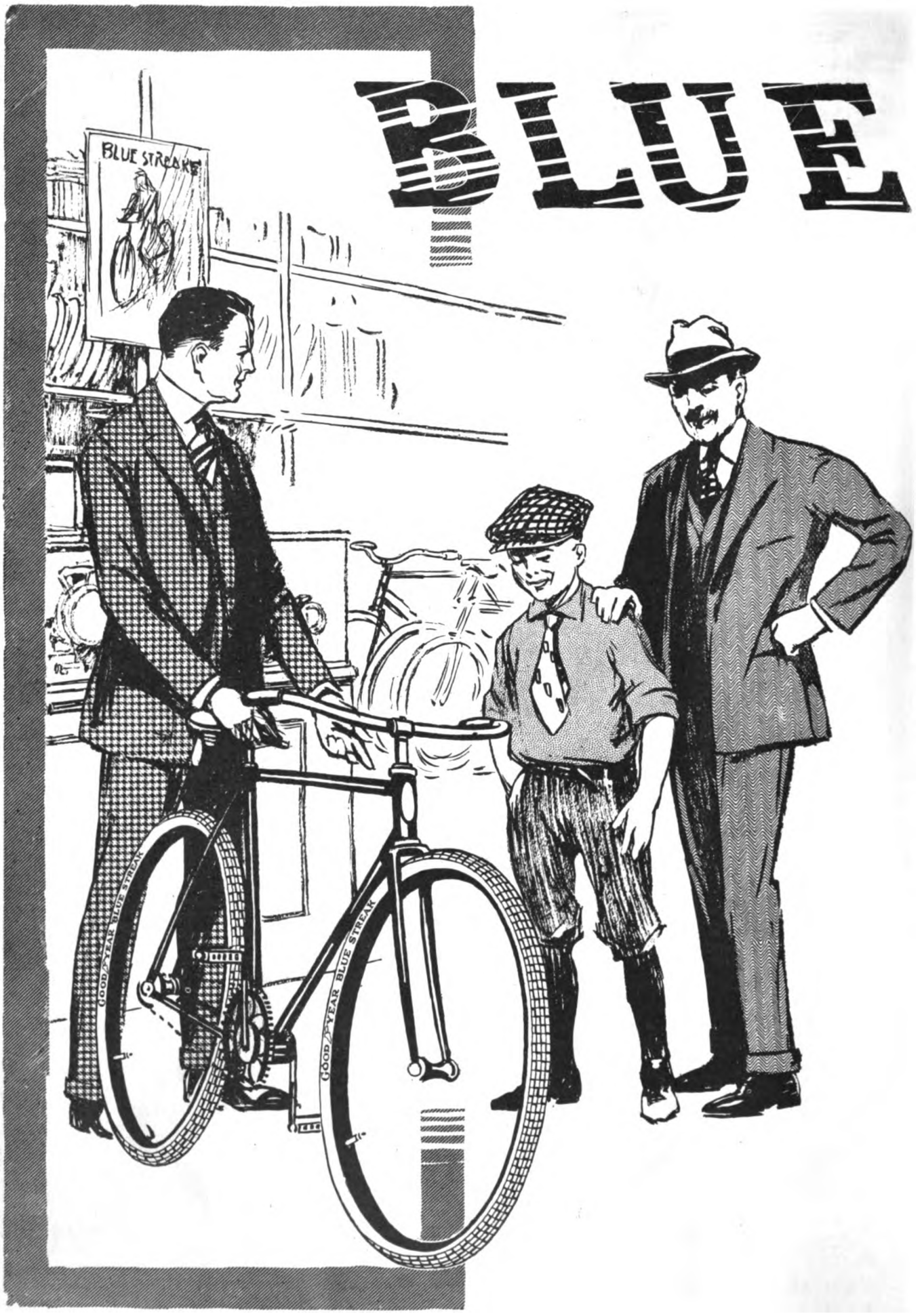

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STREAKS

Will You Agree With 10,000 Dealers?

NOTHING is so irritating to the bicycle rider as to find out that he has been charged $3.00, $4.00 or $5.00 for a bicycle tire that is usually not the equal of the Goodyear Blue Streak tire at $2.50.

He is perfectly willing to accept the low Goodyear price as a quality price, because he knows that Goodyear makes only *one* single tube bicycle tire and so can put the best manufacturing into that one tire.

He accepts the Goodyear Blue Streak Tire as the standard tire because he knows that the price is standard and the guarantee is positive.

Do you see now why Goodyear Blue Streak sales have grown and grown?

Do you see now why Goodyear dealers prefer to sell a tire at a smaller profit per sale—in order to make the many, many more sales?

Over 10,000 bicycle dealers consider it good business to sell Goodyear Blue Streak Tires.

Aren't you willing to accept the judgment of 10,000 men in your own business?

Then write for the Goodyear Blue Streak Tire proposition today.

The Goodyear Tire & Rubber Company
AKRON, OHIO

GOODYEAR
AKRON
Bicycle Tires
Guaranteed

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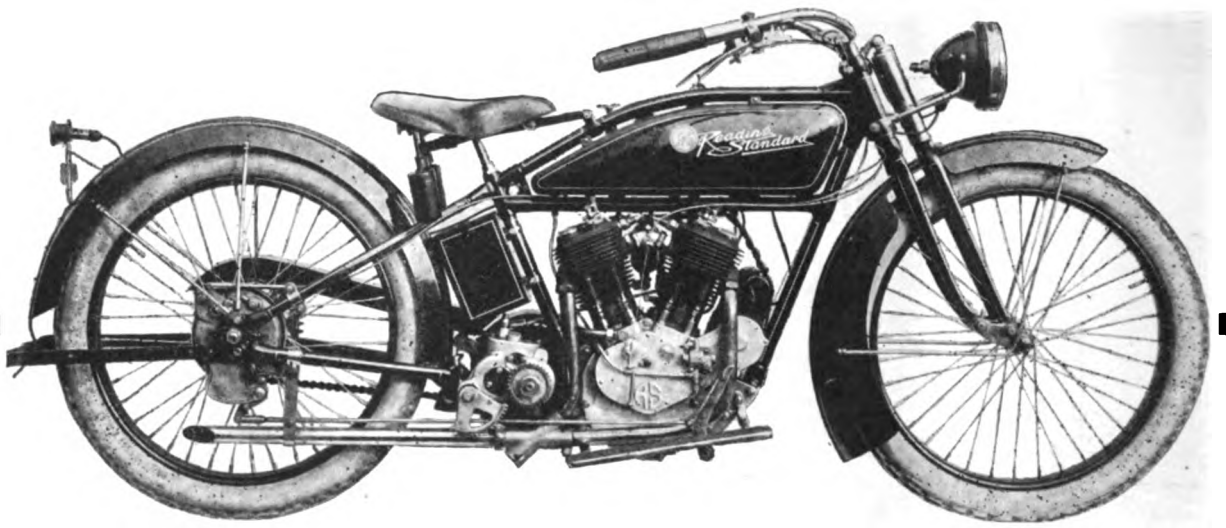
ANNOUNCING THE 1917 R-S

The World's Master Motorcycle



The highest compliment you can pay a motorcycle is to say "It's like the R-S." There is no machine on the market today that approaches the Reading Standard for multiplicity of comfort insuring devices, for hill climbing, power, for speed and all-around efficient durability.

Three Models for 1917

Model 17T 12 H. P. Twin Cylinder..... $275.00
Model 17TE 12 H. P. Twin Cylinder, equipped with Bosch Electric Lighting System.
$30.00 Net plus 275.00
Model 17S 6 H. P. Single Cylinder..... 240.00

Whether you are interested in Motorcycles for profit or pleasure, the R-S with its many new features for 1917 will more than fulfill your expectations.

We have good territory open for live agents.

READING STANDARD COMPANY

501 Water Street R-S **Reading, Penna.**

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For Work or Play

Over 50 per cent of the motorcycles in service on the Mexican border are equipped with Blue Streaks.

The heavy machine guns and tandem scouting crews of the U. S. Army are entrusted to Goodyear Blue Streaks because it is absolutely necessary to have the security, the dependability, the mileage that these tires assure.

You will find Blue Streaks just as predominant in commercial service.

Merchants express a very decided preference for Blue Streaks because they have wanted their longer mileage at lower mileage cost and fewer tire layouts.

The Blue Streak reputation as a road tire is too well known to need introduction.

It is the preferred tire in the vast majority of endurance runs and track races.

Dealers have been quick to grasp the advantages of selling Blue Streaks.

They realize entirely that for work or for play Blue Streaks will give their customers the greatest satisfaction at the least expense.

And for that reason their sales of Blue Streaks have grown and grown and grown.

The Goodyear Tire & Rubber Co.
Akron, Ohio

GOODYEAR
AKRON
MOTORCYCLE TIRES

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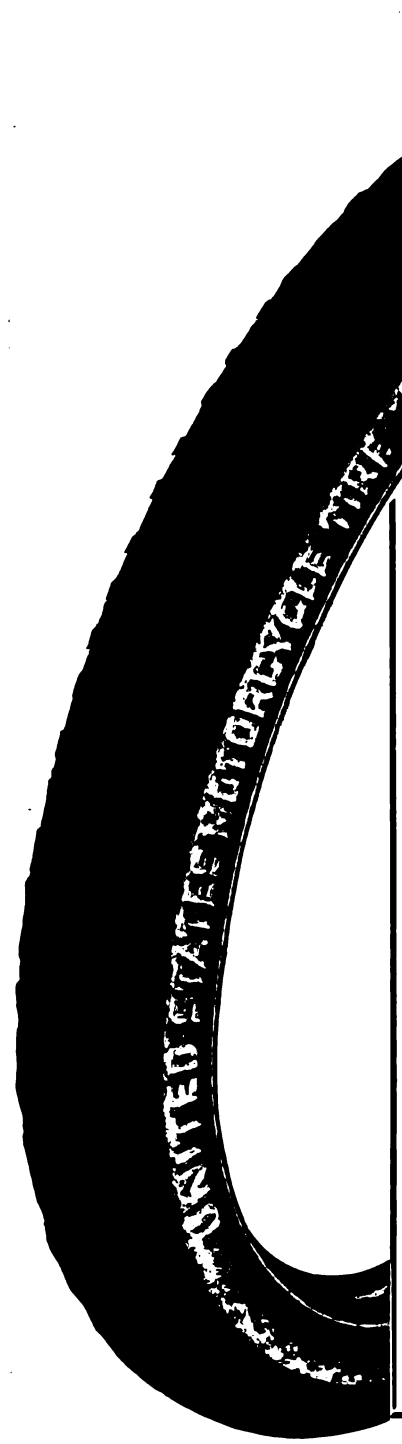

The 'USCO' Tread Motorcycle Tire

Standard Equipment on the Harley-Davidson for 1917

One of the many features that will distinguish the 1917 Harley-Davidson line is the new 'Usco' Tread Tire.

Made with four plies of regular automobile fabric and an extra breaker strip—this new 'Usco' Tire, with its black tread and white sidewall, will undoubtedly prove as great a sensation in the motorcycle world as the famous 'Usco' automobile casing has among motor car owners.

A detailed announcement of the 'Usco' will appear shortly — watch for it.

UNITED STATES TIRE COMPANY

'Usco,' 'Chain,' 'Nobby,' 'Studded,' 'Corrugated' Motorcycle Tires

1790 Broadway New York

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September 7, 1916

MOTOR CYCLE ILLUSTRATED

Vol. 12 No. 10

HESS TAKES AMATEUR CROWN AT COLUMBUS

Sacramento Indian Pilot Takes Four of the Six National Championship Events; Amateur Standing Questioned—Johns, Creviston and Stokes Divide the "Pro" Honors — Two Days of Clean Sport Provided

COLUMBUS, Ohio, September 2.—If clean sport, and plenty of it can give the F. A. M. an impetus in the right direction, then the first section of that double-headed F. A. M. meet which was staged on the Columbus Driving Park Track this afternoon, and which has been heralded by the new F. A. M. administration as the motorcycle event which is to mark the turning point in the affairs of that organization, certainly should fill the bill.

There was sport in plenty on a track that was as close to the "pink of perfection" condition as man and track manicuring implements can make it; there were six feature numbers included on the first day's program and while the professional numbers filled better than the amateur events, and no doubt were speedier, the anxiety of the amateur riders to win provided a degree of sport that is uncommon.

Johns Takes Three

Don Johns, who straddled an eight-valve Indian, of course, proved conclusively to the assemblage by taking two of the three professional events that he was the "class" of the "pro" field. Johns took the one-mile National Professional Championship covering the single circuit of the course in 48⅗ seconds and leading home Bob Perry on an Excelsior and Glen Stokes on a machine of the same make, who finished in the order named. Johns also showed the way home in the five-mile open "pro" event crossing the tape just a fraction of a second ahead of his team mate, Morty Graves; his time for the distance was 4:03⅗. Third place went to Ray Creviston, also on an Indian.

The ten-mile open professional proved easy for Graves who piloted his Indian across the finishing tape in 8:33⅘. This event, too, might have gone "Johnswise" had not the speedy Indian pilot fouled Bob Perry's rear wheel on the fourth lap of the circuit and spilled. The fall brought the crowd to its feet in a state of apprehension which was quickly dispelled, however, when it was announced that Johns' worst injury was a sprained shoulder.

COLUMBUS CHAMPIONSHIP WINNERS AT A GLANCE

One-Mile F. A. M. National Professional Championship
Don Johns, Indian. Time, :48⅗.
25-Mile F. A. M. National Professional Championship
Ray Creviston, Indian. Time, 20:21.
One-Mile F. A. M. National Amateur Championship
John Hess, Indian. Time, 1:02⅗.
Two-Mile F. A. M. National Amateur Championship
John Hess, Indian. Time, 1:51⅕.
Five-Mile F. A. M. National Amateur Championship
John Hess, Indian. Time, 4:23⅕.
Ten-Mile F. A. M. National Amateur Championship
Sydney Dean, Indian. Time, 8:33⅘.
25-Mile F. A. M. National Amateur Championship
Sydney Dean, Indian. Time, 21:28⅘.
50-Mile F. A. M. National Amateur Championship
John Hess, Indian. Time, 44:25⅖

Stokes Comes Up

Following the spill, Glen Stokes gradually worked his Excelsior to the fore and finished in second place a few paces behind Graves while Bob Perry also on an Excelsior came in for third money.

The fifty-mile National Amateur Championship proved the feature event of the amateur card; it brought out seven entries and was a nip and tuck affair from start to finish. The winner finally showed up in the shape of John Hess of Sacramento, Cal., who managed to slide by the other contenders and bring his Indian first home in 44:25⅖. Hess had rather a difficult task, however, in keeping Joe Hallock on an Excelsior behind him; Hallock took second place while Jack Smith, a speedy little Indian pilot from Lima, managed to clinch third prize.

Dean Gives Thrills

Sydney Dean of Boston added a degree of thrill to the contest when his machine caught fire on the backstretch and he rolled around past the grandstand to the pits enveloped in flame. The fire was quickly extinguished by the pitmen with the aid of a bit of bagging and a lot of sand and neither rider nor machine was appreciably the worse for the accident.

As if to clinch his fairly good grip on the Bosch Trophy which the win in the 50-mile contest netted him, Hess repeated in the single-mile National Amateur Championship covering the distance in 1:02⅖ and leading home Dean on an Indian and Hallock on an Excelsior in the order named. Dean, however, managed to get the drop on the field in the ten-mile National Amateur Championship contest and won easily in 8:33⅘. Kenneth Alberts, also an Indian pilot, took second place and Hallock on the Excelsior finished in third position.

While it was by no means a capacity crowd which turned out to see the race meet today, it was an enthusiastic one and the sort of sport provided holds promise

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PICTURING THE COLUMBUS F. A. M. MEET SEPT. 2 AND 3

of attracting an even greater gathering for tomorrow's speedfest.

The summaries:

One-mile F. A. M. National Professional Championship—Don Johns, Indian, won; Bob Perry, Excelsior, second; Glen Stokes, Excelsior, third. Time, 48⅗ seconds.

One mile F. A. M. National Amateur Championship - John Hess, Indian, won; Sydney Dean, Indian, second; Joe Hallock, Excelsior, third. Time, 1:02⅘.

Five-mile Professional Open—Don Johns, Indian, won; Morty Graves, Indian, second; Ray Creviston, Indian, third. Time, 4:03⅕.

Ten-mile Amateur F. A. M. National Championship Sydney Dean, Indian, won; Kenneth Alberts, Indian, second; Joe Hallock, Excelsior, third. Time, 8:33⅘.

Ten-mile Professional Open—Morty Graves, Indian, won; Glen Stokes, Excelsior, second; Bob Perry, Excelsior, third. Time, 8:08⅘.

Fifty-mile F. A. M. National Amateur Championship John Hess, Indian, won; Joe Hallock, Excelsior, second; Jack Smith, Indian, third. Time, 44:25⅖.

1, Start of 25-Mile Pro.; 2, Oscar Hedstrom Putting on a Tire; 3, Amateurs Starting in 50-Mile; 4, T. R. Thomas, Arthur Davidson, W. D. Callender; 5, Donovan Starting 5-Mile Pro.; 6, Mrs. Graves, Mr. and Mrs. Serge Sapojnikoff and E. G. Baker; 7, Alberts, Dean and Hess, Indian Amateurs; 8, Perry, Wolter and Stokes, Excelsior Pros.; 9, Chairman Donovan and Referee McConnell; 10, Giving the Flag in 2-Mile Race; 11, Amateurs at the Line; 12, Hedstrom Watching the Speedsters; 13, Indian Crew—Hedstrom, Johns, Creviston, Gene Walker, Graves, O'Brien; 14, T. R. Thomas, R. S. McConnell, John Donovan, Gus Rice

BIG CROWD TURNS OUT FOR SECOND DAY

COLUMBUS, Ohio, September 3.—The promise of a capacity crowd for the second day's card of the F. A. M. rejuvenation meet was fulfilled at the Columbus Driving Park track this afternoon. While no definite figures are available it is estimated that fully 10,000 people journeyed out to the track to witness the best meet that Columbus has seen in many a day.

Of the six events which graced the program, the 25-mile professional was by far the most interesting—a regular "hum dinger" from start to finish—and it recorded a win for Ray Creviston on his Indian. Jim Davis, also on an Indian,

(Continued on page 14)

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RUSSIAN ENGINEER VISITS INDIAN FACTORY

SPRINGFIELD, Mass.—Among recent visitors to the factory of the Hendee Manufacturing Company, in this city, is Serge Sapojnikoff, of Petrograd, Russia. M. Sapojnikoff is a graduate chemical engineer and also a motorcycle racing man of considerable reputation. He is holder of the Russian 100 kilometre road record for twin cylinder machines, and also of some short distance records. He has participated also in the big Russian automobile runs and races.

M. Sapojnikoff is now completing a tour of the United States and will return to Russian, sailing from New York on September 10.

ARTHUR CHAPPLE AGAIN SEEING TRADE FRIENDS

NEW YORK, N. Y., Sept. 5.—Arthur Chapple, the old racing motorcyclist, who has been with the First Motor Battery for the past seven weeks, is now back on the job with the Motor Car Equipment Co., of this city, and is taking charge of the motorcycle and bicycle department.

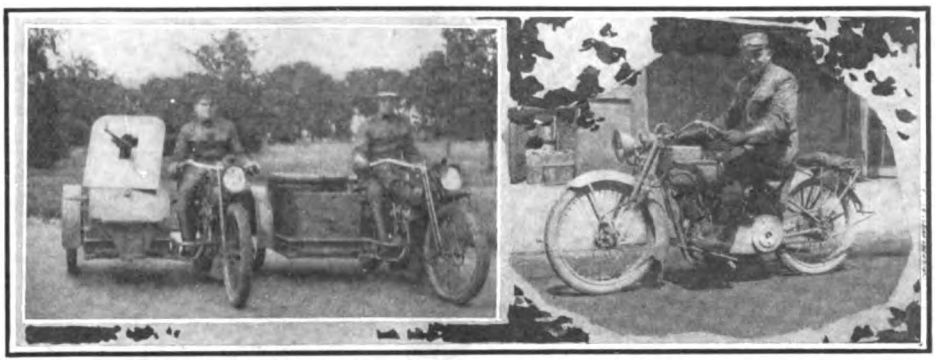
The Motor Car Equipment Co. has taken the exclusive State rights for the Kokomo tires in all of Connecticut and Rhode Island and part of Massachusetts, New York and New Jersey, and they are now appointing agents in the above territory for the Kokomo line.

LATEST EXCELSIOR BOOK HAS NOVEL FEATURES

CHICAGO, Ill.—"The Home of the Excelsior" is the title of a most interesting and intimate publication just issued by the Excelsior Motor Mfg. & Supply Co., maker of Excelsior Auto-cycles and bicycles. Its contents portray and describe a trip through the big Excelsior factory, beginning with the executive department and continuing until the power plant section is reached and passed. The book is well illustrated, and the descriptions concise and excellent.

A feature of this book is the series of photographs of heads of departments, executives and salesmen, with a brief sketch of each man. This intimate touch is unusual, and is very valuable in bringing the trade and user in direct contact with the Excelsior men in all departments.

WITH AUGUST ZIMMERMAN IN WASHINGTON, D. C.



Left, Hustling National Capital Harley-Davidson Man Demonstrating Motorcycle Machine Gun Outfit in White House Park; Right, "Zimmie" on His Pet Mount. He Was Recently Elected President of the Washington M. C.

LARSH RETURNS TO FACTORY AFTER COAST TRIP

DAYTON, O., Sept. 2.—R. K. Larsh, of the traveling force of the Davis Sewing Machine Company, has returned after a three months' trip along the Pacific Coast and through the Mountain States. Bob reports Dayton dealers all over are well pleased with this season's business, particularly with the Dayton motor bicycle and the Dayton bicycle models.

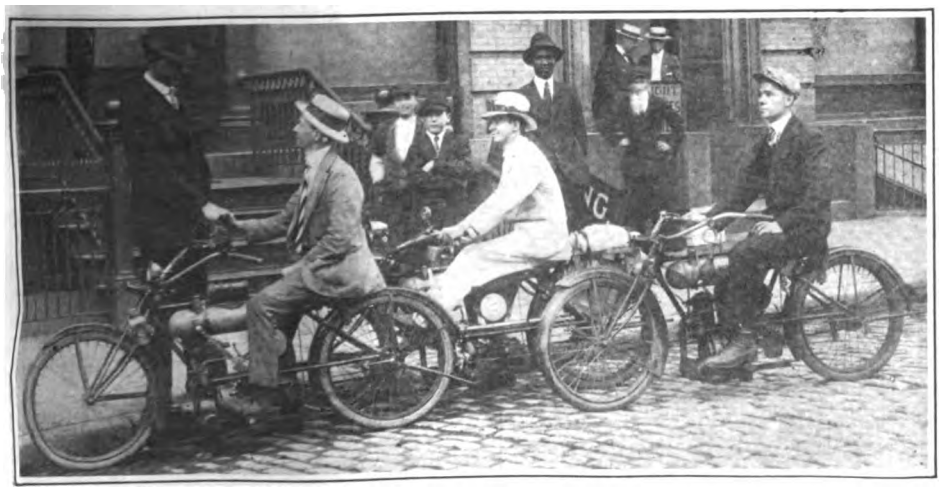
He expressed himself greatly impressed with Western hospitality, and said that he had never met a finer crowd of men than the motorcycle and bicycle dealers upon whom he called. He figures on bigger business in 1917 than ever before.

NEW BROOKLYN CLUB BELIEVES IN "SAFETY FIRST"

BROOKLYN, N. Y.—The Superior M. C. has just been organized here for the expressed purpose of promoting "safe and sane usage of the motorcycle." It is the intention of the club officials to interest all the riders of the vicinity in the movement. The club has joined the F. A. M. and started a boosting campaign for the national body.

The officers elected at the opening meeting follow: John D. Bluxome, president; Roy C. Samuelson, vice-president; George Bailey, treasurer; James P. Golden, secretary. The headquarters of the club is at 1516 Sixteenth street.

CLEVELAND BRINGS WASHINGTON CLOSE TO NEW YORK



Jack and Edward Hinds, Washington Cleveland Dealers, and Ray Wall, Greeting C. W. Waughop on Reaching the New York Cleveland Headquarters After a Fast Trip from the Capitol City

ANOTHER ADVANCE ORDER FOR HENDERSON

SAN FRANCISCO, Cal.—The Motorcycle Sales Company has booked another advance order for a 1917 Henderson, this being the third within two weeks. There are several prospects lined up that the company believe will come through as soon as the four-cylinder models arrive.

FRASER'S PATRONS EAGER FOR 1917 MACHINES

SAN FRANCISCO, Cal.—Jack Fraser, local manager for the Appeal Manufacturing & Jobbing Company, handling the Harley-Davidson, has received the first advance notice of the 1917 models. He has posted some bulletins about the new season's product and his patrons are eager to see and try out the military drab twins and singles.

Fraser expects the demonstrator to arrive on the first of October and looks for regular shipments of stock soon after.

DENHAM AND WALL CAPTURE BENNINGS RACES

WASHINGTON, D. C., Sept. 5.—Denham and Wall were the winners of the races held on the Bennings track yesterday. Denham, mounting an Excelsior, was the victor in the five-mile event, with Wall second, also on an Excelsior. In the 15-mile race Wall brought his Excelsior home in front, with Carr, on an Indian, in second position.

BOLLINGER FOR BUENOS AIRES

AKRON, O.—Clarence R. Bollinger is now an adjuster for the Goodyear Tire & Rubber Company of this city. Bollinger, who has been for many years in Goodyear service, will take charge of the adjusting department in the Goodyear branch at Buenos Aires, Argentina.

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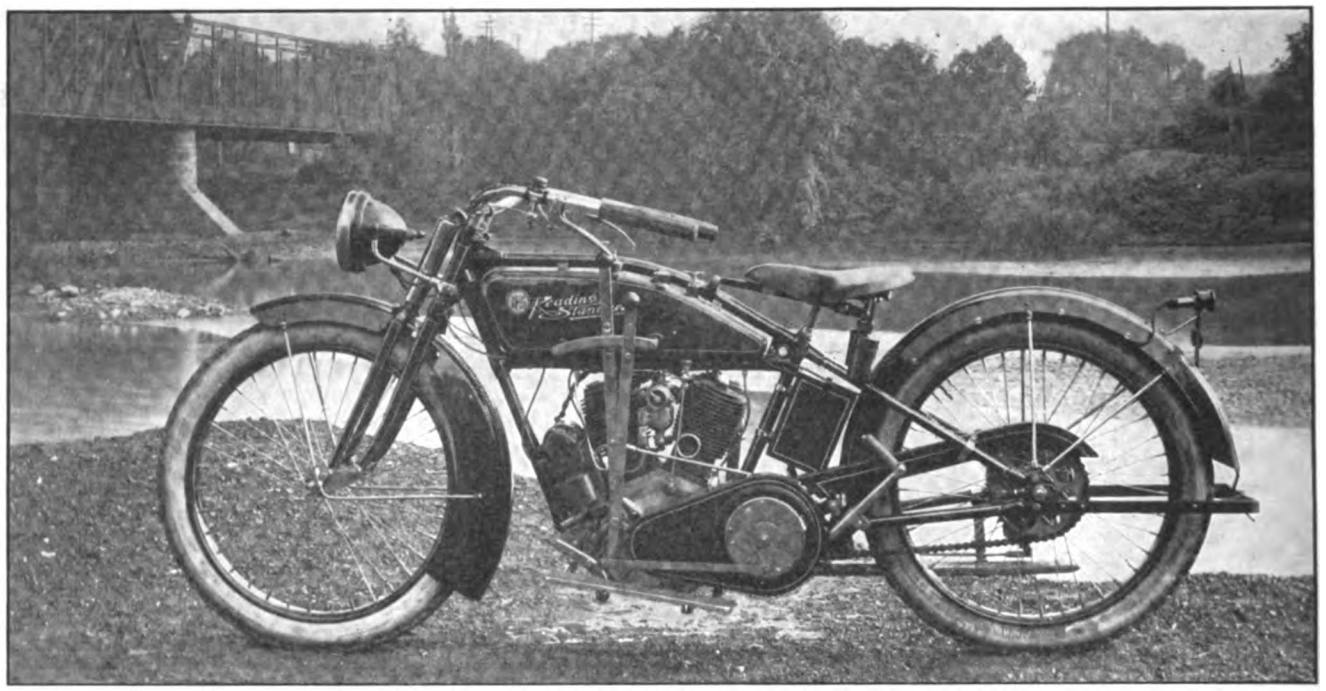
THREE MODELS OF READING STANDARD FOR 1917

Electrically Equipped Twin, Regular 12 Horsepower Two-Cylinder Model and Single in New Season's Line—Double Brakes and Three-Speed Gearset Fitted



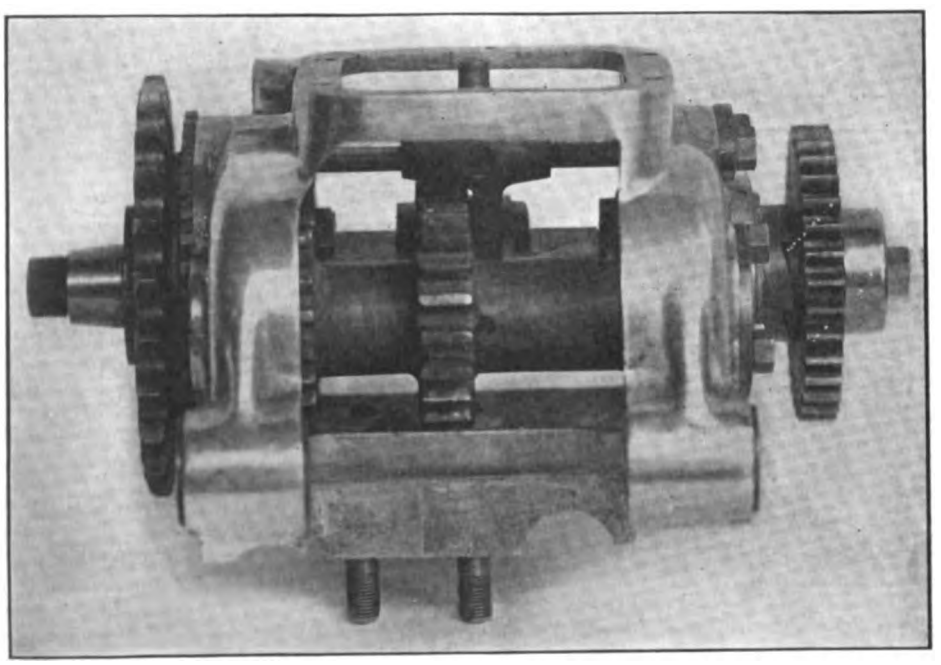
Left Side of Model 17-TE, with Bosch Generator and Electric Equipment—Note Horn Button on Left Bar

READING, Pa., Sept. 5.—Improvements on the 1917 models of the Reading Standard are many, although the graceful appearance and characteristic symmetrical lines of the 1916 machines of this make have not been altered in any manner. In general, the improvements are those which go to make for increased power, silence, reliability and comfort of the rider.

Among the improvements in the twin motor are the provision of exhaust outlets which lead straight downward, a heavier crankcase, which is absolutely oil-tight, a larger breather tube than in previous models and a change of magneto location. The flywheels have been re-designed so as to enable the motor to run at very high speeds.

Improvements in Gearset

The three-speed gearset has been improved in several ways, also. The shift-lock has been removed from the gear box interior and is now on the shift-lever. The front forks have been improved to give a greater factor of safety and more comfort in operation. Double brakes are now fitted. The frame has been strengthened for sidecar work, and there are knockout axles fitted to both front and rear wheels. As will be seen below, an electrically equipped model is included in the offerings for the new season.



Cutaway View of Three-Speed Gearset Which Has Large Ball Bearings on Shafts

Three models of Reading Standard motorcycle constitute the line for 1917. These are: Model 17-T, twin with three-speed gear and foot-starter, $275; Model 17-TE, twin with three-speed gear, foot-starter and electrical equipment, $275, plus $30 for electric outfit; Model 17-S, single cylinder motor with three-speed gear and foot-starter, $240. The twin motors are of the 12 horsepower type, while the single cylinder is rated at 6 horsepower. All 1917 motors, as has been the case in Reading Standard power plants in many seasons past, show even greater power than their ratings.

New Exhaust Outlets

While the new Reading Standard twin motor has a number of changes in outward appearances, the dimensions have not been altered. The bore is 3⅜ inches and the stroke 3¾ inches, giving a piston displacement of slightly over 67 cubic inches. The cylinders have been re-designed with exhaust outlets opening straight downward, giving a much more direct and freer passages for the burnt gases and reducing back pressure to a minimum. The cylinders allow the exhaust pipes to be so bent as to afford no obstruction to a free exhaust after the gases leave the outlets.

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Crankcases on 1917 motors have been made much heavier. The best grade of aluminum is used. The extra weight and purity of the metal makes the cases very rigid, eliminating all possibility of misalignment from strain, etc. All joints are made oil-tight. A much larger breather tube is fitted than in 1916, relieving the pressure in the crankcase and making for an absolutely clean motor at all times.

Magneto at Front

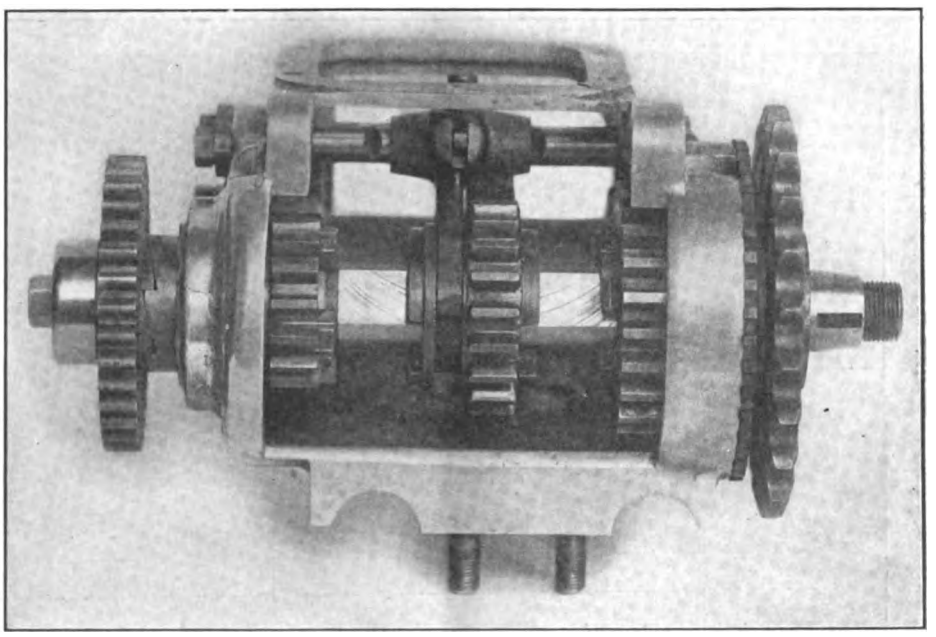
The magneto is now located at the front of the motor, not as an improvement but to give more space for the magneto-generator used on the Model 17-TE. It also affords great accessibility for the ignition apparatus than did the rear position used on previous models. By reason of the magneto being placed forward, one less gear is used in the drive train than in 1916.

New flywheels have been fitted, with the weight properly distributed from a most scientific standpoint, producing a perfectly balanced motor. The 1917 Reading Standard motors can be run at excessively high speed on the stand and no vibration will be discernible. By the new flywheels and accurate timing, the motors show a big increase of power, speed and efficiency over those of previous seasons.

Valves and Gears

Inlet and exhaust valves are made with 45 degree seats. The inlet valves are of nickel steel, while the exhausts are of tungsten steel. The timing gears, as well as all shafts and other important motor members are made from chrome nickel steel, specially treated. Priming cups are fitted to all motors, and there is a gasoline gun in each tank.

In the three-speed gearset several improvements are noticeable. The drive sprocket is now broached on the high speed sleeve gear instead of being screwed on as



Gearset Viewed from Front—Starter Sprocket and Main Sprocket Are Broached On

heretofore. The main ball bearing housing is securely locked on by a headless screw and a corresponding series of notches cut around the entire circumference of the housing. Large and efficient ball-bearings are continued for the 1917 season, for both the foot-starter and the drive side of the main shaft. The gear box is absolutely oil-tight. Heavy felt washers are fitted into recesses on each end of the main shaft and are securely held in place by steel collars.

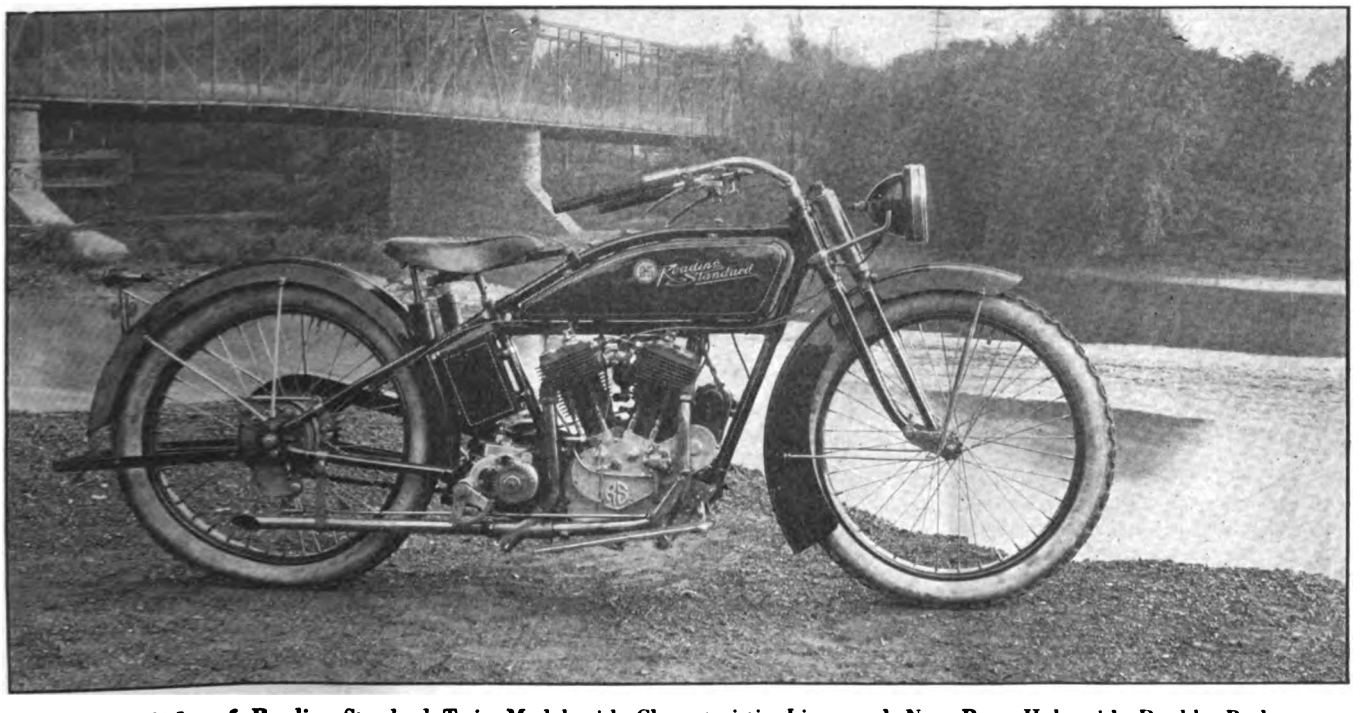
Keyed to Shaft

On the foot-starter side the ratchet pinion is keyed to the main shaft also. All end thrust is thus taken away from the ball-bearing, and in addition, the pinion is readily removed in case of necessity. The teeth on the pinion as well as on the sector are so cut as to match perfectly.

The safety locking device has been removed from the interior of the gear box and transferred to the shift lever. It is now impossible to move the shift lever on its quadrant until the clutch is withdrawn. While the 1916 locking device was very efficient, the new arrangement is far superior, for it is impossible for the rider to strain the shift lever or its connections.

Vanadium nickel steel is used throughout on all gears and shafts. All steels are treated by the special process now in use in the Reading Standard factory.

The front forks on the 1917 models have



Right Side of Reading Standard Twin Model with Characteristic Lines and New Rear Hub with Double Brakes

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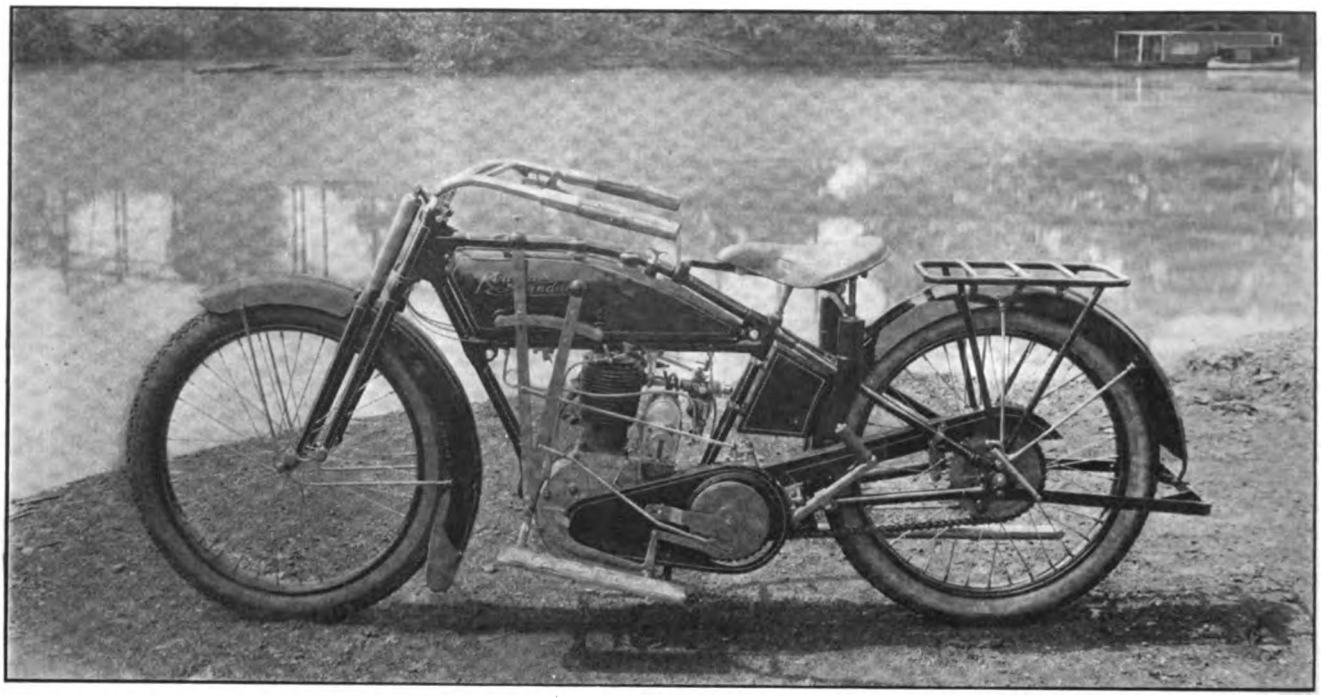


The Reading Standard Single Cylinder Machine, Model 17-8, Using Same Frame and Fittings as Twin Models

been re-designed slightly, although the same principles of action have been retained. The rear portion of the fork is curved forward and new links are used, these being of the three-point type with large grease cups. Fork sides and other parts of fork construction are made heavier than in 1916. Solid reinforcements are inserted in the fork-sides and brazed to withstand sidecar service. The coil springs have been redesigned and are made from vanadium spring steel.

Front Fork Refinements

The frame has been made 100 per cent stronger for sidecar work. The tubing used is of special carbon steel with forged steel fittings. The tubing is heavier than before and heavy reinforcements are used at the most vital points, notably in the front portion leading from head to motor. The use of a knock-out axle in the rear permits the rear fork end forging to be closed, which also increases the strength at this point.

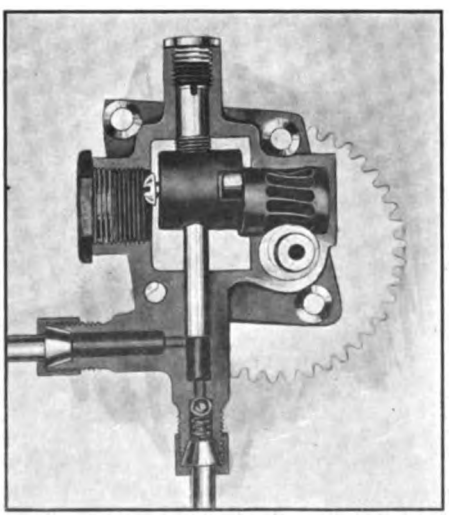
Rims used on 1917 models of the R-S are guaranteed to be much stronger than those fitted to previous models. The holes in the rims are countersunk, allowing for proper alignment of spokes. Forty spokes of heavy gauge are used in each wheel. The rear mudguard remains practically unchanged, while side splashers have added to the front mudguard.

Double Brakes Fitted

An entirely new front hub has been fitted, with much heavier ball-retainers and balls. The flanges are wide, making a much stronger wheel throughout. The new hub is of the knock-out axle type, to facilitate quick removal when occasion demands it. On the new rear hub are fitted two powerful brakes, an internal and an external, working independently. These brakes operate on a drum at the right side of the wheel, the external being operated by a foot lever close to the right footboard, while the internal is actuated from a lever under the left handlebar.

Larger Tank Capacity

The capacity of the tank has been slightly increased and new fastenings fitted. The tank now has nicely rounded corners in place of the square corners formerly used. The Reading Standard firm claims to be



Sectional View of Reading Standard Mechanical Oiler, Showing Simplicity

the pioneer in the use of the stream-line tank.

Accessibility to the chain has been carefully worked out. To take off either guard it is only necessary to remove two screws and a nut. The guards have independent fastenings. Instead of the chain guard being used for a starting crank stop, there is a special bracket and spring clip fitted to the frame for 1917.

The Reading Standard control for 1917 is practically unchanged from that of previous seasons. The three-speed locking device, as mentioned above, operates directly on the shift lever and the clutch has but one rod for both foot and hand levers. Throttle is worked by the right hand grip and spark by the left hand grip, genuine Bowden wire controls being used to connect both grip mechanisms to their respective devices. The valve lifter is under the right grip.

Bosch System Used

The Model 17-TE is fitted with the Bosch lighting system. The outfit consists of a large headlight with a 15-c.p. main bulb and a 2-c.p. pilot bulb. Either bulb is connected for lighting by a simple switch easily reached from the saddle. The horn is operated by a neat press-button on the left grip. The tail light and license bracket are built as a unit. A special, indestructible storage battery furnishes lighting current when machine is standing idle.

The main electric supply is furnished by the Bosch generator, which automatically charges the battery, assuring an ample supply of current at all times. This Bosch product may be termed an ignition and lighting unit, but the currents for lighting and ignition are produced independent of one another. Either can operate by itself and the operation of one does not affect the other. The price of the electrical equipment is $30 extra.

Standardized Construction

By utilizing the same frame for both single and twin models it is possible to use practically all other parts in common. This greatly simplifies the handling of repair orders and is a very important factor for the dealer to consider, enabling his carrying a complete line of parts on a small investment. All three-speed parts are interchangeable on all models, and even to the motor this is the case, with the exception, of course, of the crankcase and number of cylinders.

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JONES SETS FASTEST PACE AT TOLEDO MEET

Astride His Harley-Davidson, He Snaps Off Win After Win in Impressive Style at Two-Day Fest of Interstate Racing Association—Mathews and Sudduth Also Score

TOLEDO, O., Sept. 3.—Although big events were scheduled at a number of other places on the map for this date, most of the best half-mile riders in the speed game seemed to choose Toledo as the spot for their efforts today, and the line-up for the races of the Interstate Racing Association included Maldwyn Jones, Shorty Mathews, Fred Nixon, Charles Sudduth, Chuck Morrison, Fred Meyers, and others only a little less advanced on the way to fame.

The track was fast, though a trifle dusty, and the time was good, Jones setting the best mark of the day when he won the five-mile final heat in 5:36. In this heat he had a safe margin over Mathews, who took second place, with Nixon getting third money.

Mathews Takes First

Mathews had also hung up a mark worth shooting at when he took the first elimination heat in 5:38. Nixon was second man across the line, and Sudduth, with his Thor, third.

Jones had won his preliminary heat without much trouble. Luther on an Excelsior getting second and Morrison third.

Then a special match race was started, with Jones on his motorcycle pitted against a racing Mercer automobile. It was a powerful, savage-looking brute, and tore the dust off the turns in a very impressive manner. But a front tire blew out in the second mile, and the race was off, being postponed to next day, when it would be run for best two out of three.

Shorty Gets Match

Jones and Shorty Mathews hooked up for a three-mile match race that was a peach of a speed scrap from start to finish. Neither could show any decided advantage, and the way they fought it out on the turns was no sight for a person given to nerves. The turns on the last lap were ridden sidewise by both of them, with a series of slides that looked like sudden disaster, but the wonderful skill of these two veterans kept them right side up and they roared over the tape in the snappy time of 3:19, with Mathews a nose ahead.

The wind-up race was the unlimited pursuit, this kind of event having proved very popular with the crowd last Sunday. The thinning-out began without loss of time, as Schaefer had trouble in starting and was passed while he was still pedaling. In the second lap Nixon marked Meyers' name off the list, and a few laps later Mathews sent Nixon back home. Sudduth, with his Thor, pulled up on Morrison and passed him, and Jones hove into sight back in the dust and began to colse up on Sudduth. Having disposed of this man, Jones set sail for Luther, the Excelsior rider, and checked him off the program by the time the tenth mile was covered.

Jones Comes In

Then it settled down to a finish fight between Jones and Mathews, with Shorty about two-thirds of a lap ahead of Jones. It was plain that the event would be a wearing-down battle, as neither had enough on the other man to get him quickly. Mile after mile was reeled off, with Jones beginning to show slight gains, but so small that it would take a long time to close the gap. At 14 miles he had whittled the margin down to half a lap, and was reducing it a little every round. In the eighteenth mile Jones had begun to gain more rapidly, and the gap narrowed down to a third of a lap. Then Shorty's oil tank gave up its last drop and he shut off to avoid burning up his motor, Jones shooting past to a winning. Jones' time for the 18 miles had been 19 minutes. Summaries:

First heat, five miles—Mathews, Indian; Nixon, Indian; Sudduth, Thor. Time, 5:38.

Second heat, five miles—Jones, Harley-Davidson; Luther, Excelsior; Morrison, Indian. Time, 5:40.

Consolation heat, five miles—Sudduth, Thor; Morrison, Indian; Meyers, Excelsior. Time, 5.57.

Final heat, five miles—Jones, Harley-Davidson; Mathews, Indian; Nixon, Indian. Time, 5:36.

Three-mile match—Mathews, Indian; Jones, Harley-Davidson. Time, 3:19.

Unlimited pursuit—Jones, Harley-Davidson; Mathews, Indian; Luther, Excelsior. Distance, 18½ miles. Time, 19:38.

HOW THE HONORS WERE SPLIT THE SECOND DAY

TOLEDO, O., Sept. 5.—Due to a judicious mixture of luck, brainy riding and motor pep, the winnings were well distributed among the various contestants at the meet of the Interstate Racing Association on Labor Day, Sept. 4. In the first five-mile heat Luther, Excelsior, led for a lap, and then Maldwyn Jones, Harley-Davidson, pushed to the front and stayed there till the finish. Nixon, on an Indian, tried hard to catch up, but could not make it. The finish was Jones, Nixon, Meyers (Excelsior). Time, 5:39.

Ray Creviston, Indian, fought a long and hard battle with W. Schaeffer, Excelsior, in the second heat. It was only by desperate riding that "Crevvy" finally got a small lead and won. Time, 5:41. Morrison, Indian, was third.

Luther set out to win the consolation heat, taking a healthy lead from the start. Meyers and Morrison fought for second position, but Morrison tumbled in the third mile. Luther came first and Meyers second, in 6:04.

Nixon Wins Final

In the five-mile final heat, Nixon and Schaeffer got off together, leading the field for the first lap, with Jones in third position. Jones passed Schaeffer in the third lap and was overhauling Nixon, when a skid brought him down and out of the running. Nixon, being leader, continued to the finish with Schaeffer second and Meyers third. Time, 5:49.

Jones settled his match with a Mercer racing automobile by winning two heats out of three. He conceded a standing start to the car, while being pushed off himself. Maldwyn finished the first three-mile heat in 3:35 with 100 yards over the Mercer, and then duplicated his performnce in the second heat.

There was a real race immediately afterward when Jones, on his Harley-Davidson, and Creviston, on his Indian, hooked up for a three-mile match. Both rode like demons, and it was anyone's race until the last lap. Creviston skidded on a turn in the third mile and came near going off, but recovered and kept on. The slip, however, enabled Jones to get ahead, and the Harley-Davidson man won with no trouble in 3:30.

In the unlimited pursuit race, Jones had motor trouble and was retired in the early stages. The race simmered down to a finish rapidly, with Nixon and Meyers riding alone. Meyers was passed by Nixon finally at 8½ miles. Nixon's time was 10 minutes flat.

MOTORCYCLE COYOTE HUNTING STIRS BAKERSFIELD

BAKERSFIELD, Sept. 4.—Hunting coyotes with motorcycle and lasso in the big cattle ranges northeast of Bakersfield is the latest sport introduced by the hardy riders of the crude oil metropolis. Ed Tice and Bert Gilmore have been down to the Venice picnic of the L. A. M. C., recruiting a bunch of rough riders to get up a big chase through the sand and sage late in September.

The coyotes are unusually plentiful this fall. When first started they are good for 40 miles an hour, but after being chased a few miles slow down to 20, when the rider attempts to make his capture without dismounting. A lot of new rules for the game are being worked up to make a good sporting day of it when the Los Angeles riders come up to indulge in the chase.

WARNER TO BE BACK ON TRACK VERY SOON

HUTCHINSON, Kans.—Paul Warner, of Ellsworth, the veteran Indian speedster, who had his leg broken in an accident at the recent MacPherson races, reports that he is now out on crutches and will be able to take part in motorcycle races in a week or two. It was at first thought that "Speck" would be permanently out of commission as a racer, but the doctors have assured him that he will be able to continue with the speed boys.

PLAN CLUB FOR HARTFORD

HARTFORD, Conn.—Local motorcyclists are planning to hold a meeting in the near future for the purpose of organizing a club. The first steps were taken at the recent outing and about a dozen riders have already signified their intention to join the organization.

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HESS PROVES HE'S BEST AMATEUR AT COLUMBUS

(Continued from page 8)

provided contention all the way through of the sort that had the crowd on its tip toes, but he could not manage to beat out the flying "Crevvy"; Davis finished in second place and Glen Stokes "cinched" third money. "Crevvy's time for the quarter century was 20:21.

Davis had his little inning in the five-mile open "pro" number which he cleaned up in remarkably fine style in 4:02⅕ with Graves hotly pursuing him across the tape and Gene Walker, also riding an Indian, hanging on to Morty's pace.

Stokes Strikes His Gait

Glen Stokes had one grand little opportunity to show just what his Excelsior could do in the way of a speed performance in the two-mile open "pro" number, and the way he showed it made the crowd sit right up and begin to notice things. Stokes fairly flew twice around the dustless course and was clocked at 1:36⅖. And just to emphasize the Excelsior's capabilities Bob Perry stayed right along with his speeding team mate and finished in second berth, leaving the third money for Davis on the Indian.

John Hess proved conclusively that he was the best amateur attracted to the two-day speed affair by repeating and taking both the two- and the five-mile National Amateur Championship events, and coming so close to Sydney Dean, also an Indian pilot, in the 25-mile champ event that the latter won only by the figurative "nose." Hess's time for the two-mile champ was 1:51⅕, and he led home Kenneth, Indian, and Joe Hallock, Excelsior, in the order named.

In the five-mile event Hess pointed out the moneyed path to Dean, Indian, and Hallock, Excelsior, taking the biggest pot for himself in 4:23⅕.

A Question Raised

But while Hess's performance during the two-day meet by which he cleaned up four of the six national championship events in the amateur field would seem to "cinch" for him the Bosch trophy, especially so as he took second in the 25-mile event, the question of his amateur standing was raised today and it is whispered about that a protest will be lodged against him based on the assertion that he is employed by a Chicago motorcycle agent and that the machine which he rode is not his own property. Either one of the claims, if substantiated, is enough to make a full fledged professional out of this speedy amateur shooting star.

Dean's win in the 25-mile Championship event was made in 21:28⅘; Hess rode into second place and Hallock on the Excelsior into third.

The curtain was drawn on the day's program by a series of pot shots at the mile track record of 47⅗ held by "Crevvy." The record escaped unscathed, however, the closest approach to it being the time of 48 flat made by Davis on his Indian. Don Johns, whose fall of yesterday had kept him out of the running during all of today's "pro" events, managed to pull himself together enough to take a shot at Crevvy's mark and made the distance in 48⅖.

Morty Graves and Gene Walker lent a degree of color to the racemeet when their machines caught fire. Fortunately, both escaped uninjured, but the motorcycles were badly damaged. The only other mishap involved Kenneth Alberts who spilled twice during the running of the 25-mile amateur number but came off with nothing worse than a few scratches and a little shaking up.

The summaries:

Two-mile F. A. M. National Amateur Championship—John Hess, Indian, won; Kenneth Alberts, Indian, second; Joe Hallock, Excelsior, third. Time, 1:51⅕.

Twenty-five-mile F. A. M. National Professional Championship—Ray Creviston, Indian, won; Jim Davis, Indian, second; Glen Stokes, Excelsior, third. Time, 20.21.

Five-mile F. A. M. National Amateur Championship—John Hess, Indian, won; Sydney Dean, Indian, second; Joe Hallock, Excelsior, third. Time, 4:23⅕.

Five-mile Professional Open—Jim Davis, Indian, won; Morty Graves, Indian, second; Gene Walker, Indian, third. Time, 4.02⅗.

Twenty-five-mile F. A. M. National Amateur Championship—Sydney Dean, Indian, won; John Hess, Indian, second; Joe Hallock, Excelsior, third. Time, 21:28⅘.

Two-mile Professional Open—Glen Stokes, Excelsior, won; Bob Perry, Excelsior, second; Jim Davis, Indian, third. Time, 1:36⅗.

One-mile time trials against track record of :47⅗ held by Creviston—Don Johns, Indian, :48⅘; Glen Stokes, Excelsior, :48⅕; Bob Perry, Excelsior, :48⅕; Gene Walker, Indian, :49; Jim Davis, Indian, :48; Ray Creviston, Indian, :48⅘.

Discovered At, Not By, Columbus

IF the F. A. M. Booster Badges were not very much in evidence, take it from Shelby A. Falor, the new F. A. M. President, it was because the crowd was so great that the 200 odd boosters were lost in the shuffle. From returns available at the trackside, the trademen were fairly generous in their support of the meet and enough of the Booster Badges were sold to stimulate new enthusiasm in the hearts of the new F. A. M. officials.

And speaking of F. A. M. finances and trade support, it was also announced at the track that the Harley-Davidson Motor Co. has promised to donate to the F. A. M. the sum of $500 on about the same terms as a similar offer made at the Sacramento convention by the Excelsior Motor Mfg. & Supply Co. That offer called for a $500 donation when the membership totals 20,000 or for a $500 donation when the F. A. M. is incorporated. The Harley-Davidson folk offer $500 to be paid over when either one of these events shall have transpired.

While just about all of the real work incidental to staging the racemeet fell upon the broad shoulders of T. R. Thomas of the Goodyear staff, Jack Cameron and E. R. Stillwell were right on the job to make the trade visitors at home and thus relieve the overworked Thomas. And make believe that said Cameron and aforementioned Stillwell can't do the "merry mit" act!

There was not a hitch in the racing program. Credit for the smoothness goes in large measure to Roy S. McConnell, the Ohio State F. A. M. referee, whose ideas and experience lent individuality to the program as well as to Chairman Donovan of the F. A. M. Competition Committee, who was right on the job to see that things were carried through according to Hoyle.

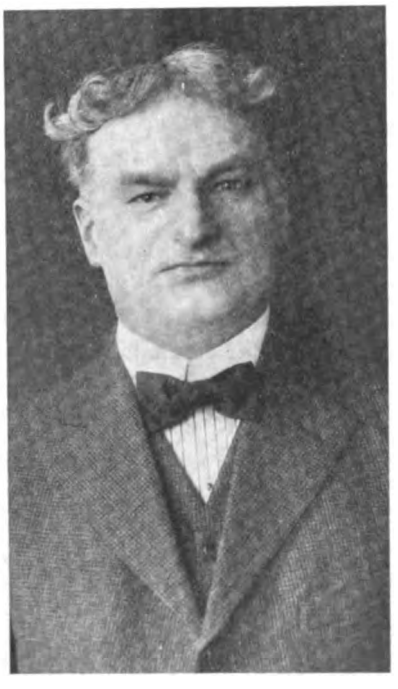
And speaking of officials, Donovan himself handled the starter's gun and wielded it in an impressive manner; W. H. Snyder made an exceptional Clerk of the Course, and Harry G. Jacobs made his presence felt in his capacity as announcer. The judges were Shelby A. Falor and T. J. Sullivan, and the timers Edward Hawkins, C. E. Barr and P. I. Haynes. McConnell, of course, was referee.

It was like getting back to old times to see Oscar Hedstrom in the Indian racing camp. At one time he was caught putting on a tire and with as much skill as he had

(Continued on page 46)

SCHACK STARTS ON ANNUAL COAST TRIP

ANGOLA, N. Y., Sept. 1.—W. G. Schack, general manager of the Emblem Mfg. Co., maker of Emblem motorcycles and bicycles, left Angola last week headed westward on a trip which will carry him to the Pacific coast before he again heads for home. Once each year Mr. Schack makes a complete tour of the western and coast States calling on all of the regular Emblem dealers and interviewing jobbers and distributers who are seeking to take on the Emblem line. His trip generally embraces from five to six weeks and it is doubtful this time if he will be able to get back to Angola until the latter part of October, or perhaps not until after the Chicago show.



W. G. Schack

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THIS VACATION TRIP WAS A RECORD-BREAKER

Four Members of Los Angeles M. C. Are Credited with Making Hardest Pleasure Journey Ever Chronicled; Los Angeles to Reno and Return, 1,137 Miles, by the All-Desert Route

By FRANK REED

Would You?

¶ If you had to plug mile after mile of sun-blistered desert trail, where even the ubiquitous automobile balks in despair;
¶ If you were forced to traverse unknown roads at night, with human habitations so scarce as to be almost negligible;
¶ If your running schedule was shot to pieces and you had to subsist on a can of cold beans;
¶ If your spills were numerous, and your eyes, nose and ears were filled with burning sand;
¶ If you had to keep at that sort of thing for eight days and cover 1,137 miles—would you call the trip a vacation?
¶ Well, that would depend entirely upon your sportsmanship. The four riders who figure in the accompanying article went through just such a program and are game for more. They belong to the new school of motorcycle roadsters who have implicit faith in the mounts and defy Nature in her sullenest moods. This is an unusual story of an unusual trip. You'll enjoy it.

On a Main Road in Mono County—Plenty of Sand and Sage Brush

LOS ANGELES, Cal.—All kinds of motorcycle records have been established on the Pacific Coast, but it has remained for four members of the Los Angeles M. C. to find a means of setting up a new sporting feature that is distinctly out of the ordinary. Ed. Peterson, George Martin, Ray Guthrie and Ralph Maydole, who have just come back from a journey of 1,137 miles, from Los Angeles to Reno and return, claim that they have made the most severe motorcycle vacation trip ever chronicled in these parts, and all who know anything about the conditions under which they rode agree with them.

On the All-Desert Route

They followed the all-desert route to Reno, through Inyo County and Bishop and returned through the high Sierras, via Truckee, and down the valley, touching at Stockton and Bakersfield and then taking the Ridge Route back to Los Angeles. If any trip of 1,137 miles could subject men and motorcycles to a harder test the four Los Angeles club riders would like to see it done. They made the journey in eight days, with a one-day layover at Lake Tahoe to rest up in.

The quartet left Passmore & Sayre's, in Los Angeles, at 2 p. m. Saturday, August 19, and made Mojave through the hot Bouquet Canyon and the lower desert at 6:30. Here they ate and slept to the tune of a howling desert wind storm.

To get out at six in the morning and reach Bishop by night was their ambition, but soon the sand began to get in its work. Guthrie was the first to demonstrate the quickest way out of a rut. Maydole soon took the first of his grand score of 18 flops for the trip; then Peterson, going downhill, dipped up a lamp full of sand after breaking glass and bulb. This fixed his forks so that they required a visit to a blacksmith who just turned over his shop to the boys, and a piece of pipe helped make a firm repair.

Peterson Cooling Off His Tires Just North of Bishop, Cal.

Five Hours of Plugging

The speedometers showed 80 miles from Mojave, and it was encouraging to learn that although only five hours on the road they had covered enough rough stuff to keep the average automobile busy a day and a half.

It was all desert to Lone Pine. The sand just gets in eyes and nose and mouth, and burns. Martin says that the water at Lone Pine, where they had dinner, was the finest he ever drank. After dinner Ed. Peterson, sick of the rut, tried riding the center for the 25 miles to Lone Pine. He hit a hot pace, wide open, and Martin followed with half throttle in the rut. That showed how sand uses up the power. Martin had the best of this arrangement.

At Independence they waited 30 minutes for the other two fellows. They made Big Pines at 4 p. m. the second day out, still 27 miles from Bishop, Maydole, leading, rode eight miles on a side road to Goldfield. A sliver of volcanic rock punctured Martin's tire. It was getting dark. Peterson had no

(Continued on page 44)

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FATCH WINS TWO AND SETS NEW TRACK RECORD

LA PORTE, Ind., Sept. 5.—W. Fatch, an 18-year old rider from Crown Point on his Harley-Davidson, captured two first places in the card of four races at the fair grounds yesterday. Fatch's time for the 10-mile free for all was 10:50⅕ and for the 15-mile twin 16:18⅗. E. Hodson, Harley-Davidson, took the 10-mile stock opennig race in 12:23. Harry Freese, Indian, took the 15-mile for singles in 18:35. Fatch covered the mile in a trial in 1:04⅗, and setting a new record for the oval. The former time was 1:17. The attendance was nearly 1,000 and the track condition fine.

SPRAGUE STARS AT COSHOCTON ON LABOR DAY

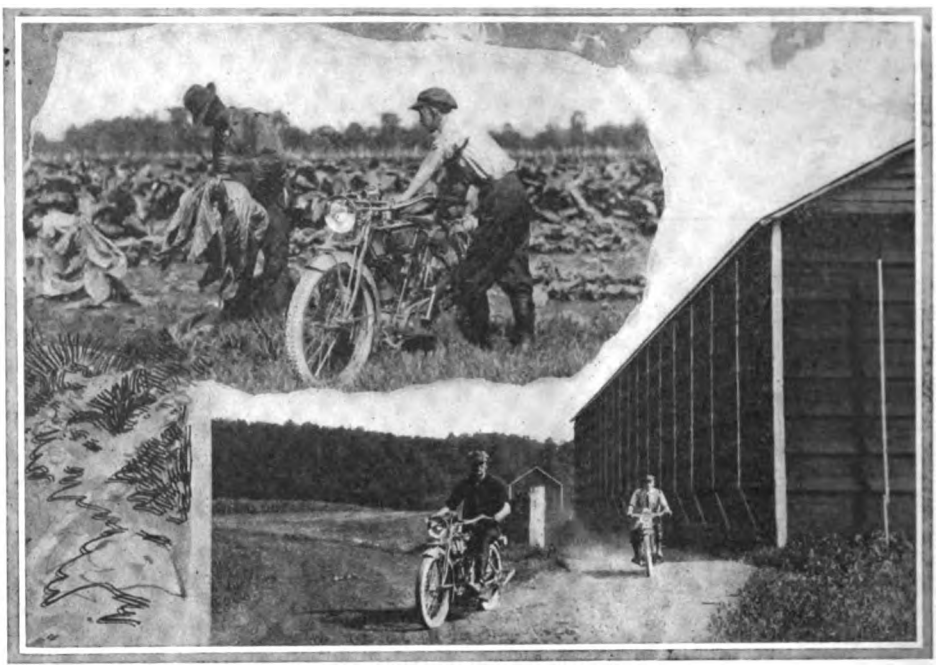
COSHOCTON, O., Sept. 5.—H. Sprague, Harley-Davidson, won the 10-mile and five-mile events at the meet yesterday under the auspices of the Central Trades & Labor Council. Sprague's time for the ten was 12:45 and for the five miles, 5:59. W. Bucher, Indian, was victor in the 15-mile open, in 18:20.

Gold, Harley-Davidson, came second in the 15-mile, with Sprague third. Bucher, on his red twin, took second place in the 10-mile, while Gold was third. Bucher also was second in the five-mile and again, in this race, Gold took the next position. The time made were considered excellent, figuring the state of the track.

WHEN A "BLUE STREAK" STRUCK SWEDEN

AKRON, O.—That Goodyear Blue Streak motorcycle tires perform as creditably in foreign lands as in their home country was shown recently in a 1,000-mile run staged out of Stockholm, Sweden, according to the Goodyear Tire & Rubber Co. Five of the six motorcycle riders using Goodyear tires finished the run with perfect scores.

PROVING THE MOTORCYCLE A GOOD "SMOKE PRODUCER"



A Couple of Pope Twins Doing a Variety of Useful Things on a Connecticut Tobacco Plantation—in the Fields and at the Barns

MORE and more every day are motorcycles finding their place on the farm. Their unequaled usefulness for running errands, getting around to the fields where work is going on, their ease of operation and economy are gaining for them the recognition they deserve.

It is small wonder then that the prosperous New England tobacco growers have enlisted the aid of the motorcycle and are finding it invaluable in their work, particularly because the shortage of help this year makes it pay for the boss to get over the ground from one operation to another as rapidly as possible.

The accompanying photographs illustrate some of the various phases of tobacco growing and harvesting.

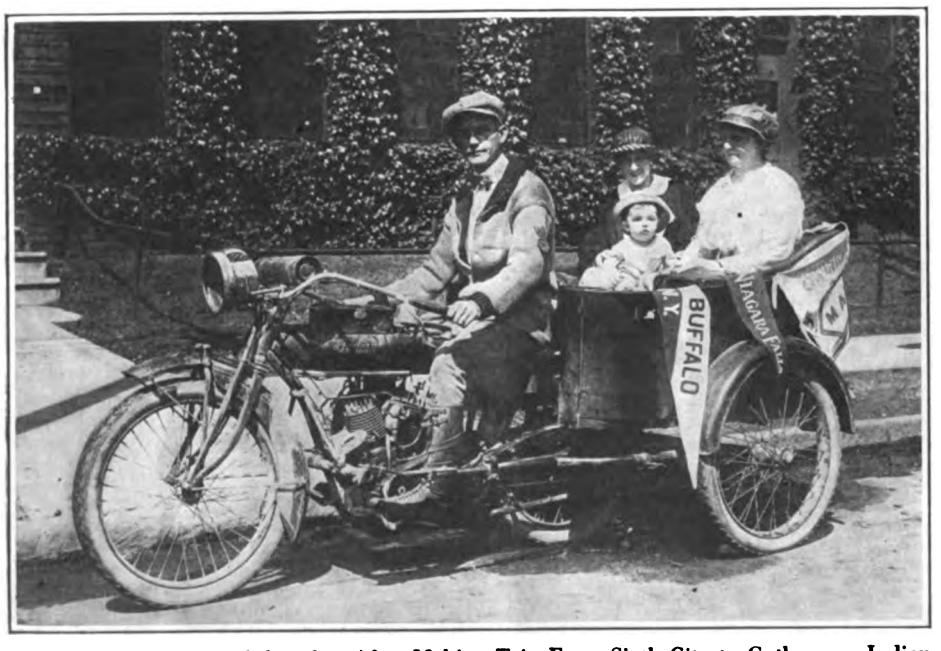
There are two methods of gathering in the tobacco pursued by the New England grower.

By one method, known as "priming," the large bottom leaves of the tobacco plant are hand picked as soon as they ripen, placed in baskets and carted to the large tobacco barns. Here girls and women are employed in stringing the leaves on twine, after which the tobacco is hung up to dry.

By second method, the entire stalk is cut down with a sharp hatchet and "strung" on a wooden lath, provided with a tip, which looks like a spear head. The laths, with from five to ten stalks strung on, are placed in racks on the wagon, carted to the barn and directly hung up.

The tobacco barns dot the landscape for miles in every direction. They are enormous affairs and practically all have hinged clapboards which can be raised to furnish ventilation.

THIS CLEVELAND FAMILY HAS BEEN "CYGNETIZED"



Formerly Were Automobilists but After Making Trip From Sixth City to Gotham on Indian with Cygnet Rear Car Are Fully Converted to the Combination

CAMPBELL IS AWARDED MEMBERSHIP PRIZE

WESTBORO, Mass.—Jes Campbell, New England manager for the Harley-Davidson Motor Company, has been awarded the prize by Secretary Gibson for turning in the most applications to the F. A. M. for the week of August 28. Mr. Campbell sent in 13 applications.

TWO MORE REGISTER

WESTBORO, Mass.—Among repair shops which have recently registered with the F. A. M. are those of W. & E. Beecroft, of South Highland avenue, Ossining, N. Y., and F. E. Dickey, Lincoln Center, Kan.

FORT WAYNE CLUB AFFILIATES

FORT WAYNE, Ind.—The Indian M. C., of which J. J. Schlink is secretary, has received notification of its affiliation with the F. A. M. from Secretary G. B. Gibson, in Westboro, Mass.

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MORE OF UNCLE SAM'S MOTORCYCLE WARRIORS

Clean-Cut and Nervy Riders Who Are Surprising Army Officials by Their Machine Gun and Dispatch Performances Under All Sorts of Conditions

IN the picture at the top of the left hand column are members of the machine gun company of the Englewood (N. J.) Rifle Club, taken at Fort Ethan Allen, Vt., where they are in training. Immediately below are Cooks Vissing and Bryce, of the Second Massachusetts Infantry at Columbus, N. M. They are driving to the trenches with an Indian ammunition caisson carrying 3,600 rounds of rifle ammunition and a completely-equipped mess outfit.

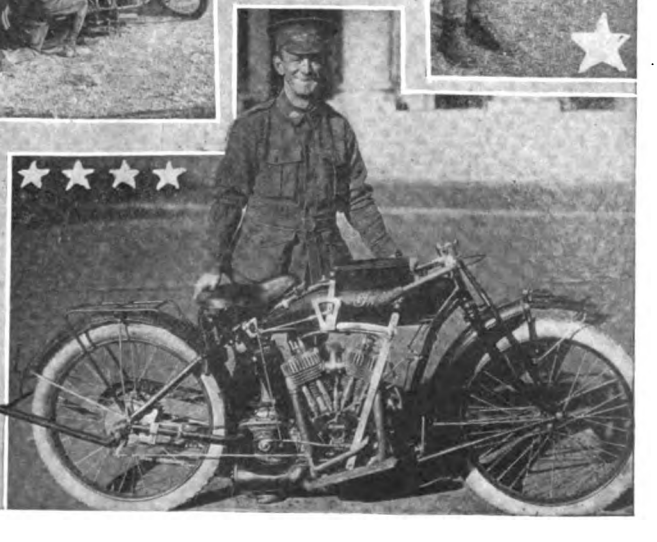
At the left lower corner is a scene at Columbus, N. M., with "gasoline cavalry" manoeuvring. One of the Englewood Rifle Club's Maxim machine guns at Fort Ethan Allen is the subject of the illustration at the head of the middle column, and directly below is one of the Second Massachusetts' guns ready for business.

In the right upper corner is Piece No. 2, belonging to the Massachusetts regiment just mentioned, showing the adequate shield protection against rifle bullets and shrapnel fragments. The next view below shows Sergeant H. F. Drake driving Capt. H. F. Hatwell, Second Massachusetts, after a 50-mile jaunt into Mexico from the Columbus camp.

The standing figure next below is "Red" Armstrong, Indian racing man and expert rifleman, now with the Englewood force at Fort Ethan Allen. Earl, or "Red," as you choose, went into the tournament at that camp and qualified as expert with a score of 215 out of a possible 250 points. He used rifle, revolver and machine gun according to the rules of the match.

"Red" had never used a rifle or revolver before, at least not to any extent. On hearing of the tournament, he got a .22 calibre rifle and went back into the woods and practiced assiduously. When the time came, he went right at it with all three arms and copped out his 215. It took only 180 points to get expert rating.

The last picture is that of Lance Corporal J. W. Inglis, of Sidney, N. S. W., who left with an early contingent for service in Europe. He took with him the Indian shown in the picture, and uses it in preference to English and Australian models of two-wheeler. He is employed as a dispatch rider.



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HAPPY CROWD ON MILWAUKEE GOOD FELLOWSHIP

Fourth Annual Outing Brings Out One Hundred Enthusiasts for Trip to Kilbourn—All Hands Finished and Received Sterling Silver Watch Fobs From Milwaukee Journal

By PATHFINDER

MILWAUKEE, Wis., Sept. 4.—When the last tired but happy tourists in the fourth annual Good Fellowship Tour of the Milwaukee M. C. checked in at the St. Charles Hotel, it marked the finish of one of the most successful events of the kind ever held in this country. The tour was held Saturday, Sunday and Monday, to the Wisconsin Dells, at Kilbourn, and return, a distance of 140 miles.

There were a hundred enthusiasts in the party and the sidecar outfits outnumbered the solo machines almost two to one.

A feature that attracted considerable attention was the appearance in the tour of a half dozen of the new olive drab 1917 Harley-Davidsons. One of these was used by Hugh Sharp, the pilot, with Irving Janke driving. The latter condition no doubt accounted for the fact that Pilot Sharp was frequently in hot water over the speed limit question.

Another feature was the number of feminine motorcyclists who accompanied the tour, both as sidecar passengers and drivers. The Misses Crystal Haydel and Lillian Hauerwas drove sidecar combinations.

The tour proceeded through Delafield, Johnson's Creek and Lake Mills, a stop being made for dinner at the last named point. The afternoon run was to Baraboo and through Sauk City to Prairie Dusac, which was the night control. Sunday, the second day, was set aside for the outing at the Dells, the drive to Kilbourn, over 14 miles of solid macadam, being made in the morning, and the return trip being made to Baraboo for the night.

The start for home was made Monday morning over roads that were soaked by an early rain. The tourists ran out of the rain belt, however, after putting 40 miles behind them. The return route was practically the same as that followed on the out trip.

Cup Goes to Janke

Paul Bress acted as tourmaster, and had as his aides Harry Grande and Elmer Owen. Hazen Parsons, E. L. Koeppell and William Chesak, comprising the board of judges, awarded the Lacy Crolius cup in the neat rider contest to Irving Janke, who looked at the end of the tour as if he had stepped out of a costumer's window, despite the fact that the route had been quite severe on togs. A critical examination of his machine failed to disclose a mud spot, and on the whole it looked as if it had just been taken from the crate.

The Mueller Cycle trophy was awarded to Arthur Eckes as being the best representative of the Good Fellowship spirit of the Milwaukee tours.

Every rider who started was in at the finish and received a sterling silver watch fob presented by the *Milwaukee Journal*. That newspaper sponsored the run and gave it columns of excellent publicity.

FORT WAYNE INDIANS TO HOLD ENDURANCE RUN

FORT WAYNE, Ind.—The Indian M. C. of this city announces the holding of its second endurance run on September 17, the route being from this city through Roanoke, Huntington, Wabash, Marion, Montpelier, Bluffton and Decatur to Fort Wayne. The distance is 142 miles.

Two schedules are to be maintained: 25 miles per hour for solo riders and 22 for sidecarists. The entry fee will be $1 and entries will close on September 16 at 6 p. m. Address J. J. Schlink, secretary, at 122 Columbia street, this city.

MADISON ASSOCIATION MEET FOR SEPT. 17

MADISON, Wis.—Seven events are slated for the meet of the Madison Motor Cycle Race Association, to be held at the Dane County fair grounds on September 17. The opening event will be a one-mile time trial for twins, and this will be followed by a five-mile for singles and a five-mile for twins. There will be 10-mile races for twins and singles, a 15-mile for singles and a 25-mile for twins.

The track is a one-mile oval with dirt surface. Entry is free, but post entry is $1. Communications should be addressed to M. J. Morrissey, secretary, 113 State street, Madison, Wis.

DAVIS EXPORT BUSINESS WAS LARGE

DAYTON, O., Sept. 2.—The export business of the Davis Sewing Machine Company has broken all records this year, and reports from abroad show that the field for the Dayton motor bicycle in particular is almost unlimited. Europeans, the general trend of foreign agents' reports says, are partial to lightweight machines which are clean and not heavily powered.

WEBB LEAVES DAVIS

DAYTON, O., Sept. 2.—H. W. Webb, who has been connected with the cycle department of the Davis Sewing Machine Company, maker of Dayton motorcycles and bicycles, has severed his connection with the firm to join the forces of the Domestic Engineering Company, makers of the Delco lighting systems for farms. He will be located in Philadelphia.

HERE'S ANOTHER EXCELSIOR CLEAN UP!

Just Two Glimpses of the Sort of Sport in Which Bob Perry and Joe Wolter, of the Excelsior Factory Team, Indulged When Max Sladkin of the Haverford Cycle Co. Acted as Host at Atlantic City

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ROGERS HEADED BACK FOR GOSHEN

President of Chicago Sidecar Firm, Accompanied by His Wife, Is on Last Part of Extensive and Eventful Sidecar Tour Through Canada and the East

NEW YORK, Sept. 2.—President R. F. Rogers, of the Rogers Manufacturing Company, producing the Rogers sidecar, has left this city en route for his home in Chicago. He is using a Henderson with sidecar of his own manufacture, and is accompanied by Mrs. Rogers.

While in New York, Mr. Rogers visited Irving Beck, Eastern representative for the Rogers product, in his new quarters at 1691 Park avenue, this city. He arranged a number of details for the new season while here and expressed himself gratified with the business done in this section, in particular, during the 1916 season.

The Rogers left Goshen, Ind., three weeks ago bound for the East. They made their first stop at Detroit, and proceeded to Buffalo, Toronto and Kingston, Ont. Mrs. Rogers alternated in driving with her husband during the trip. Passing through southern Canada they went to Montreal and shortly afterward turned south and rode through the Adirondacks and Green Mountains into the Berkshires, thence into Massachusetts.

In New England the Rogers stopped in Boston and Providence, R. I., as well as in some of the smaller cities. In speaking of the mountain sections in which he had passed through, Mr. Rogers said: "I was brought up in the mountains and consequently love them. We have had a glorious trip, magnificent scenery and fine weather throughout. The roads were very good, with the exception of some in Canada. Our return trip will take in as much mountain country as possible, and we are starting back early as we wish to go while the weather is fine."

Mr. Rogers wears a Norfolk coat of homespun with riding breeches and English spiral puttees.

His riding costume makes for comfort as well as for neat appearance, and he says that his reception at hotels all along the journey has been a most cordial one. "If motorcyclists took care of their personal appearance," says the genial president of the sidecar firm, "they would all receive cordial welcomes, no matter where they stopped."

In speaking of the 1917 outlook in general, Mr. Rogers said that dealers all along the line were very optimistic and that some even looked for a huge season as compared with former years.

FRISCO DEALERS SELLING FOR EXPORT

SAN FRANCISCO, Cal.—While little has been said about it in the past, San Francisco dealers are getting a little export business right along, and in the aggregate it is an item of some importance. Some of the business is done direct, though much of it is through mercantile houses having connections in the Orient or the various Pacific islands. A rather striking bunch of export orders came last Friday to Maggini & Perkins, local Harley-Davidson agents, who made four sales that day, three of them for export. One was direct to Shanghai, China, and two were shipped through local wholesale houses. The fourth is to be used in electrical construction work near Montague, Cal.

FOUR-STATE RUN FOR PROVIDENCE CLUBSTERS

PROVIDENCE, R. I., Sept. 5.—Members of the Providence M. C. will participate in a run through four States on Thursday next, leaving the clubhouse at 8 a. m. on that morning. Four days will be consumed in the run. At present, ten members have signified their intention of joining the affair, which is under the direction of President C. K. Joslyn, Secretary G. Edwards and D. W. Gravelle.

The itinerary includes Hartford and New Britain, Conn.; Springfield, Pittsfield, Mass.; North Adams, and the Mohawk Trail to Greenfield, Springfield, Worcester and Boston, thence back to Providence. The party will arrive some time on Sunday, September 9.

Speed will not figure in the trip. The party will go for pleasure only.

WINNER IN RACE WITH MONOPLANE AT READVILLE

Donald Pope, Indian Speedster, Who Showed His Heels to Fast Flier in Recent Novelty Event on Popular Massachusetts Oval—Pope Is Astride Machine

DEMONSTRATE THE HARLEY-DAVIDSON GUN OUTFITS

PROVIDENCE, R. I., Sept. 7.—During the convention of the International Firemen's Association held here last week, hundreds of people were given their first look at a motorcycle machine gun and caisson. Frank J. Burnett, local agent for the Harley-Davidson, entered two new machines in the event, and they proved to be of much interest as the ancient squirters themselves.

The machine gun was operated by Lewis Knight, formerly a dispatch bearer in the United States army, now employed by Mr. Burnett, while the ammunition vehicle was in charge of Reginald Howarth, who has just returned from Plattsburg, where he taught the rookies how to ride.

Following the parade the machines were taken to Newport, where a demonstration was given before the Newport Arms and Defense Association, which is backed by wealthy Newporters.

WHAT DO YOU KNOW ABOUT MOTORCYCLES?

Photograph No. 2 in the Motorcycle Identity Contest will be found on page 35 of this issue. Every mail is bringing us letters from riders stating that the Contest is one of the most interesting features we have ever presented, and we believe you'll enjoy it. Page 35 tells all about it and gives the first list of those who submitted answers.

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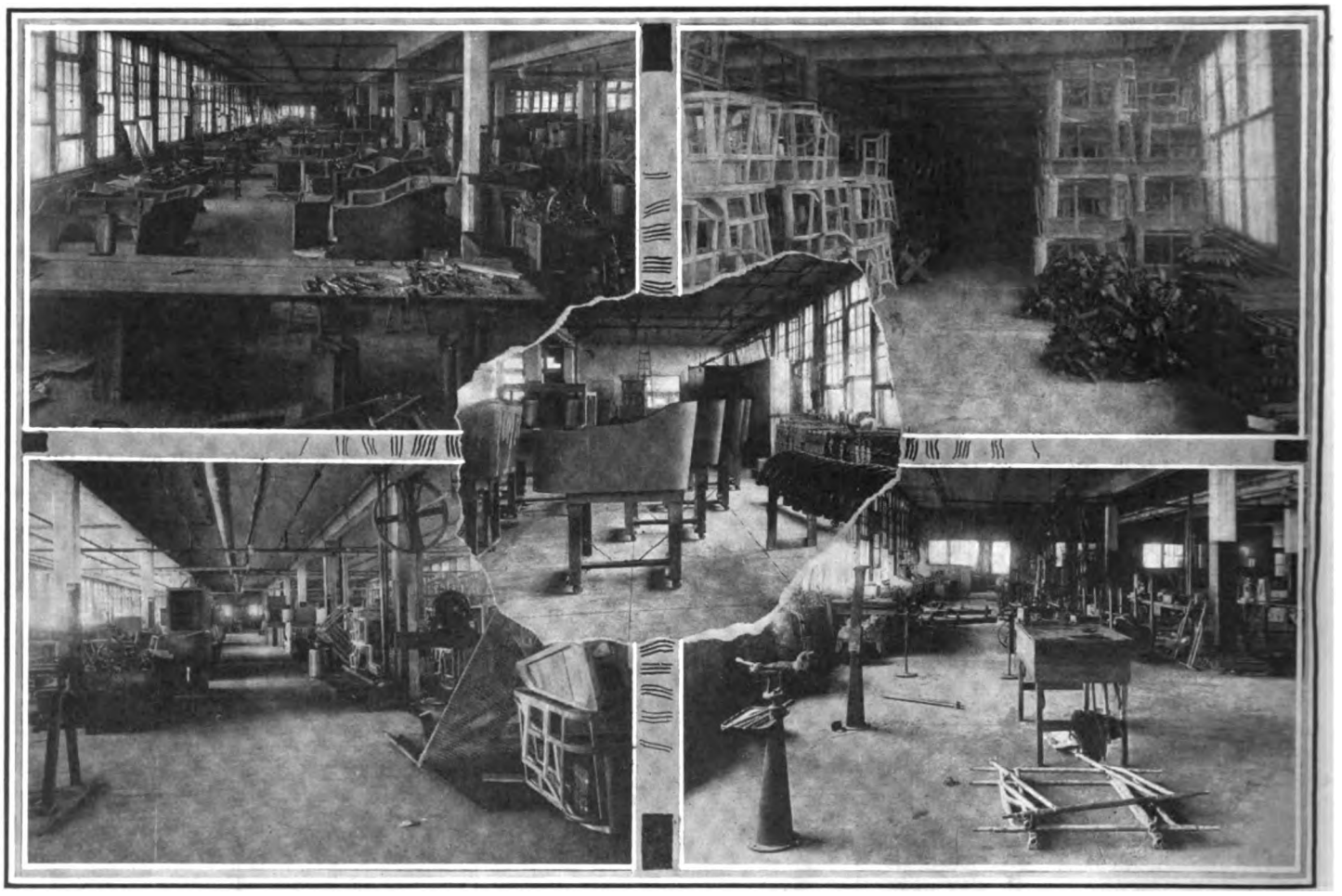
WHERE SPECIALISTS BUILD CYGNET REAR CARS

A Trip Through the Factory at Buffalo, N. Y., Shows Care Used in Constructing Popular Attachment and Demonstrates Rapid Growth of the Business



Upper Left, the Extensive Body Building Department with Wood Frames Being Metalled; Right, Stock Room, Where All Parts Await the Assemblers in Huge Quantities; Lower Left, Woodworking Section—Note Excellent Lighting; Right, Frame Department—In the Rear Is the Special Assembling Jig; Center, Bodies Awaiting Color Spray and Brush in the Paint Shop

BUFFALO, N. Y.—Since its introduction to the motorcycle trade last season, the Cygnet Rear Car has met with huge success and hence a trip through the factory where these cars are produced will be of interest to all who desire to share their riding pleasures with one or more passengers. The views shown herewith were taken at the home of this popular passenger-carrying attachment, the Cygnet Rear Car Company, 1200 Niagara street, this city.

While the Cygnet product is made in both pleasure and commercial types, there is no distinction made as to workmanship and finish between any of the models. The same care, in fact, is given to the van body as is given to the pleasure car; this is assured, on the one hand, by the company making all its parts right in the factory, and on the other by a picked force of specialists in all departments. Any unsatisfactory performances due to material or parts being obtained from outside sources are thus eliminated from the Cygnet product.

Frame Department

In going through the factory, the visitor starts with the frame department. Here are to be seen the various tubular parts and drop-forgings ready for assembly into the chassis. A large and heavy jig is provided here so that all frames shall be assembled exactly alike, without even a variation of 1/1,000 of an inch. While in this frame the joints are welded, thus ensuring against any slippage as when the joints are held by pinning.

Sand Blasting Frames

The frames after being welded are subjected to a sand blast, from which they emerge perfectly smooth and clean. There are no unsightly lumps of metal at the joints and the resulting smoothness ensures the enamel taking perfectly at such points and making the whole job appear neat.

Next in order is the body building department. Here the wood frames are built up from the parts previously worked up in the wood-working department. The frames are here made ready for metalling —putting the sheet steel outside panelling on, fixing the apron, etc. In the department devoted to this step in Cygnet construction are complete metal-working tools, benches and all manner of appliances for working sheet stock.

There is a special machine, costing $2,000, in this department, on which the fenders are rolled. The sheet steel used is formed, without cracking it, into the graceful curves which characterize Cygnet guards. Two men operate this machine.

Following the metalling of the body, it is transferred to the painting division, along with fenders, frames, etc. The enamel is put on all bodies and other parts by spraying, thus sending the color into all corners and ensuring an even coat all over the job. The bodies are mounted on wheeled frames so that they need not be handled until after the various coats have dried. Here may be seen racks of fenders in different colors and rows of frames all awaiting the enamellers in their shielded corners.

Extensive Stock on Hand

The stock room of the Cygnet firm is very extensive. There are tiers upon tiers of bodies in the rough, piles of springs and connections, cases of rims and hubs and quantities of the various components which make up the Cygnet chassis. A good idea of the magnitude of the resources of this firm can be gathered during a walk through this department.

The enamelling completed, the bodies and frame parts are taken to the ovens for baking. There is a huge battery of these

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ovens, the capacity of which is thirty cars per day. The most approved methods of baking are used and great care is taken to see that proper temperatures are maintained, in order to ensure the perfection of coloring, etc.

Following the baking, the bodies are taken to the upholstering department, where the springs, filling and covers are put in place. As in other departments of the factory, all employees in this department are specialists in coach-upholstering.

Final Assembling

In the meantime, the chassis has been built up, enamelled and baked and its component parts (frame, wheels and tires and connections) have been brought to the assembling department. Here the components are put in place and the bodies attached, and it only remains for a final inspection before the rear cars are ready for shipping.

Near this department is one in which the Cygnet cars are attached to motorcycles. The cars are crated carefully close to the shipping department so that the minimum of handling is necessary to put the product in position for loading into the cars. A stock of crate frames is on hand at all times and it only remains to mount the Cygnets and nail the frames together after a paper wrapping has been put on.

There are 120 men employed in the Cygnet factory. In January of this season the firm leased one-tenth of the space used at present, thinking this would be ample for 1916 production, but less than five weeks later an increase had to be made. A continual increase then became necessary at regular intervals and at present the space occupied is ten times that occupied at the start of the manufacturing last Fall.

The company has on hand over $200,000 worth of material, enough to finish several thousand Cygnet Rear Cars. Prompt deliveries are thus ensured, no matter what the number called for.

PROPOSE MOUNTAIN PARK RACE FOR DENVER

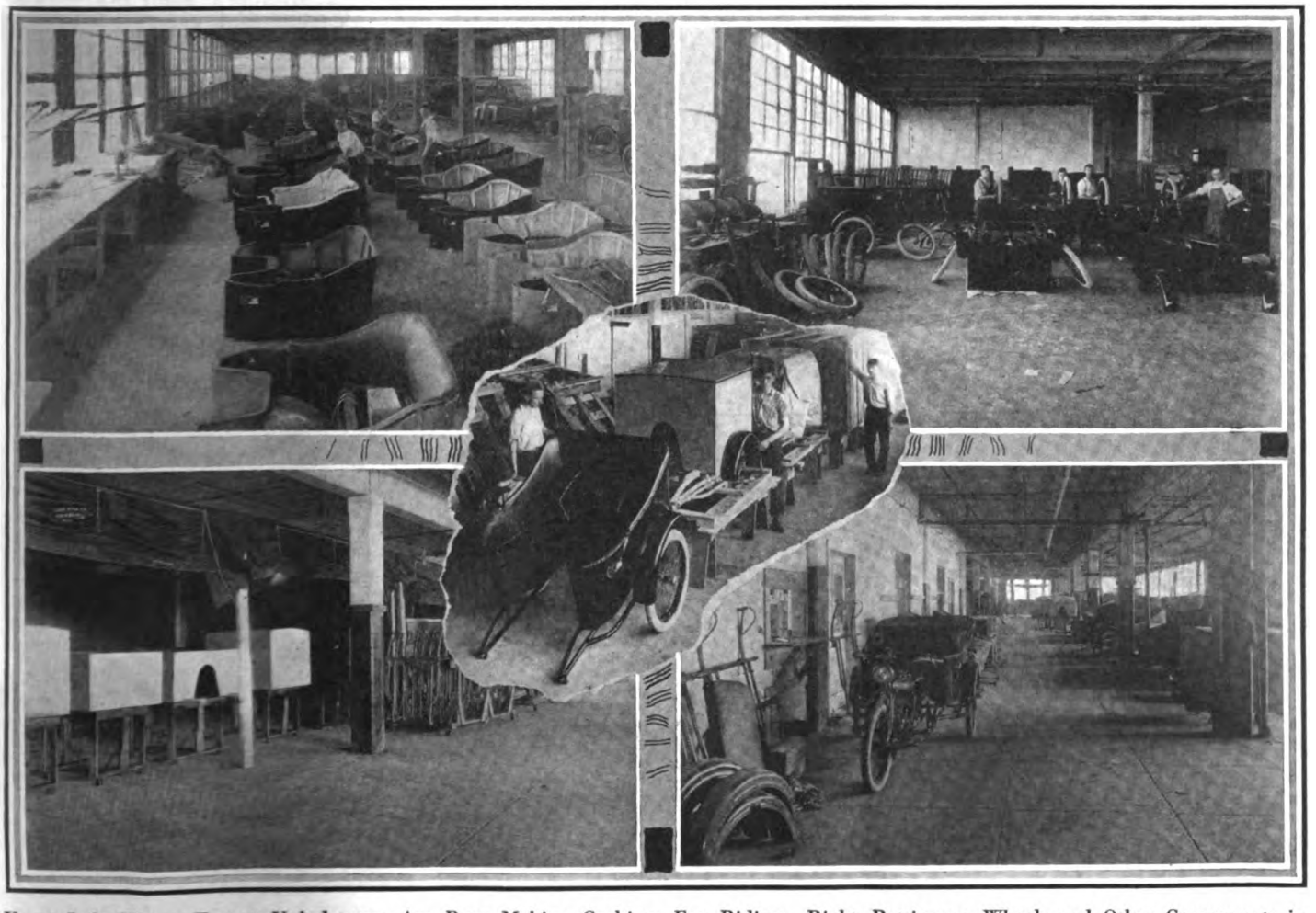
DENVER, Colo., Sept. 4.—Realizing that Colorado Springs received a large amount of advertising from the automobile and motorcycle races held over the Pikes Peak highway recently, followers of the sport here are beginning to wonder if it would not be a good plan to put Denver on the racing map next year. "Why not a race over Denver's mountain parks next year in conjunction with the Pikes Peak climb?" is the question being asked. The course could be from the State capitol, out West Colfax, over the new Golden Road and through that town; then could come the dash up Lookout mountain and its curves of hair-raising windings; through Bergen park, out to Evergreen and then down the beautiful Beak Creek canon to Morrison; from there on the racers could make their fast time into the city, and coming down Logan or Broadway, finishing a contest that would startle the world. The distance over such a course would be somewhere between 60 and 70 miles.

MUCH OF CYCLE INTEREST IN FIRST "FIRESTONE"

AKRON, Ohio, Sept. 1.—Things of motorcycle interest are by no means forgotten in the first issue of *The Firestone*, the new house organ of the Firestone Tire & Rubber Co. An interest-compelling and valuable description of a "back to nature" exihibit, set up in the window of the Portland branch of the Firestone, with Harley-Davidson machines as the keynote of the display; a little tale of a motorcycle elopement on Firestone shoes; a word or two about the interesting trip of the Misses Van Buren across the country on Firestone-shod Indians, and a breezy tale of the wonderful record-breaking flight of Roy Artley astride his Henderson, from San Francisco to Los Angeles, serve to hold the interest of two-wheeler fraternity. There are also several shorter motorcycle items, as well as a column or two of absorbing bicycle tire material.

HOPKINS & ALZINA GET FIRST R-S DEMONSTRATOR

SAN FRANCISCO, Cal.—The local Reading Standard branch, in charge of Hopkins & Alzina, has received its first demonstrator, and after attaching a sidecar, is giving hill-climbing exhibitions. There are some very steep hills in this city and the performances are therefore a source of considerable interest and some sales already.



Upper Left, Where Expert Upholsterers Are Busy Making Cushions Easy-Riding; Right, Putting on Wheels and Other Components in Assembling Department; Lower Left, Commercial Bodies and Chassis Parts Ready for Baking—Thirty Cars Per Day Can Be Thus Treated; Right, View in Final Assembly Section; Center, Packing Cygnets for Shipping—Note Crate Sections

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VENICE PICNIC MAGNET FOR 1,000 RIDERS

Annual Coast Affair Brings Out the "Neat Rider" in Force — The Official Count Brings to Light 571 Machines, Nearly All Carrying Passengers

Top, Counting Machines on the Pier; Middle, Riders with Miss Dale Fuller, Representing Dutch Brand Cement; Bottom, Theodore Terzenbach, Emblem

VENICE, Cal.—Fun and neat clothes were the two points in which this year's annual beach picnic of the Los Angeles M. C. outclassed all previous events. The only thing that prevented it from being a perfect success as a neat rider demonstration was the absence of Tommy Butler. After he had got his Palm Beach suit specially pressed for the occasion he had a rush call that took him off to Riverside. But it saved him from being second to Paul Derkum, who rode his special Indian 7 over the 20 miles of boulevard arrayed in spotless white flannel, and successfully defied one and all to show even the slightest smudge on his duds after the crowd checked in at Venice. And J. Barney Maurath, bestriding a Cleveland, would have served as a frontispiece for a catalogue of the Styleplus suit.

Old-Timers Are Neat

In the lineup old timers like Wells Bennett, Lester Miles, A. F. Van Order, H. A. Lillie, L. E. Reed and a score of others set an example of special care in uniform and neatness of the machine, and the standard of the whole attendance was high.

And, speaking of advertisements, there was E. E. Welborn escorting a young lady with beautiful eyes, a bewitching smile, a Dutch costume and a tube of Van Cleef Dutch Girl cement. H. A. Lillie claims that she was not the original Van Cleef Dutch Girl, but Miss Dale Fuller, of the Keystone Film Comedy Company. She made the hit of the day.

Sports Are Plenty

Dancing and swimming, bowling and eating and making the rounds of the joy booths made it a lively day for more than a thousand motorcyclists. Paul J. C. Derkum with August Wolters and Albert Brown made the official count, an annual feature of the Venice run. It showed 571 machines present. Nearly every outfit brought two riders, and the sidecar rigs occupied by family parties raised the average still more, so a thousand riders is a conservative estimate. Lester Miles claims he saw more than 200 machines, including a bunch of 35 from Riverside, come in during the afternoon, after the count was closed. This year's count shows machines present as follows: Indian, 248; Harley-Davidson, 132; Excelsior, 82; Thor, 52; Henderson, 18; Cleveland, 12; Reading Standard, 6; Yale, 4; Pope, 2; Merkel, 8; Minneapolis, 2; Thiem, 2; Emblem, 2; M. M., 1.

Tires—United States, 354; Firestone, 272; Goodyear, 220; Goodrich, 86; Federal, 60; Republic, 36; Fisk, 32; Racine, 28; Continental, 26; Diamond, 24; Penn, 18; Ajax, 10; Empire, 6; Miller, 4; Hendrie, 2; Savage, 1; Lee, 8; Vitalic, 1; Kelly Springfield, 8; Quaker, 4.

Sidecars—Indian, 18; Harley-Davidson, 18; other makes, 22.

Lightweights—Cleveland, 12; Indian, 12; Excelsior, 7.

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VAN BUREN GIRLS PUT "FINIS" ON TRIP

New York Misses Roll Into San Francisco on September 2, Completing 3,300-Mile Trip in Two Months Less Two Days—Are Enthusiastic Over the Journey and Their Mounts

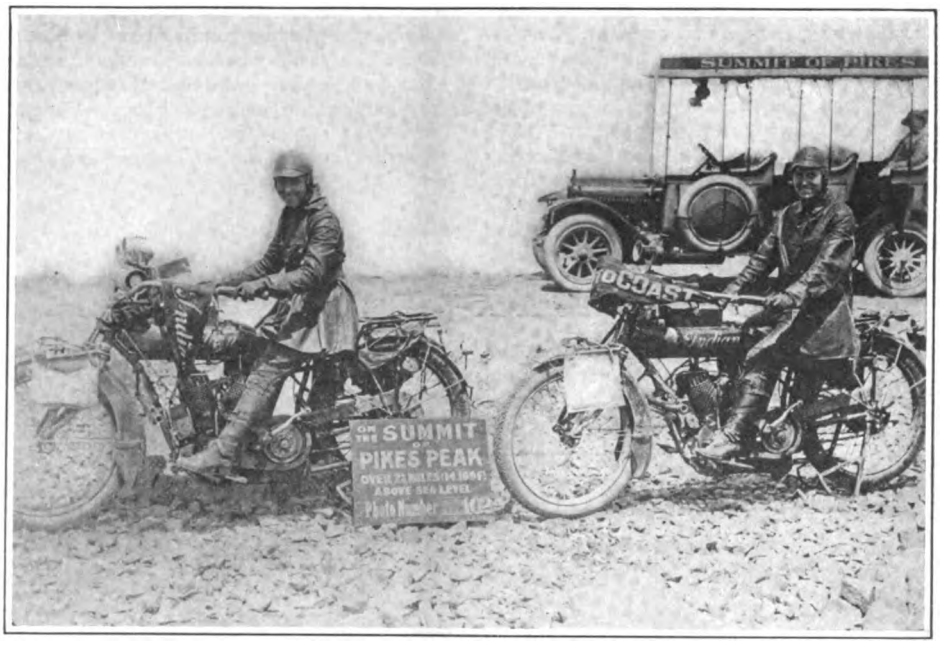
SAN FRANCISCO, September 2.—Adeline and Augusta Van Buren, sisters, of New York City, have completed successfully the most daring and difficult riding feat ever attempted by two young ladies. Riding Indian motorcycles they started from New York on July 4 and reached here today.

Difficult as most of the gentler sex would consider the sport of motorcycling at any distance even under the most favorable of riding conditions, the ambitious program which the Van Buren girls laid out for themselves caused not a little speculation among the most seasoned motor veterans. Many men who were familiar with the difficult passages which are to be encountered by transcontinentalists on any form of motor vehicle frankly expressed doubt of the ability of two slightly built girls to accomplish such a feat on motorcycles.

However, the Van Burens came through, and with flying colors. Difficult roads, unseasonable weather conditions, and hardships in untold number and magnitude were encountered at every turn. Washout roads, mountain slides, desert wastes, and every riding condition which constitutes a nightmare for the hardiest veteran motorcyclist, were some of the obstacles which these intrepid tourists found.

Particularly in passing the Great American Desert in the western part of Utah were the riding conditions hard, and incessant rains in Colorado delayed them there for several days.

The stamina of both the girls and their motorcycles were tested to the full, but both stood the terrific strain, and the Van Buren girls' performance will undoubtedly stand long as an unassailable record.



The Misses Van Buren, the Transcontinental Indian "Pilotesses" Snapped at the Summit of Pikes Peak, Colorado, a Short Time Ago

Both girls speak highly of the excellent performance of their motorcycles, and lay emphasis on the fact that if ever again they attempt a transcontinental trip it will be on Firestone-shod Indians.

The girls will stay on the coast for a week or ten days taking in the scenery and then will crate their machines and board a Pullman bound for little old Gotham and a winter of work tempered with fond memories of a memorable trip.

DETROIT FANS VIEWING THE NEW HARLEY-DAVIDSON

Happy Scherer Ferried the New Model to Grand Haven, Mich., From Milwaukee and Then Rode Across to Wandersee's Store in Record Time

HALF A HUNDRED IN JAMAICA JOY FEST

JAMAICA, L. I., Sept. 1.—More than half a hundred riders and friends were attracted by promises of "big doings" to the outing of the Jamaica M. C. last Sunday, and not one of the party was disappointed in the way those promises were fulfilled. A run to Patchogue occupied the time up until the luncheon hour and a regular Long Island duckling dinner served to bridge the gap between forenoon and afternoon; the luncheon was punctuated with music by various members of the company.

In the afternoon a stop was made at the Clifton House on Great South Bay and swimming was in order, and on the way back the party was overtaken by a rainstorm which drove the assemblage to cover at Amityville. The time was not wasted, however, for dancing and singing soon made them forget the drenching and when the storm had passed over they again set out with front wheels turned "Jamaicawise," each participant satisfied with the day's sport to the fullest.

LABOR DAY MEET AT TAUNTON, MASS.

TAUNTON, Mass., Sept. 5.—In connection with the Labor Day celebration here yesterday three bicycle races were carded for the fair grounds track. The one-mile open was won by James Flynn, who beat A. Sousa and R. M. Torrey in the order named. Thomas Henrickson accounted for the three-mile handicap from Louis Gilson and Raymond Greenbaum, while in the five-mile handicap R. M. Torrey finished in front of J. H. Reidy and Thomas Henrickson.

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CAMPAIGN BRINGS IN 15 AT FIRST MEETING

Membership Movement in San Francisco M. C. Shows Fine Results at Session Following Start—Social Run to San Mateo

SAN FRANCISCO, Cal., Aug. 29.—The membership campaign recently inaugurated by the San Francisco M. C. is already having important results, as the old members are taking hold enthusiastically, and fifteen new members came in at the first meeting since the drive started. The best thing about it is that most of the new members are getting actively interested in club affairs.

Fourteen of the members held a social run Sunday, and managed to ride about 85 miles without going more than 30 miles out of the city. It was really something of a sight-seeing tour, and the party kept riding most of the day. Leaving the clubhouse at 9 a. m., they ran down to Belmont and turned up into the hills to the Spring Valley Water Company's lakes, where they stopped for a basket lunch. They struck off from the boulevard at Burns's store, following a winding country road to Woodside. The road was in fair shape, aside from a little dust, and led through some very picturesque country. From Woodside they went down to Redwood City, and reached San Mateo Beach, on the bay, about 2:30, stopping for a dip in the water.

The return trip to San Francisco was made by the San Bruno road, which follows the bay shore. Reaching the city early they took a little spin over the new boulevard around the top of Twin Peaks, which commands a wide view over the whole city and bay district from an elevation of about 900 feet. The day passed with no trouble of any consequence, and the run was greatly enjoyed.

WITH BALTIMORE'S CYCLE SOLDIERS IN CAMP

Motor Arms Defense Association Learning All the Tricks of the Soldier's Trade at Ft. Ethen Allen, Vermont

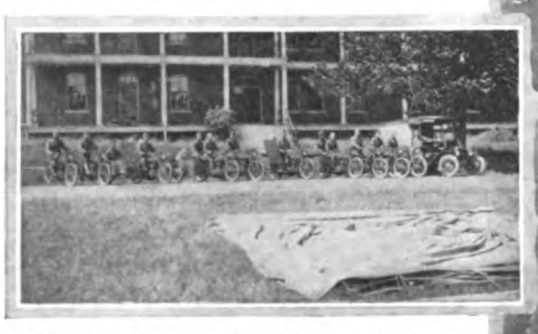
FORT ETHAN ALLEN, Vt., Sept. 4.—Practice in squad formation with motorcycles was taken up by the Motor Arms Defense Association's squad here during the last few days, a large field near the target range being the scene of the maneuvers. There are two squads in the Baltimore company, each being composed of two single machines, a machine gun, mounted, and a caisson. The uneven ground in the field made column formation extremely difficult to maintain, but the two squads led by Lieut. Robert Garrett on a single machine, went through the drill in fine style.

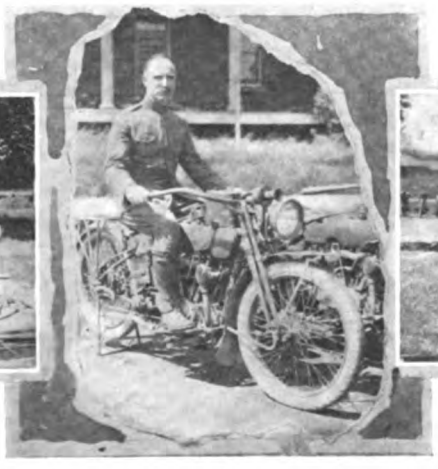
The men are being taught "a little bit of everything" these days. They are able to completely assemble and disassemble the Berthier machine gun; several of the men can take it apart blindfolded in 20 seconds. They can take apart a Springfield rifle and put it together without having any parts left over; they can do the same thing to an automatic revolver. Speaking of automatic pistols, Herbert Wallau, the factory expert with the Berthier machine gun, has recently received from Paris a five-shot automatic pistol, .32 calibre, that consists of only five pieces. It will fit in the palm of the hand and is wonderfully accurate.

A new "rough rider" has been added to the camp's roster. Corporal J. M. Mullen has earned this sobriquet on account of the aplomb which he maintains in hitting the high spots in Vermont and the adjacent country. He is always smiling and has never even been heard to speak crossly to his sidecar. There is considerable rivalry between the two camps.

Lieutenant Garrett, in speaking this morning of the offensive power of one company of 104 men of the Motor Arms Defense Association said:

"While it is improbable that a whole company would go into action in a single place, it would be well to remember that the eight machine guns, firing at their highest rate, could discharge 4,800 shots a minute. The company could move 200 miles a day under its own power. In the Civil War a regiment of 1,000 men, moving only 20 miles a day, could discharge 2,000 shots a minute. When the lesser number of men required and the greater measure of efficiency of a battery of motorcycles is considered, it may be easily seen how indispensable this new branch of the service will be."





At Ft. Ethen Allen with Baltimore's Defense Squad—Above, The Squad Assembled. Middle, Lieutenant Robert Garrett

The Squad Taking Its First Lesson in Erecting a Field Tent. After a Few Trials the Motorcycle Riders Became Adepts

BUSINESS OPENINGS FOR MANUFACTURERS AND JOBBERS

LEWIS, Kas.—R. G. Jenkins has opened a hardware store here. He is handling bicycles, lubricating oils and small tools.

EVANSVILLE, Ind.—The Gregson Hardware Co. has just been incorporated in this city. Catalogs are requested on bicycles, small tools, oils and varnishes.

LAWRENCE, Kas.—F. W. Cutter and G. E. Smith have purchased the Schaake Implement & Hardware store. The new name of the company will be Cutter & Smith, 912 Massachusetts avenue. Catalogs are desired on automobile accessories, bicycles, small tools and lubricants.

SAFFORDVILLE, Kas.—A. P. Brickell has bought the Bradfield Hathaway Company and requests catalogs on automobile accessories, bicycles, small tools, oils and varnishes.

ELMA, Iowa.—Tex & Schuler have bought the hardware business of W. P. Weed. Catalogs on bicycles, lubricating oils and small tools are requested.

BUNCETON, Mo.—The Hawkins Hardware Co. has purchased the business of Moore & Hurt. Catalogs on automobile accessories, bicycles, small tools and oils are requested.

POPLAR BLUFFS, Mo.—The Wright-Dalton-Bell-Anchor Store Co. requests catalogs on automobile accessories and small tools, bicycles and oils.

FAIRBURY, Neb.—H. E. Clapp has recently opened a hardware store here. Catalogs on automobile accessories, tools and lubricants are requested.

RIVERHEAD, N. Y.—H. Nelson Smith has purchased the business of Charles E. Bunce and will do a wholesale and retail business in the following lines: Bicycles, small tools, oils and varnishes. Catalogs are desired.

ZAP, N. D.—The Zap Mercantile Company has opened for business and will handle small tools, oils and bicycles.

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BROWN SAYS A WORD ON AUSTRALIAN CONDITIONS

Melbourne Henderson Distributor Says the War Has Not Seriously Hampered Sales in the Antipodes—Speaks Up for the American Machine in General and the Henderson in Particular

DETROIT, Mich.—E. S. Brown, a member of the firm which distributes the four-cylinder Henderson motorcycle in Melbourne, Australia, is visiting the factory here to complete arrangements for Australian business for the 1917 season. He plans to remain for some time, so as to spend a number of days in various departments of the factory to familiarize himself with all the processes of manufacture, in order to take back all possible first-hand information on his return to Australia.

Mr. Brown speaks very interestingly of conditions existing in the great southern continent at this time and of the indications for the future. The outlook for the coming year is very bright, he reports, and he is confident of multiplying the number of Henderson sales materially.

At the outbreak of the war many predictions were heard there to the effect that motorcycle sales would fall off. As a matter of fact, however, there was only a temporary check, after which the business has grown up much stronger than before. The sale of American machines has made especial gains, due partly to the cutting down of manufacture of motorcycles in England, but largely to the fact that American construction meets Australian requirements to better advantage. Much trouble was experienced with English rims being too light, English frames not strong enough to stand the pounding of the bush roads, etc., while the heavier American products would stand the gaff and give the service that was desired.

Everyone in Australia rides a motorcycle, says Mr. Brown, because it is the most practical way of getting from where you are to where you want to go. The wealthy ranch owners have their big touring cars to carry their families or parties of customers or friends on trips, when several are going together—but

E. S. Brown

each man also has a motorcycle for his individual use when going anywhere alone or in a hurry. On an average there are four motorcycles to one automobile.

Stock ranching is one of the great industries of Australia, and each rancher has several motorcycles in service for himself and his men for use in getting about over the range. Roads are few and unimproved in a great part of the country, and the motorcycle must be built to stand unlimited hard pounding in order to make good in such service. Automobiles are at a great disadvantage under such conditions, and it has been found that the motorcycle can easily make long trips in much less time than the car requires.

Most of the roads are of stone, surfaced with metal that is peculiarly hard and flinty in nature. Tires seldom wear out there, as the roads chop them to pieces before there has been time to wear down to the fabric. This makes live, resilient rubber especially important for the treads, as a tire that resists the cutting effect of the sharp stones lasts far longer than one of a kind which might wear very satisfactorily on an ordinary road, but which parts more readily when the sharp corners chop into it.

This matter of tire wear is one point that has helped the belt-drive English machines keep their hold in this territory. The softer drive of the belt machines, while less efficient, was easier on tires as compared with the chain-driven twins. Australian riders found the difference in tire wear so great, under their road conditions, that many of them preferred to stay with the belt and its drawbacks. Mr. Brown reports that the four-cylinder machine has won enthusiastic favor in this respect, as the smooth flow of power is even less trying on a tire than the belt of an English twin, so that the Henderson has showed excellent tire life in that country.

GUTERMAN AT McALLEN WITH MOTOR SQUAD

Veteran Motorcyclist Sergeant Brings Company to New York Guard Camp in Texas After Pleasant Journey from Metropolis

McALLEN, Texas.—Sergeant Lou H. Guterman, of the Machine Gun Company of the 71st Regiment, N. G., N. Y., has arrived here and is active in looking after the interests of the army motorcyclists from the Empire State. Sergeant Guterman and a squad of his riders left New York on Monday afternoon, August 28th, and the trip to the southern point of mobilization was made without difficulty. Guterman reports that his party traveled in tourist sleepers and enjoyed all possible comforts throughout the trip from start to destination.

At several points the motorcycle volunteers were given a chance to leave the train and stretch their legs. At Tryell, Texas, they were royally entertained by the local Chamber of Commerce. The business men arranged to give the New York State soldiers an hour or two in a large swimming pool and other amusements were provided, automobile owners of the town took the soldier boys on sightseeing trips, and all in all the stopover was a most enjoyable one.

Guterman was unable to state upon his arrival here just what kind of work he and his riders would be called upon to perform at present, but he reported that the men were in excellent trim and prepared for any service that might be required of them by the authorities.

MOTORCYCLE FEATURED BY LOS ANGELES NEWSPAPER

LOS ANGELES, Sept. 4.—Featuring the motorcycle in warfare, with two photographs and a column article worked over from information in **Motor Cycle Illustrated,** the *Los Angeles Record* had the snappiest "Automobile Section" last Sunday of any of the city's four big newspapers. The pictures featured in the front page show Indian motorcycles, and the publicity thus given the motorcycle is due to the attention shown the paper by C. Will Risden, Indian distributor, who has convinced the editor that for the man who rides there is nothing equal to a motorcycle.

ST. PAUL TEACHER NOW IN MANKATO, MINN.

MANKATO, Minn.—A. P. Hodapp, teacher of advanced American History in the St. Paul High School, reached this city a few days ago on a motorcycle tour of the country which will cover 5,000 miles. He is using a twin cylinder Indian, which has been in use for four seasons. Hodapp traversed the states of Wisconsin, Illinois, Indiana, New York, Massachusetts, Connecticut, New Jersey, Delaware, Maryland, Virginia, West Virginia, Ohio, Iowa and Minnesota.

ANOTHER FOR PORTLAND POLICE

PORTLAND, Me.—Chief of Police Bowen, of Portland, has added a second motorcycle to his traffice squad. The first machine purchased gave such excellent results that the second order was placed without delay.

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VERRILL UNCORKS SPEED IN BALTIMORE

Takes Five- and Ten-Mile "Pro" Numbers on Gentlemen's Driving Park Track—Mears Proves to Be Best Sidecar Pilot—Accident Mars the Race Meet

BALTIMORE, Md., Sept. 4.—"Krazy Horse" Verrill's marvelous riding and the crashing of a side-car through the fence at the fall race meeting yesterday of the Maryland Motor Association at the Gentlemen's Driving Park gave the several thousand spectators more thrills than they have ever felt at a meet around Baltimore for many, many moons. The side-car accident occurred in the ten-mile side-car event, one of the outstanding features of the afternoon. Paul Mamock, a professional rider, and Herbert Whiting, his mechanic, were slightly hurt when their machine skidded and left the track when traveling at speed.

Verrill evidently knows no fear, for he tore around the sharp turns of the Belvedere avenue half-mile oval at top speed and after once obtaining the lead never left the result in doubt. In the five-mile professional event, riding an Indian machine borrowed from one of the other racers, the Los Angeles speed demon went into the lead soon after the drop of the flag and was never headed, winning easily from Johnny Mounts and Freddie Tiemeyer, the Maryland title holder.

Again in Ten-Mile

Again in the 10-mile affair, he had things practically all his own way, pulling up at the end. There were four starters in this event, Verrill, Tiemeyer, Lawrence Keys, of Pittsburgh, and Johnny Mounts.

Keys and Tiemeyer were hopelessly outdistanced in the first three miles and Verrill and Mounts fought it out the rest of the distance. The coast rider always enjoyed a half-lap lead on his opponent, but in the latter stages Mount cut loose and gradually cut down the lead. Verrill, however, was so far out in front that he slowed down in the last quarter mile.

"Happy" Mears, also astride an Indian, captured two races, both being in the sidecar class. He easily won the five-mile event from Gus Heinz, while he also captured the 10-mile event. In the latter event Bert Heinz, of the Harley-Davidson agency, withdrew his other entry following the accident to Mamock and Whiting, who were also in a Harley-Davidson combination.

Consolation for Mullein

After being unplaced in the professional events, Jack Mullein, of Wilmington, walked off with the five-mile consolation event in handy style. George Gephardt, of this city, was second, while third place was won by Summerworth. Mullein assumed the lead soon after the start, and was never in any real danger. Gephardt at times uncorked some real speed, but the Delaware speed merchant was always on the lookout, and pulled away when threatened.

Oliver Shock, on an Indian, won the three-mile amateur race. Orville Cox was second, while Clarence Lowenstein was third. The latter had a bad spill on the far turn, but pluckily remounted his machine amid the applause of the spectators.

W. Sherman was the winner of the two-mile bicycle race. F. N. Sanborn was second, and B. Leischar, third.

The summaries:

Two-mile Handicap Bicycle Race—Won by W. Sherman; F. N. Sanborn, second; Leischar, third.

Three-mile Amateur—Won by Shock, Indian; Orville Cox, Excelsior, second; C. Lowenstein, Indian, third. Time, 4:22.

Five-mile Professional—Won by K. Verrill, Indian; J. A. Mounts, Indian, second; F. Tiemeyer, Excelsior, third; L. Keys, Harley-Davidson, fourth; J. W. Mullein, Indian, fifth. Time, 6:07.

Ten-mile Professional—Won by K. Verrill, Indian; J. Mounts, Indian, second; Freddie Tiemeyer, Excelsior, third. Time, 12:35⅗.

Five-mile Professional Sidecar Race—Won by Carey Mears, Indian; Gustav Heinz, Harley-Davidson, second. Time, 7:16½.

Five-mile Professional Sidecar Race—Won by Carey Mears, Indian. No time taken.

Five-mile Consolation—Won by J. Mullein, Indian; George Gephardt, Indian, second; J. Summerworth, Indian, third. Time, 6:31⅘.

BARNARD SHOWS BEST AT RED BANK

Takes 10-Mile Feature and Time Trials on His Indian—Asay and Brown Also Score—Track in Bad Shape

RED BANK, N. J., September 4.—Irving W. Barnard astride an Indian took the lion's share of the glory attaching to the racemeet staged on the half-mile track here today in connection with the Monmouth County Fair. Barnard took the feature event on the program, the ten mile open, which he completed in 14:20, leading home J. B. Asay, also astride a Hendee product, and John Cook, a Harley-Davidson pilot, in the order named, and also made the best showing in the single-mile time trials. Barnard made the double lap of the circuit on his single ported Indian in 1:14 flat.

Asay came back in the three-mile open and beat out Sid Brown and Cook to the tape, crossing the finish line in 4:30. Brown, who also rode an Indian, took the five-mile open from Asay and Cook in the order named, the time being 7:28½, and Asay managed to repeat in the three-mile handicap, which he won handily from Brown and Cook.

The meet drew some 9,000 spectators, but only four entries. The track was much the worse for dust and rough spots due to horse racing events run off prior to the motorcycle contest. The summaries:

Three-mile open—B. Asay, Indian, won; Sid Brown, Indian, second; J. Cook, Harley-Davidson, third. Time, 4:30.

Five-mile open—Brown won; Asay, second; Cook, third. Time, 7:28:30.

Ten-mile open—I. W. Barnard, Indian, won; Asay, second; Cook, third. Time, 14:20.

Three-mile Handicap—Won by Asay (¼ mile); Brown (scratch), second; Cook (¼ mile), third.

One mile time trial—I. W. Barnard. Time, 1:14.

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READING STANDARDS GO WELL IN PHILADELPHIA

PHILADELPHIA, Pa.—The U. G. I. Company, of this city, has recently received another large shipment of Reading-Standard motorcycles. The total number of R-S machines received during the season of 1916 by this company is considerably over 100, and their contracts for the season of 1917 are even greater.

Considerable interest was shown among motorcyclists by the introduction of the 1917 R-S, which was seen on the roads of Berks County daily, where it is being tested out in the mountains. The wonderful hill climbing ability for which this machine is noted excites no little interest among motorcycle riders, and the Reading agency for this machine is filing orders daily for 1917 motorcycles which have been promised for delivery about the latter part of October.

TO GET MOUNT FOR POLICE

CONCORD, N. H.—Following the lead of other cites throughout New England, Concord has appropriated money for the purchase of a motorcycle to be used by the police department.

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KEEP AN EYE ON CRANKCASE BOLTS

A Regular Examination of the Nuts Should Be Made to Prevent Wearing Lug-Holes Oval and the Motor Working Loose in the Frame—Excessive Vibration Shows Looseness

By GEORGE M. JOHNSON

ONE of the things that every motorcyclist should watch is the condition of the bolts that anchor the engine in the frame. When a machine comes from the factory the nuts are of course set up very tightly, but everybody knows that the slight vibration of a running motor, especially when it is new, is likely to cause nuts to loosen. Perhaps, instead of saying "is likely," we should say *may* cause the nuts to loosen.

This is a small matter in itself, and if promptly discovered and corrected can do no harm. But too many riders are somewhat like an auto owner I once knew. He purchased a good car, and in less than a year—he drove it carefully and his mileage was not very high—it rattled worse than a machine twice as old should rattle. The volume of rattle increased with the speed of the car, so that it provided a blind passenger with a fairly accurate speedometer. And this unfortunate condition was due entirely to the fact that the owner almost never touched a wrench to any part of his car.

Result of Looseness

Let us suppose that the anchor bolt nuts of a motorcyle engine become loose, and that nothing is done about it; what will be the result? Motor vibration will increase, of course. The experienced rider can usually tell by the *feel* that the motor is not right. This condition gets worse as time goes on, for the play the motor has in its anchorage is made greater by wear. The base bolts run through holes in the aluminum crankcase of exactly the right size. But aluminum, though strong, is not a hard metal, and it wears rapidly once it gets the chance. That makes the bolt holes too big for the bolts.

Now let us suppose that after some time of riding with a loose motor the owner, for some reason or other, leaves it at the repair shop, where its condition is quickly discovered. Of course the loose nuts will be promptly set up tight. No serious harm *may* have resulted. But if the holes in the aluminum crankcase have become a few hundredths of an inch too large, the chances are in favor of the trouble appearing again. In such a case tightening will probably result only in another working loose, and so on, with the time periods between the slacking of the nuts growing shorter with each repetition.

Put On Lock Washers

The nuts can be secured by lock washers and even additional lock nuts as well—but the result will be the same. As a matter of fact, the nuts do not actually work loose. The aluminum against which the motor base anchor plates rest wears because of the slight play that the anchor bolts have by reason of the over-size holes, so that the nuts *are* loose, even though they have not backed off the bolts even a slight fraction of a turn.

By this time that poor motor's condition is truly desperate. Only fifty miles of riding may be enough to cause the engine to be loose in the frame, no matter how tight it was at the start of the trip. There are exactly four things that the owner can do, and no more. 1st.—He can buy a new crankcase; and that will be pretty steep, especially when we add to the cost the charge for taking down the motor, fixing it up, and replacing. 2nd.—He can sell the machine, letting someone else worry about the loose motor, though this course would probably not appeal strongly to a person with any great sense of honor. 3d.—He can keep on riding the motorcycle until it is ready for the junk heap, or until the new crankcase becomes absolutely necessary to keep it out of the junk pile; and it might be said that the journey is likely to be a short one. 4th.—He can have a motor expert perform a rather difficult and involved surgical operation, which will save the patient's life, and at a cost of half or less of the new crankcase. This operation involves taking the motor out and fitting new bolts in the oversize holes. As the latter are worn oval, not perfectly round, they must first be drilled, and the holes in the anchor plates must also be drilled to correspond. To do all this drilling so that the holes will fit exactly when it is done is no job for an amateur. And should an inexpert workman tackle it, there is a good chance that the new crankcase will be needed after all.

Try Nuts Occasionally

When the motorcycle is again ready for the road, following this treatment, the rider must do as he ought to have done in the first place—occasionally try the nuts to see if they are remaining tight. Drilling the oversize holes in the crankcase left a weak rim of metal; now it is absolutely necessary that the motor be kept tight and relatively vibrationless.

The use of a sidecar seems to aggravate the tendency for the motor to work loose. There is certainly an extra heavy strain put upon the engine and especially upon the frame as a result of the side drag of the car. Since this is true it behooves the sidecarist to keep careful tab on the condition of this part of his outfit.

The writer does not wish to frighten anyone unduly with this description of the horrible results that may follow a little negligence. He does not mean to infer that this *must follow,* or that even a fair proportion of motorcycles are liable to have the trouble described. But it *does happen*; in fact, since confession is said to be good for the soul, it has happened on a machine owned by the writer. The lesson learned by that experience was a costly one, but it will never happen again.

Once a Month at Least

A brief examination once or twice a month is all that is required for a rider to know how his motor is holding. If the nuts are tight—and they probably will be—well and good. If they have loosened—even a trifle—set them up yourself without delay, or leave the machine at the repair shop to have it done. If you do the job yourself, see that you do it thoroughly. Tighten *all* the nuts, removing as much in the way of chain guards, oil and exhaust pipes, etc., as is necessary in order to get at the offending nuts. In nine times out of ten all the trouble will be with the back nuts; the forward don't seem to loosen up so readily. If there are no lock washers, it is worth while to remove the nuts entirely and put a washer under each one. Lock nuts will make the job even more secure. In setting up the nuts be reasonable; don't be so ambitious to get them tight that you risk stripping threads.

R-S GETS ANOTHER BIG FOREIGN ORDER

READING, Pa., September 5.—The Reading Standard Co. has recently closed another contract for 400 1917 machines. It is understood that these machines will be shipped to foreign ports. The Reading Standard Co. has had one of the most successful seasons in its career, although it is probable that the season of 1917 will be even better. Extensive improvements and additions are being made to the factory to take care of the coming season. Thus far practically 60 per cent. of next season's requirements have been contracted for.

KEEP SPOKE NIPPLES TIGHT

IN order to keep wheels in the best of shape it is well to go over the spoke-nipples regularly, at least after every run of any length. This will save lots of trouble in the long run, for when the spokes start to go they go in bunches. Keep 'em tight at all times.

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Trade and Sport in Great Britain

By OLD RAMBLER

LONDON, England.—British motorcyclists are not taking the new taxes "lying down," but are trying to secure alterations of anomalies. It is rough on them that a tax of nearly $24 is due on some big twins—with gasoline at 64 cents a gallon, too—while some cars are let off with $21 tax. The Auto Wheel really ought not to be charged the same—$40—as a sidecar turnout which costs $500 or more, but such is the case. It is certainly a big jump from $5, against which nobody ever protested. The crux of the situation is in the blunder made of judging the power by the bore only.

Various agitations are afoot to secure revision of the new taxes, such as $5 for Auto Wheels, $12.50 for motorcycles of 5 h. p. according to R. A. C. rating (the square of the bore multiplied by the number of cylinders divided by 2½) and $24 for motors up to 8 h. p. Most of the motors listed at 4 h. p. would come under the 5 h. p. classification, at present.

Big Jump in Exports

American motorcycle manufacturers—who are practically the only "foreign" suppliers of machines to Britain during the war—must have been reading the portents pretty cleverly, by sending big supplies across before the British importation embargo came into operation on March 27. The official returns show that Britain imported 378 complete motorcycles in March, compared with 63 in the same month of 1915 and 8 only during February, 1916. The jump from 8 to 378 in the two months is so extraordinary as to make one wonder how it came about.

Ample Mudguarding

There are various ways and means of trying to keep one's self and the machine fairly decent in rainy and muddy conditions and in dusty weather. One means to this end has been incorporated in the Sunbeam, which, in addition to an ample mudguard on the front wheel with a flange or valance on the upper part of the guard, has a prolongation from the front of each footboard upward and curving slightly toward the rear. The top of this guard is level with the lower part of the tank and the rider has complete protection for the feet and legs. With this elaborate guarding, the rider will be as clean as anyone can possibly hope to be on a motorcycle.

It is a point of the Hendee Mfg. Co. that their machines are "red" Indians and most onlookers over here judge the average gory-colored motorcycle to be one of that firm's productions. But it is somewhat amusing to read in a consular report from India some time ago a hint that motorcycle makers should not supply red enamelled machines for India; further, that sales of American goods had been much interfered with in Britain's great oriental dependency, on account of color. It is printed that nobody wants to be thought a postman or policeman—red being the official color of the government vehicles—when riding a red machine. The funniest part of the advice was to the hint applied particularly to that great American product, the Indian. In other words, Indians for India shouldn't be red.

Rudges at Front

Both on the Eastern and the Western fronts of the battle areas there is any number of the well-known Rudge motorcycles—the marque that has won countless races in all parts of the world. Rudges are in use in various armies; in the first year of the war, 400 of this make were ordered by the Russian government, and such were the resources of the firm that the whole lot was on its way to Czardom the same month the contract was signed. J. W. Edwards had 200 Rudges pass through his hands during the first nine months of his service on the Western front, and he says that they were the only machines which did not have broken frames or wheels. "I have never had to change an engine through being worn out, though it is enough to wear any engine out the way they are used," he says, "but the Rudge machines stand up against them all."

Doings Down Hawaii Way

HONOLULU, Hawaii, Sept. 1.—Not because it really means anything in the way of national preparedness, but purely as a sporting proposition, Dave Ford, a member of the First Field Artillery Corps, stationed at Fort Schofield here, made the perilous trip over the Kole-Kole Pass on a twin cylinder Harley-Davidson machine from Schofield Barracks to Waianas on Sunday last. That the word perilous is apt in describing the route, may be judged from the fact that nothing aside from an army mule or a particularly sure-footed breed of horse has gotten over the Pass for some years past. The trip up from Schofield Barracks to the top of the Pass entails but little hardship, for the road, if not in the pink of condition, is at least passable. However, from that point down, there is risk enough for any rider what with a trail of the winding, precipitous sort washed out at every few yards by rushing mountain streams. The road a few years ago was fair and it is even said that at one time a battery of field artillery made the trip over the Pass, but judging by present conditions that must have been many years ago.

Ford experienced two bad falls, and in several places had to dig out a trail with a screwdriver. It took two hours and thirty-nine minutes to make the 11 miles between Schofield and Waianae. The return trip was made via Ewa and Waipahu in less than half that time.

His first fall was in the early part of the trip and was due to the starting of the engine while breaking on compression. He had shut off the gasoline and drained the carbureter, but in some way a small amount of gasoline got into the engine and started the machine down the precipitous slope at a furious rate of speed. Following this accident Ford disconnected the spark plugs to prevent any chance of a repetition.

His second fall was when he slipped off the trail and rolled with the motorcycle down an eight-foot bank. Neither the driver nor the machine was injured, but Ford was pinned under the heavy motorcycle. Fortunately for him some soldiers of the First Infantry, who were making the trip on foot, were near at hand, and helped get the machine back on the trail.

"I wouldn't make that trip again for a thousand dollars," said Ford when he returned to the garrison covered with bruises. "I am fortunate in having gotten through without some serious injury, and without injuring the machine otherwise than breaking a pedal."

On Sunday, July 30, S. E. Klemme, Ed. Rowold, D. C. Mitchell and Herbert ("Endurance") Cooper rode to Kole-Kole Pass to have a look around.

Going up from the Schofield Barracks side was easy, as the road is wide, although there are lots of short, treacherous turns where a wrong move would mean a drop off from three hundred to a thousand feet. These turns in many places are sandy, and there are large stones making it very treacherous.

Klemme upon investigating this bad stretch, decided to try out his machine on going down, which he did in great style, making one's hair stand on end, when rounding the turns. After he got to the bottom of the trail and had rested a little while, he decided to go up again. This certainly was a spectacular feat. At times he was on the saddle, sometimes in the air. At other times he would go at about six or eight miles per hour, and sometimes about twenty.

After arriving at the top, and resting up a bit, he said, "It looks dangerous, but I'll go through this again if anyone wants to bet any money on it."

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The Indian

Announcement for 1917 will appear in this magazine Sept. 21

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R. F. D. OUTLOOK CLOUDS UP AGAIN

Antagonism of P. O. Department Militates Against Use of Motorcycles, Says E. J. Mueller, After Investigation

MILWAUKEE, Wis., Sept. 1.—That with the present administration in power the R. F. D. field is, to all intents and purposes, lost to the motorcycle manufacturer, is the sum and substance of a report on the R. F. D. situation which Assistant Sales Manager E. J. Mueller of the Harley-Davidson Motor Co. will render to the assembled manufacturers at the coming meeting of the M. M. A. in Buffalo, September 14. Mr. Mueller was appointed at the Atlantic City meeting to take up the matter once again with the postal authorities and determine how, if at all, the new appropriation bill putting the choice of vehicles squarely up to the department was going to affect the motorcycle in the R. F. D. service.

P. O. Department's Stand

As a result of his investigations, for which part credit, at least, is due to August Zimmerman, the Washington Harley-Davidson dealer, who remained in contact with the department after Mr. Mueller had been recalled to Milwaukee, Mr. Mueller will report that the department is extremely antagonistic to the motorcycle in any form, and absolutely set against the employment of the solo machine in carrier service. Fourth Assistant Postmaster Blakeslee, in charge of the R. F. D. service, in giving his objections to the solo machine to Mr. Zimmerman, claims that they are dangerous in this service; that departmental records show that motorcycle riders frequently lost mail matter and delivered it in soiled condition, and that the new compensation law enacted by Congress made the department liable for injuries sustained by carriers while on duty which militated against the use of the solo machine. To these specific reasons for discouraging the use of the power-driven two-wheeler, Mr. Blakeslee added a more or less general one. He asserted that the "joy riding spirit" was more predominant with those carriers who straddled motorcycles than with others.

While there are answers, of course, to each and every one of these objections in the case of the Postoffice Department, the answers fall upon deaf ears, and Mr. Mueller will recommend to the manufacturers, and the Harley-Davidson Company has already recommended to its dealers, that they do not waste any great amount of time and effort in the R. F. D. field.

Coupled with this investigation, the Harley-Davidson company staged an exhibit in connection with the R. F. D. convention in Chicago and from direct contact with the carriers themselves they learned that the feeling of carriers from the northern territory is distinctly for the light, cheap car as against the motorcycle, although, to borrow a political expression, the "solid South" in the carrier field is for the motorcycle. The chief objection of the carrier to the motorcycle is that he is exposed to the weather, althouhg the task of collecting mail matter from the box in view of the right-hand position of the side van was advanced by some carriers as the major drawback.

The Carrier Is Observant

The carrier, as a class, is very observant and is particularly impressed with the low running cost of the motorcycle as against even the lightest and cheapest of automobiles, but in view of the fact that this particular point gives rise to friction between the carrier body and the department, the carrier resents strongly motorcycle advertisements in their trade organs based upon the economy of operation. Friction between the carrier body and the department is observable everywhere which may or may not have a distinct bearing on the results of the coming election.

All thought of "hard times" is unheard of in the R. F. D. field, the carriers to a man being very optimistic.

U. S. TIRES WIN AWARDS AT PANAMA CITY

NEW YORK.—A diploma and gold medal have been granted to United States tires by the jury at the Exposicion Nacional de Panama, held in the city of Panama recently to commemorate the discovery of the Pacific by Balboa. The prize was the only one awarded for tires by the jury. The United States Tire Company is naturally highly gratified by the awards.

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Bicycle Section

AUSTRALIANS CAPTURE 100-KILOMETER TEAM RACE

Bob Spears and Reggie McNamara Annex Labor Day Feature at Newark Velodrome—Alfred Goullet and Alfred Grenda Finish Second—Race a Hard One

NEWARK, N. J., Sept. 5.—Another hard team race was staged at the Velodrome yesterday, this being the only race carded for the day. The event was run over the 100-kilometer (62½ miles) route, and after the battle was over victory rested with the team of Bob Spears and Reggie McNamara, the Australians, who won the six-day race run a week previous.

Seventeen teams started in the race, and there were seven place prizes for the fortunate ones, which ranged from $200 for the winning combination to $75 for the team finishing in seventh place. Lap prizes at 50 cents per kept the good sized field going along at a steady rate.

Who Rode the Race

The teams that started were Spears and McNamara, Alfred Grenda, Australia, and Alfred Goullet, who last week became an American citizen; Oscar Egg and Marcel Dupuy, the Swiss-French team; George and Lester Bowker, Long Island; Ernest and Hans Ohrt, San Francisco; Jake Magin, Newark, and Jackie Clark, who paid the fine of $25, which had been tacked upon him for getting peeved in the Brassard race with Arthur Spencer a week before; Arthur and William Spencer, Toronto; Frank Corry and Charles Piercey, Australia; John Bedell, Long Island, and Ray Eaton, Newark; Fred Hill, Boston, and Francesco Verri, Italy; Lloyd Thomas, San Francisco, and Tommy Grimm, Newark; Willie Hanley, San Francisco, and Eddie Madden, Newark; Harry Kaiser and George Cameron, New York; Floyd Krebs, Newark, and Norman Anderson, Denmark; Gordon Walker, Australia, and Percy Lawrence, San Francisco; Eddie Rupprecht and John Schlee, Newark, and Joe Kopsky and Tommy Smith, Newark.

Berlin System Used

The race was decided on the so-called Berlin system, a sprint being staged every five miles, and at the 62½-mile mark. Points for the finishes were as follows: First, 1; second, 5; third, 6; fourth, 7; fifth, 8; sixth, 9, and seventh, 10. All teams that finished outside of seventh place were credited with 11 points each, the team scoring the least number of points winning.

McNamara won the first sprint from Corry, Hanley, Grenda, Clark, Eaton and Thomas. Goullet won the second from Magin, Madden, Egg, Thomas, Arthur Spencer and Hill, and Goullet also won the third from McNamara, Corry, Hanley, Thomas, Hill and Cameron. In the fourth sprint Grenda won from Magin, Bedell, Thomas, Ernest Ohrt, Madden and Spears, and the order in the fifth sprint was Goullet, Verri, Hanley, Spears, Magin, Corry and Egg. The sixth dash went to Smith over Spears, Egg, Hanley, Hill, Magin and Grimm, while McNamara led Corry, Goullet, Hill, Bedell, Egg and Magin in the seventh dash.

McNamara Is Consistent

McNamara again flashed over the tape in front in the eighth dash, leading Corry,

Bob Spears, Who With Reggie McNamara, Won Long Team Race

Cameron, Egg, Madden, Walker and Ernest Ohrt. The ninth sprint went to Smith and Spears, Grenda, Thomas, Magin, Corry and Egg followed in that order. The tenth sprint went to Dupuy over Kopsky, McNamara, Thomas, Corry, Grenda and Walker and the eleventh went to McNamara, who beat Clark, Hanley, Corry, Walker, Goullet and Thomas. The twelfth sprint resulted in a very close race between Grenda and Spears, the latter getting the decision of the judges after coming from eighth place in the last lap in a great ride. Dupuy, Magin, Thomas, Corry and Madden trailed Spears and Grenda. The final dash saw Corry win over Ernest Ohrt, Hanley, Goullet, Egg, McNamara and Thomas.

After the expert accountants finished their work it was found that Spears and McNamara had won with 63 points to 75 for Grenda and Goullet. Corry and Piercey piled up 97 points and took third money, while Hanley and Madden captured fourth with 104 points. Egg and Dupuy finished fifth with 108 points; Magin and Clark sixth with 109, and Kopsky and Smith seventh with 117.

The intermediate times for the race were as follows: Five miles, 11:02⅖; 10 miles, 22:19⅕; 15 miles, 33:27⅕; 20 miles, 44:17⅖; 25 miles, 54:26⅖; 30 miles, 1:05:08⅕; 35 miles, 1:15:42⅗; 40 miles, 1:26:38; 45 miles, 1:37:49; 50 miles, 1:48:42⅕; 55 miles, 1:59:41⅘; 60 miles, 2:10:46⅖; 62½ miles, 2:15:20⅕.

Spencer Brothers Lapped

The Spencer brothers were lapped at 23 miles, and again shortly after, the team retiring later. Rupprecht and Schlee, Krebs and Anderson, and the Bowker brothers were also tagged for a lap, but continued in the race for the lap money, they having that privilege according to the rules. The race was ridden in 2 hours, 15 minutes and 20⅕ seconds.

How the Points were Scored in Newark's 100-Kilometer Race

Team.	Sprint No.													Points.	Total.
	1	2	3	4	5	6	7	8	9	10	11	12	13		
McNamara	1	0	5	0	0	0	1	1	0	6	1	0	9	24	
Spears	0	11	0	10	7	5	0	0	5	0	0	1	0	39	63
Grenda	7	0	0	1	0	1	0	0	6	9	0	5	0	29	
Goullet	0	1	1	0	1	0	6	11	0	0	9	0	7	36	75
Corry	5	11	6	11	9	11	5	5	9	8	7	9	1	97	
Piercey	0	0	0	0	0	0	0	0	0	0	0	0	0	0	97
Hanley	6	0	7	0	6	7	11	0	11	11	6	0	6	71	
Madden	0	6	0	9	0	0	0	8	0	0	0	10	0	33	104
Egg	0	7	11	11	10	6	9	7	10	0	11	0	8	90	
Dupuy	11	0	0	0	0	0	0	0	0	1	0	6	0	18	108
Magin	0	5	11	5	8	9	10	11	8	11	0	7	11	96	
Clark	8	0	0	0	0	0	0	0	0	0	5	0	0	13	109
Kopsky	0	11	0	11	0	0	11	11	0	5	11	0	11	71	
Smith	11	0	11	0	11	1	0	0	1	0	0	11	0	46	117

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STAEHLE, SPEARS AND GOULLET SCORE

Amateur Champion Makes Fine Showing—Kramer Again Falls a Victim to Spears—Goullet, Now U. S. A. Citizen, Wins 10-Mile Open in Hard Ride

NEWARK, N. J., Sept. 4.—Amateur Champion John Staehle; "Long Bob" Spears, the Australian, and Alfred Goullet, formerly of Australia, but now a citizen of U. S. A., monopolized all the limelight at the Velodrome yesterday afternoon. These three cyclists carried off most of the honors on the fine card of races staged by the local management.

Staehle, who had the amateur championship won before the meet of yesterday, annexed the final titular event, the five-mile, and made a record for himself for the season by taking five of the season's series and finishing second in the other. After winning the final championship race Staehle was presented with a floral piece, the gift of fellow-members of the Bay View Wheelmen, and the Bamberger Cup, the gift of L. Bamberger & Co., and then he did a tour of honor carrying both gifts. After that tour of honor a fan wrapped an American flag around him, and to the tune of the National Anthem Staehle gladly pedaled another circuit.

Spears Defeats Kramer

Spears had his chance in a match with National Champion Frank Kramer, and he defeated the East Orange man in two straight heats, making the fifth time that Spears had scored against the Yankee in a match this season. Spears made his victories in the heats decisive, Kramer seemingly being unable to cope with the lanky Antipodean.

When Goullet flashed over the tape in first place in the ten-mile open he scored his first win as an American citizen. The lad from Gippsland, Australia, was granted his final citizenship papers in this city on Friday, September 1, and hereafter will be known as hailing from this city, where he has his mother and his brothers with him. His victory was a most popular one in addition to being hard earned.

Fred Taylor in Front

Fred Taylor, who only recently returned to favor with the powers that be, he being suspended and barred from competition on account of his activities in connection with the outlaw movement last year, won his first race, the one-mile handicap, since returning to the fold. Harry Hoffman, San Francisco, finished second to Staehle in the five-mile title race, and Tom Bello, who won time prize in the New England Wheelmen's race on Pelham Parkway in the morning, ran third. Summaries:

One-mile handicap, amateur—Won by Fred Taylor, Newark (20 yards); second, William Weimer, Newark (90 yards); third, Andrew Ciaciuch, Buffalo (90 yards). Time, 2:01⅘.

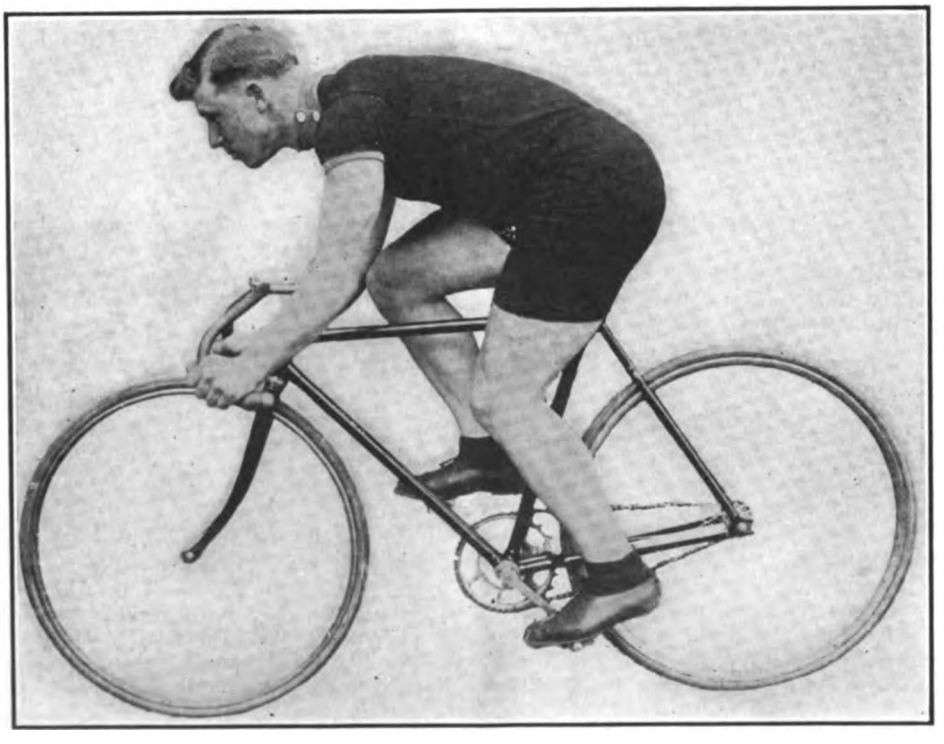
Five-mile national championship, amateur—Won by John Staehle, Newark; second, Harry Hoffman, San Francisco; third, Tom Bello, Brooklyn; fourth, Ed J. Carroll, San Francisco. Time, 11:38⅗.

One-mile Brassard race, professional—Arthur Spencer, Toronto, vs. Alfred Grenda, Australia. Won by Spencer. Time for last eighth-mile, 12⅗ seconds.

One-mile match race, professional—Frank L. Kramer, East Orange, vs. Bob Spears, Australia. Won by Spears in straight heats. Time for last eighth-miles, 12⅗ and 12⅕ seconds, respectively.

One-mile team match, professional—Eddie Madden, Newark, and William Hanley, San Francisco; Marcel Dupuy, France, and Frencesco Verri, Italy, and George Cameron and Harry Kaiser, New York. Madden and Hanley won first and third heats, Dupuy and Verri the second. Race won by Madden and Hanley; second, Dupuy and Verri. Time for last eighth-miles, 12⅗, 12⅕ and 12⅗ seconds, respectively.

Miss-and-out invitation, professional—Won by Fred Hill, Boston; second, John Bedell, Long Island; third, Lloyd Thomas, San Francisco; fourth, Percy Lawrence, San Francisco. Time, 6:24⅗. Distance, 3 miles.



Alfred Goullet Now a U. S. A. Citizen, Scored His First "Yankee" Win at Newark, Sunday, Sept. 3, in the Ten-Mile Open Feature

One-mile handicap, professional—Won by Charles Piercey, Australia (85 yards); second, Tommy Grimm, Newark (140 yards); third, Frank Corry, Australia (70 yards); fourth, Floyd Krebs, Newark (130 yards). Time, 1:49⅕.

Ten-mile open, professional—Won by Alfred Goullet, Newark; second, Jake Magin, Newark; third, Reggie McNamara, Australia; fourth, Fred Hill, Boston. Time, 20:44.

GEORGE SERES, FRENCH RIDER, IS INJURED

BOSTON, Mass., Sept. 3.—George Seres, the French pace follower, while competing in a one-hour paced race at the Revere Beach track last night, fell and received injuries that will keep him out of further competition this season and may hasten his departure for France.

Seres met Clarence Carman, the new paced champion, Leon Didier, another Frenchman, and George Wiley, the old paced champion, in the hour race. At the 38th mile, while Seres was in second place, two laps back of the leader, Carman, he punctured and fell. Seres was badly cut about the face and it was said his collarbone was broken. Carman won with Didier in second place and Wiley third. Carman covered 42½ miles in the hour.

Tim Sullivan, the New Havenite, had things his own way in the five-mile open for the professionals. Fred Herbert finished second, Paul Suter third and Pat Logan fourth. A tandem handicap for the same class went to Saxon Williams and Tom Connolly from the 80-yard mark. W. R. Greenquist and Fred McKenzie won the amateur events. Summaries:

Quarter-mile handicap, amateur—Won by W. R. Greenquist, Revere (105 yards); second, Eddie Keenan, Revere (95 yards); third, Tom Panacy, Brockton (90 yards). Time, 26⅘ seconds.

Two-mile open, amateur—Won by Fred McKenzie, Revere; second, Frank Jeehan, New Haven; third, Elmer Duncan, Everett; fourth, William Cupit, Roxbury. Time, 4:23⅕.

One and a half-mile tandem handicap, professional—Won by Saxon Williams, Buffalo, and Tom Connolly, Everett (80 yards); second, J. S. Grant, Lynn, and H. J. Reynolds, Forest Hills (160 yards); third, Paul Suter, Switzerland, and Charles Turville, Jr., Revere (40 yards). Time, 2:51⅘.

Five-mile open, professional—Won by Tim Sullivan, New Haven; second, Fred Herbert, Fall River; third, Paul Suter, Switzerland; fourth, Pat Logan, South Boston. Time, 11:15⅖.

MUSSELMAN CALLING ON PACIFIC COAST JOBBERS

CHICAGO, ILL., Sept. 3.—A. J. Musselman, manager of the Cycle Mfg. & Supply Co., is now on the Pacific Coast calling on the large jobbers in behalf of the Sturmey-Archer three-speed hubs and the Pye-Musselman cord tires. The jobbers without a single exception predict an extremely heavy demand for both products.

HENSCH WINS 5-MILE EVENT

BAYONNE, N. J., Sept. 5.—A five-mile bicycle race was held yesterday at City Park in connection with the Jersey Harriers. Fred Hensch accounted for first honors from J. Flanagan, who finished second, and A. Levinsky. The time was 14:05.

FARGO CLUB HOLDS FALL MEETING

FARGO, N. D.—The Mindak A. C., of Fargo and Moorhead, held its first meeting of the fall season at the club rooms a few nights ago. The club has had a fairly active summer, and is planning a social for the cool weather months.

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N. E. W. 10-MILE RACE TO L. HARTMAN

Acme Wheelmen Rider Beats Field of 96 in Pelham Parkway Contest—Unione Sportiva Italiana Captures B. F. Goodrich Trophy Team Honors

NEW YORK, N. Y., Sept. 4.—L. Hartman, a member of the Acme Wheelmen, mounted on a Columbia racer, annexed first place in the New England Wheelmen's ten-mile handicap road race, which was run over the fast Pelham Parkway course in the Bronx section, yesterday morning. Out of an entry of 112 riders 96 of them lined up for the start.

Started with 13 Others

Hartman started from the 3½-minute mark along with 13 others, and he rode a steady race throughout and had the best finishing sprint. The first five riders to finish started from that mark and they crossed the tape in this order: Hartman; Walter Lundquist, Acme Wheelmen; William Henky, Empire City Wheelmen; C. Eiler, New England Wheelmen, and Harry Aron, Brooklyn Wheelmen. Hartman's time was 27 minutes and 58 seconds.

Tom Bello, the Unione Sportiva Italiana rider, beat out the other scratch men at the finish for time prize and Jerry Nunziata, his club mate, won second time honors. Fred Woisin, the Acme Wheelmen's star, annexed third time prize, and Eugene Aickelin, a member of the promoting club took down fourth time honors. Bello's time for the course was 27 minutes and 4⅘ seconds.

U. S. I. Take Trophy Honors

In the five-man team competition for the B. F. Goodrich trophy the Unione Sportiva Italiana had the lowest score. The New York Italian club riders scored 9th, 10th, 11th, 14th and 18th places for a total of 62 points. The Century Road Club Association's riders finished in 8th, 12th, 13th, 17th and 22d places, their tally amounting to 72 points. Third place in the team competition went to the Acme Wheelmen with 80 points and the New England Wheelmen scored 116.

A. O. Smith Cup Winners

The silver cup donated by the A. O. Smith Co., which was to go to the club having the largest number of starters, was won by the Unione Sportiva Italiana with 29 starters. The Century Road Club Association had 17 members in line and the Acme Wheelmen 13. The first 20 finished as follows:

Pos. Rider. Club.	Hdcp.	Time.
1—L. Hartman, A. W.	3:30	27:58
2—Walter Lundquist, A. W.	3:30	27:58⅕
3—William Henky, E. C. W.	3:30	27:58⅖
4—C. Eiler, N. E. W.	3:30	27:58⅗
5—Harry Aron, B. W.	3:30	27:58⅘
6—E. G. Bendi, A. W.	4:00	28:29
7—Ed Kain, unattached.	4:00	28:29⅕
8—C. Cestone, C. R. C. A.	3:30	27:59⅖
9—B. Brovarone, U. S. I.	4:30	28:59⅗
10—Charles Jensen, U. S. I.	3:30	27:59⅘
11—Charles Rabbino, U. S. I.	3:30	28:00
12—Louis Grace, C. R. C. A.	4:00	28:31⅕
13—George Steppelo, C. R. C. A.	4:00	28:31⅖
14—C. Zoccola, U. S. I.	4:00	28:31⅗
15—A. Levine, N. E. W.	4:30	29:01⅘
16—Louis Mahieu, H. C. W.	4:00	28:32
17—I. Tomasullo, C. R. C. A.	3:30	28:02⅕
18—M. Aglietti, U. S. I.	3:30	28:02⅖
19—Walter Renz, unattached.	3:30	28:02⅗
20—C. T. H. Tonges, N. E. W.	4:00	28:32⅘

Clubs—N. E. W., New England Wheelmen; H. C. W., Hudson County Wheelmen; C. R. C. A., Century Road Club Association; U. S. I., Unione Sportiva Italiana; A. W., Acme Wheelmen; E. C. W., Empire City Wheelmen; B. W., Brooklyn Wheelmen.

Tom Bello, Winner of Time Prize in N. E. W. 10-Mile Race

WALTHOUR SCORES AGAIN AT POINT BREEZE

PHILADELPHIA, Pa., Sept. 5.—Another win was added to the long string of the veteran "Bobby" Walthour, when he finished in front in the 100- kilometer (62½ miles) paced race at the Point Breeze track last night. Opposed to Walthour were Menus Bedell, the Long Islander; George Wiley, the Syracuse rider, and George Colombatto, the Italian.

The race was featured by numerous accidents and tire and motor trouble eliminated both Wiley and Colombatto from the contest, Wiley being forced out at the 25-mile mark, while the Italian had to withdraw about the fiftieth mile. Walthour finished a lap ahead of Bedell in 1:20:00⅘.

TWO RACES AT BETHLEHEM

BETHLEHEM, Pa., Sept. 5.—Two bicycle races were staged at Central Park yesterday afternoon in connection with the Labor Day celebration. The road race run over a 2½-mile course was won by John Sikora, a member of the Sokol A. A. James Salveg finished second and John Williams landed third place. The time was 12:06. M. Malac finished first in the five-mile race, he beating Michael Charch, Andrew Costello and James Salveg in the order named in 19 minutes.

WINQUIST ON RECORD RIDE

NEW YORK, N. Y., Sept. 6.—Record-breaking trips over the New York to Chicago course will be all the rage now that Fred Sanborn, the Baltimore rider, recently accomplished the trip in under eight days. William Winquist, secretary of the New York Division, Century Road Club Association, will leave here Sunday, Sept. 10, at 5 a. m., in a record ride to the Windy City and St. Louis, Mo. Winquist will ride a Columbia bicycle fitted with Goodrich tires, and upon his arrival in Buffalo will have an Atherton coaster brake attached to his mount.

WILEY TRIUMPHS AGAIN

PHILADELPHIA, Pa., Sept. 1.—George Wiley, the ex-champion back of the motors, won the 100-kilometer (62½ miles) race at the Point Breeze track last night. "Bobby" Walthour, the veteran, finished second and Clarence Carman, the new champion, third. Victor Linart, the Belgian, and Leon Didier, the Frenchman, finished fourth and fifth, respectively. The time was 1:17:43⅗.

COLOMBATTO LEADS IN 50-MILE

PHILADELPHIA, Pa., Sept. 3.—George Colombatto, the Italian paced rider, accounted for the 50-mile paced race at the Point Breeze track last night. Colombatto was opposed by Martin Ryan, the Newark Irishman; "Bobby" Walthour, the Atlanta rider, and Menus Bedell, the Long Islander, and the others finished in the order named. The time was 1:05:49 2/5. Colombatto led from the start and had the race well in hand all the way.

PEORIA CHICKEN RUN SEPT. 7

PEORIA, Ill., Aug. 31.—Announcement is made of the regular chicken run and annual meeting of the Peoria Bicycle Club at Mossville, a resort six miles north of the city, Thursday, September 7. Charles F. Vail, a charter member of the organization; M. X. Chuse and Henry W. Ulrich comprise the committee in charge.

CYCLIST CHANDLER

BOSTON, Mass., Sept. 1.—While training back of a motorcycle yesterday on the Lynn Boulevard, near the Revere Beach track, where he is one of the star sprinters, Ned Chandler, the negro cyclist, was painfully injured. The motorcyclist, who was pacing him, slowed up and Chandler crashed into the machine and fell. When picked up it was found he had sustained a broken collar bone and a broken shoulder, which will keep him out of competition for the balance of the season.

LOUISVILLE SHOP ROBBED

THIEVES recently looted the closed bicycle shop of Clarence Fisher, and made away with tools and merchandise valued at $75. Fisher recently closed his store to go with the Ford people. At one time Fisher operated a big bicycle, hardware and motorcycle store at Preston street and Broadway, a few months ago moving to 808 South Preston.

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ROCHESTER DEALERS REVIVE RACING

Stage Five Events on Labor Day—Fred Roy Is Best Performer of the Day and Is Placed in All Races

ROCHESTER, N. Y., Sept 5.—It seemed like the good old days of cycling here yesterday. The Rochester Cycle Trades Association staged five races at Genesee Valley Park in connection with their Labor Day program, and the events, ranging from one mile to ten, were productive of excitement and brought out a large and enthusiastic crowd.

Fred Roy, one of the old favorites in past racing days, was the bright performer of the day. Roy accounted for the one-mile championship of Monroe county, also won the one-mile open and was placed in the other three races. The three-mile, five-mile and ten-mile races were handicap affairs and Roy was placed on the honor mark in each event.

Roy Wins Mile Open

The first event of the day was the one-mile open and Roy finished in front of Victor Reylaere and Medard DeConinick. Roy finished fourth in the three-mile event, Andre DeVogelaere getting the verdict from a long mark. Emanuel Vosbury finished second and Victor Reylaere third. Carmiel DeConinick won the five-mile handicap with Roy in second place and William Mathies in third position. Andre DeVogelaere won the ten-mile handicap race from the four-minute mark, while Roy finished second and Emile Smith, another long marker ran fourth. Carmiel DeConinick finished second to Roy in the Monroe county title race and Andre DeVogelaere third.

through Cleveland, Buffalo, Niagara Falls, Rochester, Syracuse, Utica to Albany. From Albany the young tourist rode on the east side of the Hudson, arriving here on Sunday, September 3.

Rides a Thistle Bicycle

The mount ridden by the young cyclist was a Thistle, a product of Beckley Ralston Co. of Chicago. His bicycle was fitted with Vitalic tires, Troxel saddle and a Musselman coaster brake. The outfit complete weights 84 pounds and, with the rider, totals 192 pounds; that is, young Ross said that was what he weighed when he started. A pleasure jaunt was his aim, and he made no effort at record breaking. His best daily mileage was 84, that being scored after leaving Rochester.

C. R. C. OF A. HOLD RACES ON HUDSON BOULEVARD

HOBOKEN, N. J., Aug. 28.—Three races were held yesterday over the Hudson County Boulevard by the New Jersey Division, Century Road Club of America. The one-mile scratch race went to the New Jersey Division's champion, A. L. Everard, who defeated H. Bell, Emil E. Fraysee and E. H. Gerard in the order named in 2:35. Everard also accounted for the three-mile race, the others finishing the same as in the one-mile. In the Brassard Fraysee defeated Gerard in a mile match. Several races are due to be held next month in which the club's representative in the Inter-Club Amatur Road Racing League's championships, October 1 and 8, will be selected.

EDGAR M. ROSS, CHICAGO LAD, ENDS LONG TRIP

NEW YORK, N. Y., Sept. 4.—Edgar M. Ross, a University of Chicago student, has just finished a bicycle tour from Marshall, Mich., to this city, covering approximately 1,400 miles. Ross had his bicycle well burdened with a suit case, blankets and other necessities to live the close to nature life en route.

The young cyclist, who is just around the 20-year-old stage, left Marshall on Sunday, August 7, and went across Michigan to Detroit. From the latter city he headed for Toledo, and in his travels passed

CARMAN-LINART BEST TEAM AT REVERE TRACK

BOSTON, Mass., Sept. 5.—Manager Nat Butler of the Revere Cycle track furnished his patrons with a fine card of races last night. The big feature of the meet was the 50-mile team race in which Clarence Carman, the new paced champion, and Victor Linart, the Belgian, were opposed by Leon Didier, the Frenchman, and Vincent Madonna, the Italian. Carman and Linart won the race by an even mile in 1:10:43⅕.

Pat Logan, the South Boston veteran, won the five-mile open, while another feature race, a pursuit match between Michael Barber, known as "Mike the Barber," and Iver Crowell, a race destined to furnish the comedy for the crowd, was captured by the latter after going 2⅞ miles. Summaries:

Half-mile handicap, amateur—Won by John Hackett, Watertown, 75 yards; second, J. W. Carruthers, Beachmont, 100 yards; third, Tom Panacy, Brockton, 105 yards. Time, 57⅘ seconds.

Two-mile open, amateur—Won by Fred McKenzie, Revere; second, Elmer Duncan, Everett; third, Frank Jeehan, New Haven. Time, 4:25⅘.

Quarter-mile handicap, professional—Won by Dennis Connolly, Everett, 75 yards; second, H. J. Reynolds, Forest Hills, 80 yards; third, J. S. Grant, Lynn, 65 years; fourth, Hardy Jackson, Revere, 70 yards. Time, 27⅖ seconds.

Five-mile open, professional—Won by Pat Logan, South Boston; second, Tim Sullivan, New Haven; third, Tom Connolly, Everett; fourth, Hugh McPartland, Boston. Time, 11:58⅘.

USES TOPS TO BOOM CYCLES WITH YOUNGSTERS

KANSAS CITY, Mo., Sept. 2.—E. B. Saufley, of the Saufley Supply Company, of Kansas, believes that it is well to impress a firm name upon the public by a process of education. Saufley is the local agent for the Excelsior, and has a nice parts business as in Kansas City and this territory. By a process of education Mr. Saufley also believes that it should begin with the children in the form of amusement. Therefore, he has provided for their pleasure a small top, the top of which proclaims that the Saufley Supply Company is in business in Kansas City.

Will Remember the Name

Upon such a form of advertisement for cycle agency Saufley says: "While in itself a bit peculiar, it is noticeable that a firm name is impressed upon the mind of a child, and stays put to such a degree that the child will remember it when ready to become a cyclist, and not only this, but it is noticeable that the parents always take a great deal of interest in the thing that the children are playing with, and therefore direct results can be obtained by furnishing an advertising plaything for the children." The demand for the tops has been very heavy, according to Mr. Saufley, and he believes that the advertisement will bear much fruit.

AMES IS SHOWING EMBLEM BICYCLE MODELS

KANSAS CITY, Mo., Sept. 2.—Fred Ames, the local agent for the Emblem motorcycle, true to his promise, now has on display road racing models and standard models of Emblem bicycles. Ames has taken a great deal of interest in the Kansas City Bicycle Dealers' Association, and is one of the race officials for that organization. The business in lightweight machines has been extremely nice, according to Ames, and he declares that the demand is all that he can supply.

BICYCLE DEPARTMENT IS DOING GOOD BUSINESS

COLUMBUS, O.—The Franklin Cycle & Supply Company, located on East Long street, is having an exceptionally good business in the bicycle department. According to the manager, laboring men are buying bicycles faster than ever, and the prospects for the future are exceptionally bright. The concern is also central Ohio agent for the Smith Motorwheel, which is quite popular in this territory.

NEW CENTURY CLUB CAPTURES C. A. C. C. TROPHY

SAN FRANCISCO, Cal., Sept. 1.—By taking the third straight semi-annual running of the series of Australian pursuit races for the California Associated Cycling Club's trophy, which was staged at the Golden Gate Park Stadium, Sunday, August 20, the New Century Wheelmen become the permanent owners of the handsome cup.

Only two teams contested for the trophy last Sunday. The Garden City team, from San Jose, and the New Century Wheelmen, of this city, were the only clubs having representatives. The Olympic Club and the Sampson Club failing to show up with teams. The New Century trio, composed of H. De Brie, M. Castillo and R. Welch, caught the Garden City's aggregation of G. Simondi, C. Flint and K. Winkie, after going 13 miles.

TRIPLE TRIO CYCLE TOUR

LEBANON, Pa.—A triple trio of riders of the Fifth Ward Bicycle Club, of this city, has just returned from a three-day tour awheel which embraced the following Pennsylvania cities: Reading, Lancaster, Hanover, York and Harrisburg. The party which left Saturday morning and returned Monday morning comprised Wade Bell, W. M. Meck, Ralph Mumford, Frank Kohr, Allen Zellers, Russell Fulmer, Robert Christ, Robert Urich and Harry Witman

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SHORTY MATHEWS IS VICTOR AT LIMA MEET

LIMA, O., Sept. 5.—Shorty Mathews, riding an Indian, took the 25-mile, 10-mile final and Chamber of Commerce trophy in the meet held here yesterday. He also captured the initial race, a five-mile heat. Mathews' time for the 25 miles was 28:49⅗. The trophy was awarded for setting a new mile record for the track, Shorty covering the distance in 69 seconds.

In the five-mile heat which opened the meet, Mathews beat Charles Smith, Indian, easily. Smith took second place and Ralph Marshall, Thor, came third. Time, 5:49. The next five-mile heat went to Charles Sudduth, Indian, with Paul Wilkins, Harley-Davidson, second, and Rollie Blume, Indian, third. Time, 6:14.

The three-mile sidecar event was won by Sam Goshhorn, Excelsior, with Carl Watt, Indian, second, in 4:19. In the 10-mile final, Mathews won in 11:43½, with Wilkins, Harley-Davidson, second. The Chamber of Commerce trophy went to Mathews, after he covered the mile (two laps of the track) in 1:09. In the five-mile consolation, Blume came first; Marshall, Thor, second, and Rod, Indian, third. Time, 6:17½. The 25-mile order of finish was Mathews, Wilkins, Smith, Indian, the time being 8:49 3/5.

AUGUST STATISTICS SHOW STEADY GAINS

WESTBORO, Mass.—The Federation of American Motorcyclists has gained 116 affiliated members, 50 unaffiliated members and 148 have renewed during the month of August, Secretary Gibson reports. West Virginia leads in the number of affiliated members—26—for the month, while New York shows the most renewals—24. Kansas and New York tie in point of numbers, each having 29.

FREED AT LOS ANGELES

LOS ANGELES, Cal.—A. Freed, head of the Pacific Motor Supply Company, of San Francisco, has been in Los Angeles of late supervising extensive alterations at the local branch. Additional floor space has been taken in the second story of the building and better warehouse and service facilities are thus afforded. Plans for the alterations were made at the time the company took the distributing agency for the Indian in the northern half of the state.

WEST BACK FROM TRIP

ROCKFORD, Ill.—Charles West, of this city, has just returned from a vacation trip of 512 miles, which was made successfully with his sidecar outfit. West traveled from Rockford to Hopkinsville, Ky., his old home, accompanied by Mrs. West and their four children. It required but three days to make the journey, the itinerary being through Chicago, Indiana, Vincennes and Evansville. They spent a week at Mr. West's home in Kentucky and then returned to Rockford.

WHAT DO YOU KNOW ABOUT MOTORCYCLES ?

WHAT MAKE OF MOTORCYCLE IS THIS TAKEN FROM?

SAY fellows! We were easy on you last week. That little piece of a picture which we printed was put out as a "feeler"; a little trial picture, so to speak, to find out just how wise you fellows who straddle motorcycles are. And we found out! There were only two bad guesses in the whole batch of answers that reached the Contest Editor's desk before press time; and answers, by the way, are coming in in every mail. Those riders who had the detail picture spotted as the rear valve pocket of a 1916 Big Thor twin were correct as can be.

But look at the abbreviated snapshot above; then run and get your glasses and look all over again! This one's not so easy, is it? Better go and ask your rider friend what he thinks it is before you send in your answer. And better have your rider friend consult his rider friends, and his friends' friends; better get all the "info," "dope," "expert opinions," and plain guesses you can and then give it the final "O. O." before you commit yourself. For this particular picture is going to be a "poser" even for the old hands, else we miss our guess.

The riders who correctly answered "Thor" to the first number of the series are:

Thomas McClain, Jr.....Mercer, Pa.
Ogle Massey.....Boyleston, Ind.
L. H. Coddington.....Peekamose, N. Y.
Donald Ball.....Chittenango, N. Y.
Walter Palmer.....Brooklyn, N. Y.
Walton Weed.....Stamford, Conn.
Grant Moore.....Monticello, N. Y.
William Ennico.....New York, N. Y.
T. O. Wansleben.....Washinton, D. C.
Hermann Henssler, Jr...Philadelphia, Pa.
Walter Snyder.....Little Falls, N. Y.
L. W. Sierk.....Brooklyn, N. Y.
Dante Bonaguidi.....Bronx, N. Y.
Elwin Safford.....Corry, Pa.

And the men who missed their guess are:

George M. Johnson....New Haven, Conn.
Fred Horlacher.....Poughkeepsie, N. Y.

"Our own" George Johnson, who should have known better, thought the part belonged to an Indian, while with true loyalty to the machine which he straddles, Holacher claimed it as part and parcel of an Excelsior. Never mind fellows; this one slipup should only stimulate you to better efforts. There are lot's more guesses coming to you; lot's more "posers" for the other fellows to fall down on, so don't count yourselves out of the contest because you missed this easy one.

And you fellows who meant to send your answers in last week and then procrastinated, get into the contest with this number. There's nothing to be gained but glory, and perhaps a measure of prestige which comes of being known as a "motorcycle expert." So then if only to show your fellow riders how much you do know about motorcycles, send your answer before you forget it to the Contest Editor, **Motor Cycle Illustrated,** 21 Park Row, New York, N. Y.

PERHAPS YOU KNOW WHO OWNS THIS EXCELSIOR

CHICAGO, Ill., Sept. 2.—The machines that are "lost, strayed or stolen" are legion, but the Excelsior factory, as if to offset the score of those which are never located, discovered a machine without an owner. The machine came to light through the following letter written to W. M. Johnson, head of the Legal Action Department of the F. A. M., who immediately turned it over to the "X" factory:

"A 1915 Excelsior, probably a stolen machine, was found along a creek about three miles from here. Two boys who found it and who lived near, completely demolished the motor with a sledge. They give as their only reason for doing this that they wanted the frame to coast down a hill. We did not learn of it until late last evening and we went out and secured as much of the motor as possible.

"As we have said, the machine was a 1915, three-speed Excelsior. Owing to the crank case being so completely demolished we could learn only the last two figures of the engine number, which were 26. The three-speed number was 4,852. On the front wheel there was a Corbin-Brown speedometer, drive gear. The tires were Firestone casing and tube on rear wheel, Racine casing and Goodyear butt end tube on front wheel. From all appearances the machine had probably been hidden for several months. Hope that you will be able to locate the owner."

If you have lost an Excelsior answering this description and think that this possibly might be it, or if you know of anyone who has lost one, further information can be secured from Fred B. Mathis, sales manager for the Excelsior Motor Mfg. & Supply Co., this city.

TAKES FIRST SIDECAR RIDE

KENTON, Ohio.—Mrs. Susan Carder, who is 89 years of age this week, recently enjoyed a ride in a motorcycle sidecar. Scott Hoons, a local rider, piloted the machine and reports that the aged passenger thoroughly enjoyed the trip.

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KEEPING UP MACHINE'S GOOD LOOKS

Some Hints on How to Maintain the Machine in Condition and Some Timely Advice on the Value of Appearances When the Time Comes to Trade the Mount for a New One

BY D. B. PANGBURN

IT'S a safe bet you can't find one motorcycle owner in ten who doesn't look forward to the time when he can turn in his present mount and get a new model. You do yourself. This hankering after the newest and best is perfectly natural, and the question of satisfying it is often strictly one of how much you can get for the old bus.

When you turn in the machine in trade the agent bases his offer on what he thinks he can get for it. In this case or in a private sale the fact remains that the looks count most. Would you buy a mangy dog unless it was a tremendous bargain, or you were in the sausage business where externals don't matter? Then why expect to get rid of a mangy looking motorcycle unless you give it away or sell to a junk dealer?

Value of Looks

I have in mind a medium sized automobile that has recently been put on the market. I've seen that car undressed, and it isn't much, but the makers thereof are very wise. They have put most of the expense of building into the outside finish; and the result?—why the cars are beauties. They go off like hot pancakes on a cold winter morning, and the buyer usually sells himself, in this wise. He gives it the once over and says:

"Some class to *that* car. Nothing wrong with it if they've taken as much care inside as out. She looks good to me. Put me down for one." The moral is plain; appearance is what sells.

"Humph!" I can hear you grunting. "What's the use of talking about selling at this time of year. I won't do anything like that until next Spring. Why bother now?"

It's just *because* you won't sell for six months that I'm talking now. It's natural enough to let things slide when the sale is so far in the future, but if you let your machine go too long without care the enamel loses its original lustre and becomes cracked and crazed, the bright work gets tarnished and dingy, the spokes and hubs rust—the whole machine looks ready for the scrap heap; and once it gets in this condition you can never make it look new again, try as you will. On the contrary, if you get at it often, it's only a small task each time to keep it almost as good as new.

Neatness Pays Well

'Tis not because of the added satisfaction to your self-respect that comes from straddling a clean, snappy looking, mount; not because of the extra protection to your clothes; not even because it helps the sport in general and your particular factory, to have well kept machines on the road, though that ought to appeal to the loyal rider, but for the actual saving in dollars and cents that you'll make when you sell it; that I say, keep your machine up; make a habit of keeping it right. The looks will make 25 per cent. of the selling price, and there's an unmistakable difference between the outfit that's been regularly cared for, and never lost its good appearance, and the one that's been hastily furbished up in an attempt to make a few hours' work cover a year's neglect.

One of the biggest motorcycle boosters I know of cleans his machine as often as if it were a baby. He never sleeps after a run without going over it. Result—people stare after it on the street because it looks so spick and span, so out of the ordinary. He can easily sell it for $25 more that the average, too.

Make a Good Job

The trouble with most cleaning is that it isn't careful enough. When this rider cleans up he doesn't merely spread some gasoline on with a brush, wipe the sides of the tank with a rag, and give the rest of the machine a lick and a promise with a feather duster. The latter is a grand little weapon for removing dust from spokes and rims—nothing better—but there its usefulness ends.

Let me make a few remarks here about this cleaning business. The easiest way to get the dirt off the outfit is to flush it off with gasoline and a brush. The easiest way in most things is the worst, and this case is no exception to the general rule.

Gas and Brush

For cleaning up the engine proper, where there are none but plain metal surfaces, and where there is likely to be more or less oil to hold the dirt, the gas and brush method can't be beaten. A half pint of the juice in a small can, and a ten cent paint brush for spreading it on will enable you to turn out a fine job.

There occurs to me at the present moment, however, only one quicker and surer way to ruin the finish on the enameled parts, and remove all their pristine gloss and beauty, than to make a habit of sloshing gasoline over them frequently; and that is to expose the boat to all kinds of weather and never clean it up at all.

The Happy Medium

Gasoline leaves the surface dry, but, after a few applications, dull. On the other hand, you don't want a cleaner which leaves a sticky coating, lying in wait, like a crocodile for a nigger, to catch all the dirt in range, and make you do the job over again. The sort of polish which really polishes and then leaves the surface glossy and dry, so dust won't catch on it, is the happy medium.

There are various preparations of this kind on the market. Some are in the form of wax, such as Johnson Prepared and Old English waxes. Others are in liquid form. In either case they are usually only furniture polishes, adapted to use on enameled surfaces. Read the label and get one that will leave a dry surface; any reliable concern will tell the truth on the label. One piece of advice. Don't get a polish with ether for the liquid part; it may spoil your enamel while being all right for furniture; use an oil-body polish. The liquid type is usually easier to apply than the wax, and has the advantage that it both cleans and polishes.

Avoid Metal Polishes

Now a word about the bright work. Beware of the ordinary "metal polish," especially the paste kind. Not all are bad; some certainly are. And here let me make a clear distinction between *metal polish* and *nickel polish*. What you want for use on nickel is a nickel polish.

Any compound of this sort contains some kind of grinding material, which when applied makes fine scratches. The trouble lies in the grinding material. If the scratches are fine enough they do not injure the surface, and they are so small that the eye does not pick out individual scratches, but the whole surface appears bright. The polishing agent may be whiting, as it usually is in liquid polishes, or it may be emery or some other such abrasive, as often occurs in the paste variety.

I repeat, beware of plain "metal polish." It is meant primarily for uncoated metallic surfaces, and is intended not only to polish but to remove rust, dirt, oil and grease with the minimum of effort. For this reason the average kind contains some cutting material such as emery or pumice-stone in pretty large size. It sometimes also has a little soap or alkali in it to help in cutting the grease and to hold the cutting powder; or it may contain acids to cut rust.

Killing the Finish

Such things make these paste metal polishes absolutely ruinous when used on the bright work of motorcycles. You might better get out your coarse valve grinding compound and use it, for either one will remove most of the nickel in short order, while the metal polish has the disadvantage that the alkali, if present, will cause the exposed iron to rust rapidly. I know a fellow who spoiled the hub and all the spokes in his front wheel, and a part of his handlebars as well, so they rusted in spite of him, with just one application of this sort of a polish.

If used before the parts are rusted, the three-in-one type of oil is good, because it polishes the parts to some extent and preserves the original finish. Frequent application of it during cold weather riding is desirable.

The main thing is to make a regular habit of cleaning the machine all over and carefully. If done frequently it is never a big job, and the extra twenty-five dollars or more that it will bring when you're getting that new model will more than repay your twenty-five cents spent on polish, and all your efforts, not to mention the good done the motorcycle game by your always appearing with a neat looking outfit.

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Our Canadian News Letter

MANY ACCESSORIES AT NATIONAL EXHIBITION

Standard American Cycle Goods Share Interest With Cyclemotor and Numerous Bike Models in Toronto Display—No Power Two-Wheelers Shown

TORONTO, Ont.—An extensive portion of the exhibits in the Transportation Building at the Canadian National Exhibition, held at Toronto for the two weeks starting August 28, was of direct interest to motorcyclists and bicyclists although there was not one motorcycle model on display. There were accessories without number while the leading bicycle manufacturers and jobbers showed their range of wheels and the tire makers also exhibited their best.

One of the conspicuous demonstrations was that of the John T. Wilson Company, Limited, manufacturers in Canada of the Cyclemotor, whose exhibit consisted of six motored wheels, cutaway models and parts which will form new features of the featherweight engine. The changes in the 1917 model of the Cyclemotor, which will be ready for delivery on October 1, are few. A noticeable improvement is the adoption of bronze main bearings for the tiny two-stroke engine which will give three times the service of the parts previously used. Another important change will be in the magneto. This will continue to be a national product but the design has been altered somewhat as the result of continuous experimental work during the past year. During the Fair one of the visitors was T. G. Anderson, general manager of the Cyclemotor Corporation of Rochester.

Many Bicycles on View

There was a great array of bicycles in each of the exhibits by the Canada Cycle & Motor Company, Limited, the Planet Bicycle Company, and Hyslop Brothers, Limited. A unique feature of the Canada Cycle Company's show was a wooden boneshaker which was compared with a shining new wheel of the latest type. Old Sol lamps were also given a good display at the C. C. M. stand.

The tire exhibits included those of the Goodyear, Firestone, Goodrich, Dunlop and Dominion companies while two brands of magnetoes, the Bosch and the Splitdorf, were shown by their respective distributors in Canada. A distinct exhibit was that of Prest-O-Lite gas tanks and batteries while spark plugs in quantity were displayed by various dealers.

Motorcycle and bicycle dealers and sportsmen came from far and near to inspect the exhibits and to exchange fraternal greetings. The President of the Canadian Wheelmen's Association, Alderman Louis Rubenstein, of Montreal, was on hand during the first week when he met bike officials and racers from other parts of the country. The dealer who covered the longest distance in order to do business at the Toronto Fair was undoubtedly J. G. Pape, of Vancouver, B. C., who is known wherever bicycles are sold in the Dominion. President F. A. O. Johnston, of the Canada Motorcyclists' Association and other officers of the motorcyclists' governing body were also frequently in evidence in the Transportation Building. It was with genuine regret, however, that many out-of-town agents discovered that the latest models of motorcycles were not on exhibition. "I have had five hundred people ask me where the motorcycle exhibits are," declared one of the bicycle men who was present throughout the two weeks of the show, Toronto stores were called on also.

TORONTO ISSUES TRAFFIC RULES

City Officials in Ontario Metropolis Give Sixteen Recommendations To Regulate Vehicular Conduct—Pedestrians Provided For

TORONTO ,Ont.—The City Fathers of Toronto have taken a definite step toward the regulation of all kinds of traffic, including the movements of pedestrians, upon the narrow streets of Ontario's capital and there is much of interest to motorcyclists and bicyclists in the matter. At a general meeting of citizens a long list of proposed regulations was drawn up in spite of the protest of Chief of Police Grasett against the adoption of "cumbersome by-laws." The chief declared that motorists as a rule are law-abiding citizens and must receive some consideration although a "few fools" undoubtedly required checking. The tendency of the speakers was that the time had arrived when pedestrians must be considered a part of the city's traffic and the consensus of opinion was that jay-walkers contributed to the majority of accidents.

Sixteen Recommendations

Sixteen recommendations were adopted by the meeting and it is interesting to note that practically every suggestion has a direct bearing upon the operation of motorcycles and bicycles on Toronto streets. Only a very few recommendations throw any discredit upon motorcycling or bicycling, however. The proposals, which are applicable to many cities in America, are as follows:

Every driver of a motor vehicle shall have a permit to drive. Headlights and sidelights on motor vehicles shall be so arranged that they will not constitute a menace to safety. Motor vehicles shall not turn corners or cross intersections at a rate in excess of eight miles per hour.

Slow moving vehicles shall keep to the curb. All vehicles shall stop six feet to the rear of standing street cars. All vehicles shall carry a light at night.

Motorcycles and bicycles shall not carry more than the load for which they were designed. Bicycles must be equipped with a warning signal. Bicycles must not be ridden on the devil strip. Bicyclists shall not attach themselves to other vehicles in motion.

Bicycles must not be operated without proper control at all times. The street is no place for circus feats. Push-mobiles, children's express wagons and roller skates must be confined to the sidewalks.

Children of three years of age and under must not be on the streets unless under the care of some responsible party. Pedestrians must be considered a part of street traffic and must be subject to regulations. The onus of placing responsibility for an accident must be upon the person injured if an accident occurs while a pedestrian is crossing a roadway between intersections.

SPECIAL WORK FOR TORONTOANS IN BRITAIN

TORONTO, Ont.—A comparatively large number of members of the Toronto Motorcycle Club, who enlisted for service with the Canadian Overseas Army, are now engaged in special duties in and around the Canadian depot at Shorncliffe, England, according to word received at the club headquarters here. These boys are still enjoying club life as their duties permit them to associate as of old.

Joe Golden, Hugh McCrossen, Eddie Kelso, Roy Thompson, Harold Armstrong, Suggitt, H. McDonald, Frank Rynex and Jimmy McNeil are among the Toronto club riders who found themselves together in England, although they crossed the sea at various times during the past eighteen months. Rynex and McDonald have been attached to a mechanical repair depot, and Rynex is a full corporal.

FOURTH RIDER PLATOON IS AUTHORIZED

REGINA, Sask.—The fourth platoon of motorcyclists and bicyclists to be raised in the Canadian middle west since the start of the European war has been authorized by the Canadian militia department. It will be raised in Saskatchewan, and the headquarters of the corps will be Regina. An interesting feature is that the officer in command of the platoon is Lieutenant C. E. McCarthy, one of a family of world-famed cyclists of bicycle boom days.

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Coming!

Yes sir! In the next issue of Motor Cycle Illustrated the 1917 Thors will emerge from the clouds of secrecy. You'll see the announcement of 1917 Thors. Don't miss it! More new refinements of value than on any other make. A real motorcycle milestone on the road of progress!

Immediate Deliveries!

AURORA AUTOMATIC MACHINERY COMPANY

GENERAL OFFICES, Thor Building, 1307 Michigan Avenue, CHICAGO
SALES OFFICES AND WORKS, 361 W. Superior Street, Chicago
PACIFIC COAST BRANCH, 61 Fremont Street, San Francisco

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In the Dealer's Realm

CHARLES HANSON KILLED IN COLLISION

Veteran Indian Man in Kansas City Is Crushed Between Speeding Trolley Cars—Twenty-one Years in Cycle Trade

KANSAS CITY, Mo., Sept. 2.—Motorcycle and bicycle tradesmen in this section are saddened at the sudden death of Charles Hanson, the representative for Indian motorcycles. Monday, Hanson was just leaving his store at 1421 Grand avenue with a sidecar outfit when he was caught between two trolley cars and so badly injured that he died instantly.

Hanson was going north on Grand avenue when a speeding northbound trolley hit him and tossed the outfit between the tracks. To the horror of a huge crowd assembled for the G. A. R. parade at the time, a southbound car crashed into the Hanson outfit and crushed machine and driver. Blame is placed on the congested traffic conditions on the avenue and also on the high speed at which the trolley cars were run.

The funeral services were held today at the Church of the Nazarene. Orville Newby, of Newby Brothers; C. Hahn and some non-trade friends were the pallbearers. Practically every motorcycle and bicycle shop in the city closed this afternoon and sent a representative to the services. The procession to Mt. Washington cemetery was headed by a squad of motorcycle policemen, all of whom were personally known to the late Mr. Hanson.

Charles Hanson was 52 years old on his last birthday. He lived at 3933 Euclid avenue. He is survived by a widow and a son, Albert.

Hanson started in the bicycle business in 1894 with a line of standard wheels. He took the agency for the Columbia motorcycle in 1900, succeeding this with the Indian in 1901. He has continued with the Indian ever since. In 1915, when the Hendee Mfg. Co. brought out Indian bicycles, Hanson took the rights for this line in Kansas City. He was the most popular man in the trade and was noted for his fair treatment of all with whom he transacted business.

ORANGE INDIAN MEN HAVE MOTORCYCLE WEEK

ORANGE, Cal.—Carricker & Crowl, who have what experts claim to be the best-appointed small motorcycle store in Southern California, put over a big stunt for a town of this size recently. They had an Indian motorcycle sales week that came pretty near being Motorcycle Week for the whole city.

The partners got the thing up in style with a crack-a-jack window and store display, a lot of brand new machines on the floor, big advertising and special motorcycle stories in the Orange daily and weekly papers. They distributed handbills and circulars. Everyone who came into the store got an attractive souvenir. The affair lasted the full week and the immediate results were four Featherweights and two Powerpluses sold and a big list of good prospects.

READING-STANDARDS ARE MANY IN KANSAS CITY

KANSAS CITY, Mo., Sept. 2.—It is noticeable that there are quite a number of Reading-Standard motorcycles being ridden in Kansas City, and this is due to the activity of the local agency. It is now nothing unusual to see a green machine upon the boulevards.

KLAPP RETIRES FROM MOTORCYCLE FIELD

LOS ANGELES, Cal.—George A. Klapp, one of the best-known motorcycle salesmen in the West, has retired from business on account of temporary ill health. Klapp has just finished his fourteenth year of service in the cycle trade. He leaves the Pacific Motor Supply Company for a rest of two months.

CROUCH TAKES CLEVELAND LIGHTWEIGHT AGENCY

BLOOMINGTON, Ill.—Alvin Crouch has taken the agency for the Cleveland lightweight for this city and vicinity, and to date has delivered three of the little two-strokers. He has also sold a Harley-Davidson three-speed twin to Earl Waltz for messenger service.

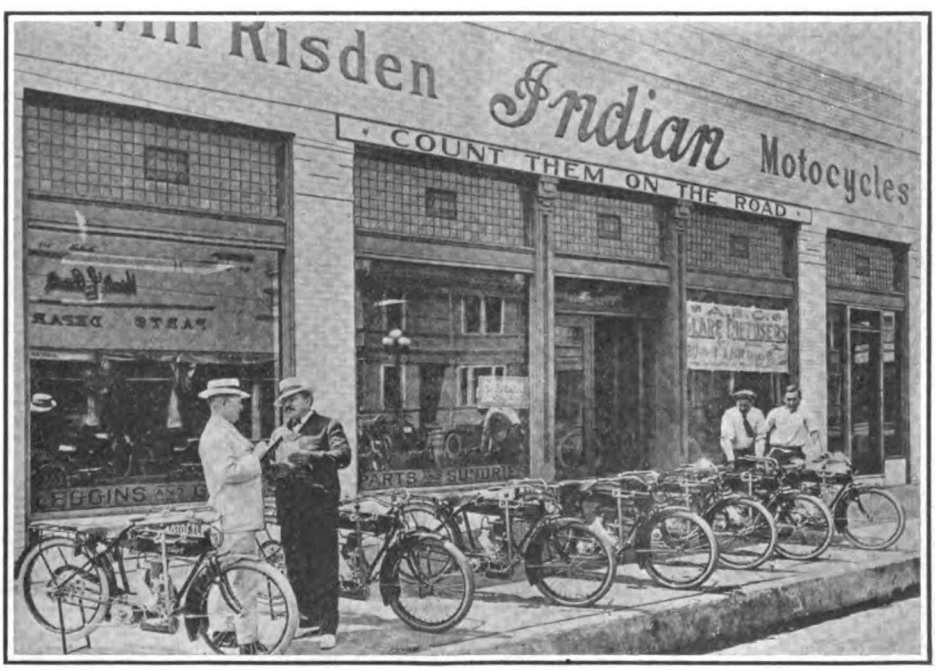
URQUHART IS OUT AFTER MELON MEN

EL CENTRO, Cal.—Someone else beside the melon growers in this section is getting the kale for his product these days. He is Guy Urquhart, the local Indian agent. About two weeks ago the proceeds from the sale of El Centro's melon crop came in and Urquhart got busy. Result—four Powerpluses for the first week and three for the second, while at the middle of the present week be sent in orders to Risden in Los Angeles for two more. Urquhart is now trailing a new bunch of prospects to double the number for next week.

DAYTON DEALERS AT FACTORY

DAYTON, O.—Among the many dealers who have recently visited the factory of the Davis Sewing Machine Company were Messrs. Lane, Schuster and Adams, of Troy, O.; Cincinnati, O., and Covington, Ky. They all made a tour of the works and closed initial contracts for 1917.

LITTLE TWO-STROKERS ARE RISDEN'S SPECIALTY



Lineup of Indian Featherweights in Front of C. Will Risden's Thriving Tepee in Los Angeles, Cal. The Seven Machines Were All Sold the Day Picture Was Taken

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TEUBNER HAS WICO BATTERY FOR MIDDLE WEST

DAYTON, O.—W. J. Teubner & Company, distributing the Indian in this city, has established a station for WICO storage batteries at his headquarters, 206 North Main street. This battery, made by the Witherbee Igniter Co., of Springfield, Mass., is fitted to Indian machines, and the Teubner firm has the rights to the entire Middle Western territory for it. Special service will be given to all dealers in this section for immediate delivery of repair parts.

MUNICIPAL SALES FOR VOSS BROTHERS

PEORIA, Ill.—Voss Brothers, Indian and Excelsior agents, have delivered a twin Excelsior to the local police department and also one to the Princeville department. An Indian van outfit has just been delivered to the local postoffice also. The Voss bicycle business is booming and they report sales as running way ahead of last year. The leading bicycles handled are the Dayton and the Banner Special, the latter their own nameplate machines.

MURRAY IS BUSY WITH 1917 HARLEY-DAVIDSON

KANSAS CITY, Mo., Sept. 2.—The motorcycle store and shop of John Murray has been very popular during the past week, which fact is partly due to the display of the new 1917 Harley-Davidson which is upon exhibition there. Murray says that the Harley-Davidsons are moving nicely during the last few weeks, and it does not seem that the local riders are going to wait to be supplied by the new machines, but will be easily contented to ride a few of the 1916 models a while.

JACKSONS HAVE RECORD MONTH IN AUGUST

SAN FRANCISCO, Cal.—W. E. Jackson, of W. E. & W. H. Jackson, distributing the Dayton, reports the biggest month's business in August that he ever had. The Jacksons find a continually growing interest in the Dayton Motor Bicycle and had been running short of bicycles, but a new carload of Yales came in from the Dayton factory just in time.

BELL HAS STAR LIGHTWEIGHT EXHIBIT

KANSAS CITY, Mo., Sept. 2.—W. Bell, Pope agent and local distributor of the Cleveland lightweights, which are becoming very popular, has upon his floors one of the most complete lightweight motorcycle displays in the city. The floor also has space for the "Clipper" and four or five other makes of bicycles, including the Pope.

THIS DEALER BACKS UP HIS POPE BY OFFERING PRIZES

QUAKERTOWN, Pa.—By way of demonstrating his faith in the capability of the Model L Pope, for which line he is agent, H. C. Fronheiser, of 26 Eighth street, recently offered three prizes for riders of other makes who could improve upon a test performance made on Ingram's Hill by a Pope motor with two riders up. The Pope climbed the hill from a standstill, carrying the tandem passenger, and Fronheiser was so impressed with the exhibition that he offered three merchandise awards for any riders who could make a better showing.

ROTHOLZ MOVES TO LARGER QUARTERS ON PARK AVE.

NEW YORK, Sept. 1.—After being at 1491 Fifth avenue for over fifteen years, Gus Rotholz, the veteran Reading Standard dealer, has moved to 1691 Park avenue, into quarters which are far larger than those he recently gave up. The move was necessary to get better accommodations for his increasing trade and certainly Gus' business during the past season has warranted it.

The new headquarters for the Reading Standard distributor in the metropolitan district are fireproof and have large floor areas, giving ample space for the storage of sidecar combinations. This is of great importance, as most of Gus' patrons have sidecars.

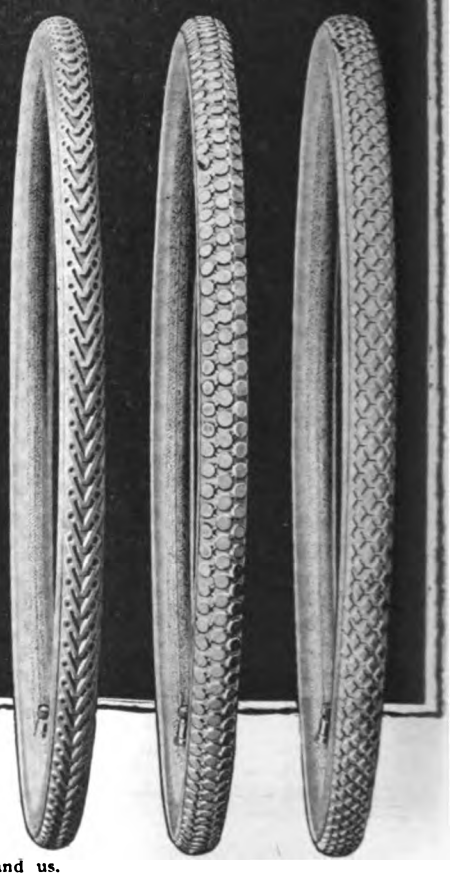
EMBLEM SALES FINE, SAYS JOHN T. BILL

LOS ANGELES, Cal.—Emblem sales are going well in this section, according to a recent statement by John T. Bill, who holds the distributing rights to the Angola-made machines.

3 Strong Leaders –

a complete quality line that meets every demand

VITALIC BRIGADIER ENDURO



ANY DEALER with a stock of these three tires is completely equipped to supply the demand of *every* customer that comes into his store—from the one who wants the *best regardless of price* to the one who wants a *good* tire at a *popular price*.

THE VITALIC

is built throughout of the best tire materials obtainable,—two plies of genuine *motorcycle* fabric frictioned with pure rubber, an inner tube of pure Para rubber so heavy as to eliminate any possibility of leak, an extra heavy non-skid tread of finest quality pure rubber. Will outwear any ordinary bicycle tire *more than two to one*. Once introduced it easily brings a higher price than other tires and always sells over and over again to the same trade because it *never* disappoints.

THE BRIGADIER

The best popular priced tire ever put on the market, far excelling others anywhere near its price. It is a four-ply tire, built with two plies of best Egyptian fabric all around the tire and two extra plies on the tread. A very high grade friction is used.

The extra heavy inner tube is made of a very high quality rubber. The Brigadier is made with gray side walls and a heavy large white studded tread as shown in the illustration.

THE ENDURO

Another excellent popular priced tire that fills a long felt need for a tire of lower price that has genuine quality. It is built with two plies of high grade Egyptian fabric with a very high grade friction, has a heavy inner tube of very good quality and a good substantial diamond studded white tread.

Write us today for sample sections of these three tires and attractive display material and dealer helps.

Your jobber will show you the tires.

CONTINENTAL RUBBER WORKS
1718 PLUM STREET, ERIE, PA.

Specify VITALIC Very BRIGADIER Best ENDURO Equipment on your new stock of bicycles. Every manufacturer can get this line.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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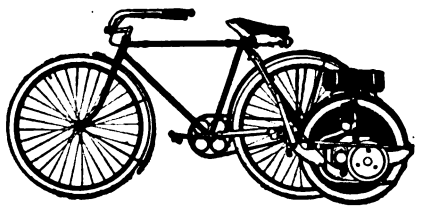
C. E. CRESSLER

Smith Motor Wheels, Motor Cycles, Bicycles and Sundries



Sheet Metal Work for Automobiles a Specialty

KINGSTON, N. Y., AUG. 15, 1916

As a business booster and a sundry seller for a bicycle shop, will say that there is nothing to compare with the "little red pushers." Every time I sell a customer a Smith Motor Wheel I always sell him a new pair of handle bars or a new saddle and in a good many cases I sell him a new bicycle. The Smith Motor Wheel gets the dealer who handles it talked about by the public and brings lots of people to his place of business to see it and to talk about it, and nine times out of ten they will make a purchase before leaving. I have been using bicycles on the road for business and pleasure and on the track for over 25 years, and I must say that I have never seen or handled anything in the cycle line that comes within 1000 miles of doing what the Smith Motor Wheel is doing and will do for the bicycle business.

C. E. CRESSLER,
128 West Pierpont St., Kingston, N. Y.

Printed by Authority of Motor Wheel Division

A. O. SMITH COMPANY

MILWAUKEE, WISCONSIN

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Questions and Answers

CAM IS WORN

MY motor runs irregularly at certain speeds, one cylinder appearing to lag behind the other in firing or misses entirely. The carburetion is good and the valves are timed according to marks on the gears. The compression is good also.

Chicago, Ill. ALBERT BLACKWELL.

Look at the cam surface corresponding to the weak cylinder inside the contact-maker casing of the magneto. The surface is probably worn down. Remove it and block it up with sheets of paper until it is of the same height as the other.

TIMING IS OUT

AFTER having my twin cylinder machine overhauled I find it almost impossible to get it to fire correctly on either cylinder. The compression is good and the valves are timed according to factory marks.

Baltimore, Md. JOHN EDWARDS.

Look at the magneto and plug cables and see that No. 1 cable leads to the rear cylinder. If this will not cure the trouble, remove one of the gears in the magneto drive and turn the armature 180 degrees from its present position. You may possibly have the rocker lever riding on the wrong sector for each cylinder, which will cause the peculiar running referred to.

BAXTER SIDECARS

PLEASE give me the address of the makers of the Baxter sidecar. I desire to get parts for one which I now have.

Cleveland, O. JOE VOBORNIK.

The Baxter sidecar was formerly made by the Baxter Sidecar Co., of 119 Broadway, Cambridge, Mass. Some time ago, we understand, this firm ceased production, and we have not heard that they are making any cars for the last six months.

TOO EARLY A SPARK

MY 1915 twin has just been overhauled and runs well, giving lots of power. When going slowly on high gear it knocks with spark advanced, but ceases when I retard. Shall I reset the magneto?

Brooklyn, N. Y. E. J. CALKINS.

The timing is too early, which means that the spark is too far advanced for normal running. Set it back a tooth on the magneto drive train, or try resetting it as follows: Bring piston to dead center on compression stroke on rear cylinder; set timing lever at full retard. Rotate the armature in the same direction as the timing lever (on contact-maker casing) until the contact-maker lever is just lifting on No. 1 or rear segment. Lock the adjustment.

See, also that the cylinders are not carbonized after resetting the magneto.

AIR LEAK IS CAUSE

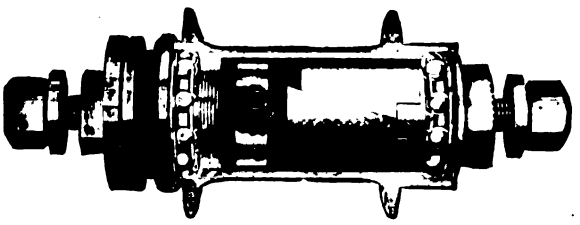
ONE of the cylinders of my twin machine seems to be shy on power. When running slowly, the difference in the exhausts of the two cylinders is very noticeable, one being snappy and the other dull. The compression, valve and ignition timing are correct..

Chicago, Ill. W. W. W.

Probably, there is a leak in or around the inlet valve dome on the cylinder which fires dully. Test out with soap-water or oil at all joints to determine the point of leakage. Be sure that one cylinder is not carbonized.

The popular Coaster Brake is the Musselman

Positive Drive



Positive Brake

Absolutely free coaster

Prompt Shipments Always

Miami Cycle & Manufacturing Company
Middletown, Ohio

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"I am growing fonder of my Pope with every mile"

"Last week I made a trip of 530 miles — from Mitchell to Mobridge, S. D., and back—and I did not have to adjust one thing on my machine. I carried my entire camping outfit, and the total weight was 680 pounds.

"I am a reader of one of the motorcycle papers and I derive a great deal of fun out of articles describing the so-called endurance runs which are staged in the East. I wish that some of these 'endurance riders' would come up to this new country where good roads are 75% mud holes and 25% ruts in the prairie.

"Under such conditions one can test the stamina of a machine, and I want to say that I am growing fonder of my Pope with every mile that is registered on the speedometer.

"400 East 3rd Ave.,
"Mitchell, S. D.

"ALFRED HUETTNER."

"Stuck in a mud hole." Alfred Huettner, the rider, emphasizes the fact that the machine was not posed for this picture. He says that he rode the best rut through the mud hole, and almost made it, as the picture shows.

The road is but little better than this for miles and miles along the "Yellow Trail" from Aberdeen to Mobridge. It takes a mighty powerful and dependable motorcycle to navigate it.

Riders on the plains are glad to pitch camp where dwellings promise sociability.

This and the other picture show one of the uses of the powerful Pope which is becoming more and more widespread. Motorcycling and camping relieves the outdoor enthusiast of the labor of carrying packs, takes him farther than he could go on horseback or on foot, and travels where an auto couldn't attempt to go.

WESTFIELD MANUFACTURING COMPANY

11 Lozier Ave. **Westfield, Mass.**

Makers of the Columbia Bicycle

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MORE ACRES FOR GOODYEAR HOME PLAN

AKRON, O.—After three years of operation, the Goodyear Tire & Rubber Company's home-building plan for employees has proven so successful that an addition of 350 acres has just been made to the original 100 acres allotted.

The plan was originated by President F. A. Sieberling in an effort to help Goodyear workmen to become home owners without the prohibitive "first payment" required in the usual real estate deal. Now that so many workmen have grasped the opportunity of owning their own home—built and sold on a basis of rent with no initial payment—1,500 additional lots have been got to accommodate them.

None of the lots is less than 50-foot frontage. There is no monotonous "company house" arrangement in the scheme. Each home has its own individuality, reflecting the taste of the owner. Employees may follow their own ideas as to plans and any reasonable construction conforming to certain standards is permitted.

THIS VACATION TRIP WAS A RECORD BREAKER

(Continued from page 15)

light. Guthrie had to clean brushes, then repair his chain. It was certainly some 27 miles, at the end of a full day in the desert!

Peterson took the right road, but Martin, following, took the wrong fork and went all around Bishop. Not a light in the place. Finally he located a rancher, got directions, tried 'em out for two miles and then came back for more. At last he followed the rancher's old nag and tumbledown wagon into town, crawling through the sand at five miles an hour. Then Maydole rolled in.

North of Bishop the highway gang is working on a three-mile grade; no chance to detour. They make you go up before 7:30 a.m. or wait until the gang quits at 5. The boys started without breakfast and were looking for a house until 11:30. Then, in desperation, they cracked open a couple of cans of beans. There was no wood or water, so they ate them out of the can. They were clammy, but helped give strength for the awful grades, all in sand. Maydole had dropped two boxes of cookies along the road somewhere. This is where they were needed, but there was nothing doing.

Dead Man's Canyon

At 2:30 p. m. a side road into Dead Man's Canyon was taken to avoid the awful road through Mono Mills. The motors were almost worked to death in the grades and sand. This is the place where the Bishop garageman had said the only way to get 'em through would be to "pack 'em through on burros." Autos only make it by taking big sheets of canvas to lay down ahead in order to get traction. A machine that makes 25 miles in a day is doing well.

At last Mono Lake was reached; alkali water, not a living thing in it, no vegetation—just a big 600-acre island of volcanic rock and sand to relieve the monotony, and a wonderful view of the High Sierras back of Yosemite Valley.

Having gone through the part of the road reported impossible, the four rolled up to Hammonds and cheerfully called for a meal. It was 3:30, and the beans had long since settled.

"No meals served here till 6 o'clock," was the ultimatum of the woman in charge.

Desert hospitality! Ye gods!! After some debate they got more beans and some crackers, pineapple and peaches. Then, though Maydole was about all in, a start was made for Bridgeport, 27 miles away. The road was as bad as before, around the shore of the lake all afternoon. Maydole broke a chain and bent a sprocket. Guthrie had no light as darkness came on, so he took one rut and Peterson the other, to give him light. Ed "sashayed" around so much in the rut that Guthrie decided to feel his way alone. At 1 p. m. Bridgeport was still six miles distant. This meant a whole night of this kind of riding. A house, lighted, stood near the road. A knock on the door, and it was opened by a woman. A shotgun showed close at hand. Martin stammered out their story, and asked if they could stay around there somewhere until morning.

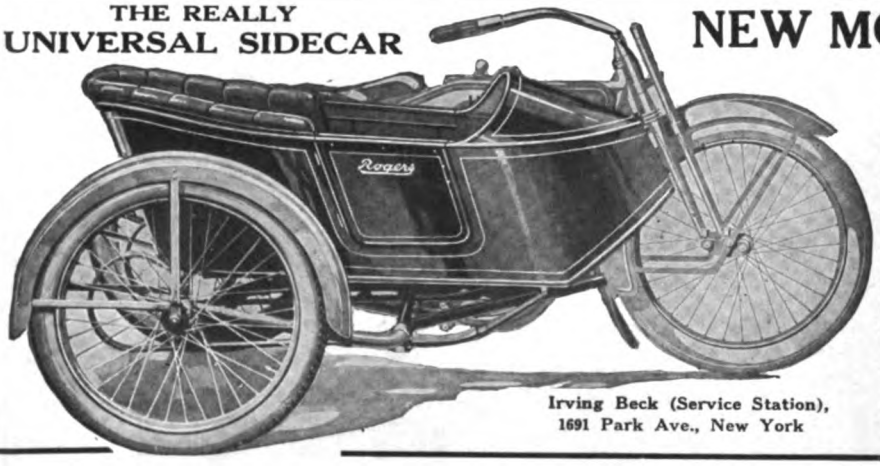
Desert Hospitality

"Yes, boys," was the answer, "I can give you two good rooms, and will cook you a hot meal right away."

The speechless quartet stood agape, then filed in. Desert hospitality! Well, you bet!! Peaches, pears and home-made candy were on the table. The woman went out to cook. Oh, what happened to the p. p. and h. m. c.? Then came codfish, taters,

(Continued on page 48)

THE REALLY UNIVERSAL SIDECAR



Irving Beck (Service Station), 1691 Park Ave., New York

NEW MODELS NO MENACE TO THE Rogers DEALER

The advent of new motorcycle models caused no disturbance to the dealer in ROGERS sidecars.

No matter what changes may be made, a few inexpensive fittings will adapt any ROGERS sidecar to any motorcycle of standard design.

This is a point of equal value to the dealer and owner. Think it over.

ROGERS MANUFACTURING CO.
337 West Madison Street, Chicago

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad. to the classified department—THE BIG RESULT GETTER.

MOTOR CYCLE ILLUSTRATED 13 PARK ROW NEW YORK

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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"The Brake that brought the Bike back"

is the brake that keeps your cash register busy.

The NEW DEPARTURE COASTER BRAKE

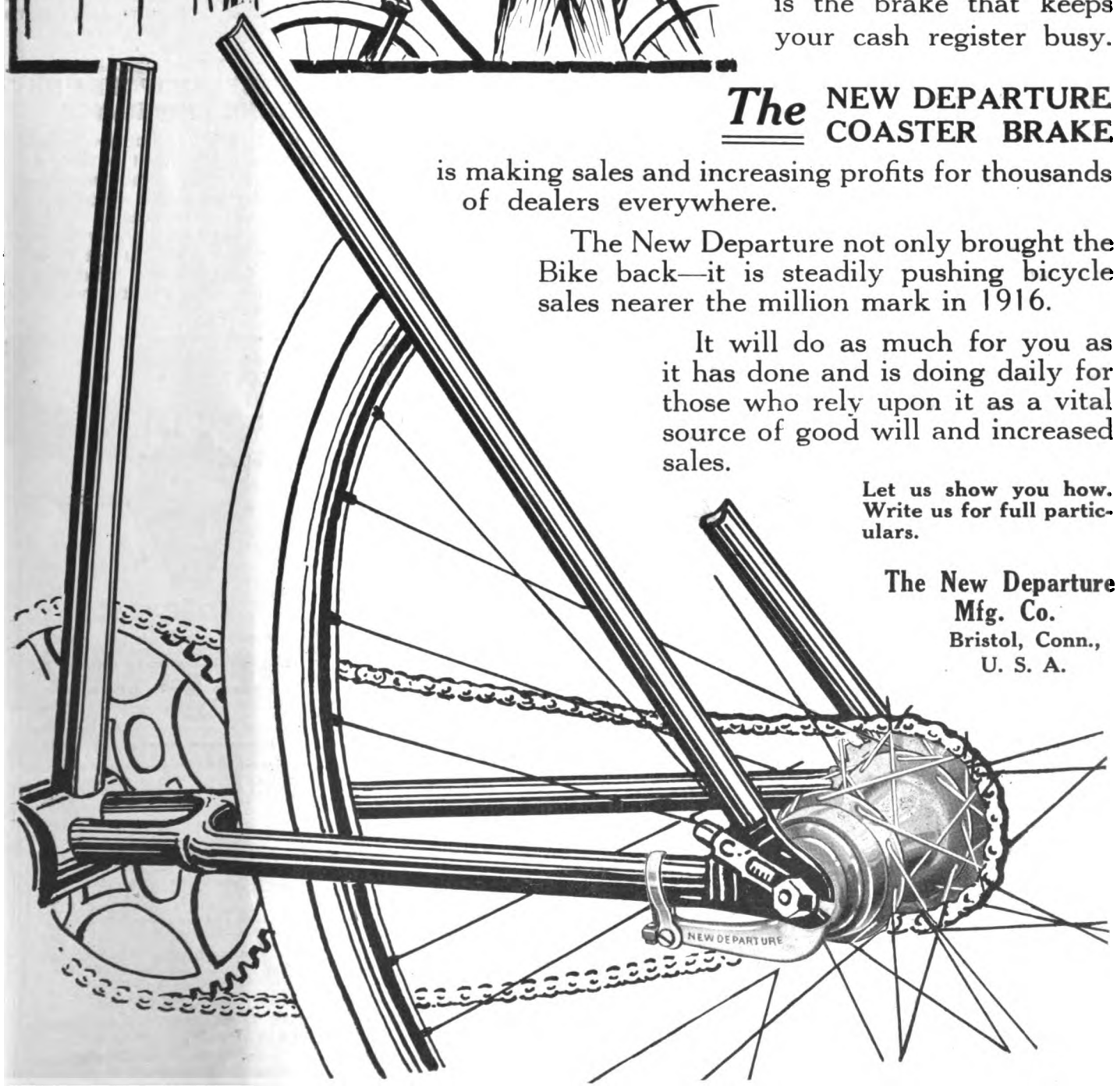
is making sales and increasing profits for thousands of dealers everywhere.

The New Departure not only brought the Bike back—it is steadily pushing bicycle sales nearer the million mark in 1916.

It will do as much for you as it has done and is doing daily for those who rely upon it as a vital source of good will and increased sales.

Let us show you how. Write us for full particulars.

The New Departure Mfg. Co.
Bristol, Conn., U. S. A.



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TORONTO TRADE AWAITING 1917 MODELS

Dealers Have Taken Orders for New Machines Already and Are Wiping Out Late 1916 Shipments

TORONTO, Ontario.—Canadian motorcycle dealers, and prospective riders as well, are now waiting for the arrival of 1917 models which are due in the larger cities about September 15, according to advices received from several factories. There is not a dealer in Toronto who has not taken orders for 1917 deliveries and, in the meantime, tardy shipments of 1916 models are melting away as fast as they arrive.

4,400 Registered

Motorcycle registration licenses for the year had reached the total of 4,400 on August 26, and it is believed that the number of motorcycles in use in Ontario will reach 5,000 for the first time before the end of 1916, as a good sale of 1917 models this fall is anticipated. There are more than 300,000 Canadians under arms, but sales are more numerous now than before the war. Practically the only apparent difference which the big struggle in Europe is making is in the club spirit. The clubs are dead, but there will be a resuscitation after the war, it is believed. The motorcycle situation in Canada at the present time cannot be judged by conditions in sport circles.

Toronto dealers report that they are still being carried along on the wave of the big push which took place last spring. The "Bicycle Week" campaign has resulted in profitable results—so much so that both factories and jobbing houses have been swamped with orders all summer. It has not been a fight for the dealers to hold their own this year.

MODEL 17-PC CHASSIS LISTS AT $85 NOW

MILWAUKEE, Wis.—The Harley-Davidson Motor Company announces that the chassis for the high compartment, standard tread sidevan, Model 17-PC, is priced at $85 instead of $100 as originally quoted. The magnificent production facilities of the factory have enabled this reduction of $15 to be made. The price of $85 is of course f. o. b. factory in this city.

MOTORCYCLE SALES CO. TO OPEN IN PORTLAND

AUGUSTA, Me.—The General Motorcycle Sales Company of Maine has been organized to take over the business formerly conducted at 69 Preble street, Portland. The company will handle motorcycles and accessories, and is capitalized at $10,000. The officers: W. H. Whetsett, of Portland, president; A. M. Bird, of Portland, treasurer; Carroll B. Skillan, of Portland, clerk; W. H. Whetsett, J. H. Howe, A. M. Bird, directors.

DISCOVERED AT, NOT BY, COLUMBUS

(Continued from page 14)

in the old days, and the trade folk who saw him are under the impression that Oscar must have been practicing while on his farm the past few years.

Gus Rice of the Eclipse Machine Co., was one of the good F. A. M. boosters, and outside of losing his hat he claims he enjoyed being a member of the Booster Club. The hat he lost was a straw one and as it is getting late in the season Gus didn't seem to mind it very much.

Henry E. Haws, from the Firestone Tire & Rubber Co., travelling out of the home office, also is a member of the Booster Club and was there looking after the Firestone interests. If you have never met Haws just keep your eyes open for 6 feet and a half of Firestone enthusiasm—that's Haws to a dot.

RACEMEET POSTPONES KEYSTONE ENDURANCE

HARRISBURG, Pa., Sept. 4.—Because a racemeet is scheduled to be held on the Lebanon Fair Grounds track on September 30, the day set for the annual fall endurance run of the Keystone M. C. of this city, the run has been put over to occur a week later. It was thought that the racemeet might detract from a full display of interest in the run, and for this reason the endurance was put over.

A handsome spark plug case and a spark plug wrench . . **Free**

With four spark plugs that will outlast your engine . . **$4**

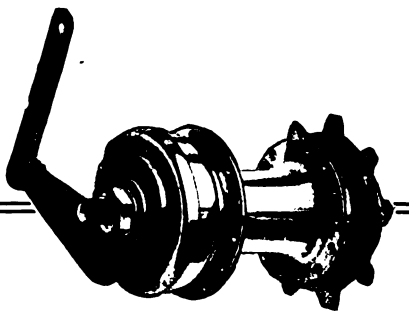
Mail us a $4 check or money order for four Splitdorf Spark Plugs (the plug with the Green Hex Jacket). We will forward you the plugs, with them we will send you, free, a highly polished spark plug case and a spark plug wrench, complete with detachable handle. The case is handsomely finished, and fitted with recesses for four plugs. Keeps your "extras" handy and compact. The wrench is one of the most convenient tools you can have.

These plugs are practically indestructible. Dozens of times they have run 20,000 to 30,000 miles without ever having been cleaned.

Made in all sizes and in types to suit every car, motor cycle, motor truck, motor boat, aeroplane, tractor and stationary gasoline engine.

When ordering, be sure to state size desired or name of engine.

SPLITDORF ELECTRICAL CO., Newark, N.J.



It Is To His Interests

to equip his bicycles with the best, most dependable and durable equipment on the market. It is not a matter of pride or sentiment, but one of cold, clear logic. If a brake works for him it earns its cost. If it falls down he loses money. Therefore, the man whose business it is to rent bicycles exerts great care in selecting a brake to put on them. You can watch it all the way through. Practically every man in this business eventually comes to the

CORBIN **DUPLEX COASTER BRAKE**

Ask any one of them and he will tell you. What he tells you will be virtually this:

"It does the work that other brakes won't do. Long after the others are dead on my hands it is running just as strong and smooth as ever. It stands for anything and the others won't. It saves money for me and that's my object. I equip my bicycles with it for that reason and no other. It's a good, steady, practical article—that's all."

But ask him yourself. It will be interesting to find out how close we've hit it.

The Corbin Screw Corporation

THE AMERICAN HARDWARE CORPORATION, Successor

NEW BRITAIN, CONN.

BRANCHES: New York, Chicago, Philadelphia

Makers of Corbin-Brown Speedometers

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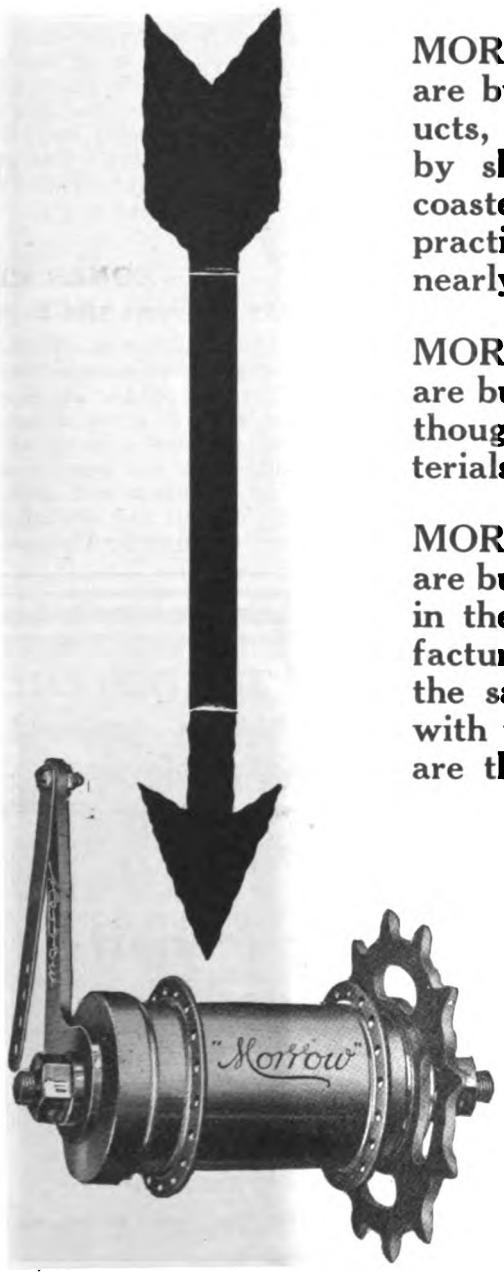
Built, Not Made



MORROW BICYCLE COASTER BRAKES are built, not made. Like all ECLIPSE products, they are built of highest grade materials, by skilled mechanics who have worked on coaster brakes since the MORROW, the first practical coaster brake invented, was introduced nearly eighteen years ago.

MORROW BICYCLE COASTER BRAKES are built with a thought for durability, and this thought is carried out in all its features—materials, construction, workmanship.

MORROW BICYCLE COASTER BRAKES are built in the best equipped factory of its kind in the country. The guarantee of the manufacturers has been behind them for fifteen years; the satisfaction of millions of users has been with them for the same period of time. Both are there still.

The Morrow Bicycle Coaster Brake

Built by the

Eclipse Machine Company, Elmira, N. Y.

Licensed Coaster Brake Manufacturers

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(Continued from page 44)

hot tea with cream and all the milk they could drink. They had made just 99 miles from 5:30 a. m. to 11 p. m.

In the morning five old men were at a breakfast of bacon and eggs, German fried potatoes, mush and milk, cream, fruit and coffee, when the riders filed in.

"Boys, do you know where you are?" asked the woman. "You are at the Mono County poor farm."

Toward Nevada

They willingly paid the woman $1.50 apiece, and started on the run that took them them into Nevada. Here they found rock bottom roads, and called them good. At Gardnerville, in a big alfalfa district, a good dinner was found in a combination restaurant and saloon. Then there were good roads to Carson City. From Carson to Reno, 31 miles, they were told the road was good. It turned out to be bad; sandy and bumpy. Many railroad crossings in cuts were so hidden it was necessary to stop, rack the motor and go look to make sure no train was coming.

Reno was reached at 6 p. m., a town about as big as San Diego, and a lot livelier. The next morning candidate Hughes blew in, was met by cowboy escort, and there were big doin's.

At 10 a. m. the riders hit the road toward the Sierras. It was only 50 miles to Tahoe, through Dog Pass. At Truckee they bought gasoline and beer in the same place. At Lake Tahoe a stop of 1½ days gave time for an all-day ride around the shore in a launch. Trout sailed lazily around near the bottom, plainly in sight through absolutely clear water. Forest and rocky peaks of the Sierras make a picture never to be forgotten.

Next morning they rode over the passes of the Sierra summits to Stockton. At Placerville they struck the first paved road since leaving Saugus, 30 miles out of Los Angeles. All hands shouted with joy. This was on Friday. Dinner was eaten at Placerville. At Folsom two hours was spent going through the penitentiary.

Soon afterward Maydole got his worst fall. He hurt his ankle badly, but rode gamely holding it out one side into Stockton. He went to bed and the boys toted four big platters of grub down the street and into the hotel for him. "Must be a hungry crowd," said passers by.

Into Bakersfield

Next day the start was made for Bakersfield, over paved road to Tulare County, then oiled dirt road to the Kern County line, and pavement into Bakersfield. Artley had just covered this stretch, and they could not see how he made the time he did through Tulare.

Bakersfield, 7 p. m. Harry Taylor, Bert Gilmore and Ed Tice showed up, talking of the Venice picnic next day. Sunday morning the Bakersfield boys rolled at 4 a. m. The desert speedsters, or Rough Road Kings, as the Bakersfield crowd called them, started at 6:45, and got into Los Angeles over the Ridge Route at 11. Maydole went home to nurse his ankle. Martin took a bath and then turned the hose on his machine, tore down to Venice, and danced till 11 at night. "Some little vacation picnic," say the Rough Road Kings.

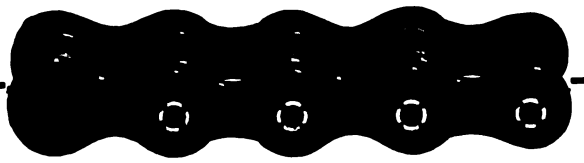
DETROITERS GATHER TO SEE 1917 HARLEY-DAVIDSON

DETROIT, Mich.—Considerable interest was shown by local motorcyclists in the announcement that "Hap" Scherer would arrive in Detroit with a brand new 1917, electrically equipped Harley-Davidson, fresh from the Milwaukee plant. Quite a crowd of riders gathered at the Wandersee store on Gratiot avenue to witness Scherer's arrival. E. J. Mueller, assistant sales manager of the Harley-Davidson factory, and August Zimmerman, Harley dealer at Washington, D. C., who arranged a reception, were also present.

Scherer covered the distance of 212 miles from Haven to Detroit in 6 hours 11 minutes, an average of over 35 miles an hour. A heavy rain, lasting about 8 hours, preceded the start of the trip and the roads were therefore in rather poor condition for a good deal of the way. Scherer reported a remarkable increase of efficiency in the 1917 Harley-Davidson motor over its predecessors.

BERRY REOPENS HIS STORE

LOS ANGELES, Cal.—T. E. Berry, the popular representative of Miami lines, has reopened his store. Alterations and repairs, made necessary by the recent fire, are now being rushed. Berry will devote the next week or so to refitting the place and disposing of the stock of Miami and Merkel machines which were damaged by the fire.



"149"

Satisfactory—Reordered

"Enclosed you will find a money order for which please send me the following:

¼" chain No. 149 Recessed Rivets
Double End Connecting Links No. 149
Offset Links for No. 149 Chain
Connecting Links for No. 149 Chain
Extra Spring Catches to the amount of —.

I placed an order with you last year and got several riders to try this chain and they were more than satisfied with the results obtained, hence this reorder with several converts for Diamond No. 149.

Hoping to hear from you at an early date as some of these riders will want their chain shortly, I beg to remain."

(*Name on request.*)

Diamond Chain & Mfg. Company
Indianapolis, Indiana

YOU SOON NOTE THE DIFFERENCE
More Power—Quicker Pick-Up—Increased Speed
All from the use of

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS
AND
GREASES

Your Motorcycle is a delicate machine. Proper lubrication is essential. Especially in hot weather is it necessary to insist upon the best oil—quality oil that cools the motor and lubricates without burning.

HARRIS OILS are refined from the best Pennsylvania Crude Stock.

"A Little Goes a Long Way and Every Drop Counts."

A. W. Harris Oil Company
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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THIS MUCH IS CERTAIN

Electric Lamps and an "Exide" Battery furnish the most efficient and reliable light for motor cycle use

"Exide" Battery, Type 3-ZA-5 with cable type terminals

You no doubt realize the numerous advantages of electric light for motor cycle use.

The reliability of an electric lighting system is of course dependent upon the storage battery which furnishes the current.

The "Exide" Battery, type Z, especially designed for this service, is a quality-product, manufactured and backed by the oldest and largest battery maker in the country.

The battery is contained in a one piece, three compartment vulcanite case, having heavy walls and substantially re-enforced.

It is fitted with a one piece cover, having a flange which fits around all sides of each compartment.

The "Exide" Battery is equipped with a flood proof filling plug which overcomes slopping and spilling, and also limits the amount of water that can be poured into a cell to the exact amount needed to replace that lost by evaporation. The result is a clean, dry, and attractive battery.

Motor cycle dealers and users should write us at once and secure the name of the "Exide" Distributor nearest them.

THE ELECTRIC STORAGE BATTERY CO.

New York St. Louis | Boston Cleveland | Chicago Atlanta | Rochester Detroit | PHILADELPHIA, PA. 1888-1916 | Washington Pittsburgh | Denver Los Angeles | San Francisco | Seattle Toronto

TRADE <E> MARK

DIAMOND "E" SPOKES AND NIPPLES

We have been making spokes and nipples for the cycle trades for many years. Wherever and whenever spokes and nipples are needed DIAMOND "E" are always first specified. Every spoke and nipple bears the trade mark "Diamond E" and is guaranteed for exact fit, measurement, quality and finish.

THE STANDARD COMPANY, TORRINGTON, CONN.

MANUFACTURERS OF

Diamond "E" Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

We are boosters for "One Millon Bicycles in 1916"

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HITTING THE DEEP MUD TO PICAYUNE, MISS.

There Was Plenty of Deep Water, Too, on This Thirty-two-Mile Trip, and Nearly Fourteen Hours Were Necessary

By JAS. W. PAUL

JACK MITCHELL, one of my pals, was anxious to get to Picayune, Miss., from our home town of Bogalusa, La., one afternoon. It was only 32 miles and on good roads only a matter of about one hour's riding, I figured. Mitchell said that the roads were good—and I believed him at the time—so after filling up with gasoline and oil we started off at 4 p. m., following the Pools Bluff route, which Mitchell said was good.

Nothing happened between Bogalusa and Pools Bluff, except an encounter with a mule. Mr. Mule met us riding along and shied violently, his rider flopping off onto the road more scared than hurt. At Pools Bluff we took the ferry over Pearl River, which is the State line between Louisiana and Mississippi. The ferryman told us there were good roads on the Mississippi side; he surely must have needed the money, so we were expecting nothing like what we got.

Into Deep Mud

After crossing, Mitchell and I started out on some of the "good roads" the ferryman spoke of. For about half a mile things looked fine, then we came to mud. It was axle deep, so the machine did nothing but spin the rear wheel. We dismounted and pushed it through about 200 yards of this stuff and finally reached hard ground, but after starting the motor found that the machine would not move. The motor would stall every time the clutch was put in, and as it had been in several times over the motor, I concluded that there must be water in the cylinders. There was.

Packed with Mud

We drained out the water, but the motor would not pull the machine yet. On looking over it, we found that both mudguards were so packed with mud that neither wheel would turn, so we went to work with screwdriver and pliers and cleaned them. It was a tough and dirty job, but we didn't care, for we were already wet up to our waists and so cold that we could hardly stand it. After the mud was cleaned out, we started off, but soon the machine was up to the tank in water again, and we had to get out and nearly swim for 100 yards with the mount.

The road then became a veritable pond and about the middle we came to a bridge which was under water, all but the high part in the middle. We leaned the machine against a tree growing up through the bridge and sat down on the railing for a smoke. Immediately the railing collapsed and we dropped into the pond. Fortunately, we got a grip on the handlebars as we went overboard and were thus enabled to climb back again.

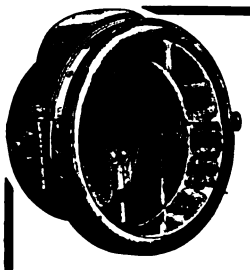
It got tiresome, waiting on this island (for that is what it was) so we shoved the machine off the end and started wading again. The road was corduroy and had a 10-foot ditch on each side, but we didn't know this at the time, as there was three feet of water on it. As we were feeling our way through, the machine suddenly went out of sight, all but the last bar on the luggage carrier. Mitchell just saved it from going under entirely, as he had a good hold on the back end. We worked over it for about 40 minutes before we got it back on the road out of the deep ditch where it had gone.

Four Miles in Three Hours

More wading and hard shoving followed and we finally got through and struck a little stretch of dry road. There was about 800 yards of this to ride, followed by more mud and water and regular stops for digging mud out of the mudguards to let the wheels revolve. Then came the hills. I looked at my watch. Nearly 7 o'clock to get through four miles of swamp and both of us ready to die in our tracks.

We mounted and tore along until we passed Cybur, a little sawmill town about 10 miles from Picayune. Here we started to have trouble with the two-speed gear in the rear hub. We yanked out the wheel, opened up the hub and found that the small bar in the gear which does the shifting had worn so that it would not work. There was nothing to do but to fix it so that it would stay in high permanently, which we did. We put the wheel back

(Continued on Page 52)



"Infallible" Lamps

Massive in construction, of one piece of heavy gauge steel, with mangin mirror lenses of the finest, with wind and dust-resisting doors, "INFALLIBLE" LAMPS are offered the rider as the highest example of lamp construction on the market. Automobile type burners, giving enhanced lighting capacity.

Headlight

No. 210, front diam. 8½", depth 6½", 6" mirror.....$4.50

No. 230, front diam. 8", depth 6", mirror 5½".....$4.00

No. 250, Infallible "Indian" Headlight, with rear socket to fit spade bracket furnished on Indian and other motorcycles $5.00

Lamps without brackets.

Tail Light

The "Infallible" Tail Light is the most sensible, most efficient and lightest tail lamp made, with remarkable strength for its weight. Made of one piece of aluminum, shows red rear light and white light illuminating license bracket. List price, $1.25

Catalog 60 — Motorcycle Supplies

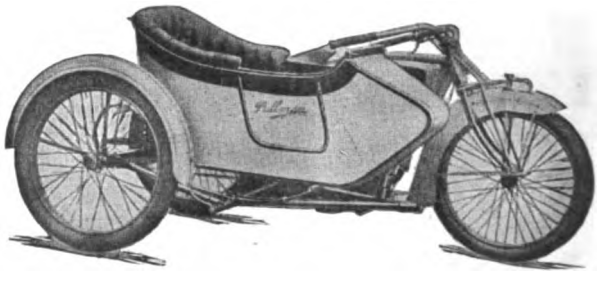
New Net List for Dealers Now Ready

NEW YORK SPORTING GOODS CO
15-17 WARREN STREET — NEW YORK, N.Y. U.S.A.

F. A. Baker, Pres. M. C. Imbrie, V.P.
James E. Murray, Treas.

Pullman Sidecar

THE HARRY SVENSGAARD SALES CORP. DETROIT



The revolutionary Triangular Front Brace is found only on the Pullman Sidecar. It makes this riding palace more comfortable than ever before, putting the Pullman beyond all reach of rival makes.

But velvet-riding is only one reason why the Triangular Brace makes the Pullmans better sidecars. We've all the reasons ready to mail to you.

Harry Svensgaard Sales Corporation
214 Jefferson Avenue East, DETROIT, MICHIGAN

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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BE THE LEADING DEALER IN YOUR SECTION

Nothing will do more to bring this about than to establish yourself headquarters for the now CELEBRATED

A. B. C. GENERATORS

The most simple—therefore the most developed Motorcycle Electric System on the market. Claims of Superiority — Applicability — Stability — Efficiency — Durability — Flexibility and Accessibility.

New Prices MODEL B—Complete less lamps Direct Lighting **$25.00** | MODEL C Batt. Charging **$30.00**

You don't THINK you see the road—YOU DO SEE IT. Transportation paid on retail sales.

A. B. C. GENERATORS CO., Los Angeles, Calif.

All Los Angeles Police Use the A. B. C.

"NORMA" BALL BEARINGS

(Patented)

If disaster results from engine trouble—and if that engine trouble can be traced to magneto failure—there is every probability that "NORMA" Bearings will not be found in that magneto. "NORMA" Bearings are a distinguishing feature of high-grade, dependable ignition apparatus.

Are Your Magnetos "NORMA"-Equipped?

NORMA

THE NORMA COMPANY OF AMERICA

1790 BROADWAY NEW YORK

BALL, ROLLER, THRUST, COMBINATION BEARINGS

Your Help Problem Solved!

It matters not whether you are a

Manufacturer, Jobber or Dealer

whether you need help in the shop, in the store, in the factory or on the road. You can get just the kind of a man you are looking for by advertising in the classified columns of

MOTOR CYCLE ILLUSTRATED

ACT QUICKLY AND YOU WILL GET QUICK RESULTS!

RATES: One insertion, three cents a word; two or more insertions, two cents a word for each insertion

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HITTING THE DEEP MUD TO PICAYUNE, MISS.

(Continued from page 50)

and started off, to have to stop once more about seven miles further on. We were only three miles from Picayune, but so far as we knew it might have been 20. The gear came out again at this point, so we decided to camp for the rest of the night.

A Cold Camp

We were nearly frozen and soaking wet, so started a fire to dry out. We also built a barricade of logs to keep off the wind which was coming from the north and cold as the mischief, and then lay down to sleep. Two or three times during the night we woke up with chattering teeth and had to feed the fire with more logs. We managed to stick it out till morning, when we fixed the machine and sailed into Picayune, arriving at 5:50 a. m. We had taken 13 hours and 50 minutes to cover the 32 miles.

We hit a restaurant and tucked away two good man-sized meals as a first step toward recovery. Then we cleaned off what remained after a quick wash we took before eating and rested until noon. Then we started for Bogalusa, this time over the real good road where there was neither mud nor water to contend with. After getting lost once we reached home. We never had a bit of trouble coming back and the machine did 32 miles on a little over two quarts of gasoline.

Did we say "never again?" I guess we did not, for now we know which route to take, and besides, experience such as ours help the motorcyclist to maintain his reputation as being the gamest and most optimistic sportsman there is. Long live the motorcycle.

HERE'S A "WALKER" WHO STICKS TO MOTORCYCLE

LONG BEACH, Cal.—The experience of Ernest Walker, special delivery rider for the Postoffice Department here, is impressive evidence of the practical value of the power-driven, two-wheel machine for the man whose business requires covering long distances. Walker began to see the motorcycle idea back in 1912, when he bought his first machine, and he found that he could do his work so much more efficiently in this way that he has never been without one since.

In 1914 he bought a four-cylinder Henderson, with which he covered 40,000 miles during the following year. Last April he bought a new '16 four-cylinder, and has been rolling up mileage with it at an equally rapid rate. In his special-delivery work, starting and stopping is the big item, not only in time consumed, but in wear and tear on the machine. During one month of average service Walker kept tabs on his work and found that he had made over 3,500 stops and restarts in delivering messages.

Gasoline consumption has averaged around 65 miles per gallon during this time, he reports, while cylinder oil is so small a matter that he no longer keeps account of it.

OMAHA-DENVER HIGHWAY NEARING COMPLETION

DENVER, Colo., Sept. 4.—Cross-country motorcycle riders will be glad to learn that the Omaha-Lincoln-Denver transcontinental highway is to be completed. With the assurance of an appropriation of $2,500 from the Colorado highway commission, improvement work on the Burlington cut-off, the last leg of the Omaha-Lincoln-Denver highway to be completed, is well under way, and the road will be in first-class condition for tourist travel next season. Citizens of Adams county, Colo., have raised $600, the sum required by the State highway commission from the county before it could make its appropriation available.

READING M. C. ELK'S PARADE

READING, PA.—Once again the Reading M. C. has done honor to the Elks. During their state convention, which was staged here last week, the club organized an illuminated motorcycle parade which attracted considerable attention, both to the society and to the motorcycle.

ROCKFORD BOYS VISIT PEORIA

PEORIA, Ill., Aug. 31.—Gilbert Gridley, a former Peoria boy, and Raymond Wolf arrived here yesterday from Rockford, Ill., on their bicycles. They covered the distance, something like 170 miles, in twenty-four hours' riding. They will remain here for a few days and then hit the trail homeward.

Equipment that is Necessary

both to comfort and utility. The STEVENS Complete Side Car Equipment includes STREAM LINE WINDSHIELD, B. R. T. SIDE CAR LUGGAGE CARRIER and STEVENS SHOCK ABSORBERS. Adds attractively to any side car. Write for prices and literature. Dealers, ask your jobber or write us direct.

Stevens & Company
375 Broadway, New York

It makes no difference what machine you ride.

There is an

F-N Tandem

made to fit it perfectly.

Price $11.00 Each

Your dealer stocks it

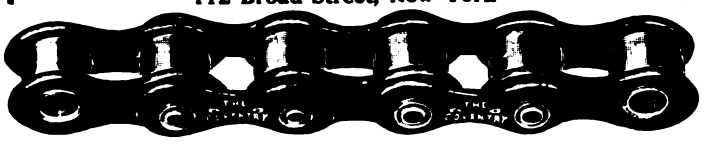
FENTRESS-NEWTON MFG. CO.
Detroit Michigan

"The Coventry"

"The Motor's True Mate"

They're all demanding chains of more strength than necessary, because they don't know when that extra strength will be necessary. Hence the demand for our 26K—the strongest chain in the world. It costs $1.00 a foot because it's worth it. Write for details.

HERBERT F. L. FUNKE CO.
112 Broad Street, New York



Join the

F. A. M.

It needs you and you need it

Your best protection for a "square deal" on the road.

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Lists of Motor Cycle Owners

For any State in United States We copy official automobile and Motor Cycle records in the Capitol here and can compile a list of the auto owners or motor cycle owners for your section of the state at lowest rates, sending you supplements, regularly, the balance of the year. We can compile a list of Ford owners or owners of any other automobile or motor cycle you wish a list of.

HALF PRICE AUTO LIST COMPANY
68M State St. Albany, N. Y.

WORTH MORE Berling Magneto DOES MORE

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.

7143 5/8" pitch 1/4" wide
7144 5/8" pitch 3/8" wide

Watch the racing returns and see how uniformly the winners use Renold chains. They *know* from experience that they're best.

PETER A. FRASSE & CO., Inc. 419 CANAL ST. NEW YORK

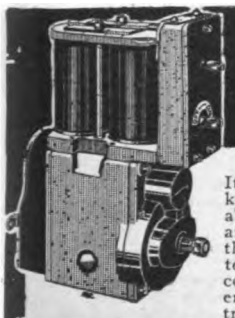
THE BENTON

"The Case-Hardened Plug"

Guaranteed for **Service** and **Reliability**

L. F. Benton Company
Vergennes, Vt.

REMY



It's more fun motorcycling when you know your ignition is absolutely dependable. Remy ignition always is. Strong, and steady, regardless of the speed of the motor. Storage battery is kept charged continually by the generator. The Remy is trouble-proof.

Ask your nearest Harley-Davidson dealer.

REMY ELECTRIC COMPANY
Factories: Anderson, Ind.
Sales & Engineering Offices: Detroit, Mich.

135

To Buy or Sell

USE

THE MART

3 Cents a Word

Dealers—Write us for rates for advertising in our Dealers' Directory.

YOU OWE YOUR EYES THIS PROTECTION

No part of the rider is more liable to serious injury than his eyes—a constant danger menaces them and the only means of protection is a perfect fitting goggle—a Chicago Dimmer Goggle. Go to your dealer today and examine a pair, note how comfortable they are, how thoroughly they protect the eyes from sun, wind and dust. Well ventilated, easy fitting, free vision.

Dealers, Riders Want Chicago Dimmer Goggles—ask your Jobber

CHICAGO EYE SHIELD CO.
CHICAGO, ILL.

FREE

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.
Hammondsport, N.Y.
3664 S. Main
LOS ANGELES, CAL.

The Oldest and Largest Supply House

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National Dealers' Directory

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DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
280 W. 125th St. New York
'Phone, 3352 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2059 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3066 Chelsea

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street 15 So. Lexington Ave.
Near Broadway, New York White Plains, New York

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 540

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Berckheimer, Prop. V. C. Pelezzare, Mgr.

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1091 Park Ave. Telephone, Harlem 2337

T. J. SIXSMITH
283 W. 169th Street
Expert Repairing. New York Agent for the EXCELSIOR
Telephone, 8861 Riverside

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
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HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor

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IN THE
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Where SERVICE is the Byword
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Smith Motor Wheels—Iver Johnson Bicycles
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Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
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WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

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All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
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Phone 406J Flush.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given. Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop. College Point.

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W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
102 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

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Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1890 Hackensack, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON. Reg. F.A.M.
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Mt. Vernon, N. Y. Phone 2275
"WE FIX EVERYTHING"

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated

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You Can't Beat Our Prices

On Slightly Used and Rebuilt Motorcycles

The finest line ever offered, at the lowest prices, and if you don't get our list you'll be the loser. Machines from $30 up, and every one guaranteed. A Big Free List on Request—Send For It

WESTERN SUPPLIES CO.

1448-52 Larimer St. Denver, Colo.
Largest Cycle and Motor House in the West

MOTORCYCLE AGENTS

Get our monograms for motorcycles. 500% profit. Motorcycles plentiful everywhere. Thousands sold daily. Samples 10c. Write for particulars.

Western Motorist Accessories Co.

Cheyenne, Box 159 Wyoming

28 x 3 Guaranteed Standard Brand, Non-skid Tires, $8.25.

Special Price to Dealers

E. J. WILLIS CO. 85 Chambers St. New York City

EXCELSIOR - SERVICE

Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

STANLEY T. KELLOGG Eastern Distributor
Bridgeport Conn.

Rogers SIDECARS

NEW YORK SERVICE STATION

Sidecars and parts in stock for all machines. Special attention to dealers.

IRVING BECK

1091 Park Ave. Phone Harlem 7063

CYLINDER GRINDING

Motor-Cycle Exclusively

New pistons and rings accurately fitted.

MUNCIE PISTON CO., Muncie, Ind.

ARRIVED

THE GIANT 1917 HARLEY-DAVIDSON

It Is a Beauty

COME AND SEE IT

Demonstrations Cheerfully Given

"BOB" BRAZENOR

1157 BEDFORD AVE.,

Phone Decatur 1764 BROOKLYN, N. Y.

Largest Stock of H-D Parts in the East

BARGAINS IN USED MOTORCYCLES

Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Literature furnished on request.

The Place of Satisfaction.

MUELLER CYCLE AND SUPPLY CO.

Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

Classified Advertisements

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

EXCELSIOR MODEL SEVENTEEN with sidecar. Run less than five hundred miles. Outfit perfect. Price $250.00. Lock Box 180, Hammondsport, N. Y.

FOR SALE—1916 Powerplus Indian, 3-speed, electrically equipped; run about 250 miles; a bargain. Write P. O. Box 31, St. Thomas, No. Dak.

GREAT BARGAIN—Finest equipped Electric Harley-Davidson twin and sidecar in this section. Cost nearly $500. Excellent condition. High-speed motor. Write to R. H. Snyder, care Chocolate Shop, Amsterdam, N. Y.

SMITH MOTOR WHEELS—I have 3 Smith Motor Wheels, will sell cheap for cash. Who wants them? Bargains. Nearly new. Ralph L. Cowles, Canton, Conn.

FOR SALE.—Two-cylinder Indian Motorcycle with good tandem; cradle-frame. Machine is a late 1915 Model; run less than 500 miles. Price, $150.00. E. E. Potter, 1118 East St., Lansing, Mich.

FOR SALE—Motorcycle repair business, including the following items: engine, lathe, drills, press, air compressors, enameling ovens, gasoline tanks, oil tanks, brazers, tools of all kinds; also parts for several makes of motorcycles. Will be sold very cheap. Address Best's Garage, Waverly, N. Y.

FOR SALE—POPE SPECIAL 7-H.P. RACING MACHINE. — Specifications: Wheel base, 52 inches; Bosch Magneto; Schebler Carburetor, with special air shutter; U. S. 28x2¼ corrugated racing tires; extra heavy ¼x⅝ Renolds racing chain; extra large hand-made gas and oil tanks; capacity of gas tank, 4 gallons; oil tank, 5 quarts; road clearance, 5 inches; speed, 80 miles or better per hour. C. L. SMITH, 1043 S. Olive, St., Los Angeles, Cal.

FOR SALE—1915 Emblem with Eclipse 2-speed 10 horsepower and Rogers sidecar; fine condition. Must sell—Act quick. Price, $150. W. J. Rousselle, Fort Covington, N. Y.

FOR SALE.—1916 Electrically Equipped Indian, 3-speed and side car, tandem and back rest, air cushion saddle, watch, etc.; looks like new. Cost $420.00, sell for $275.00. Ernest Anderson, Westport, Conn.

HELP WANTED

WANTED.—First-class, all around motorcycle repairman. Good opportunity for right man. Address A. H. Patterson, 1147 Bedford Ave., Brooklyn, N. Y.

POSITION WANTED

SALESMAN wants position with manufacturer or manufacturer's agent, well experienced in the motor and bicycle trade; commission or salary. F. S., care of Motorcycle Publishing Co.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

STOLEN

On the night of May 29-30, a twin Indian; 1915; 2-speed; engine No. 72 A 120; head light; Presto tank fastened on handle bars with leather straps; special air cushion saddle; large dent in front exhaust pipe; right hand grip cracked. No. tail lamp or license plate. Suitable reward offered for information leading to arrest and conviction of party or parties and return of machine. Wm. Bonin, Babylon, N. Y.

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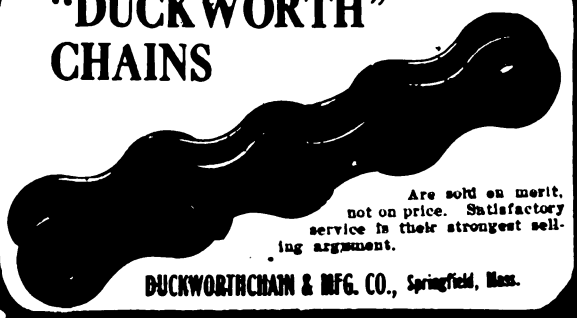
THOUSANDS OF PROSPECTS

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

MOTOR CYCLE ILLUSTRATED, 13 Park Row, NEW YORK

"DUCKWORTH" CHAINS



Are sold on merit, not on price. Satisfactory service is their strongest selling argument.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

Firestone

Motorcycle Tires

The stunning red and black, the trade-mark of Firestones, should be your equipment for Most Miles per Dollar.

More rubber than in any other motorcycle tire! Same quality and materials as in Firestone Automobile Tire.

Firestone Tire and Rubber Company

"America's Largest Exclusive Tire and Rim Makers"

Akron, O.—Branches and Dealers Everywhere

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.082 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.

Cleveland Ohio

MASCO

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

NEW CATALOG NOW READY
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

Wherever Ball Bearings are used you will find STAR Ball Retainers

Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—804 Ford Bldg.

Brilliant Burners

THE PERFECT HEADLIGHT

Two-thirds actual size.

have opened a new era in gas lighting by combining **Electric Brilliancy** with **Prest-O-Lite Reliability.** They are guaranteed to give three times the light of the ordinary burner. The thousands in use demonstrate their practicability. Price $2 per set.

DEALERS: Full details and our proposition will be sent on request

The Monosmith Brothers Co.
Spencer, Ohio, U. S. A.

The H. M. Kipp Co., Ltd., Toronto, Distributor for Canada

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

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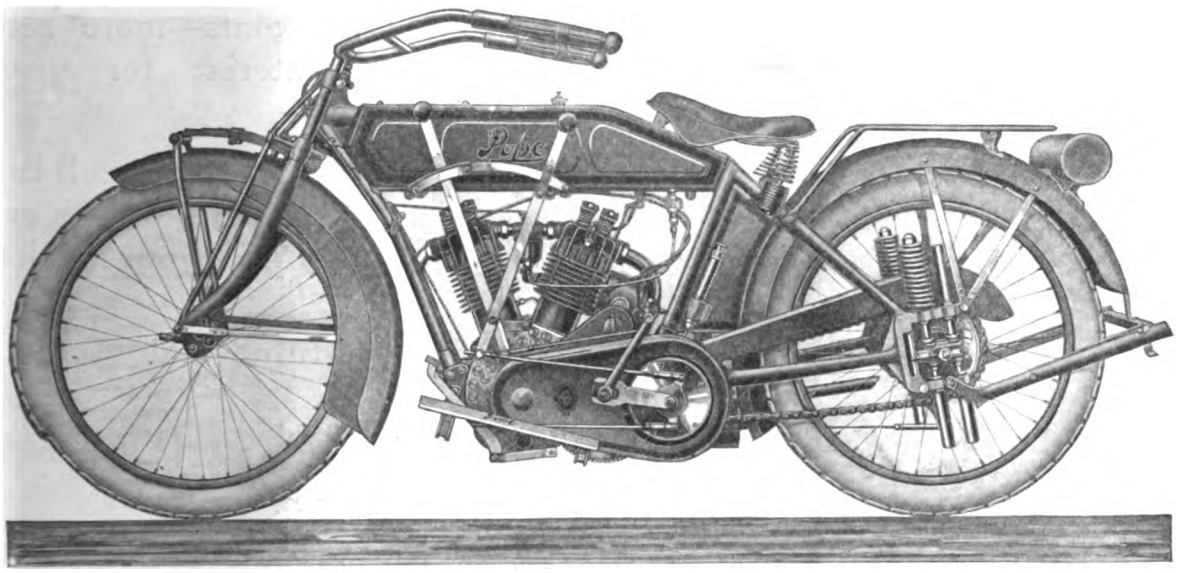
Look at These Lines!



COMPARE this illustration with that of any other motorcycle on the market. See if you can find one that appears cleaner-cut, more trim or more business-like than the Pope.

Notice how the lines of the Pope express its strength and solidity; how its slightly rakish construction suggests the speed of which it is capable.

Notice how every line harmonizes with every other; how every detail blends into the whole artistic triumph.

You will find no better example of the law that the more nearly perfect a thing is mechanically, the more it tends toward harmony in design.

Notice the free space all about the Pope motor that makes it easy to get at; the clearance between motor and gas tank that permits the removal of cylinder heads, cylinders and pistons without taking motor out of frame.

Combined with all the Pope advantages and exclusive features, the Champion of the Hills, finished in the well-known red-striped gray, is one of the most attractive outfits seen on the road.

Westfield Manufacturing Company

11 Lozier Ave. Westfield, Mass.

Makers of Columbia Bicycles

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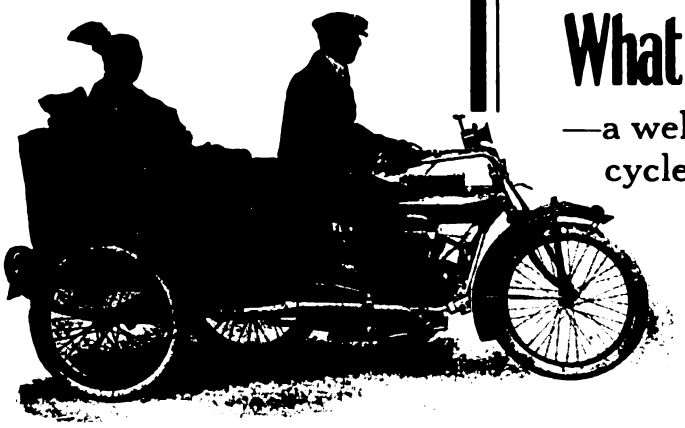
Pleasure Type



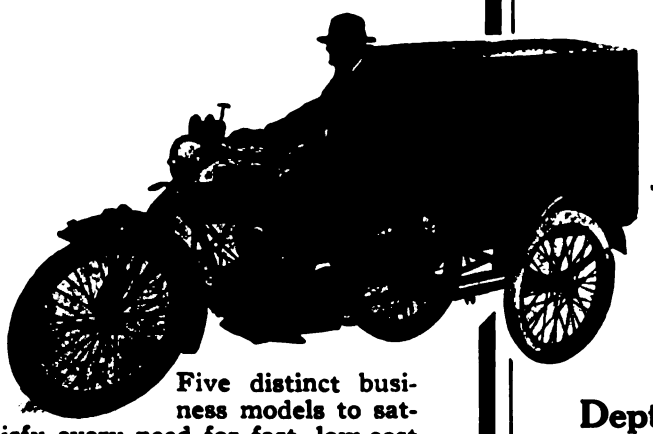
The 3-passenger Pleasure Model is called "The Little Brother to the Automobile."

Fits Any Standard Motorcycle

CYGNET REAR CAR

"On or off in 30 Seconds"

Delivery Van



Five distinct business models to satisfy every need for fast, low-cost delivery. "Turns many a tradesman's loss to profit."

What the CYGNET Offers You

—a well advertised and easier selling motorcycle-car.

—more talking points—more features—more interest for your customers.

—a sales policy that excludes all but recognized dealers—puts every dealer on equal basis—protects your market and your profits.

—big discounts in rapid turnovers!

What You Can Offer Your Customers

—A motorcycle-car with auto capacity, comfort and safety at one-quarter the cost of even a small auto. Cycle can be used *alone*, then, with half a minute's time, converted into 3-passenger, non-skidding, non-tipping auto. Beautiful design and finish—spring seat—chase leather upholstered, crown fenders.

Furthermore

The Cygnet also appeals to a new field of buyers—*the family-man*—opens the way to two million purchasers—and means *two profits instead of one.*

Write for Catalog—Prices and Trade Discounts

We can refer live inquiries from your territory to you. Our big magazine advertising will send you customers—write for particulars today.

CYGNET REAR CAR CO.

Dept. 4, 1200 Niagara St., Buffalo, N. Y.

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BLUE STREAKS

Smaller Tire Stocks—Larger Sales

Bicycle dealers have stocked Goodyear Blue Streak Bicycle Tires as fast as we could get the facts about tire prices before them. They have learned that a big profit made on a high list tire does not mean a big net profit for the year.

They prefer to secure the larger volume of sales that Goodyear Blue Streaks bring because of the popular demand for a low price tire.

They prefer to carry one standard tire because it means carrying a smaller stock of tires, *leaving more capital for other lines.*

They prefer to sell Blue Streaks because the Goodyear Tire & Rubber Co. concentrates all its manufacturing experience on this *one single tube tire* and therefore makes a bicycle tire equal in quality to other tires selling as high as $5.00 or $6.00 apiece.

If you will consider the Goodyear Blue Streak proposition from a strictly business standpoint, you will agree that it is the one tire that can assure you the quickest and largest tire profits.

The Goodyear Tire & Rubber Co.
Akron, Ohio

GOODYEAR
AKRON
BICYCLE TIRES
Guaranteed

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United States 'Chain' Tread Motorcycle Tires

STANDARD EQUIPMENT ON

1917 Henderson and Indian Motorcycles

Two more of the leaders have adopted United States Tires as standard equipment.

This because United States Motorcycle Tires have made good.

Do you ride them?

United States Tire Company

'Chain,' 'Nobby,' 'Usco,' 'Corrugated,' 'Studded' Motorcycle Tires

1790 Broadway, New York

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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MOTOR CYCLE ILLUSTRATED

For the Trade and the Rider

13 Park Row
NEW YORK

Volume 12 **September 14, 1916** **Number 11**

ALL SIGNS PRESAGE RECORD-BREAKING 1917 CYCLE SEASON, SAY TRADE VISITORS

Messrs. Emerson, Henderson and Edwards, All on Motor Cycle Illustrated's List of Callers for Past Week, Agree in Belief That Unusual Activity in August Is Forerunner of Big Year's Business; Emerson and Henderson Prepare for Forty to Fifty Per Cent. Increases in Their Lines, While Edwards Reports Best Retail Conditions Since 1913

NEW YORK, Sept. 12.—The publishers of **Motor Cycle Illustrated** were regaled on Monday with quite a feast of trade optimism when this office was visited in turn by W. F. Emerson, of the Buffalo Metal Goods Company; T. W. Henderson, of the Henderson Motorcycle Company, and Jesse Edwards, the Indian man from Chicago. Facts and figures proving beyond all question a condition of remarkable prosperity in the cycle trades were presented by each one of the trio, all being supremely confident that good business in August was to be regarded as a forerunner of a crackerjack 1917 opening.

Factories Run to Capacity

Both Mr. Emerson and Mr. Henderson have been running their factories to capacity for a long time, and expect to be doing so indefinitely. Though extremely conservative, they did not hesitate to predict nothing short of record-breaking 1917 figures in the bicycle and motorcycle business respectively. Atherton brakes, on the one hand, and Henderson motorcycles, on the other, have both sold in considerably greater quantities this year than ever before, and a forty to fifty per cent increase in both productions for next year is regarded as more than a probabiltiy.

From the retail point of view, Jesse Edwards spoke of a very satisfactory showing in the Chicago sales of Indian motorcycles and bicycles. In fact, said Mr. Edwards, not since 1913 had he sold so many motorcycles in August. The demand for second-hand machines had been unusually large, so that his stock of used machines had been brought to a lower point than for years.

The statements of Messrs. Henderson, Edwards and Emerson are based upon comprehensive reports from many sources, as well as upon the figures that are available at their own offices, and in view of the fact that they bear upon the motorcycle field in both manufacturing and retail branches, as well as upon the accessory situation, invests them with particular significance at this time.

Interest in Models

Interest in the forthcoming new models of the various lines has reached a higher pitch this year than ever before, if the rapid-fire inquiries of impatient dealers and expectant purchasers count for anything, and on all sides there is full understanding of the fact that conditions are ideal for unprecedented progress by the American motorcycle in the coming twelve months. This is amply borne out by the attitude of the dealers concerning the early booking of orders and their systematic efforts to co-operate with the factories with reference to early shipments. In other words, as Mr. Henderson pointed out, there are definite signs of a concerted movement by the trade to make the most of what is obviously an inviting sales situation.

"Not the least important angle of the present highly satisfactory situation," said Mr. Henderson, "is the growing inclination of people who can afford automobiles to invest their money in the somewhat less showy but equally serviceable and much more economical motorcycle. I certainly look forward to an increasing tendency in that direction as the public is brought to understand the fascination and myriad advantages of the motorcycle as we understand them."

JOHNSON RESIGNS AS F. A. M. LEGAL ACTION CHAIRMAN

AKRON, Ohio.—President Shelby A. Falor, of the F. A. M., announces that he has accepted the resignation of Chairman William M. Johnson, of the Federation of Legal Action Committee, which was tendered to take effect September 7. No steps have been taken as yet towards appointing a successor to Mr. Johnson, but President Falor states that the matter will be given early attention.

Chairman Johnson has stated several times of late that the F. A. M. Legal Action work was making demands upon him out of proportion to the returns, and his decision to retire from active Federation services was not wholly unexpected.

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FIRESTONE PLANS BIG CAPITAL INCREASE

Akron Tire Firm to Raise Stock to $50,000,000—700 Per Cent Dividend on Old Common Stock Issue

AKRON, O., September 11.—The Firestone Tire & Rubber Company, of this city, is carrying out plans to enlarge its capital to $50,000,000. This is to be divided into $40,000,000 common stock issue and $10,000,000 preferred stock issue. At present, the company has $3,000,000 in common stock and $1,000,000 in preferred, while its assets are such that the reorganization is to be accompanied by the payment of a stock dividend of 700 to 800 per cent., on the common stock.

An actual increase in the cash resources of the Firestone company, however, is to be given by the issue and sale of $5,000,000 of new 6 per cent. preferred stock, which will represent half of the $10,000,000 of new preferred that will be authorized. For the present, no new common stock is to be issued, excepting that distributed in payment of the stock dividend.

The old common stock is to be exchanged for seven or eight shares of new and the old preferred is to be redeemed at 110 and accrued dividends, according to the new plan. It is probable that the common stock, on which 20 per cent. dividends have been regularly paid, will be placed on a 5 per cent. basis. A meeting of stockholders has been called for September 30 to vote on the new plan. Preferred stockholders have received notice to surrender their certificates to the company at the Akron office not later than November 1 next nor earlier than October 15. They will receive checks at $110 per share, plus interest at 7 per cent. for the date of last dividends.

THE YOUNG SIDECARIST IN OUR COVER PICTURE

THAT the family interest in Rogers sidecars is not confined to the energetic head of the house is proven beyond question by the illustration which adorns our front cover this week, the smiling and confident youngster being the son of R. F. Rogers, manufacturer of the widely known line of passenger attachments.

Rogers, Jr., has been a sidecar enthusiast for some time past, and is always on deck when a trip is to be made. What's more, he enjoys nothing so much as an opportunity to grasp a wrench and make imaginary adjustments on the outfit, tapping and twisting here and there as the spirit moves him. The cover photo was taken recently while the youngster was waiting in pleasurable expectation of a run with Dad into the Chicago suburbs.

$500,000 BUILDINGS FOR GOODRICH COMPANY

AKRON, O.—New buildings costing $500,000 are to be erected by the B. F. Goodrich Company of this city during the next few months. One of these will be a new factory structure, and will be located south of No. 10 factory. It will cost $415,000. An addition to No. 10 factory itself will cost $38,000, while a No. 9 factory addition will cost $44,000.

HALF HUNDRED F. A. M. "WELL WISHERS" WHO BOUGHT COLUMBUS "BOOSTER BADGES"

Wm. Davidson	Harley-Davidson Motor Co., Milwaukee, Wis.
Walter Davidson	Harley-Davidson Motor Co., Milwaukee, Wis.
Arthur Davidson	Harley-Davidson Motor Co., Milwaukee, Wis.
Wm. Harley	Harley-Davidson Motor Co., Milwaukee, Wis.
F. J. Weschler	Hendee Mfg. Co., Springfield, Mass.
E. M. Jackson	Hendee Mfg. Co., Springfield, Mass.
Edward Buffum	Hendee Mfg. Co., Springfield, Mass.
James B. McNaughton	Hendee Mfg. Co., Springfield, Mass.
J. H. O'Brien	Hendee Mfg. Co., Springfield, Mass.
Oscar Hedstrom	Hendee Mfg. Co., Springfield, Mass.
S. A. Falor	Goodyear Tire & Rubber Co., Akron, O.
W. J. Cameron	Goodyear Tire & Rubber Co., Akron, O.
E. R. Stilwell	Goodyear Tire & Rubber Co., Akron, O.
T. R. Thomas	Goodyear Tire & Rubber Co., Akron, O.
H. S. Quine	Goodyear Tire & Rubber Co., Akron, O.
E. W. Matthews	Indian Racing Star.
Bob Perry	Excelsior Racing Star.
Ray Creviston	Indian Racing Star.
Marty Graves	Indian Racing Star.
Jess Campbell	Harley-Davidson Motor Co., Boston, Mass.
George Wagner	Wagner-Dolph Co., Rochester, N. Y.
H. G. Johnston	Automobile Tire Co., New York, N. Y.
Leadley Ogden	Cygnet Rearcar Co., Buffalo, N. Y.
Horace M. Huffman	Davis Sewing Machine Co., Dayton, Ohio
C. B. O'Hare	Aurora Automatic Mchy. Co., Chicago, Ill.
A. B. Coffman	Toledo, Ohio
T. R. Palmer	Continental Rubber Works, Erie, Pa.
G. B. Gibson	Westboro, Mass.
M. C. Stokes	United States Tire Co., New York, N. Y.
J. C. Weston	United States Tire Co., New York, N. Y.
George Culp	United States Tire Co., New York, N. Y.
D. H. Wetzel	Mott Wheel Works, Utica, N. Y.
F. A. Baker	New York Sporting Goods Co., New York, N. Y.
Edwin J. Hawkins	Thor Dealer, Cleveland, O.
F. C. Milhoff	Miller Rubber Co., Akron, O.
B. A. Swenson	Providence, R. I.
W. O. Rutherford	B. F. Goodrich Co., Akron, Ohio
Beckley-Ralston Co.	Chicago, Ill.
M. C. Schweinert	A. Schraeder's Son, Inc., Brooklyn, N. Y.
J. Leo Sauer	Motor Cycle Illustrated, New York, N. Y.
H. N. Condict	Motor Cycle Illustrated, New York, N. Y.
H. G. Jacobs	Motor Cycle Illustrated, Chicago, Ill.
E. J. Dunn	Eclipse Machine Co., Elmira, N. Y.
J. C. Ferguson	Eclipse Machine Co., Elmira, N. Y.
W. D. Callender	Motorcycling & Bicycling, Chicago, Ill.
T. J. Sullivan	Motorcycling & Bicycling, Chicago, Ill.
Alden Perrin	Motorcycling & Bicycling, Chicago, Ill.
Ignaz Schwinn	Excelsior Motor Mfg. & Sup. Co., Chicago, Ill.
C. S. Speaks	Firestone Tire & Rubber Co., Akron, O.

SWENSON DISTRIBUTING THE F. A. M. MEDALS

PROVIDENCE, R. I., Sept. 11.—B. A. Swenson has received from the jeweler the medals for the winners in the recent F. A. M. Convention endurance run, and this week began distributing them.

Those who will receive the perfect score medals are: Harvey Bernard, Indian sidecar; H. G. Pfeil, Indian sidecar; Ivan Jacobs, Indian; Erwin G. Baker, Indian; E. H. Tracy, Indian; R. L. Veazey, Indian; J. N. Constant, Indian sidecar; T. J. Sullivan, Indian sidecar; F. O. Brown, Indian sidecar; Marie Brown, Indian; H. B. Putnam, Harley-Davidson; C. E. DeLong, Indian.

Those finishing with a score of 993, thereby getting a silver medal, are John Long and O. G. Underhill, with Harley-Davidson sidecars. Paul A. Merlhoff, Indian, who had a lower score, gets a bronze medal.

HEINZ COMPANY FAVORS TRACK RESTRICTIONS

A PERTINENT commentary on the recent announcement of the Harley-Davidson Motor Co. that it will not enter big twins on other than two-mile tracks, or singles on tracks of less than one mile, comes from the Heinz Motor Co., of Baltimore, Md., local Harley-Davidson representatives. Referring to the recent race meet at Baltimore in which several riders were injured, the Heinz company writes as follows:

"Owing to the thick dust on the track our solo rider made a very bad showing and in the sidecar races two of our men were nearly killed. They are now in the hospital, one with concussion of the brain and the other with a broken nose and a broken leg.

"Brother Gus was leading, with our man on a stock motor second. The dust kicked up by Gus was so thick that our other rider lost his way and crashed into a fence at the turn.

"We have no tracks at all fit for safe riding, even for sidecar events, hence are not disposed to risk the lives of our men."

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WHY THE LURE OF THE BEACHES IS GROWING

Miss Frances Smith and Mrs. Florence Owens in an Impromptu Race on Autopeds at Long Beach, L. I. The Little Vehicles Are Capable of 20 Miles an Hour

CLARKSON MAKING FINAL TOUR OF U. S.

New Zealand Representative On Way Homeward After Lengthy Stay in This Country—Big Excelsior Allotment for 1917

NEW YORK.—J. B. Clarkson, of J. B. Clarkson & Company, representing the Excelsior in New Zealand, is now in this city making final arrangements before going through the West and returning to Wellington, New Zealand. Mr. Clarkson came to this country last January to look over American goods and sign up for a number of lines. One of his big contracts was made with the Excelsior Motor Manufacturing & Supply Company, of Chicago, for continued representation of the Excelsior in his own territory.

Mr. Clarkson's stay in the United States has, however, not been continuous since the first of the year. Several months ago, he took ship for Great Britain and remained abroad for a considerable period. Since his recent return he is making a final trip through the trade.

Mr. Clarkson has arranged for his 1917 Excelsior allotment of 1,000 machines, combining Big Valve twins and lightweight two-strokes. Although the compulsory service act is being enforced more and more strongly in New Zealand and in Australia, he is confident that he will be able to dispose of practically all of the machines in the allotment.

Mr. Clarkson represents a number of automobiles and accessories in Wellington and the island in addition to American and British motorcycles.

ELLETT LEAVES ECLIPSE; PLANS NOT ANNOUNCED

ELMIRA, N. Y., September 13.—Fred S. Ellett has resigned his position as mechanical engineer with the Eclipse Machine Co. Ellett has not yet announced his plans for the future nor has his successor been appointed by the Eclipse company.

Ellett has been identified with the Eclipse company for many years and specialized for a long time on producing parts for both motorcycles and bicycles. He designed the original Eclipse free engine clutch and is responsible for many of the subsequent improvements that have won for that device the recognition of so many motorcycle manufacturers; he also devised the Eclipse two-speed and the disk type of coaster brake.

WAUGHOP RIDES TO THE CLEVELAND PLANT

CLEVELAND, Ohio, September 13.—C. W. Waughop, of the Herbert F. L. Funke Co., Inc., eastern distributors of the Cleveland, with headquarters at 116 Broad street, New York, rode into the Cleveland factory from Gotham today to inspect the new models. Waughop made the distance in two days on the lightweight and had not the slightest trouble. He will remain at the factory for a few days getting some first hand information on the production end of the Cleveland business.

BILL OF LADING NEGOTIABLE AFTER JANUARY 1

WASHINGTON, D. C., September 13.—With the passage of the Pomerene bill by Congress and which is scheduled to go into effect on the first of the next year, the bill of lading which heretofore has not been a negotiable paper, will become a legal negotiable instrument. The bill also calls for the establishment of a uniform bill of lading for both interstate and foreign commerce, a provision which will do away with much of the complexity of the present system.

HARLEY-DAVIDSON CO. HAS "BRILLIANT" BURNERS

SPENCER, O.—The Monosmith Brothers Company, maker of "Brilliant" headlight burners, announces that the accessory department of the Harley-Davidson Motor Company will stock its product for motorcycles and is now making deliveries from the factory at Milwaukee.

The "Brilliant" burner, which was introduced to the motorcycle trade this season, applies in a practical way the incandescing gas-lighting principle to headlights for motorcycles and automobiles. It can be used in any form of lamp designed for the standard height lava tip burner in connection with a Prest-O-Lite tank or generator and is guaranteed by the maker to give three times the light of an ordinary burner.

BADGER BRASS MOVES NEW YORK QUARTERS

NEW YORK, Sept. 6.—The Badger Brass Manufacturing Company of New York is now located in its new quarters at 37 Warren street. The company completed its moving from 437 Eleventh avenue yesterday.

The company, which represents the parent firm, the Badger Brass Manufacturing Company, in Kenosha, Wis., handles the Solar line of bicycle, motorcycle, automobile and other vehicle lamps for the metropolitan district and a large territory surrounding.

ARE YOU A RED-BLOODED MOTORCYCLE FAN?

Are you chock full of enthusiasm for the particular machine which you straddle, yet keenly interested in every other make on the market?

?

Do you pride yourself on your ability to identify each of the many machines which pass you on the road? Then turn to page 17 and answer this question:

WHAT DO YOU KNOW ABOUT MOTORCYCLES?

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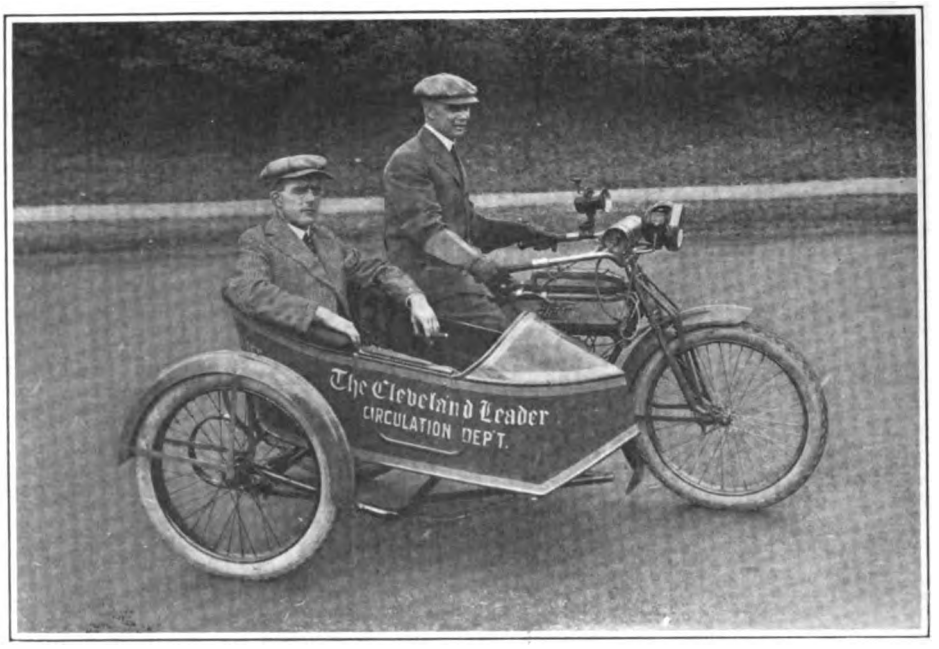
HOW THE "LEADER" KEEPS ITS LEAD



Ed Hawkins of the Thor, Who Is Smiling Down From the Saddle of the Machine, Has Just Completed a Trial Trip with Louis Jacobs, Circulation Manager of the Cleveland Leader, in the Sidecar Which Resulted in the Sale of Half a Dozen Thors with Rogers Sidecars to the Paper

TRADE DOINGS IN LOS ANGELES

Agencies Are Being Tuned Up Preparatory to Sales Campaigns With 1917 Models and General Business Outlook Is Promising

By FRANK REED

EMBLEM AGENT NOW HAS FINE NEW QUARTERS

JOHN T. BILL moved his stock today across the street to 940 South Main street. His store is still the southernmost in the 900 block, where most of the large stores of Los Angeles are located, but by moving next door to the Excelsior he has shortened up the motorcycle center of activity by about 50 yards, and strengthened the combined display effect.

The new store features an exceptionally deep and wide outdoor display space between the sidewalk and door, with display window on the south side. The Emblem motorcycle is the specialty of this store.

ARTLEY PLANS ANOTHER TRY FOR RECORD

HENDERSON Motorcycle Sales Co. officials are turning eyes and ears eastward in anticipation of news of shipment of the new model. A vigorous denial is made by the company of a report published in a motorcycle journal that Roy Artley has made an unsuccessful try to break the new San Diego time set by Art Holmes recently. They say Artley has made no trial against time on the San Diego road since he set his mark that was bettered by Holmes on the trip when he hurt his shoulder.

Artley went to San Diego a few days ago, but it was a leisurely jaunt carrying C. A. Sheppard on the tandem. Next week he is going to make a speed trial, and then whatever happens will be another chapter in the history of the double-hour mile-a-minute highway stretch.

NEW HARLEY-DAVIDSON ARRIVES

Passmore & Sayre, Harley-Davidson retail dealers, have received their first olive drab Harley-Davidson. The new 1917 demonstrator was received August 5 by express, and has been one busy little bus ever since. "Van" Van Order returns from vacation this week to get into the whirlwind campaign that opens the new season. The demonstrator has one of the new Harley-Davidson sidecars attached.

BERRY IS READY FOR BUSINESS

T. E. Berry is fixing up a real, honest-to-goodness store in readiness for the Thor. Blue and white decorations, nickelplated pulls on parts cabinet drawers, extra fine lighting effects, an office that looks like the specifications of an efficiency expert are some of the features; some class throughout. When the Thor arrives things will hum, says Berry.

CARLSON ON A VISIT

K. D. Carlson, western representative for the Corbin Screw Corporation, arrived in Los Angeles today on business.

SCHACK WILL ARRIVE SOON

W. G. Schack, president of the Emblem Mfg. Co., of Angola, N. Y., is reported due to arrive in Los Angeles tomorrow on his annual business trip.

SAN FRANCISCO BULLETINS

BARTON FINDS INTEREST IN THOR KEEN

Z. BARTON, manager of the San Francisco Thor office, dropped in for Sunday and Labor Day to attend to an accumulation of inside work, starting on the road again Tuesday morning. During the last few weeks he has visited every city, town, village and crossroads from San Diego to Fresno, and has done some business at every stop, besides making some important agency arrangements.

Mr. Barton notes that the dealers everywhere are showing a keen interest in the Thor, and the favorable impression created in the trade by the present energetic campaign is shown by the receipt of letters at this office every day from dealers all over the state, asking that agencies be held open until they have an opportunity to visit the office. Barton has already made arrangements for first class representation during the coming season in the strategic towns of San Diego, Fresno, Bakersfield and Porterville, and during the next few weeks will look over the field in the northern part of the state. Barton finds all the dealers looking for an advance in prices.

RUN TO FOLSOM PROVES A COMPLETE SUCCESS

SAN FRANCISCO, Cal. — Although scheduled as a combined club run over September 3 and 4, the trip to Folsom turned out to be mainly a San Francisco M. C. affair, 42 being present from that club. Considerable interest was added to the run by the presence of A. W. Green and his bride, whose marriage took place at Stockton the day before. The run formed part of their wedding trip.

A few of the members went to Oakland on Saturday night and rode to Stockton, going to Sacramento the next morning. The rest of the crowd left Oakland on Sunday morning and ferried to Benecia, taking the west side road and Yolo causeway into the State capital. Dinner was had in Sacramento, and at 2 p. m. the road was again taken for Folsom, 23 miles out.

A big dance was held at the Folsom Hotel that night for the riders. The home trip was started Monday morning, the full quota staying together to Oakland, where they arrived at dark. The total distance ridden was 300 miles.

START 600-MILE MOTOR TRIP

HUNTINGTON, Ill.—Charles Hersch and Herman Hock left this city a few days ago for a 600-mile motorcycle tour. They are carrying complete camping equipment and expect to be on the road about 10 days.

NEW SHOP ON KANSAS LIST

MANHATTAN, Kan.—The Smith Motorcycle and Repair Co. has just opened a new shop at 221 Poyntz street. The firm will take an agency this Fall and will stock complete lines of motorcycle and bicycle accessories.

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1917 THOR SERVED IN SIX DIFFERENT STYLE

Five Distinct Twins and a Single Complete Line of Aurora Automatic Machinery Co.—Front Wheel Stand, Duplex Brakes, "Padded" Muffler and Chain Guards Among Major Improvements Found on the New Blue Fellows—Prices Have Been Increased Slightly

ONE brand new model—a heavyweight three-speed twin of 76 cubic inches cylinder capacity and which is rated at 15 horsepower—and a multiplicity of refinements, conveniences and detail changes all making for an even more thoroughly up to the minute Thor than this popular make of machine has been in the past, characterize the Thor announcement for the coming season. Among the chief detail changes embraced in the even half dozen Thor models that will be offered under the 1917 nameplate are the fitting of a front wheel stand, a thorough redesigning of the muffler cut-out and chainguards whereby if the new models are not for a fact absolutely silent, their approximation to that very desirable state is so close that, figuratively speaking, it would be a tight squeeze for a cigarette paper between the two, and the addition of a complete dynamo and battery electric lighting system as optional equipment on two of the three twin models.

The New Models

The new Thor line embraces the new heavyweight twin, rated at 15 horsepower and known as Model 17A; the regular heavyweight twin, rated at 12 horsepower and designated as Model 17-U; either of these models fitted with electrical equipment; the lightweight twin, rated at 6 horsepower and called Model 17-V; and the Thor "Super Single," a four-horsepower, single-cylinder machine which is catalogued as Model 17-Y.

As for prices the Thor has not been backward in following the trend of the times and adding enough to the list to cover in part at least the abnormal increases in the cost of production. The greatest increase falls on the lightweight twin, which now lists at $250 as against $225 for last year's model. The 12 horsepower model, which last year was priced at $265, now sells for $275, while the Giant Twin 15 horsepower model lists at $285. In either case $40 additional is charged for the electric lighting equipment, the electrical models being priced at $325 for the Giant and $315 for the 12 horsepower model. The Supersingle sells for $200.

The new Thor twin model has been designed with the distinct purpose of providing the additional power, pep and stamina needed when the motorcycle is used in connection with a commercial sidevan. The only feature which characterizes it from the regular heavy twin Model 17-U is the motor, which is designed with larger bore and stroke dimensions which accounts for the added power. The bore is 3.57 inches and the stroke 3.80, which figures out for a piston displacement of just a shade under 76 cubic inches. As was said before, the motor is rated at 15 horsepower but the rating is conservative as the motor can be speeded up to develop a full 18 horsepower.

In its outstanding features the motor is in every way similar to the 12 horsepower power plant and only in very minor details has that been altered since the 1916 models were announced. The big Thor

THE THOR ANNOUNCEMENT IN A NUTSHELL

Big Twins

Model 17-A, Fifteen Horsepower, three-speed.....Price, $285
Model 17-AE, same with electrical equipment.....Price, $325
Model 17-U, Twelve horsepower, three-speed.....Price, $275
Model 17-UE, same with electrical equipment.....Price, $315

Lightweight Twin

Model 17-V, Six horsepower, three-speed.....Price, $250

Supersingle

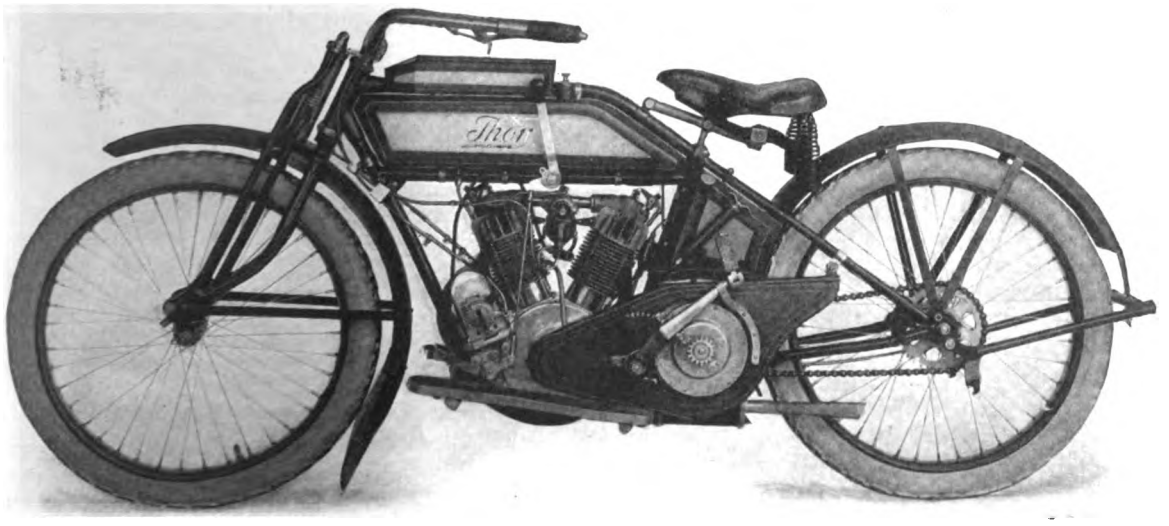
Model 17-Y, Four horsepower, two-speed.....Price, $200

NEW THOR FEATURES

Front wheel stand of novel design.
New three-ply muffler, absolutely silent.
New two-sleeve cutout, absolutely leakproof.
New handlebar brace.
New double-acting brakes on big twins.
New oiling arrangement.
Silent three-ply chain guards.

1917 Thor Equipment

Tires	**Firestone**	**Firestone Tire & Rubber Co.**
	United States	**United States Tire Co.**
	Goodyear	**Goodyear Tire & Rubber Co.**
Magneto	**Bosch**	**Bosch Magneto Co.**
	Dixie	**Splitdorf Electrical Co.**
Electrical System	**Dixielite**	**Splitdorf Electrical Co.**
Carbureter	**Schebler**	**Wheeler-Schebler Carbureter Co.**
Spark Plugs	**Champion**	**Champion Spark Plug Co.**
Chains	**Diamond**	**Diamond Chain & Mfg. Co.**



The Thor Lightweight Twin Fitted with Three-Speed Gear and Kick Starter Which Is Priced at $250

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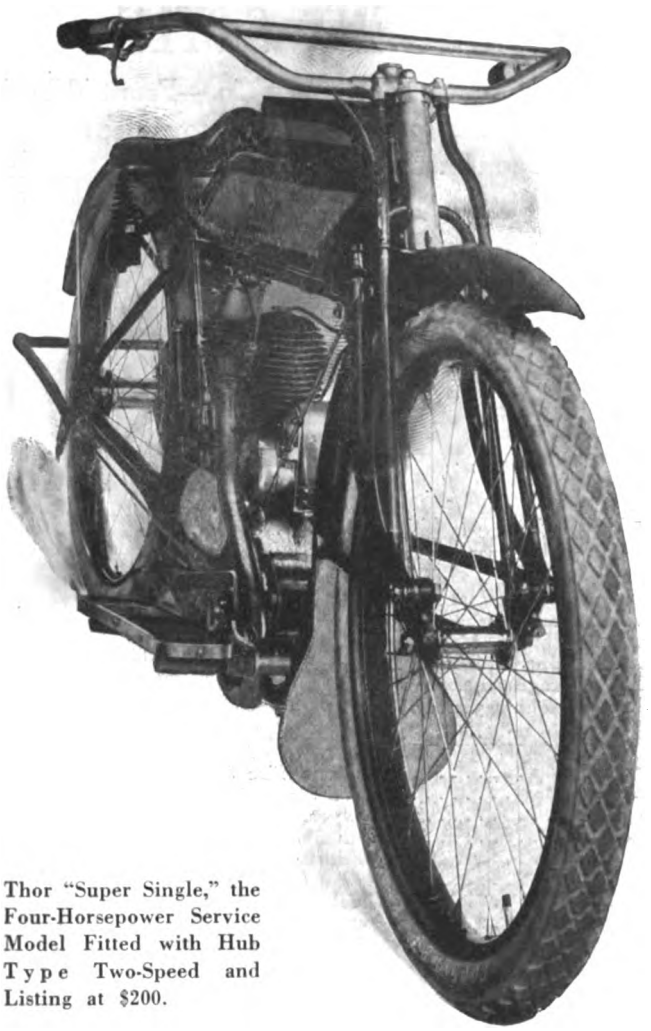


Thor "Super Single," the Four-Horsepower Service Model Fitted with Hub Type Two-Speed and Listing at $200.

twin motors are distinguished by the use of fully-enclosed overhead inlet valves, which not only silence the noise of the valve mechanism and eliminate much of the wear by effecting a thorough prevention of the ingress of dust and dirt and the egress of the lubricant, but also act to check air leakage which dilutes the mixture and is apt, in aggravated cases, to cause missing, irregular running and loss of power. The valve mechanism is housed in a pocket formed right in the cylinder casting itself and provided with a cover screwed in place by means of cap screws. The use of ball and socket joints in the valve push rods which has been a Thor feature for the past several seasons has been continued; this construction prevents misalignment and consequent binding of the push rods and ensures proper valve operation.

Schebler Carbureter

The mixture is supplied through the intermediary of a one-inch Schebler carbureter of special design, and a Dixie magneto is used to supply the ignition sparks on the Giant Twin machines. Lubrication is effected by means of the regular Thor mechanical oiler, and so effective has this valveless device proven itself in past seasons that there has been found no occasion to change or alter it. Making distinctly for greater cleanliness, and at the same time for convenience, however, the distribution of the oil leads has been altered somewhat, the tubes being so disposed on the new model as to be entirely out of the way but at the same time perfectly accessible.

The segmental kick starter operated on the right side has been continued without alteration, as well as the sliding type of three-speed transmission positioned on the countershaft. The gear shift quadrant is positioned within easy reach of the rider on the right side of the tank and is so interconnected with the clutch control that shifting cannot be effected without first releasing the clutch, either with the hand lever on the left side of the machine or the clutch pedal positioned on the left foot-board.

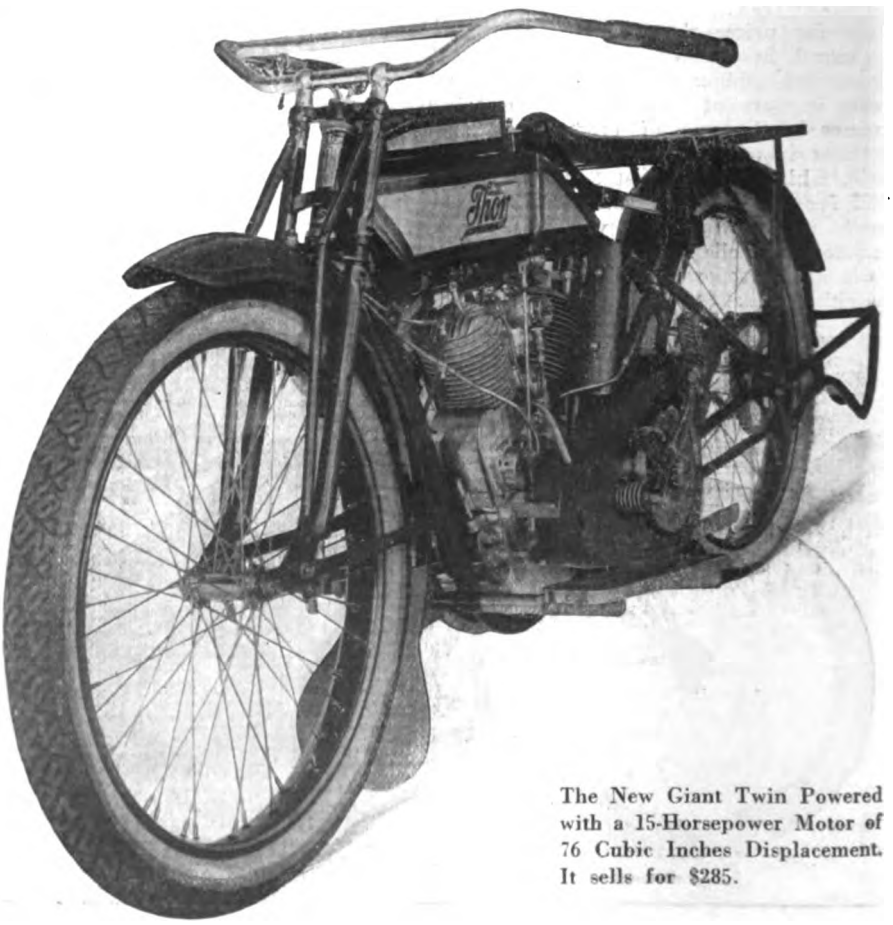
With a view of bringing the new Thor models just as close to the absolutely silent point as a motorcycle can be made, the new muffler has been constructed of two layers of sheet steel with a layer of asbestos sheeting interposed to further deaden the sound of the exhaust. Also tending toward the same end is the fitment of a cut-out which to all intents and purposes "hermetically" seals the passage when the cut-out is not in use. The device comprises a double sliding sleeve and it serves to eliminate all trace of that annoying "whistle" which is common to the cutout of more orthodox design.

Having by constant and continued experimentation hit upon this method of stifling the noise of the exhaust, the same principle has been applied by the Thor engineers to the chainguards to eliminate the last trace of the noise and rattle incidental to the operation of the chain on the sprockets. The new chainguards are formed of two steel stampings with a sheet asbestos "deadener" inserted between them and the results obtained by their application leave little to be desired.

Front Wheel Stand

A front wheel stand is something that long has been desired and the one fitted to the new Thor models will be fully appreciated by the fellow who has been up against the proposition of repairing a puncture without the means of holding the front wheel off the ground. The stand is pivoted to the front brackets of the foot boards and swings down under the machine and well out of the way when not in use. It is clipped in the inoperative position by means of a substantial spring clip, which, however, can be readily released when the time comes to use the device.

Of the many new features that lend distinction to the new Thor big twin models, perhaps none is more important than the new brake arrangement. The new brake is of the automobile type with an internal expanding and an external contracting brake both operating on the one brake drum. Both the band and the internal shoe are faced with Raybestos, providing a brak-



The New Giant Twin Powered with a 15-Horsepower Motor of 76 Cubic Inches Displacement. It sells for $285.

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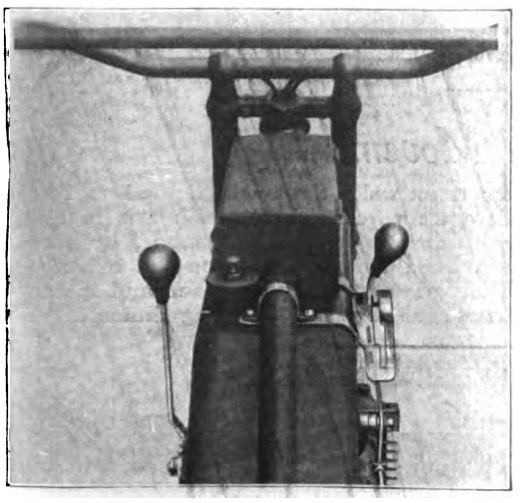
ing surface that is absolutely positive, long lived and free from all chance of burning.

The brake has been designed with ample surface to hold the machine under any conditions and this is augmented by the fact that the brake control arrangement is such that both brakes are applied at the same time by depressing the foot lever on the right footboard; an equalizing arrangement proportions the work on the brakes so that one is not worn out more quickly than the other.

Duplex Brake

Another new feature is found in the handlebar brace, which adds strength and rigidity to the already widely supported bars. With the idea of rendering the frames fully capable of bearing the stresses and strains incidental to pulling a sidecar or van without any tendency toward bending or breaking, the frame has been made of particularly heavy seamless steel tubing with ample reinforcement. The rear fork ends have been so designed as to facilitate removal and replacement of the wheel. The wheelbase of the big twin machines is 59 inches, and the design is such that an exceptionally low and comfortable saddle position is attained. The front fork is the

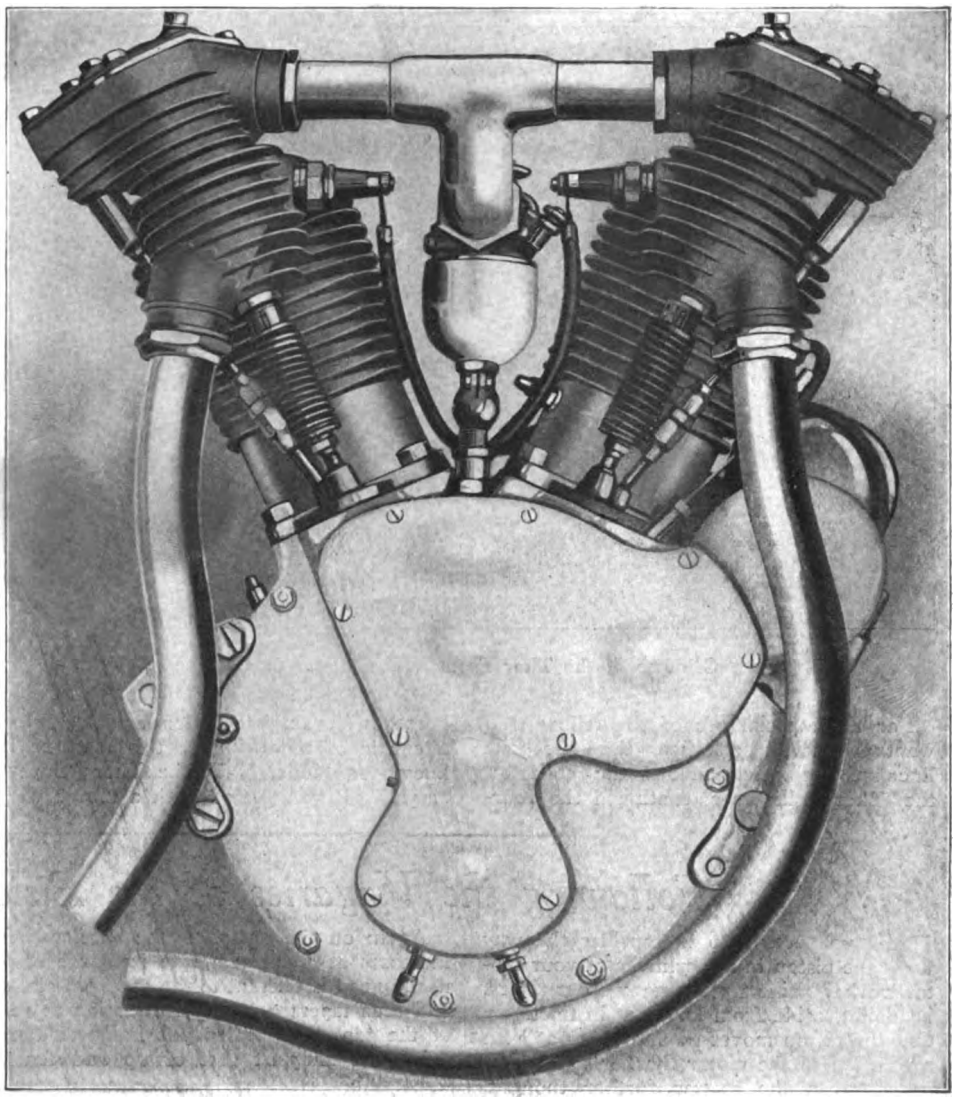


View of Control Elements

regulation Thor truss spring fork, with the springs housed in the forksides of the main fork.

Some special attention has been paid to mudguarding with the result that the new guards are a full five inches wide with deep flanged sides, the front guard being fitted with a leather splash apron as an additional protection for the rider. Carrying out to the last degree the "silent" idea which pervades the Thor plant, the rear guard is fitted with a double stand clip which absolutely prevents rattle when the stand is clipped in the inoperative position. The rear stand, by the way, is of the rocker type so that the machine can be rolled right up onto the stand with little or no exertion on the part of the rider. The gasoline tank, which is of the moulded type, has a capacity for 10 quarts of fuel, and the oil tank for three quarts of lubricant. The machine is fitted with a strong durable luggage carrier, and is finished elaborately with a two shade blue paneled tank and neat striping.

United States chain tread, Goodyear Blue Streak and Firestone non-skid tires will be fitted and saddle comfort assured by the use of a Troxel Jumbo saddle.



Detail View of the Valve Side of the Big Twin Motor, Showing Enclosed Valves

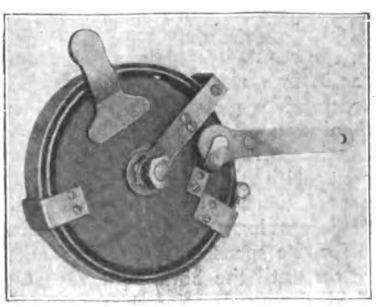
With the exception of the bore and stroke dimensions, which stand at 3.25 and 3.60 inches respectively, and which figure out for a piston displacement just within the 61 cubic inch limit, the specifications for the 12 horsepower Model 17-U are identical with those for the Model 17-A. As with the larger machine roller bearing connecting rod big ends and roller bearing crankshaft are standard on the motor, cutting the frictional losses down to a minimum.

A Bosch magneto is used on the 12 horsepower models.

The Lightweight Twin

The lightweight twin is powered with a little twin motor with bore and stroke dimensions of 2.75 and 3.25 inches respectively, and the piston displacement is 38.6 cubic inches. The inlet valves are overhead, though not enclosed, and as is the case with the big twin motors, are operated through the intermediary of push rods provided with ball and socket joints. The biggest point of difference between the large and the small twin motors, however, aside from the power developed, is in the cylinder design, the little twin being equipped with cylinders with separable heads, while the big twin motor has the cylinder heads cast integral.

The little motor is provided with a special Schebler carbureter, a Thor mechanical valveless oiler, and Dixie ignition. The new type of silent muffler and silent chain guards are fitted as well as the three-speed gearset and segmental kick starter. The wheel base is 57 inches and 2¾-inch United States, Goodyear or Firestone tires are fitted. The only improvement made on the big twins which does not apply to the lightweight is the fitment of the large double brake, the little twin being equipped with a coaster brake operated by means of a foot lever on the right footboard. Seating comfort is provided for by the use of a Troxel Truform saddle.



Duplex Brake in Detail

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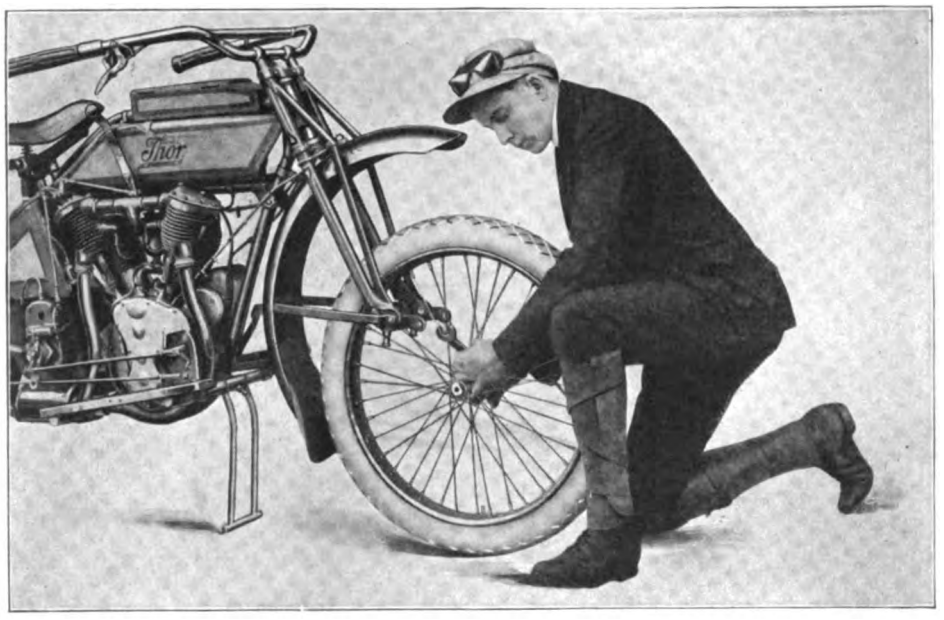


Glimpse of the Thor Front Wheel Stand in Use

For the especial use of the fellow who wants a service machine, the telephone lineman, the salesman and the collector, the Thor folk have continued the four-horsepower, single-cylinder model offered a couple of months ago; this machine is known as Model 17-Y, the Thor "Super-single." It is powered with a motor with bore of 3.25 and stroke of 3.60 inches, with a piston displacement of 30.50 cubic inches. In general arrangement of the frame and fittings, with the exception of the gearset, the model is patterned closely after the lightweight twin. It is, however, provided with a two-speed gear of the planetary type, fitted on the rear hub instead of the three-speed countershaft gear which is used on the twin. This model, which is finished in characteristic Thor style, is priced at $200.

Has 29-Inch Wheels

One of the really novel features of this Thor model, in fact is a distinct innovation in American motorcycle practice, is the use of 29-inch wheels instead of the orthodox 28-inch wheels which are standard for all save lightweight machines in the United States. The additional diameter is, of course, intended to render the machine easier riding and at the same time reduce tire wear to a minimum, it having been found that the larger wheel is more steady in going over the rough stuff and pot holes.

A feature that will appeal strongly to the dealer is the new Thor sales policy, a policy that calls for an early announcement, backed by the full ability of the House of Thor, to make instant delivery on each and every model in the line, a policy chuck full of co-operation with the dealer.

Following the Vagaries of the Piston Movement

DID you ever stop to consider the way the piston in the cylinder of your motor works? Like a great many other riders, no doubt, aside from knowing instinctively that the piston moves up and down at each revolution of the motor flywheel, you have never given the matter further thought. As a matter of fact, however, the movement of the piston in the cylinder involves much more than a simple up and down motion, all its vagaries of movement being due to the varying angularity of the connecting rod.

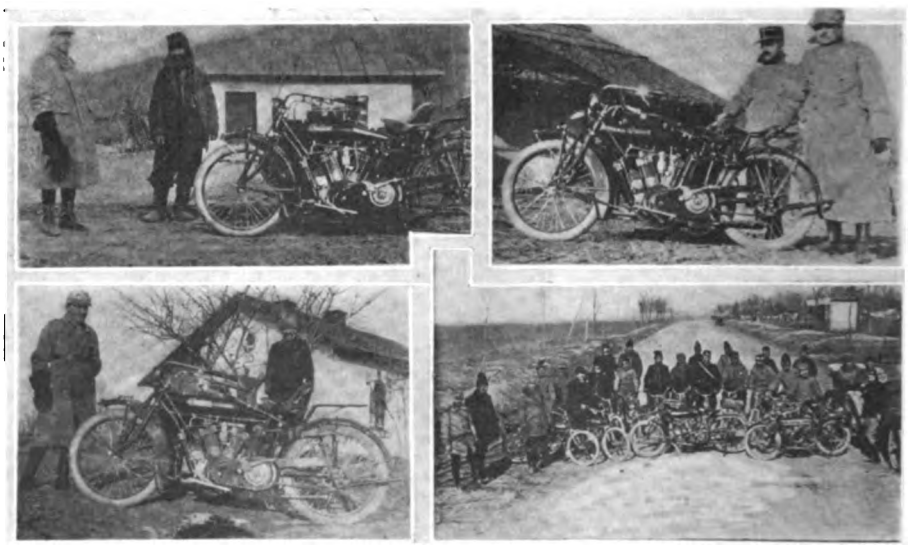
Consider, for instance, the piston at the top of the cylinder just about to begin its downward stroke. As the connecting rod crosses the top dead center, the piston stops for the fraction of an instant, neither moving up or down. But immediately upon crossing the dead center the piston begins its downward movement, gathering speed as the angularity of the connecting rod increases; that is to say as the crankpin approaches a 90 degree angle with the verticle.

Point of Greatest Speed

At first thought it would appear that the acceleration of the piston would be uniform until the quarter stroke was completed, when the piston begins to lose some of its speed until it again comes to a standstill when the crankpin reaches the bottom dead center in its stroke. This, however, is not the case. The pace of the piston increases at a uniform rate only until the connecting rod is in such a position that it makes a tangent with the circle representing the course of the crankpin. At that point the piston is moving at the most rapid rate possible for the speed of the engine, and from there on until the bottom of the stroke is reached, the acceleration decreases until the stoppage occurs and the piston begins its ascent.

Again on the upstroke, the acceleration increases at a uniform rate until the connecting rod is tangent to the crankpin circle and then tapers off until the motion ceases at the top dead center point. Instead of being the simplest sort of up and down movement which the laymen is led to believe, the movement of the piston is really quite complex and its movement, by the way has a decided effect upon the balance of the motor. Its irregular speed and speed changes make perfect balancing difficult.

ROUMANIAN OFFICER IS USING AN INDIAN



THE accompanying photos show an Indian motorcycle used by Lieutenant Thomas Joanin, of Bucharest, who is now in active service with the Roumanian army. Lieutenant Joanin has used the mount in connection with his official duties, and the remarkable service obtained has brought favorable comments from Roumanian army experts who have for some time past been studying the results obtained from motorcycles in military work.

Roumanian roads are far from perfect, and for several months past they have been especially bad in view of the fact that the heavy traffic of military movements has cut the surfaces into deep ditches. In writing to comment upon the service obtained from his Indian motorcycle, Lieutenant Joanin places emphasis upon the value of the cradle spring frame in overcoming the obstacles encountered in army dispatch work.

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A DAY IN THE LIFE OF A BORDER RIDER

Mud and Much of It Bothers the Boys with the Motor Battery of the 71st at McAllen, Texas, But Motors Give Good Service

By SERG. L. H. GUTERMAN

Dispatch Rider of 71st New York at Camp McAllen, Tex. No War Tests Could Be Worse Than Those Imposed Upon the 71st Riders in Recent Manoeuvers

McALLEN, Texas.—Well, we are down here at last, the whole kit and crew of us, machines, guns and the rest of the outfit! And our first task is to get the machines together and in proper shape for operation on the sort of roads or near roads which we find here.

And speaking of roads, and the hardships incidental to endurance runs, you ought to see what we are up against! It has been raining for the past three days and the slippery, sloppy clay has been converted into a veritable mortar, so that it is necessary for us to remove the mudguards of our machines before we can ride at all. This near adobe soil just clogs in between the tire and the guard and jams things up so nicely that there is "nothing doing" on the go! The low saddle position provided on the Reading Standard machines with which the Machine Gun Company of the 71st N. Y. is equipped, helps some, for it is a case of ride with feet dragging all of the time in order to forestall spills, and even at that we are not always successful.

Three of us were ordered to make a 20-mile test ride in order to ascertain just what the conditions were, and any endurance run I ever entered back east was a huge joke compared with that 20 miles of the hardest kind of work. It takes an expert with a superabundance of grit to keep going, but luckily we have any number of that type of rider in our ranks. We came through without serious mishap, but we collected enough Texas real estate on our machines, clothes and faces to make a new little old Manhattan Island, more or less.

We hear whispers about the 71st has been ordered back to Camp Whitman in our own Empire State, but it is also rumored that the order is so worded as not to include the Machine Gun Company, which no doubt will stay on the border for some time to come. The company, by the way, has been divided into four sections, and after we finish assembling all of the machines, which we expect to do by tomorrow, a motorcycle will be assigned to each man and he is expected to keep it in first class running shape and clean as a whistle.

All that "bunk" about lack of proper food and a superabundance of work which we read before leaving for the border was disproved upon arrival. We manage to get "three squares" a day and the food is good, and while there is no doubt a whole lot to be done, not one of us has been overworked to date. That's just the "wail" of a few malcontents.

What They Are Doing in Tacoma

AMBLADE DOUBLES HIS SPACE

FRED AMBLADE, Tacoma Excelsior agent, has recently doubled his floor space to take care of a new lot of Excelsior machines; the change also gives him double window display space.

SOME VARIETY IN THIS OUTFIT

H. S. MORRISON and wife were recent Tacoma visitors, who drove in an Indian motorcycle "bug." He has used an Indian 7-h.p. engine and constructed a neat cyclecar with which he has been touring the States of Oregon and Washington during the past summer. Up to date he has traveled about 10,000 miles. To show that he is impartial, he has equipped the car with four different makes of tires, a Goodyear, a Fisk, a Firestone and a U. S. Nobby.

STRONG HAS PARCEL DELIVERY

ARTHUR STRONG, who makes his headquarters at Ray Day's store in Tacoma, believes in putting his Indian to a practical use, and has recently established a motorcycle parcel delivery. He carries anything up to 50 pounds on his machine at reasonable rates, makes special trips by appointment, and is kept generally on the jump.

MOTOR DISPATCH RIDERS USING NEW ARMY PACK

ONE of the lessons taught by the recent manoeuvers of motorcycle squads at the training camps and along the Mexican Border is that the old-fashioned army packs are hardly suitable for dispatch riders, who are expected to make long and fast trips over rough and often uncharted roads. As a result the motorcyclists still in service with the various regiments are being supplied with what is known as the 1914 army pack, which is also in general use by the infantry.

The accompanying photo, taken at the Peekskill camp recently, shows that the new pack is much more compact and sightly than the one formerly used, and that it can be carried by a motorcyclist without the slightest difficulty.

The riders of the First Motor Battery, which has been at Peekskill for the last six or seven weeks, have now stored their motorcycles at the armory in New York City pending further instructions from the military authorities.

Dispatch Rider with New Pack

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40,000 SPECTATORS ENJOY GOODYEAR FIELD DAY

Record-Breaking Program Staged at Seiberling Park in Akron; 1,000 Employes Compete in Various Athletic Events and Fine Spirit of Co-operation Marks Entire Affair

AKRON, O.—The big field and track meet conducted by the Goodyear Tire & Rubber Company, at Seiberling Park, Akron, on Labor Day, was the most elaborate and comprehensive athletic carnival ever planned by a private corporation. Forty thousand people blanketed the hillsides, taxed the huge grandstand to its utmost capacity, and filled the gigantic field.

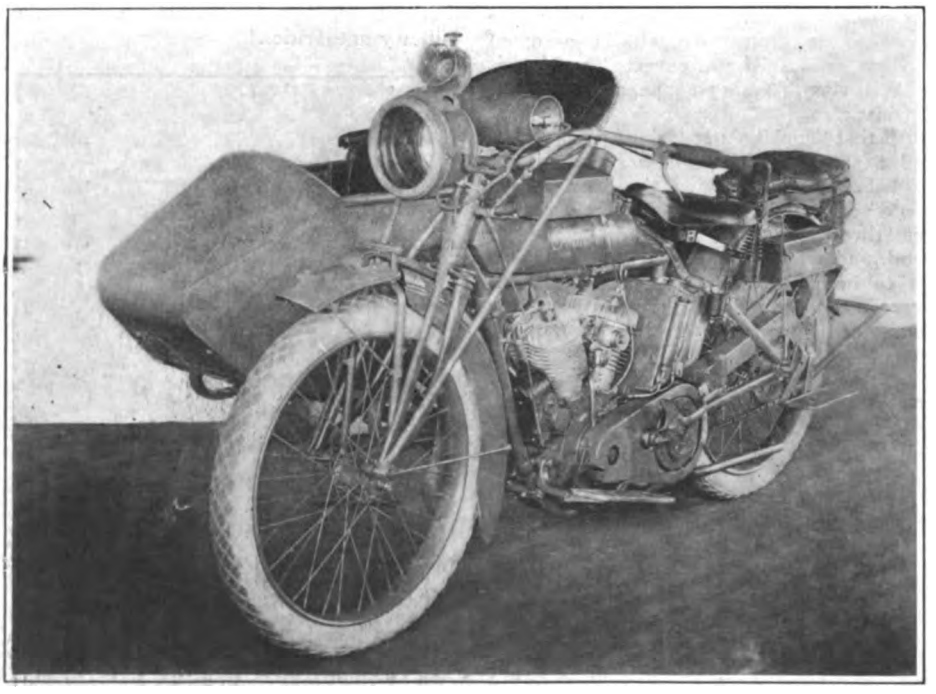
When President F. A. Seiberling originated the Goodyear home-building plan for employes, three years ago, his interest in the social welfare of Goodyear workmen and their families, prompted him to set aside a magnificent tract of 40 acres for athletic and amusement features. Within the property lies a small lake, offering all kinds of aquatic sports, around which has been built a magnificent field, including tennis courts, dancing pavilion, athletic track, restful parks and baseball field, with a huge grandstand, flanked on right and left by spacious bleachers.

In the elaborate Goodyear field meet on Labor Day more than 1,000 persons competed for supremacy in their respective branches of sport. There were races of every style and description, for the ladies as well as the men. Fancy diving, greased pole climbs, quoits, tennis, bait-casting, baseball throwing, obstacle races, nail driving, trap shooting, checkers, cock fights, clock golf, egg races, hurdles, jumps of all kinds, shot puts, bicycle races, sack races, relay races, dashes and greased pig chases were some of the events which entertained the throngs throughout the day. At times there were a dozen contests in progress in different parts of the field.

The boxing and wrestling bouts were fast and full of action, and the dashes close and exciting. A quarter mile balky mule race was one of the big hits of the day. The great surprise of the meet was the victory of the office men over the factory men in the tug-of-war. Following the athletic events at the close of the day a monster display of fireworks was set off on the baseball field. This was followed by a prize waltz.

The Goodyear field day has already marked a new epoch in the life of Goodyear. For a get-together, meet-each-other affair, it has eclipsed any former activity which the company has ever conducted. It has developed a wonderful Goodyear spirit which bids fair to rival the college spirit which is prevalent wherever there are colleges. Every Goodyearite has discovered that each one of his twelve thousand fellow workers is a kindred spirit, a genuine human being, with the same hopes and aspirations as himself. Goodyear officials have decided to make the big field meet an annual affair.

SIXTY-THREE OF THESE MACHINES WENT TO OUR ARMY



This Is One of the Indian Sidecar Combinations Recently Ordered by the U. S. Army. It Is Fitted with Dixie Magneto, Splitdorf Plugs, Prest-O-Lite Tank, Old Sol Lamps. Seiss Horn, F-N Tandem, Corbin-Brown Speedometer and Goodyear Blue Streak Tires

WHITE IS WINNER OF KANSAS CITY RUN

Harley-Davidson Sidecarist Only Contestant to Reach Joplin in Strenuous Mud Battle—Only Ten Arrive at Noon Control

KANSAS CITY, MO.—J. H. White, driving a Harley-Davidson sidecar combination, won the first prize in the two-day endurance run of the Kansas City M. C. to Joplin, Mo., and return, September 3 and 4. None of the other twelve starters in the run reached Joplin, the majority not being able to go more than 18 miles out of Fort Scott on the first day. Smith receives the pair of Goodyear tires offered as first prize.

The start was made at 5:30 a. m. on September 3. The weather was ideal, but rain the day before cut down the starters to 13. The first mishap occurred to President C. E. Whitcomb, of the club, who lost the bearings in his sidecar wheel and had to ride solo at Drexel. Haynes, Excelsior sidecar, turned over near Drexel, but righted and went on.

After leaving Drexel, it started to rain and the trouble began. Lee Rogers, Henderson, took a wrong road and abandoned the run 20 miles out. E. Robertson, Harley-Davidson, lost the road in the rain but regained it again. He finally reached Fort Scott, the dinner control, three hours late. Robertson was handicapped as starting No. 1 and not knowing the roads well.

E. B. Saufley and I. J. Haynes, Excelsiors, reached Fort Scott in due season, as did D. H. Vance, Harley-Davidson; G. E. Hymes, Indian; U. U. Smith, Excelsior; Clyde Smith, Excelsior; Walt Bemus, Harley-Davidson, and C. E. Whitcomb, Indian. J. H. White was in the control right on schedule. Dinner was eaten and tanks filled and the nine survivors once more took the road.

The rain came down harder and roads became quagmires, three men being frequently needed to get a solo machine in motion. About 18 miles past Fort Scott, the task was too great for eight of the riders and they got a wagon and came back to the Fort. White, on his Harley-Davidson, however drove on and arrived at Joplin two hours late.

MOTOR BICYCLES SELL ALL YEAR, SAYS ANKENEY

DAYTON, O.—Advertising Manager Ankeney, of the Davis Sewing Machine Company, maker of Dayton Motor Bicycles, complains that he cannot get an advertisement printed before it becomes out of date. "Take the case of an Eastern dealer a few weeks ago," says Mr. Ankeney. "We ran a notice to the effect that he had ordered 11 machines in 15 days. Before the advertisement came out in the trade and other papers, the same dealer had sold six more Motor Bicycles.

"The way that the orders for these machines are holding up this late in the regular season is remarkable and goes to prove that there is no beginning and end of season for the Motor Bicycles."

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The two photographs shown here were snapped this year at the military training camp in Plattsburg, N. Y. The motorcycle "rookie" is seen on scout duty. Camps similar to that at Plattsburg are being opened this summer in many parts of the country.

YOU'RE WANTED AT THE MILITARY TRAINING CAMPS

THE fellow who owns a motorcycle is always sure of a royal welcome at the military training camps. His machine places him in a position where he is of immense value to his company of "rookies." And the rider, himself, through the variety of service which he is enabled to render, has both a fascinating and a health-building experience. He knows that his vacation is really worth-while; he is receiving a training valuable both to himself and his country, and yet he thoroughly enjoys every minute of his time spent at the camp.

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IT PAYS TO BE NICE WHEN YOU MEET A COPPER

Harry G. Jacobs, Western Representative of Motor Cycle Illustrated, Polishing a Plainclothesman's Star so That He Will Be Enabled to Get in and Interrupt the Busy Manufacturer Long Enough to Sign Up an Advertising Contract. Yes, He Always Gets In

ROCKY MOUNTAIN CO. IN NEW QUARTERS

DENVER, Colo., Sept. 11.—The Rocky Mountain Motor Co., Henderson motorcycle dealers, have just moved into new quarters at 439 Broadway, this city. The former location of the concern was at 1635 Broadway. The Henderson dealers have much larger floor space in their new home, and the store is arranged in keeping with what an establishment of its kind should be.

BEAUVAIS HAD FINE YEAR WITH INDIAN

TAUNTON, Mass.—Fred Beauvais, local representative for the Indian, has sold over 40 Powerplus and Featherweight models this season and all used machines that he could get. His bicycle business has also been very gratifying and he intends to enlarge this department as well as that for the motorcycle for the new season.

Beauvais always accompanies the boys on their runs whenever possible and is well liked by all Taunton motorcyclists. The 1916 season was his first and he considers that the showing he made was excellent.

PURCHASE MADERA CYCLERY

MADERA, Cal.—George Vogeler and E. E. Bozman have taken over the Madera Cyclery and are starting a vigorous campaign toward expansion, especially in the motorcycle department. They have put in a large stock of parts and are ready to give first class service for all makes of machine.

GASOLINE AT 22 CENTS NOW

NEW YORK.—Gasoline is down to 22 cents a gallon in this city, following an announcement made by the Standard Oil Company. This is the second cut in price this season, the first being made on August 7. The reason given for the reduction is the heavy increase in crude oil production.

BUSY PLACING AGENTS

COLUMBUS, Ohio.—The Franklin Rubber company, central Ohio agent for the Excelsior, is preparing to place subagents in several towns in the neighborhood of the Buckeye capital. The territory includes the counties of Franklin, Deleware and Madison. Agents will be placed in London and Delaware.

DAYTON CONTRACTS POUR IN

DAYTON, Ohio.—Manager H. M. Huffman, of the Cycle Department of the Davis Sewing Machine Company, reports that contracts are coming in on all of the Dayton lines in a surprising manner. "This is very gratifying," says Mr. Huffman, "since no effort has been made to get the renewals of the 1916 dealers."

WHEAT SAMPLER ON INDIAN

THE Sperry Flouring Mills, Tacoma, have recently purchased another Indian machine, which is used by Rupert Nelson in gathering wheat samples from the various cars of wheat arriving daily on the waterfront. This is the second machine which has been purchased for this work.

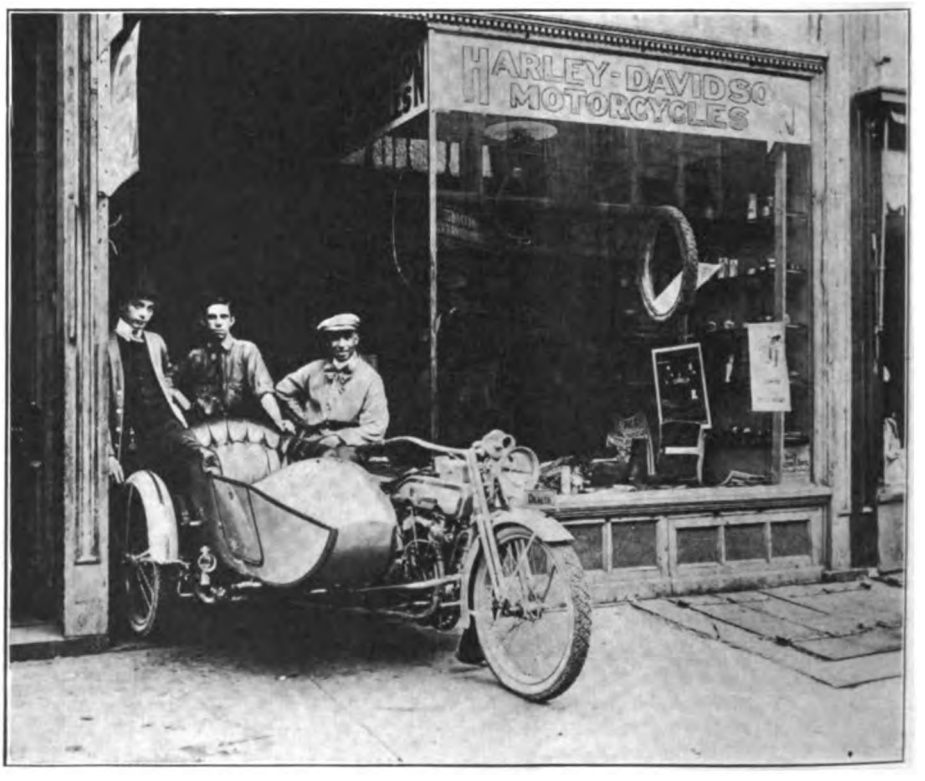
HILL CLIMB FOR SAN JOSE

SAN JOSÉ, Cal.—On October 8, the San José M.C. will hold a hill climb open to all riders. The climb will be under F. A. M. sanction and it is probable that the course used last Spring will be used, although nothing definite on this score has as yet been decided.

CLIMB MT. ASHLAND BY MOTOR

ASHLAND, Ore.—Sam Jordan and Elmer Morrison created something of a sensation by climbing to the top of Mt. Ashland with an Indian motorcycle, carrying tandem. A motion picture company had arranged to make several reels at the summit of the mountain and Jordan and Morrison decided to add a little spice to the program by making the ascent.

LIVE HEADQUARTERS OF HARLEY-DAVIDSON AT TRENTON



Establishment of R. S. Woods, at 150 North Broad Street, One of Jersey Capital's Veteran Dealers. Reading Standard Is Also Carried. Proprietor Woods Is in Doorway

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ONLY FIVE PERFECT SCORES IN LIVELY CONTEST

Last Week's Answer Proved Easy for a Lot of New Comers, but Few of First Week's Perfect Men Doped Out Correct Answer—Contest Creates Countrywide Enthusiasm

WELL, Sir! That "poser" which we handed out last week proved to be an easy one for a lot of fellows; in fact up until press time, of all the answers received, we did not get one that did not identify the part correctly as belonging to a 1916 Reading-Standard machine. But answers are coming in with every mail so that we will be surprised if we do not get a couple of "bad guesses" before this number is in the mails.

Here's An Easy One

Just the same, we know for a fact that that was a hard test we put you fellows up against last week; and there must have been much burning of midnight oil, a whole lot of "doping" over catalogs and quite a display of "Sherlock Holmes" tactics to turn in so many perfect answers. But you won't have to resort to such "deep stuff" to find out what machine the little section of a picture in the circle above is taken from. It's all kinds of a "cinch" and likewise as plain as the nose on your face. But just a word of advice—"Watch your step."

But to get back to the past two weeks again: We have received another quarter of a hundred answers to the first week's contest and of the number only two proved wrong. Both George Morris of Bellville, Pa., and Luther Parker of Castilia, Ohio, thought that the Thor picture resembled a De Luxe motor. The other 23 have been credited with one point. Most of the latecomers write from points far removed from New York; from all four quarters of the United States. Which only goes to show the amount of interest the contest has created. It behooves you, fellows, to get your answers in as early as possible, for we cannot credit you with a point for a right answer unless the postmark shows that it was posted before the new issue reaches you.

Five Perfect Score Men

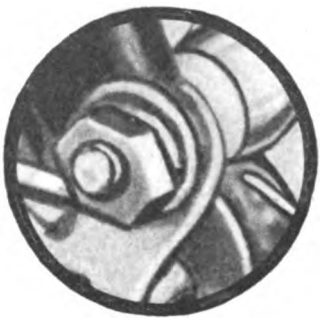
Comparing the answers to the last picture with those to the first, we find that only five contenders have succeeded in earning two points for correct answers to both pictures. The "perfect score" men are William Ennico, New York City; Herman Henssler, Jr., Philadelphia, Pa., L. W. Sierk, Brooklyn, N. Y.; Elwin Safford, Corry, Pa., and Glen Carlson, Saybrook, Pa. It is quite evident that the second picture was a sure enough "poser" for fellows like Tom McClain, Jr., Ogle Massey, L. H. Coddington, Donald Ball and the others who were listed as correct for the Thor picture last week or else they are very late at getting their answers in.

This Week's Good Guessers

The men who correctly answered "Reading-Standard" to the picture appearing in last week's issue are:

L. W. Sierk, Brooklyn, N. Y.
John Henssler, Philadelphia, Pa.
William Ennico, Bronx, N. Y.
Elwin Safford, Corry, Pa.
Peter Charbonneau, Danielson, Conn.
G. H. Horn, Brooklyn, N. Y.

WHAT DO YOU KNOW ABOUT MOTORCYCLES ?



WHAT MAKE OF MOTORCYCLE IS THIS TAKEN FROM?

Victor Pelezzare, Bronx, N. Y.
Ernest Anderson, Westport, Conn.
Charles Williams, Pittsfield, Mass.
A. J. Terhune, Hackensack, N. J.
Wm. Van Binsberg, Hackensack, N. J.
Charles Kopp, Bronx, N. Y.
A. F. Dexheimer, Philmont, N. Y.
Tracey Shepard, Bradford, Vt.
Herman Kopp, Bronx, N. Y.
M. H. Schlanger, New York City.
James Vokati, Poughkeepsie, N. Y.
William F. Adam, Kutztown, Pa.
Fred Byrne, Brooklyn, N. Y.
Glen Carlson, Saybrook, Pa.
M. W. Heiss, New York City.

Twenty-Five Late Ones

Those whose answers to the first week's picture were correct but too late for listing last week are:

Frank Harrison, Linden, Cal.
Glen E. Carlson, Saybrook, Pa.
Frank Schmidt, Tracy, Cal.
Clarence Love, Warren, Ohio
W. I. Brummitt, Topeka, Kan.
O. M. Erickson, Aberdeen, S. D.
Roy Shillinger, Brainard Sta., N. Y.
Arthur Anderson, Batavia, Ill.
Charles Williams, Pittsfield, Mass.
O. J. Salo, Red Lodge, Mont.
T. E. Campbell, Mammoth Spring, Ark.
Otto Swanson, Trowbridge, Ill.
Laurie Yonge, Ocala, Fla.
W. Leathe, Larchmont, N. Y.
Robert McCoy, Circleville, Ohio
Paul Stimson, Indianapolis, Ind.
R. H. Browning, Indianapolis, Ind.
A. B. Hullinger, Bradentown, Pa.
L. M. DeLong, Paris, Texas.
George Rees, Aurora, Ill.
George Hanson, Chicago, Ill.
A. Carlisle, David City, Neb.
E. L. Fullwood, Tucumcari, N. M.

The quintet of riders who by digging out the correct answers to both of the pictures have justly earned for themselves the tentative title of "motorcycle expert" are:

William Ennico, New York City.
Herman Henssler, Jr., Philadelphia, Pa.
L. W. Sierk, Brooklyn, N. Y.
Elwin Safford, Corry, Pa.
Glen Carlson, Saybrook, Pa.

This Pair "Went Wrong"

And the enterprizing pair who missed their guesses on the first week's picture are:

George Morris, Belleville, Pa.
Luther Parker, Castilia, Ohio.

Once again, Fellows, let us call your attention to the fact that the contest is still young—a babe in the cradle, so to speak. So if you have not yet entered come on in with this week's answer; or if you have been wrong on one picture, don't let that mistake cause you to drop out. There are a lot more pictures coming; some easy, some hard. Just for the fun of the thing; as a pure sporting proposition let us know what you do know about motorcycles or what you think you know.

There is no prize offered for the contest. We are simply giving you an opportunity to qualify among your fellow riders—and friends as a "motorcycle expert." You certainly will have to be "right there" with the motorcycle knowledge to identify every one of the pictures in the series correctly. If you want to share in the glory, send in your answer right away to the Contest Editor, **Motor Cycle Illustrated**, 21 Park Row, New York.

WHAT TO DO WHEN MUDGUARD STAY BREAKS

ONE of the troubles most frequently encountered on the road is breakage of the mudguard stays, resulting in a very annoying rattle when the rough spots are encountered. The real cause of the stay breakage is traceable to our roads themselves; the rough, pot-holed macadam surface and the uneven cobblestone road facing induce the rear wheel to vibrate so much and so often that the metal of the stay soon becomes crystallized and snaps off, generally right at the mudguard connection.

The proper thing to do when a stay breaks, if it is not convenient to replace the broken member with a new one on the spot, is to strap the mudguard firmly to the luggage carrier or rear fork stays, to prevent, insofar as is possible further vibration. If this is not done, the loosened guard will shake more than ever, resulting in snapping off of all the stays in short order and possibly a broken guard.

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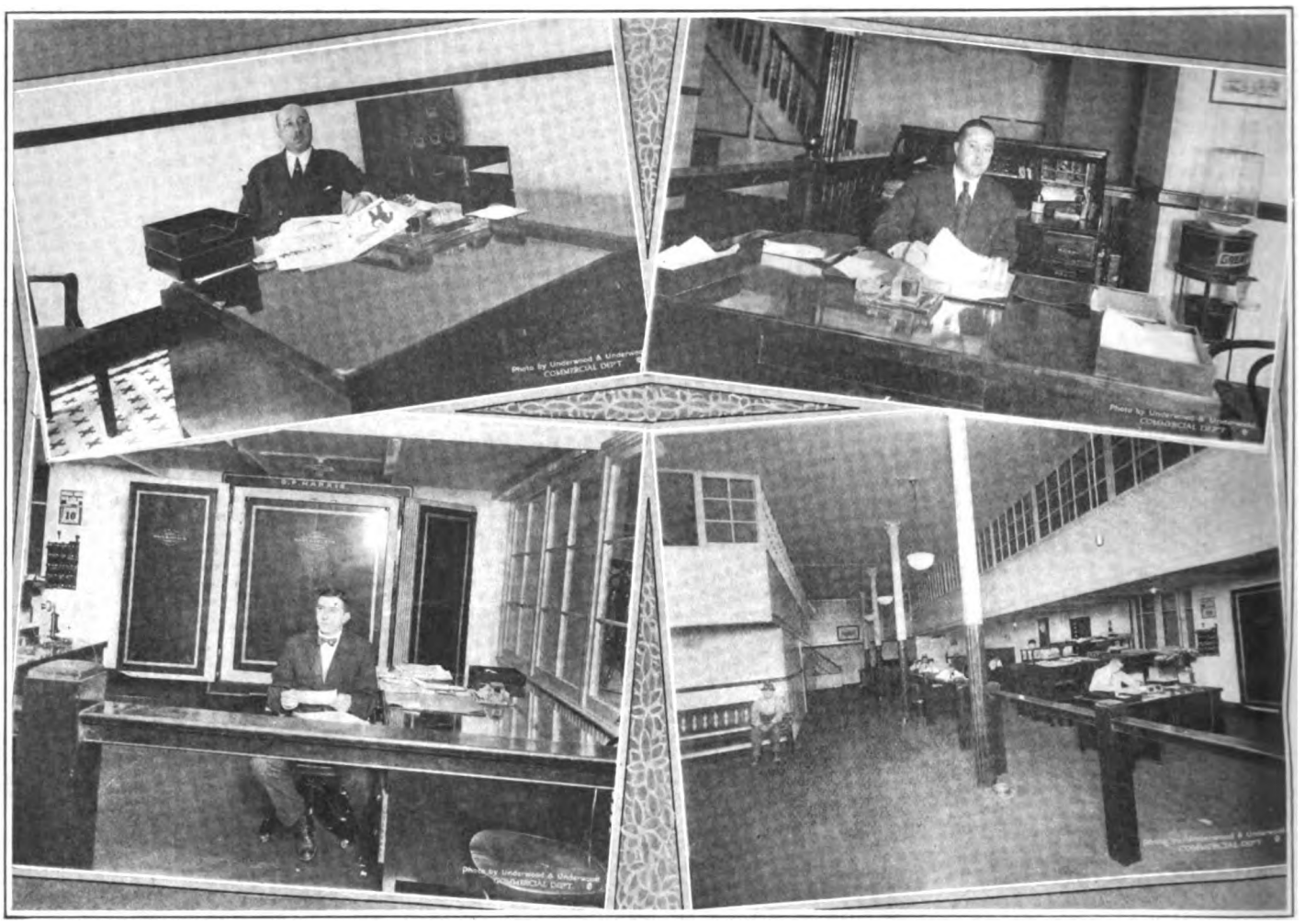
WELL-EQUIPPED "ROLLFAST" HEADQUARTERS



NEW YORK.—The finely appointed headquarters of the D. P. Harris Hardware Company, at Murray and Church streets, New York, is now occupied and things are humming in all departments. The offices are distinctly palatial, the finish being in mahogany and white enamel with the most up-to-date ideas in lighting and with fine window decorations. The outdoor signs, both electrical and wall, are most attractive.

A unique feature of the new Harris quarters is a large sample room extending around the entire upper floor of the building. Here in specially-fitted samples cases with black velvet cloth underlay are to be seen the entire line of the company. This sample room is the pet of and was arranged by Stanley Wilson, the secretary of the firm.

In the upper left illustration is President D. P. Harris at his desk in his private office, while to the right is Secretary Stanley Wilson in his attractive quarters. At the lower left is Treasurer "Sam" Munroe, with the firm's safe in the background. The fourth picture is a general view of the Harris offices.

Bargain Sales for the Motorcycle Store

Suggesting a Means of Disposing of Used Mounts Which Can Be Effectively Adopted by the Dealer—What One Sale Did

By R. FRANKLIN MUNDORFF

IN perusing advertising of local nature, does the notice of a bargain sale of furniture, household goods, wearing apparel or smokers' articles ever attract and hold your attention? Of course it does, if you are a real American, for it's the American's nature to look for bargains. Then, why not have bargain sales in the motorcycle establishment?

Every dealer—or at least a huge majority—takes in a considerable number of used motorcycles in part exchange for new ones. Now, these machines have to go the way of the new ones in the agency—which means they have to be sold. Therefore, it is most likely that a dealer can offer some real bargains in these used machines, and an annual bargain sale of these goods should have the effect of making a season for such sales. Incidentally, and by no means an inferior reason to that just mentioned, it will have the effect of cleaning up all, or nearly all, of the stock of used motorcycles.

Worked Out Finely

This bargain sale idea was tried for the first time in Kansas City, Mo., by Newby Brothers, representing the Thor, Henderson and Flying Merkel lines. The sales was advertised as a bargain sale and the advertising was true to the point. It was in justice to every make of machine in the city, too. Nearly 100 machines were on the floor at the start, and the advertising brought out a crowd of seekers of used machines that literally swept the floor clean.

There were a few competitive dealers who did not at first conform to the idea, but their prejudice is now being rapidly overcome. Newby Brothers proved its value to the motorcycle dealer, as well as to the piano house.

There is another class of machine which can figure in the bargain sale and which is a sort of "orphan" in lots of motorcycle stores. In this class belong the machines which have been sold, either wholly or in part, to some customer, but which have been ridden once or twice, perhaps. Literally, they are second-hand machines, but practically their value has only diminished by the running of a few miles. To sell these at the price of a used machine of the corresponding model is obviously unfair to the dealer; so at the bargain sales they can be listed as practically brand new and thus bring a higher price.

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STOKES AND HICKMAN WIN AT LATONIA MEET

CINCINNATI, O.—Glenn Stokes, the Excelsior star, captured the five-mile qualifying race at the Labor Day meet at Latonia track, the occasion being the celebration of the Cincinnati Trade & Labor Association. Stokes also won the 10-mile final pro. B. Boide, also an Excelsior, came second in both events. Stokes time for the five and ten miles were, respectively, 4:22 and 8:57⅕.

The five-mile amateur race went to George Hickman, Excelsior, in 5:05⅘. Stokes also set a new record for the track, of 51½ seconds, the former time having been 54 seconds for several years. A crowd of close to 30,000 witnessed the events. The summaries:

Five-mile pro., qualifying—Glenn Stokes, Excelsior, first; B. Boide, Excelsior, second; H. Phillips, Indian, third. Time, 4:22.

Five-mile amateur—George Hickman, Excelsior, first; Cap Conners, Harley-Davidson, second; William Rohrmeier, Harley-Davidson, third. Time, 5:05⅘.

Ten-mile pro. final—Stokes, first; Boide, second; Phillips, third. Time, 8:57⅕.

SHREVEPORT RACES ENJOYED BY 5,000 FANS

SHREVEPORT, La.—Five thousand fans saw the Labor Day motorcycle races here. While the honors were pretty well distributed, Dave Kenny, on an 8-valve Indian, was the most consistent winner of the day. Summaries:

Mile time trial for Class B riders—Won by Drew, Indian. Time, 57⅘ seconds.

Mile time trial for Class A riders—Won by Dave Kenny, Indian. Time, 53⅗ seconds. This set a new record for the track.

Five miles for strictly stock machines—Won by L. A. Rutledge, Excelsior. Time, 5:29. Drew, second, and Jacobs, Harley-Davidson, third.

Five miles for Class A riders on stripped stock machines—Won by Kenny, Indian; Hilliard, Excelsior, second, and Correnti, Harley-Davidson, third.

Ten miles for Class B riders on stripped stock machines—Won by Drew, Indian; Rutledge, Excelsior, second, and Jacobs, Harley-Davidson, third.

Ten-mile free-for-all for Class A riders—Won by Kenny, Indian; Hilliard, Excelsior, second, and Correnti, Harley-Davidson, third.

Ten miles for Class B riders on stripped stock machines—Won by Rutledge, Excelsior; Schmidt, Harley-Davidson, second. Drew went out with tire trouble.

Five-mlie free-for-all for Class A riders—Won by Kenny, Indian; Hilliard, Excelsior, second, and Correnti third.

Ten-mile free-for-all for Class A riders—Won by Kenny, Indian; Hilliard second and Correnti third.

F. L. Zimmerman, Jr., F. A. M. referee, was in charge of the program, which was run off without a hitch.

INGEL, ON INDIAN, TAKES TWO AT SPRINGFIELD

SPRINGFIELD, Ill.—Chester Ingel, riding an Indian, won the five-mile pro. and the ten-mile free-for-all at the meet of the Springfield M. C. in this city on Labor Day, Sept. 4. His time for the five miles was 4:36 and for the longer race 9:07½. Ingel also went out for the track record of 53⅗ seconds, but could not do better than 55 flat.

Herbert Georg, Harley-Davidson, was victor in the hour race. The 10-mile club championship went to George Pehlman, Harley-Davidson, in 9:32. J. Landrigan, Indian, won the three-mile amateur novice event in 2:52. The summaries:

Three-mile amateur novice—J. Landrigan, Indian, first; G. King, Harley-Davidson, second; P. Meidel, Harley-Davidson, third. Time, 2:52.

Five-mile pro.—Chester Ingel, Indian, first; George Pehlman, Harley-Davidson, second; Herbert Georg, Harley-Davidson, third. Time, 4:36.

Ten-mile free-for-all—Ingel, first; Georg, second; Dagner, Indian, third. Time, 9:07½.

Ten-mile club championship—Pehlman, first; Georg, second; King, third. Time, 9:32.

Mile time trial—Ingel, 55 seconds. Former record 53 2-3, held by Holman Johnston.

One-hour race—Georg, first; George King, Excelsior, second; Pehlman, third.

SAHL VICTOR AT GRAND JUNCTION FAIR

DENVER, Colo., Sept. 11.—At the county fair held in Grand Junction, Colo., last week a five-mile motorcycle race was one of the main events. Fred Sahl, on an Indian, won the race, and Merlin Johnson, on a Harley-Davidson, took second money. Karl Sahl, the other rider entered in the race, was forced to drop out before the finish on account of stripped gears. Sahl's time for the five miles was 6:31, and he made one mile in 1:06.

HEAGY WINS KEYSTONE M. C. ROAD CONTEST

HARRISBURG, Pa., Sept. 11.—The sporting section of the Keystone M. C., of this city, held its second road race yesterday over a fine section of State road near Harrisburg. The contest was close, but at the finish, the best time was made by Ray Heagy, Harley-Davidson, 9:50. Roy King, on a machine of the same make, was second in 10:10, while G. Vanetta, Harley-Davidson, was third in 10:32. Fourth place was taken by D. Peters, Excelsior, and fifth by Irvin Hohl, Pope, in 11:11.

Riders from Lebanon, Carlisle, Newport and Lancaster came in for the event, as well as strong contingents from this city.

NO MOTORCYCLE RACES ARE HELD AT LOVELANDS

DENVER, Colo., Sept. 11.—No motorcycle races were held at the Larimer County fair, held at Loveland, Colo., last week as has been the custom in former years. One of the chief attractions, however, was a two mile race between Baxter Adams in his bi-plane and Frank Kunce, Colorado champion motorcycle rider, on his Harley-Davidson. The latter won the race.

RIDER AND HIS TROPHIES

William Cooper, Crack British Amateur, with Cups and Medals Won in Overseas Competitions. He Now Rides a Harley-Davidson

PREPARING FOR LEBANON KEYSTONE RACES

HARRISBURG, Pa.—Work is now under way getting the Lebanon fairgrounds track in condition for the race meet of the Keystone M.C. The track has been rolled and scraped and it is figured that by the 16th all will be ready for practice.

The card calls for seven events. There will be $275 in cash prizes as well as a number of merchandise awards. H. H. Schriver, of 1256 Market street, this city, is making the arrangements for the affair.

DANBURY TO HAVE MEET ON OCTOBER 2

DANBURY, Conn.—The Danbury Agricultural Society, of this city, will hold a motorcycle race meet on Monday, October 2, at the local fair grounds track. Seven events are listed, one being for amateurs and another, a five mile exhibition for the track record. Generous prizes are offered in the pro. events.

Entries will positively close on Friday, September 29, with post entries up to 30 minutes before race is called. The fee is 50 cents per race. Application for blanks, etc., should be made to Stanley T. Kellogg, Bridgeport, Conn., or G. M. Rundle, Danbury.

ACCIDENT TO COGBURN CALLS OFF EVENTS

WALLA WALLA, Wash.—An accident to "Red" Cogburn, Excelsior rider, on Sunday, September 3, at the local track was the means of calling off the meet on that date and on Labor Day. Cogburn was riding in the Australian pursuit event against R. D. Williams, also on an Excelsior, when he hit E. R. Leggett, the local Excelsior agent who was on the track and stepped right in front of him. Cogburn was thrown and seriously injured, while Leggett is not expected to recover from the collision.

HONORS ARE SPLIT AT ALLENTOWN MEET

ALLENTOWN, Pa.—Ray Zinzer, riding a Dayton, won the five-mile opening race in the motorcycle section of the Labor Day program at the fair grounds in this city on September 4. Miller, Harley-Davidson, was second and Bradley, Indian, third. Earl Van Holt, Harley-Davidson, took the 10-mile free-for-all, with Howard Bittner, Emblem, second. Zinzer won the pursuit race which followed, with Bittner again second.

In the five-mile silver cup race, Zinzer and Van Holt rode neck and neck for five laps; then Zinzer went into the fence and Van Holt won easily. Zinzer was using an Excelsior in this race, having changed from his Dayton for this event. He was not hurt at all. Nearly 10,000 saw the races.

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With a Rear Car in Pennsylvania's Hills

An Account of a Ten-Day Trip on a Cygnet-Thor Outfit Through Eastern Part of Keystone State—Heavy Load Was Carried, but No Difficulty Was Experienced in Climbing the Grades

BY L. M. BRINTON

The Brinton Rear Car Outfit at Devil's Den, Gettysburg Battlefield

ONE of my most interesting trips, and, in fact, the most recent I made with a passenger outfit, was that ten-day one with a Cygnet rear car attached to my Thor twin. The start was made from Philadelphia on Tuesday, Aug. 22, and the trip was taken through the eastern and central part of the Keystone State.

It was no light load for a motorcycle that we carried on our Thor-Cygnet. The Brinton family, consisting of Mrs. Brinton, two boys, 10 and 6 years of age, and myself, formed the passenger load, while the baggage load consisted of a 7 x 9-foot wall-tent with poles, four large blankets, two ponchos, a suitcase, a grip, cooking outfit for four people, and a Thermos bottle. The outfit complete weighed 1,200 pounds.

Getting a Puncture

We packed the poles under the rear car body, fitting straps for the purpose. The poles were one-piece, 7 feet in length, and this was the obvious place for them. After getting everything ship-shape, we started off along the Lancaster pike to Coatesville and Lancaster, crossing the Susquehanna river at Columbia to Wrightsville. At this point we had our first puncture, due to getting caught in the railroad track on the bridge.

The ride continued on to Stoneybrook, six miles east of York, and here we camped in Miller's Woods for three nights. The second night we were caught in a heavy rainstorm before we could ditch the tent, and so had to work in the rain with the camp axe and a stick. We got the ditch finished and were comfortable thereafter. When the tent was dry on the third day, after another night's rain, we packed up once more and were on our way.

York was passed in short order, and we went through Thomasville at a good clip to get to Gettysburg and its historic battlefield. We made a tour of the field, climbing Little Round Top, Culp's Hill and the Devil's Den. In the latter place we had a photograph taken. Bidding the place a regretful farewell we rode on to Seven Stars, four miles west of Gettysburg, and there pitched camp. The next morning we had some visitorsa, all of whom marveled that we could draw such a load. Several said that the Cygnet was the greatest thing out and asked where it could be obtained.

We kept on that morning and climbed South Mountain. It was some climb, but the outfit went up like a major. On we went via Caledonia Park to Chambersburg, and here we met with another eager crowd, asking all kinds of questions about the Cygnet. Then on we rode to Shippensburg and Carlisle. At the latter place we found out how much the outfit weighed, using a track scales, and were almost staggered when the beam tipped at the 1,200 mark. In a small town, just east of Harrisburg, we made camp. It was Saturday night, and shortly after we got everything right for the night it commenced to pour.

Rain Halts Progress

We slept between rubber blankets all that night. Sunday dawned cloudy and we stayed around the camp. Monday it rained until noon and we did not get away until the following morning. Then we rode to Harrisburg and spent half the day there, following the Susquehanna afterward to Clark's Ferry, Halifax, Ingle Nook to Ditrich, at the foot of a mountain. This town has one house, the Mountain House, and as it was late, we got rooms and stayed there over night, the first time indoors since we left Philadelphia.

In the morning our after-breakfast run took us over the mountain to Elizabethville. It was a climb of one mile over the mountain, and not on high gear, either. Lykens was reached next, right in the anthracite coal district. We went through Short Mountain colliery, on foot, where 700 men work 1,600 feet underground. On to Williamstown next, then Tower City and Reinerton. Here we had a 3½-mile climb over another mountain and proceeded to Keffers, Donaldson and Tremont—all coal towns—over roads darkened with anthracite dust. Then came more hills, into Pottsville, the low gear having to be used most of the time.

The Elks in Reading

Resting in Pottsville, we soon got under way again and toured down the Schuylkill river through Port Clinton, Hamburg and Shoemakersville to Reading, where we struck the B. P. O. E. parade. For hours we saw nothing but Elks. We essayed to climb Mount Penn, the 600-foot peak above the city, and went up without trouble. By nightfall we made Philadelphia, 57 miles, and the tour was over.

We used 12 gallons of gasoline in all, and logged 405 miles. Our trouble consisted of the one puncture at Wrightsville on the first day. We were deluged with questions at almost every place we stopped, as to where the Cygnet could be had, how it went, etc. We were enthusiastic over the outfit, we need hardly say, after its performance in this mountainous section.

We at first had hesitated about getting a brake for the rear car, but when we had it in the mountains it proved almost invaluable. The car itself was useful in another way—owing to pouring rain we ate two suppers and a breakfast in it and were thoroughly sheltered.

TENNESSEE FEES HALVED

NASHVILLE, Tenn.—Starting September 1, the license fee for motorcycles, automobiles, traction engines, etc., was reduced one-half, the motorcycle fee being reduced from $3 to $1.50. In addition to this, some owners are required to pay 50 cents in the county in which they live. The State fee goes to the good road fund.

SARGEANT ON TOUR

OWENSBORO, Ky.—Charley Sargeant, Indian rider, who has been making an inspection tour of the shops in the Indianapolis-Louisville district, was recently in the city calling on Henry E. Pardon, head of the Owensboro and Henderson, Ky., Indian agencies. Sargeant came in by way of French Lick, Ind.

ATTLEBORO M. C. CLAMBAKE

PROVIDENCE, R. I., Sept. 11.—The Attleboro Motorcycle Club held its annual clambake yesterday. About 600 were in attendance from various parts of this State and Massachusetts. It was in charge of L. H. Cooper, George Stevens and E. Broadbent.

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Tandem Touring Is Difficult in Brazil

Henderson Rider Who Carried Passenger to Rio de Janeiro for the Annual Carnival Found Stony and Pot-Holey Roads and Also Traversed a Marsh Knee-Deep With Mud and Water.

By DR. JOAQUIM PENIDO

JUIZ DE FORA, Brazil.—As I had desired for some time to ride to Rio de Janiero, where I could enjoy using my machine on the asphalt pavements, I decided to make the trip at the time of the great annual carnival which was held there in February.

The weather was very unfavorable as the time approached, as there were heavy rains nearly every day for the first three weeks of that month, but on February 26 the skies had cleared and I started out with my friend Lahyr Vincente riding the tandem seat of my four-cylinder Henderson.

The road from this city to Rio is poor even under most favorable conditions, and I knew that after the heavy rains it would be frightful. Reports from men who had just driven in with wagons confirmed this, and my friends laughed at me when I told them of the trip I intended to make. They said it couldn't be done by a motorcycle, and that I would be glad to stop at the first railroad station I could reach, to ship my machine back home.

Off in Spite of Rain

But I registered a mental resolve to show them that a motorcycle had more road-fighting qualities than they dreamed of, so I prayed that it would rain no more, slipped in the clutch, and we were on our way.

As is often the case, the streets on the outskirts of the city were much worse than the country roads, and this applied to our course going out of town on the União e Industria.

We reached the plant of the Companhia Mineira de Electricidade without any incident, after a 16-minute ride. Here we were joined by Antonio Weitzel riding a little 2¼ horsepower F-N, who rode with us as far as the village of Mathias Barnoza.

This section of the road—as every motorcyclist of Juiz de Fóra and Petropolis knows—is one of the worst of all, full of holes and liberally sprinkled with stones of every size and shape. We had to stop twice to straighten the tandem-seat footrests, which had been bent by striking stones and hollows.

Repairs at Mathias

At the village of Mathias we had these pedals repaired and reinforced by a blacksmith, after which we had a substantial cup of good coffee, bread and butter and proceeded on our way.

From this place we rode on through Serraria toward Entre-Rios. Here the road became even worse, as the floods had washed deep gullies across the road, forcing us to ride carefully and to stop and lift the machine across the washes. Near an extended bamboo avenue, along the Central Railroad, we were caught in a marsh which we had an awful time getting through. In fact, I believe that only the thought of the taunts of our friends back in Juiz de Fóra kept us from calling it off then and starting back home. That road was just the tip-end of the limit. At times the mud was up to our knees as we forced our way through this stretch of marsh with the machine.

We arrived at Entre-Rios at 11 o'clock, rather tired and hungry. Here we met a fellow rider, Joaquin Gomez da Silva, who was keenly interested by our experiences.

One incident which nearly halted our trip here illustrates the difficulties which confront the motorcyclist in this country.

The gas can which we sent from Juiz de Fóra had not arrived at Entre-Rios, where nobody but the only owner of an automobile had any gasoline. We called on him, but at first got no satisfaction, since he had but half a can of gasoline and it was only the third day of carnival. But after talking it over a while he became more friendly and agreed to let me send a bearer to the hacienda of Mario de Andrade to get the half can of gasoline, with the understanding that he would get an equal amount of mine when it arrived.

Upon leaving Entre-Rios we found that the mud had been dried here by several warm days, so as to be very rough. This continued as far as Hermojeneo Silva, where the mud changed to sand.

Afternoon Siesta

When we arrived at Campo de Grama, we decided to rest until the sun's mid day heat would pass, so we lay down in the shade and took life easy a couple of hours.

We left this place at 4 p. m., somewhat disturbed by reports we had heard of the sands we would meet on our way. We found these bear stories unfounded, however, as the road was quite passable for the remainder of the trip.

As it was growing late, I opened the throttle more and we traveled swiftly. The Henderson went at the road eagerly, rocketing up the hills and flying down the level strips.

Finishing at Petropolis

We reached Petropolis at 6 o'clock, and I had the pleasure of talking for a moment with the famous Dr. Oscar Monteiro, a true benefactor of motorcyclists by his indefatigable efforts in behalf of the development of the sport and improvement of the roads in our country.

But at evening there was a heavy rain which continued all the next day, so as to stop the carnival in the Brazilian capital, which had been the objective point of the trip.

This hard journey of 144 kilometers over such poor roads did much to make people in this section of the country realize that motorcycles are now a perfected means of transportation which really can be depended on.

We are all now eagerly awaiting the time when Brazil will be traversed by a network of good roads which will be a wonderful benefit economically for the country, as well as providing means for delightful motor trips on every holiday.

MOTOR BICYCLE IS AN ATTENTION-GETTER

This is What Happens in Dayton, O., Every Time a Dayton Motor Bicycle is Allowed to Stand at a Curb for a Few Moments; They All Look Like Prospects, Too

SUCCESSFUL PROVIDENCE OUTING

PROVIDENCE, R. I., Sept. 11.—Those who participated in the pleasure run of the Providence Motorcycle Club to Vermont, Thursday, Friday, Saturday and Sunday, returned late last evening, the entire trip having been made without mishap. J. G. Edwards, secretary of the club, was in charge.

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ROLLING ALONG ON THE MILWAUKEE JOURNAL ANNUAL TOURFEST

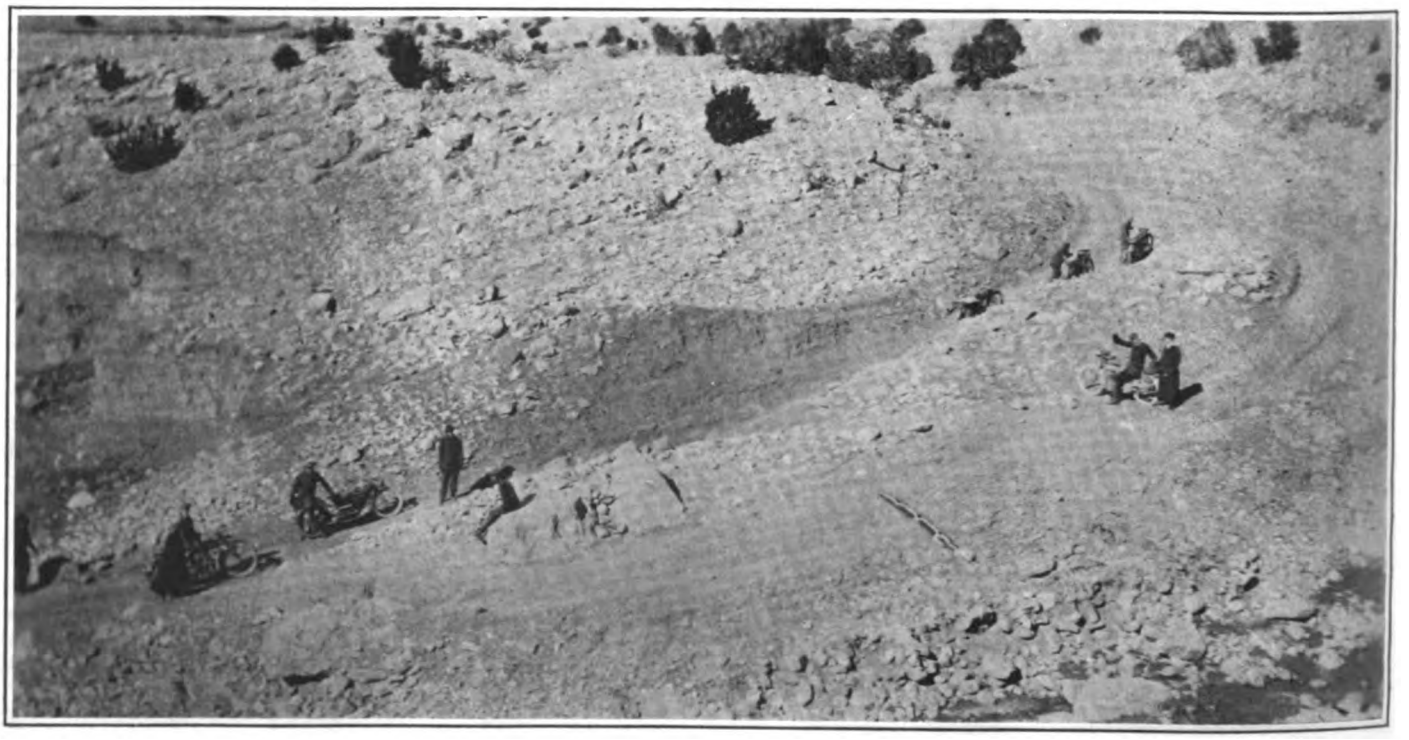
Several Glimpses of the Annual Milwaukee Affair Which Tends More Than Anything Else to Promote Good Fellowship Among Wisconsin Riders and Stimulate Enthusiasm for and Interest in the Motorcycle. In the Picture in the Lower Right Corner is Shown Miss Lillian Hauerwas Who Piloted a Harley-Davidson Sidecar Outfit Through the Tour

JACK PINES ENDURANCE RUN AGAIN IN 1917

GRAND RAPIDS, Mich.—An announcement of national interest has just been made here by the Contest Committee of the Grand Rapids M. C., in the form of a statement that the Jack Pines endurance run will be held again in 1917. So much interest was aroused in this year's contest, which was conducted over one of the most severe routes ever mapped for such an event, that it has been decided to continue the trial on an annual basis.

The club officers announced that next year's cash prizes will be even more attractive than those offered for this year's run.

THIS KIND OF ROADWORK REQUIRES REAL SPORTING BLOOD AND ABILITY



A Remarkable Photograph Showing Members of the Albuquerque M. C. Tackling a Tough Grade in the Sandia Mountains, Near Albuquerque. Note the Lady Tandem Passengers and the Rough Road Surfaces

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The Indian

Announcement for 1917

will appear in this magazine next week

HENDEE MANUFACTURING COMPANY
(Largest Motorcycle Manufacturers in the World)
Springfield, Mass.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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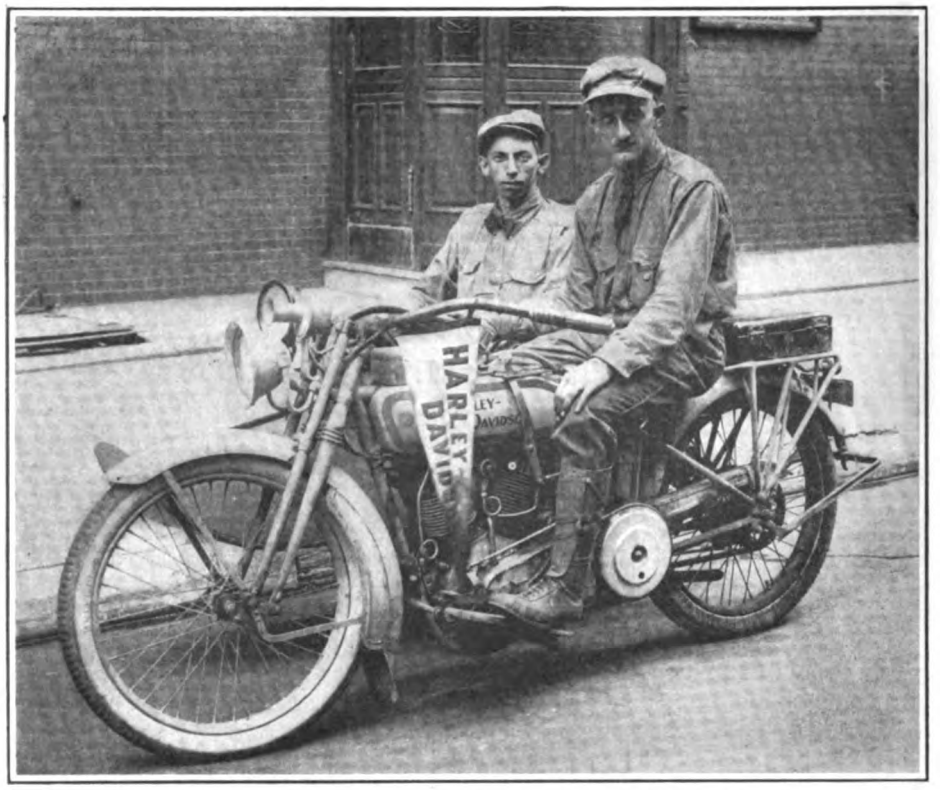
MADE 1,191-MILE SIDECAR TEST OF USCO TIRES



Fisher and Sharper on Arriving in New York from Indianapolis

NEW YORK, N. Y.—The accompanying photograph shows Ray Sharper, in the saddle, and Fred Fischer, both of Indianapolis, Ind., as they arrived in the metropolis on September 9. They left Indianapolis on Saturday, September 2, at 3 P. M., and proceeded eastward via Springfield, Columbus, Cleveland, Buffalo, Niagara Falls, Rochester, Syracuse and Albany, reaching New York at 8 A. M. on the 9th. Their total mileage was 1,191. Sharper and Fischer made the trip primarily as a test of the Usco tire for the United States Tire Company, and their reports show that their pneumatics stood up perfectly under the severe strain of the 12 hundred mile trip. They arrived in New York with Indianapolis air in each of the three Usco tires.

The return run to Indianapolis will be made by way of Philadelphia, Washington, Pittsburgh and Columbus. After arriving in New York the tourists made a run to Boston, and on their return from the Hub plans were immediately taken up for the home run to Indianapolis.

MOTORCYCLE VAN FOR TIRE SERVICE

KANSAS CITY, Mo., Sept. 9.—When the F. B. Goodrich Company established its branch in Kansas City, the general plan of the city and the topography of it made it necessary and more convenient to have a large warehouse close to the Union Station and a large uptown store. It happened that to secure the best business location it was necessary to situate the store a mile or more from the warehouse. The branch store then found that it was also necessary to establish a much more direct communication and connection with the warehouse than by telephone and messenger service; it therefore purchased a twin Harley-Davidson motorcycle with a delivery van. This outfit, driven by Leonard Miller, gives half-hour service between the store and the warehouse, Miller carrying orders to the warehouse and returning goods and bills of lading to the store. H. C. Smith, advertising manager of the branch, explains that it is now possible for the branch store and the warehouse to get the service results so much desired.

MOTOR CYCLE ILLUSTRATED

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Looking Down the Stretch

September 16, Dayton, O.—Race meet of Dayton M. C.

September 17, Detroit, Mich.—Fourth meet of the Detroit Motorcycle Dealers' Association.

Sept. 17, Madison, Wis.—Meet of Madison Motorcycle Race Association at Dane County fair grounds.

Sept. 17, Fort Wayne, Ind.—Second endurance run of Indian M. C.

October 2, Danbury, Conn.—Race meet of Danbury Agricultural Society at fair grounds track.

October 1, Providence, R. I.—Annual Triangle Run, Providence-Boston-Providence, of M. C. of Rhode Island. B. A. Swenson in charge.

October 1, Toledo, O.—Race meet of the Interstate Racing Association.

October 8, Detroit, Mich.—Race meet under auspices of Detroit Dealers' Association.

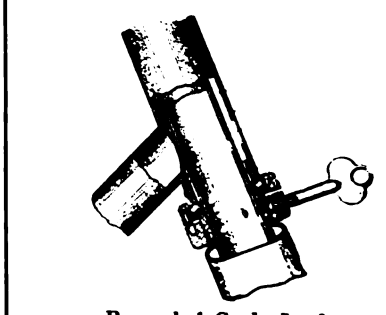
October 8, Toledo, O.—Race meet of the Interstate Racing Association.

March 3-10, 1917, Boston, Mass.—Fifteenth annual automobile show, auspices of Boston Automobile Dealers' Association.

September 30, Harrisburg, Pa.—Meet of the Keystone M.C. at Lebanon fairgrounds.

THIS LOCK PREVENTS THEFT OF CYCLE

PHILIP A. ROSENTHAL, of New York, has been granted a patent on a locking device for the steering head of a motorcycle or bicycle. This device consists of two main members, one being movable up and down on the steering head while the other is fixed thereto. Both members are arranged to interlock, the



Rosenthal Cycle Lock

movable member having a pin which may be set to engage in holes in the fixed member. The pin is controlled by a special key, which is detachable.

When the movable member is raised and the wheel turned until it is at an angle to the frame, the pin may be sent into a notch in the fixed member by means of the key and the machine left unridable. When in the lowermost position there is no interference with the movement of the handlebars or stem. The patent is No. 1,195,093.

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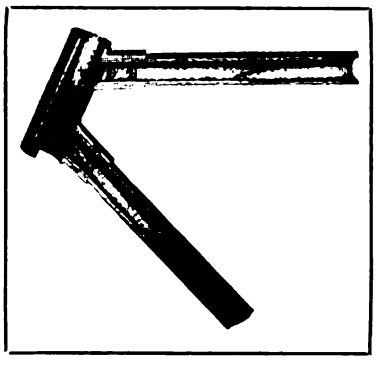
The Bigger, Better Bicycle Line

Of course you want to sell bicycles that will bring good will to you—and the friendship of those who buy from you. You want to make every bicycle buyer a booster for your store—and to give you the best advertising you can get. That's word-of-mouth help, the most effective selling help under the sun. We want to have you get this fact settled in your mind, for good and all—The Miami Line is the one that will do just what you want in the way of good will and customer friendship. Miami-made bicycles are stronger, better, more satisfactory than any other wheels.



This is true because they are the only ones made with the Hercules Four-ply Frame Construction which does away with vibration. This reinforcement extends eight inches back from the head in the tubing, and is made by four solid plies of steel, all brazed into one solid mass, so strong that it positively cannot buckle or break, through crystallization. The illustration tells the story. Note that there is no double bar or arch bar reinforcement to add weight to the Miami-made wheels shown on the two following pages. It isn't necessary. Hercules Four-ply Frame Construction resists all jolts, jars and bumps.

Our distribution facilities are wonderfully complete—so thoroughly have we covered the country that we are in a position to offer daily service in any part of the United States. Think of that great big advantage. Here is a good proposition for you to tie to. There's a square deal back of it and a good profit for you in every wheel you sell. Get in line *now* for the exclusive agency for one of the four Miami Nameplate bicycles. You'll get rigid protection and big merchandising helps. Turn the page and look at the numbers illustrated.

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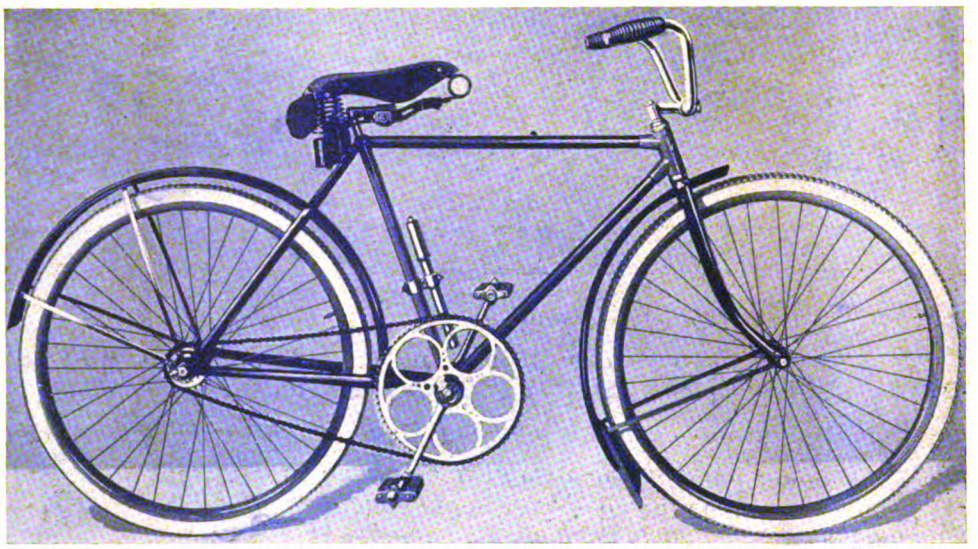

Racycle Bicycles

Retail Prices, $30 to $60

Here is our leader—built like a watch and as beautiful a job as you'd want to lay eyes on. It is, beyond question, the best bicycle made anywhere, by any name. There's a full measure of conscience wrought into it, and any man looking for genuine quality, simply can't resist it. It is the kind of wheel for *you* to sell because it will make good to the very limit and give complete satisfaction. It is equipped with the celebrated Racycle Crankhanger with added improvements which make it the strongest and best in the world. Send for the Racycle catalog—a work of art, worthy of the goods it shows.

Hudson Bicycles

Retail Prices, $30 to $50

This is the best all 'round wheel for the money that you could possibly stock. It can't be beaten as a sure seller. Every care is used in its making, too. None but men of highest skill have a part in its construction, from start to finish. It's a light, strong, fast machine that stands up and delivers. It has the fine quality that means long wear and tip-top service. Send for the Hudson catalog, too. It pictures and describes a line that means business for you. The famous D & J Crankhanger is used exclusively in the Hudson.

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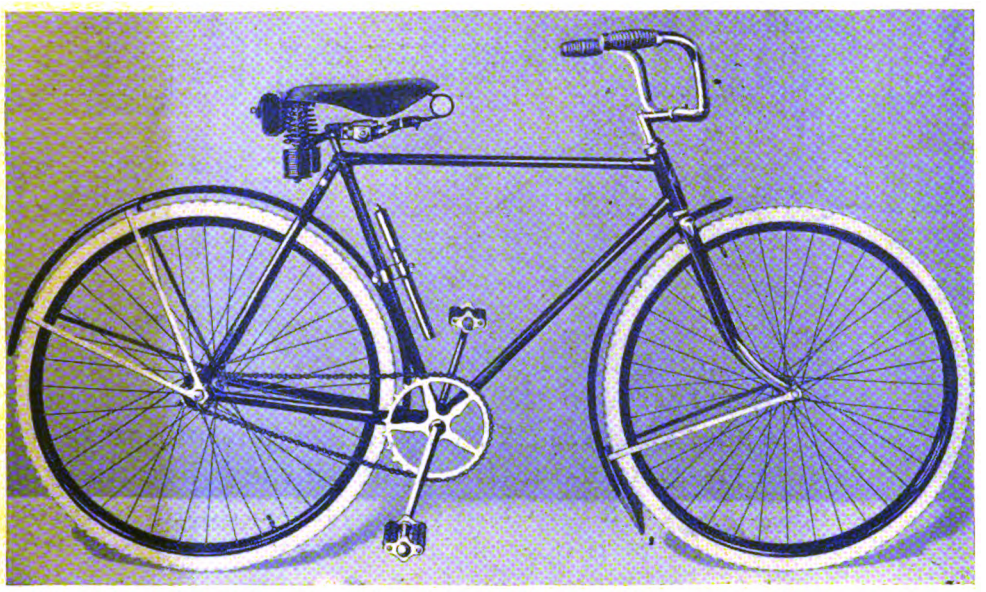
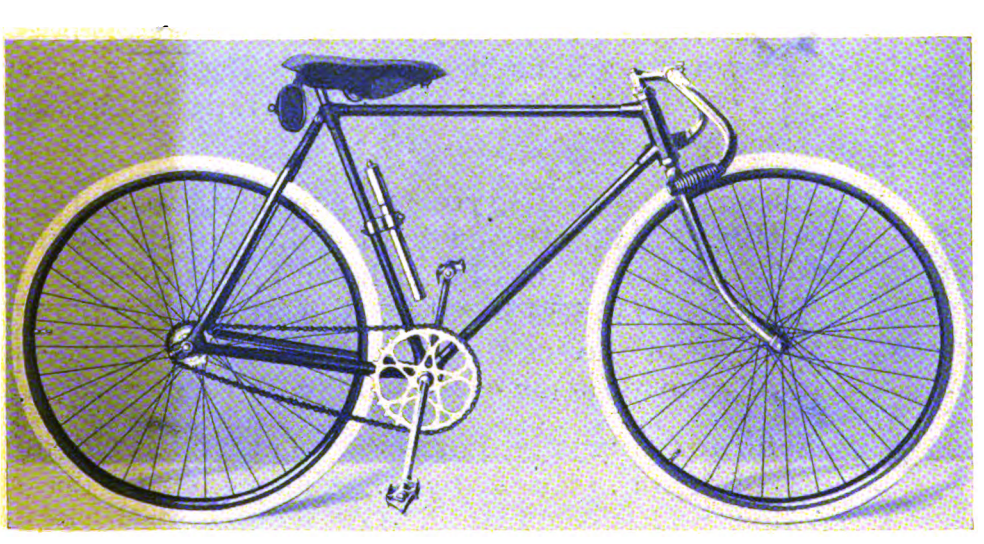


Miami Bicycles

Retail Prices, $30 to $45

The Miami is the fine selling line for those who want a wheel for constant everyday use. It is the ideal bicycle, in any model, for business requirements—for messengers and order clerks, collectors and others who keep on the go and need a real service machine. Here is a wheel that you can recommend with every assurance that its owner will get the best of satisfaction out of it. Send for the Miami catalog. Sent to you gladly.



Flying Merkel Bicycles

Retail Prices, $30 to $40

This is our line of popular price models for those who want to use a wheel for the purposes mentioned in describing the Miami Line. The owner of a Flying Merkel will get good looks, good quality, good service and compiete satisfaction. If there were a better way to build a bicycle, we'd make our lines all that way—but there isn't. And remember, please, we don't *assemble* bicycles—we *make* them. Send for the Flying Merkel catalog.

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Miami Advertising and Selling Service

There will be a big, strong advertising campaign of all the four lines of Miami-made wheels this year. It's being prepared *now.* It will talk bicycles in a crisp, vigorous, business-like way, and it's bound to be a big selling help for you. It will be on the job so that you'll be able to get a lot of fine Christmas business through this carefully prepared and snappy publicity. It will appear in all the important magazines. Full details will be mailed to you in plenty of time for you to take advantage of it.

Besides this comprehensive advertising and merchandising campaign, we have inaugurated a strong Dealer's Selling Help Department that is going to work tooth and nail with every bicycle retailer who sells Miami-made wheels. This department will give sane and sound store aids and full sales co-operation in a wholehearted way.

Its purpose is to help you make money through added business. Frankly, if *you* don't make money, we can't. We know that a stock of wheels can't put profits into the bank for you unless it *moves.* We propose to help you put riders in the saddles of Miami-made Bicycles—and so we've made some careful and comprehensive plans.

Send for complete details of what we have done in this direction. Do it *today.* You never used a red stamp for a better purpose. You won't get a lot of tiresome letters in answer to this request—but a finely printed book that is built on salesmanship and a knowledge of retail requirements. So send for it right now on your business letterhead. It will pay you—pay you *well.*

MIAMI CYCLE & MFG. CO., Middletown, O., U. S. A.

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FIRST MOTORCYCLE TRIP ACROSS PANAMA ISTHMUS

Hotel Man and Tandem Passenger Claim Distinction of Making Initial Ocean-to-Ocean Tour; Completed Journey in Nine Hours with Harley-Davidson Outfit, Mostly Over Railroad Ties

FROM ocean to ocean in just a trifle more than nine hours—not days, mind you, but hours—is the latest stunt achieved with a motorcycle. Credit for the idea and carrying it through successfully goes to J. E. Cassuben. Without maintaining the mystery any longer it should here be stated that the performance was across the Isthmus of Panama.

The most difficult factors with which Mr. Cassuben had to contend were railroad tracks, switches and rain. Some day Uncle Sam will have a paved road across the Isthmus. At the present time there are but two ways of travel, by rail and by water, through the canal. Mr. Cassuben, who owns a hotel, being the proprietor of the Retreat, conceived the idea that the trip could be made with a motorcycle and forthwith took his Harley-Davidson and did the deed, carrying William Cristoph as tandem passenger. In its detailed account of Mr. Cassuben's trip, the *Star and Herald* said:

"Leaving the water's edge on the Pacific side at 5:30 a. m., he took the usual road to Gamboa, arriving there shortly before seven o'clock. Between Paraiso and Gamboa the road was very muddy, and in many places blocked, and upon arrival at Gamboa he waited for the two morning trains to pass. Shortly after 8 o'clock he started on the 23 miles of railroad track, which was to bring him to the next road at Gatun, which he reached at 19 minutes after two o'clock. After a short stop he proceeded on his way to Colon, and reached the Washington hotel at 37 minutes after two, thus making the journey across the isthmus for the first time by motorcycle in a few minutes more than nine hours.

"The machine used was a Harley-Davidson of 11 horsepower, and the tires, which showed excellent condition after the trip, were United States tires. Mr. Cassuben was accompanied by William Cristoph, a mechanic thoroughly familiar with motorcycles.

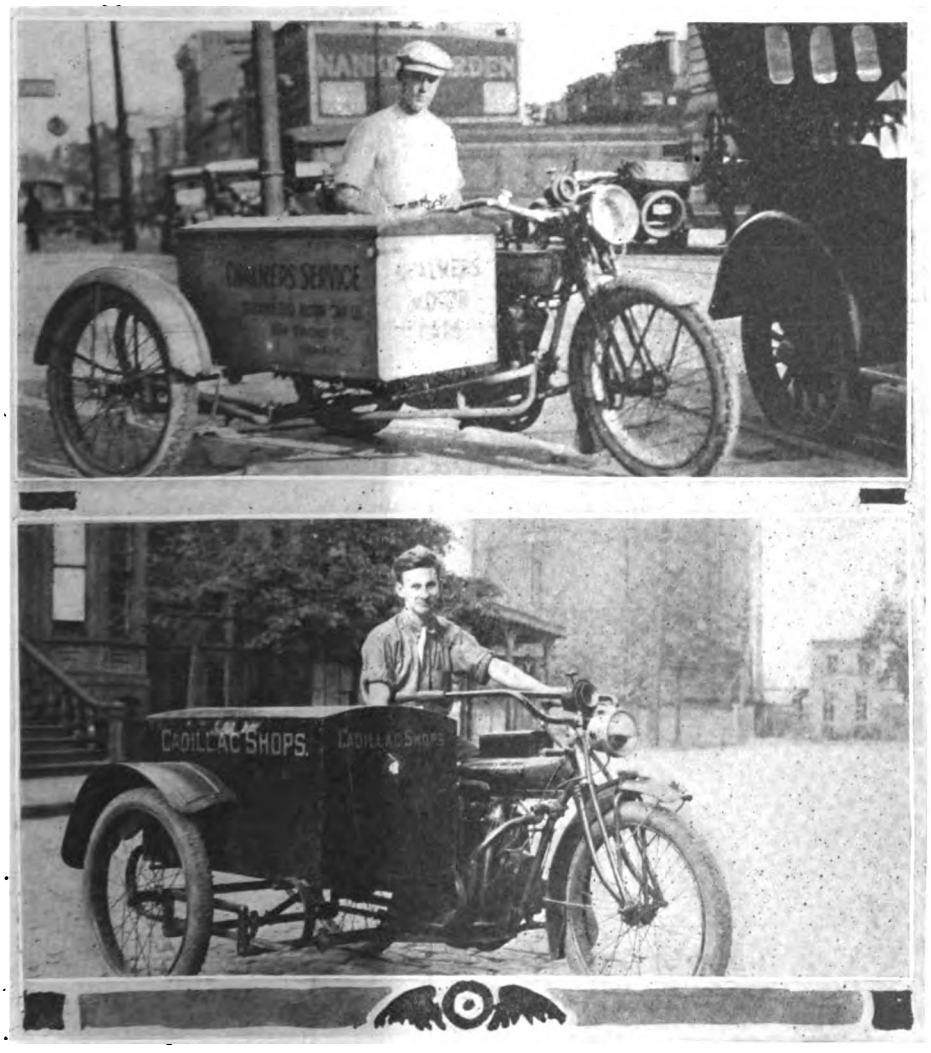
"Although there was no engine or tire trouble of any sort the whole way, Mr. Cassuben stated that he had no idea when he started of the many difficulties to be encountered in motorcycling over so long a distance by railroad track. He first attempted to ride on the small path at the side of the track, but found this impossible, and had to make several trial rides at Gamboa before definitely starting the hazardous journey. The difficulty of finding so often both wheels between the ties, the many big rocks on the track and the number of switches, which made is necessary to lift out the machine each time, made the journey an exceptionally hard one.

"The Harley-Davidson motorcycle used weighed in all some 450 pounds, and the speed on the railroad track averaged between six and fifteen miles an hour, while the tires were pumped to a pressure of about 45 pounds.

"From Gamboa on the journey was made the more difficult by the heavy rain, which came down, which made seeing difficult and a careful watch had to be made for freight trains coming along. The spark plugs continually short circuited through the rain, and time was lost in drying them out again.

"Upon arrival at Colon Mr. Cassuben reported to Manager Geyer at the Washington hotel, and returned to Panama by the evening train. Seen by a *Star and Herald* man he stated that he had made the journey for his own satisfaction, and although he would not care to do it again, he was glad that he was the first who had crossed the Isthmus of Panama on a motorcycle. The machine seemed in first class shape, and the tires had borne the journey without any bad signs of wear; in fact they had given no trouble whatever, nor had the engine given any bother at all."

WHEN IT COMES TO SERVICE HERE'S AUTO MAN'S CHOICE



Above—A Harley-Davidson Van Used by the Newark Chalmers Agency and an Indian Outfit Doing Service Duty for the Newark Cadillac Dealer

KLEMME CIRCLES HONOLULU ON TANDEM MACHINE

HONOLULU, T. H.—S. E. Klemme, with B. M. Gramberg on tandem, has just established an Around the Island record for tandem machines. He made the circuit of 89.6 miles in 2:08:30 on his Harley-Davidson.

It had been raining all night and the roads were dangerously slippery in many places. The pair started a few minutes after the rain ceased and rode over the 15 miles of poor rutty roads up the Pali. They had one fall coming up the Pali, and Gramberg had to have several stitches taken in his knee at the finish of the trip, as a result of the tumble.

Klemme is the rider who made the first ascent and descent of Kole-Kole pass and his feat will stand for some time. He used the same Harley-Davidson on both trips. Following are the Around the Island trips to date:

Solo—Erwin G. Baker, Indian, 2:04:36.
Solo—Ed. Cummins, Excelsior, 2:15:20.
Solo—Frank Ropero, Harley-Davidson, 2:07:47.
Tandem—S. F. Klemme and B. M. Gramberg, Harley-Davidson, 2:08:30.

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Chatter, Chin, Comment

By E. F. HALLOCK

STRIKES me very forcibly that we motorcyclists are being blamed from some quarters for things we really do not do. Fringstance (F. P. A. stuff), ye Head Scribe and task master here comes through with a story that the motorcycle riders who pass his bungalow, which is located on just a slight grade somewhere out in the wilds of New Jersey, deliberately open their cutouts on striking the incline, much to the annoyance of peace-loving folks in the neighborhood.

I will be the last one to admit that riders are not careless on the score of opening the cutout upon the slightest provocation and sometimes without the scantest urging—I know some fellows who even take a down grade with the muffler wide open—but I think that we are sometimes blamed for having the cutout open when it is in reality shut as tight as a drum. Riding, for instance, with the spark retarded and the throttle open, or partially open, results in a noisy machine; and while, perhaps, the ensuing clamor may not be as penetrating as when the cutout is open, to the man who is being annoyed with incessant "put putting" by many passing riders, the effect is much the same.

It is only upon striking a grade or some other hard pull that the average rider is led to retard the spark so as to eliminate the spark knock, and I think that in many cases at least, what my friend takes for an open cutout is nothing more nor less than a retarded spark and an open throttle called for by the hill in question.

THERE was one point brought out at the recent national F. A. M. convention at Providence that struck me as being worth a whole lot of serious attention on the part of every rider. That is the fact that a large body of motorcyclists are a potential political force, and by working together for any good cause, and making the government officials, politicians and candidates for office know that they are banded together, big results can be obtained.

This week's mail brought in a report gotten out by Governor Whitman, of New York, who is a candidate for re-election, which bears evidence that a body of this sort can and will command the respect of the office seeker. The Governor's report, among other things, calls the attention of the motoring fraternity to the amount of "good roads" work accomplished during his administration as contrasted with previous administrations; as well as to the changes in the motor vehicle laws which are calculated to win for him the support of the motoring folks.

If a really big man like Governor Whitman sees fit by this means to appeal to the motorcyclists, how much more ready would the state congressman, senator and lesser fry be to please the motorcyclist were he given to understand that a fair proportion of his constituents were numbered among the two-wheeler adherents and were banded together to lend the weight of their influence for the man who, in office, would look out for their interests? We've been playing at "peanut politics" in the F. A. M. for the past five years, much to its detriment. Why not get together now and play the real game in a manner that will work out for our own good?

AFTER one season's trial of the electric lighting system, it's me for the juice every time. Not an instant's trouble, no worry, no dirt—I did not even have to think about it, except to put water in the battery occasionally. And anent that point, with the manufacturers bringing out "quick detachable" battery boxes, and the battery makers bending all efforts to facilitate the filling and eliminate the spilling at the same time, it looks as though even the little trouble attaching to the battery care is to be done away with for the next year.

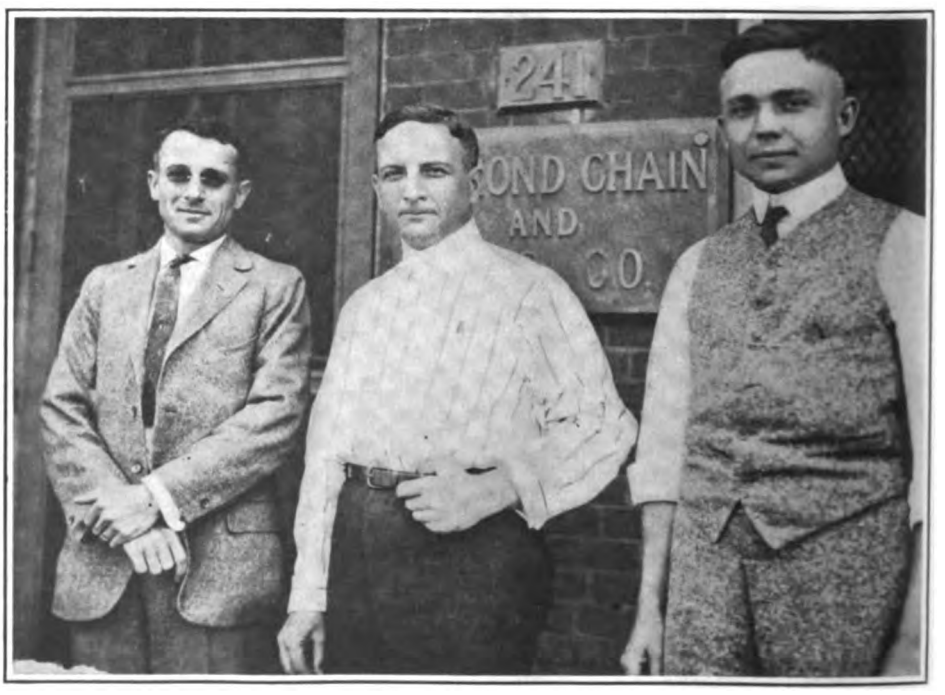
TAKE it from the British papers, one of the leading partsmakers in that country is bringing out a mechanical oiler with a variable stroke, the stroke being controlled according to the throttle opening, and consequently according to the speed. It is a well-known fact that a motor consumes more oil at high speed than at low and that the amount needed is not exactly proportional to the speed; in fact, the oil consumption increases at a more rapid rate than the motor speed. The discrepancy, however, to use a street term, is not really worth losing any sleep over, up to speeds above 35 miles an hour. And above that pace the usual thing is for the rider to give the motor a pumpful of oil with the hand-pump from time to time. Looking at the matter from our angle of "simplicity first" it would seem that the variable stroke pump, for all the good it will do, is not worth the added complication the arrangement involves, even though the design has been worked out in a very ingenious manner by the maker.

SEPARATE us awhile from our friends and relatives, and see what changes are apparent when we are once again united! This same little thing was made quite apparent to me in connection with the motorcycle only last week. I have been riding one of the season's latest right-up-to-the-minute twins. And I have been wishing, on the average of at least once during every trip I took, that motorcycle manufacturers would pay more attention to the matter of mud-guarding, for it appeared to me that whereas this subject is one of the utmost importance in the making of motorcycle converts, scant, if any, attention had been paid to it in the past three or four seasons. But last week I deserted my 1916 twin and went back to ride my 1913 model, and my what a vast difference in mud-guarding was apparent!

I can ride many miles on my newer machine without getting half as dusty as I got in the first mile on the three-year old, a fact which brought home to me at first hand the real progress that has been made along this one line in the short intervening time.

And while on the subject, I might as well say that the only time I find the present mud-guard really inadequate is when I strike a slight puddle when I am speeding along with my tires in the car track; then I get a sprinkling and my sidecar passenger gets a near-bath. Does 1917 hold promise of further improvements?

A TRIO OF FIRST WATER GEMS FROM INDIANAPOLIS



Staff of the Diamond Chain & Mfg. Co. From Left—S. C. Hurley, Traveling Representative; T. J. King, Sales Manager and W. B. Haislup, Advertising Manager

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DIXIE

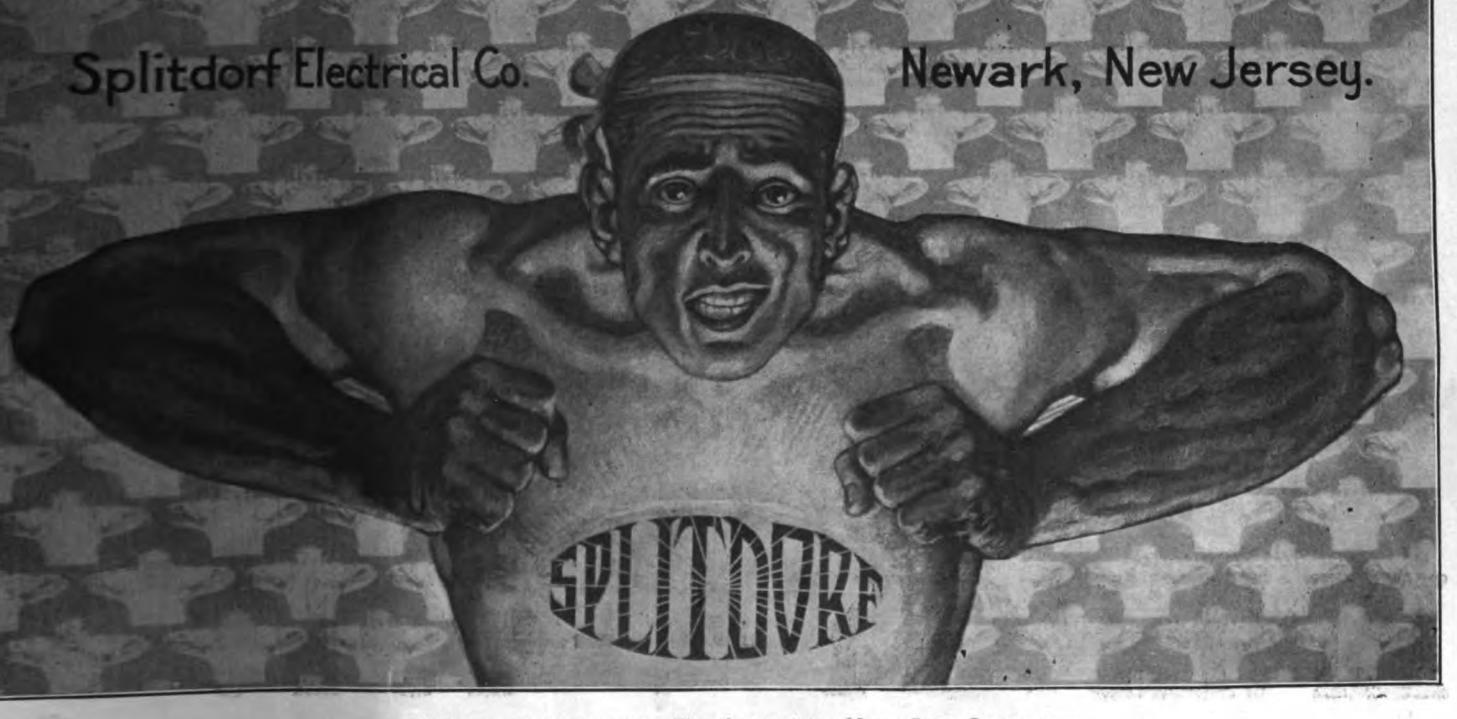
20th CENTURY IGNITION

is manufacturer's specification of magneto ignition for 1917 output of

Thor

And the *Thor* reason for the *DIXIE* is that it is the *BEST IGNITION*-the best in simplicity, in effectiveness and durability.

Splitdorf Electrical Co. Newark, New Jersey.



The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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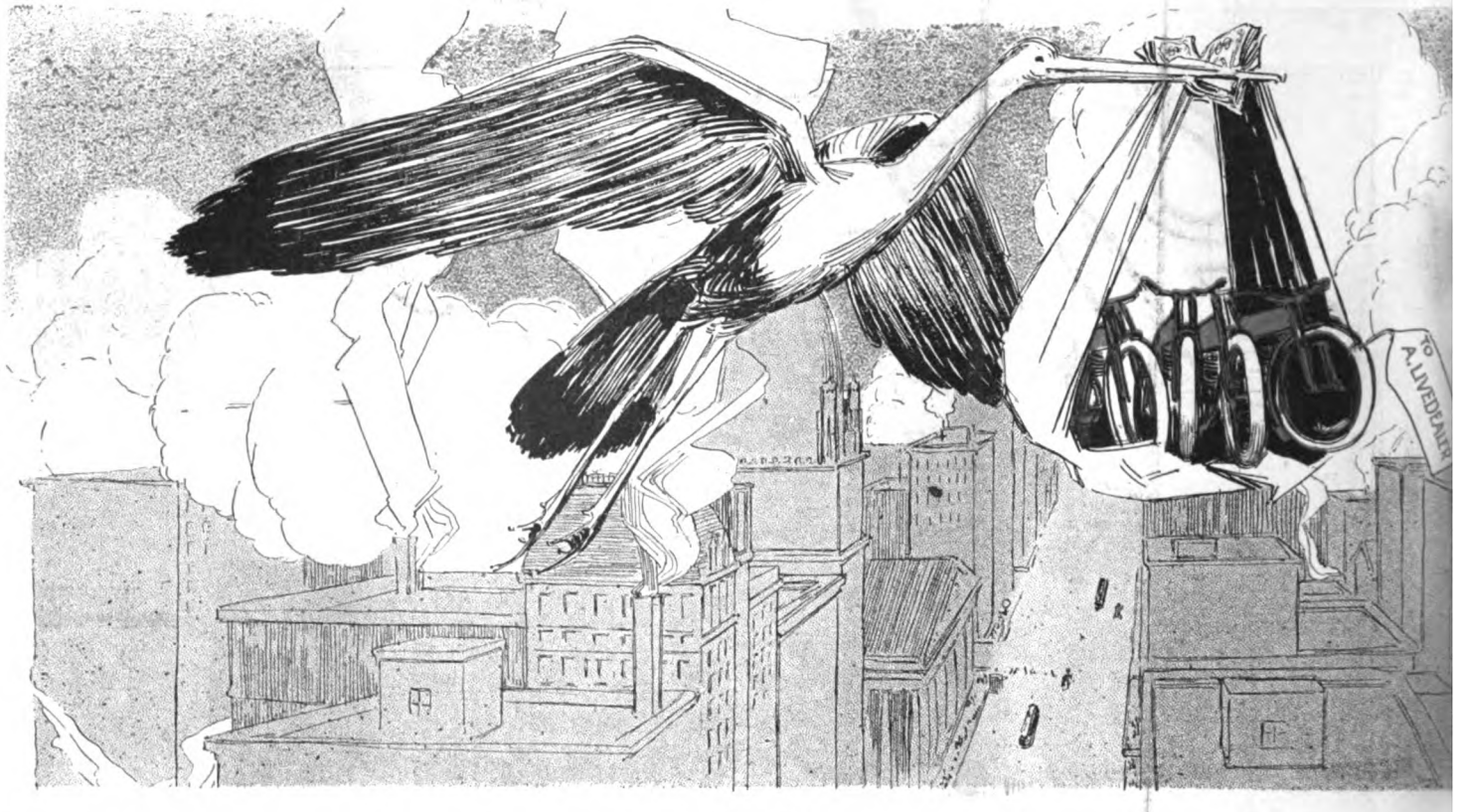
The Newborn *Thor* Sales



The 1917 *Thor* – The O

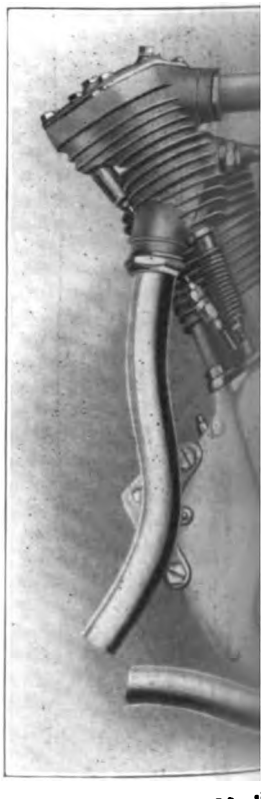
Ready for immediate delivery.

The great big silent "Giant" ***Thor*** for 1917 is at your service, combining all the attributes that go to make up a perfect mechanical combination.

Speed and power are built into the ***Thor*** Motor by the Master Motor Builders of the World, like a sculptor builds character into his model.

The refinements on the new ***Thor,*** such as Double-Acting Internal and External Brake—New Front Stand—complete changes in the Oil Connections—Auxiliary Silencers in the Muffler and Chain Guards—New Cut-out Device—and all the other improvements that time, experience and thorough scientific research could produce.

These are the 1917 ***Thor*** features that will make it the greatest selling proposition of the year.



Thor Mod

ENERGY + 1917 *Tho*

General Offices: Thor Bldg., 1307 Michigan Ave., Chicago

AURORA AUTOMATI
Sales Offices and Work

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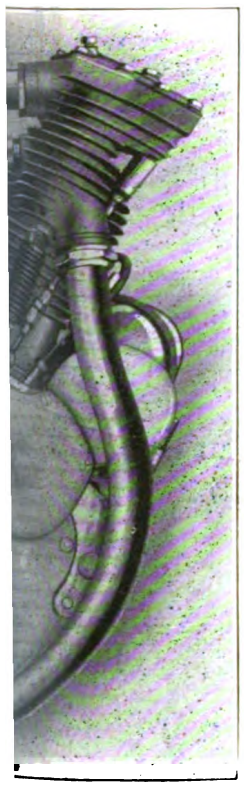
cy Brings You Wealth!

inal "Giant"–Dealers!!



H. P.

The 1917 ***Thor*** constitutes Four Famous Types from the Light Standard Commercial 4 H. P. to the Big High Powered Commercial Giant of 15 H. P.

Every thought has been devoted to perfection—every idea brings out a new Sales Argument for the Dealer—and our complete Catalogue, which is right off the press, will give you more detail and will show you cuts and pictures of the true make-up of ***Thor*** Motorcycles as they are that will astound you.

Model 17-U, Three Speed "Giant Twin" . . . $275.00

Model 17-UE, Electrically Equipped $315.00

Model 17-V, Three Speed "Light Weight" $250.00

Model 17-Y, Single "Standard Commercial" $200.00

Model 17-A "Giant Commercial" $285.00

Model 17-AE, Electrically Equipped $325.00

Model 17-SP, Sidecar $75.00

Model 17-SV, Delivery Van $75.00

New Models—New Sales Policy—New Dealer Co-operation

Get the New Catalogue

AGENCY = $$$$$$

HINERY COMPANY
erior St., Chicago

Pacific Coast Branch: 61 Fremont St., San Francisco

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BLUE S

Thor Performance Dependent Upon

We don't believe the Thor is equipped with Goody
Blue Streak Tires simply because of their sturdy, hands
appearance.

It is true, of course, that Blue Streaks do emphasize
clean-cut lines of the Thor.

But the Aurora Automatic Machinery Company, wi
nation-wide reputation at stake, naturally would choo
tire which would assure the best performance of t
motorcycles.

You know, as well as do the Aurora Automatic Mac
ery Company, that Goodyear Blue Streaks last longe
farther and so cost less in the end.

Be sure your dealer gives you Goodyear Blue Str
when you purchase your new Thor.

The Goodyear Tire & Rubber Company
AKRON, OHIO

GOODYEAR
AKRON
MOTORCYCLE TIRES

Thor

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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REAKS

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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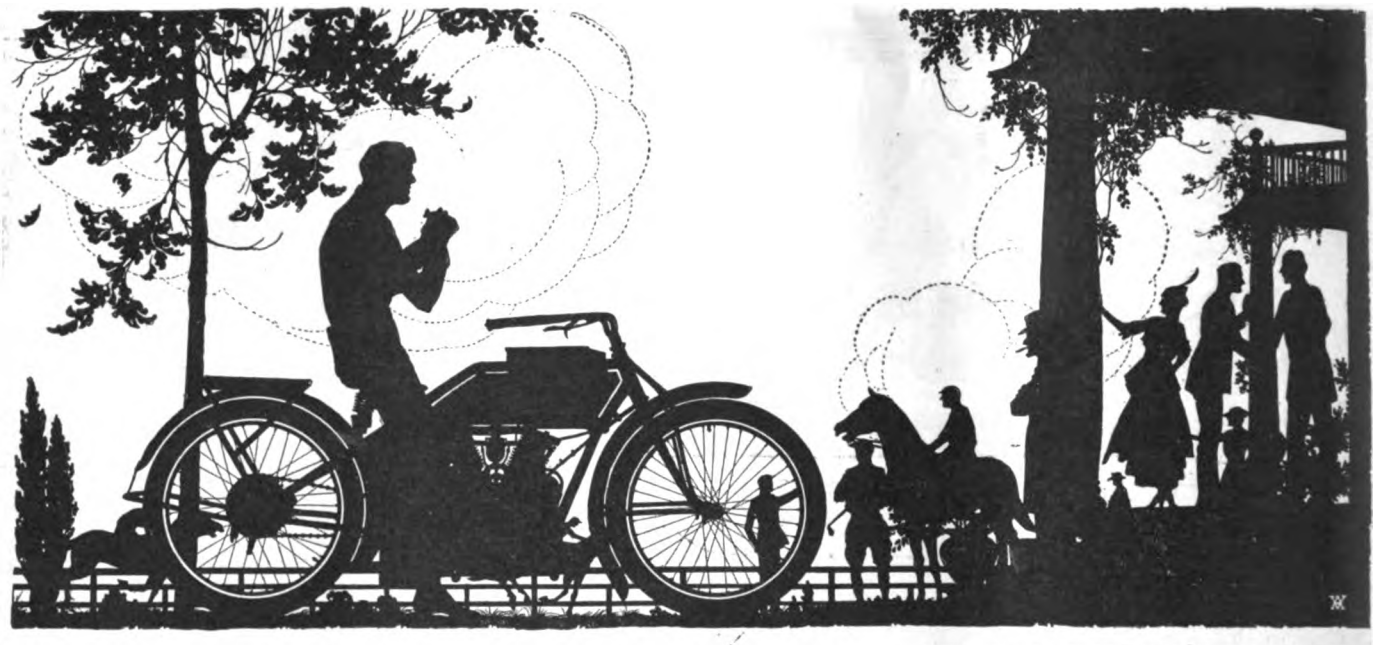

VIEWING THE FUTURITY ON A THOR

THOR AND BOSCH

Read It

"IT is a matter of almost universal public record, that we spare no expense or effort in applying to Thor motorcycles the best that money can buy or scientific acumen can develop. Therefore, in order to be religiously consistent in this one great policy, we believe that our choice in the selection of 'BOSCH' equipment, is following, to the fullest measure, the rider-interest policy of the house of Thor."

AURORA AUTOMATIC MACHINERY CO.

C. B. O'Hare,
Gen. Sales Mgr.

BOSCH MAGNETO COMPANY

206 WEST 46th STREET NEW YORK CITY, N. Y.

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Bicycle Section

BOB SPEARS HOLDS THE BRASSARD

Australian Defeats Arthur Spencer, the Toronto Cyclist, for Armlet —Spencer Defeats Jackie Clark—Jake Magin and Alfred Goullet Win Features

NEWARK, N. J., Sept. 11.—After having held the Velodrome Brassard, a race which carries with it $50 per week to the holder, for two months, in which time he defeated such well known riders as Alfred Goullet, Alfred Grenda, Marcel Dupuy and others, Arthur Spencer, the Toronto rider, finally lost his money-making armlet to "Long Bob" Spears, the Australian. The dethroning of the Brassard king occurred at the local track yesterday afternoon before a crowd of over 8,000 people. Spencer, however, did not give up without a struggle, and the race was rather a rough one, with the Toronto cyclist supplying plenty of the rough stuff.

Spencer Fought Hard

Although Spencer lost out on his meal ticket he had ample revenge when he later in the day met Jackie Clark in a match race. The match was staged over the mile route and Spencer defeated Clark in two straight heats. A one-mile handicap, which was named the "Firemen's Two-Platoon Handicap," named in honor of the local fire fighters, who will make the two platoon fight an issue in the coming election, was a fast race, and Alfred Goullet and Reggie McNamara, riding from scratch, ran first and second in the near-record time of 1:51⅗.

Magin Wins Two

Jake Magin, the local rider, landed about all the other honors in the professional class. Magin finished first in the miss and out race, in a great finish, and then romped home in front of the big field in the five-mile open. In the last race Alfred Grenda attempted to go over two laps from home in order to beat McNamara, and Magin, benefitting by a good ride back of the big Australian, came out in the last half-lap and won by a safe margin.

The amateur races produced excellent racing and the events were hotly contested. John L. Staehle, the 1916 amateur champion, won the two-mile open in a fine finish, beating Andrew Ciaciuch, the Buffalonian, and Edward Byron, the Australian. The handicap for the amateurs at a mile was won by Marcel Berger, the San Franciscan, Summaries:

One-mile handicap, amateur—Won by Marcel Berger, San Francisco (115 yards); second, William Beck, Newark (100 yards); third, Andrew Ciaciuch, Buffalo (80 yards); fourth, Jerry Nunziata, Brooklyn (85 yards). Time, 1:56⅘.

Two-mile open, amateur—Won by John L. Staehle, Newark; second, Andrew Ciaciuch, Buffalo; third, Edward Byron, Australia; fourth, Tommy Fitzsimmons, East Orange. Time, 3:58⅘.

One-mile Brassard, professional—Bob Spears, Australia, vs. Arthur Spencer, Toronto. Won by Spears. Time for last eighth-mile, 12⅗ seconds.

One-mile match race, professional—Arthur Spencer, Toronto, vs. Jackie Clark, Newark. Won by Spencer in straight heats. Times for last eighth-miles, 12⅖ and 12⅘ seconds, respectively.

One-mile handicap, professional—Won by Alfred Goullet, Newark (scratch); second, Reggie McNamara, Australia (scratch); third, Eddie Madden, Newark (30 yards); fourth, Harry Kaiser, New York (90 yards). Time, 1:51⅗.

Miss-and-out, professional—Won by Jake Magin, Newark; second, Percy Lawrence, San Francisco; third, John Bedell, Long Island; fourth, Lloyd Thomas, San Francisco. Time, 6.04⅖. Distance, 3 miles.

Five-mile open, professional—Won by Jack Magin, Newark; second, Alfred Grenda, Australia; third, Willie Hanley, San Francisco; fourth, Reggie McNamara, Australia. Time, 10.05⅘.

Jake Magin, Who Won a Double at Newark

EUGENE AICKELIN WINS TWO N. E. W. TITLE RACES

NEW YORK, N. Y., Sept. 11.—Two of the four titular races of the New England Wheelmen were run off yesterday on the Eastern Boulevard in the Bronx, and the other two will be staged next Sunday. Eugene Aickelin won both the one-mile and the 6½-mile events. In the mile event J. Palmier finished second and C. J. H. Tonjes third, while in the longer race J. Palmier also finished second, C. Eiler third and Robert Kissman fourth. The time was 16:25.

A six-mile trial was also staged, and J. Boyes rode the course in 19:29, and a slow race over a quarter-mile course was won by F. Schindler. The four men who score the most number of points in the four title races will represent the club in the league championships next month.

LINART WINS WORLD DERBY AT REVERE TRACK

BOSTON, Mass., Sept. 10.—Victor Linart, the Belgian paced star, won the 100-kilometer (62½ miles) world's derby at the Revere track last night, and now wears the diamond studded medal that went to the winner in addition to the large financial award he received. Opposed to Linart was four of the best paced riders in the country in the persons of George Wiley, the former paced champion; Clarence Carman, the new title holder; Leon Didier, of France, and Vincenzo Madonna, the Providence Italian. Madonna finished second, Wiley third, and Carman fourth. The time was 1:29:06⅖.

Fred Herbert, the Fall River cyclist, accounted for the five-mile open for the professionals. Pat Logan finished second, Tom Connolly third, and Tim Sullivan fourth. John Barry won the one-mile handicap for the amateurs. Summaries:

One-mile handicap, amateur—Won by John Barry, Cambridge, 65 yards; second, John Hackett, Watertown, 115 yards; third, Frank Keenan, Revere, 95 yards; fourth, Frank Jeehan, New Haven, 55 yards. Time, 2:01⅕.

Five-mile open, professional—Won by Fred Herbert, Fall River; second, Pat Logan, South Boston; third, Tom Connolly, Everett; fourth, Tim Sullivan, New Haven. Time, 11:24⅘.

FINAL BICYCLE MEET FOR TAUNTON, OCT. 12.

TAUNTON, Mass.—October 12, Columbus Day, will mark the last meet for bicyclists in this city. The meet will be held at the Driving Park track, which is a half-mile dirt oval. There were races on Decoration Day and on Labor Day there this season, and the local dealers state that these were fine boosts for them. A similar result is expected from the October 12 meet.

26 RIDERS IN PORTLAND 10-MILE ROAD RACE

PORTLAND, Ore., Sept. 5.—Twenty-six riders started in the second annual 10-mile road race run under the auspices of the Portland Wheelmen's Club yesterday. The race was won by M. A. Kelly, who covered the course in 25 minutes and 10 seconds. Lloyd O. Smith finished a half-length back of the winner, and J. G. Garretson finished third. The balance of the prize winners finished a few seconds back of Kelly. The event caused plenty of excitement and was well attended.

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FOUR STRONG MIAMI LINES FOR 1917

Racycle, Hudson, Miami and Flying Merkel Models Concentrated Upon by Middletown Company For New Season—Effective Selling and Advertising Service

MIDDLETOWN, O.—For the 1917 selling season, the Miami Cycle & Manufacturing Company is emphasizing four lines of its well-known bicycles, the Racycle, Hudson, Miami and Flying Merkel.

The Classy Lines of the 1917 Miami Are Shown Here

All these machines have a single top bar and embody the exclusive Hercules Four-Ply frame construction, which resists all bumps and shocks in a thoroughly effective maner.

The Hercules frame construction consists of a reinforcement of special form which extends eight inches back from the steering head in the tubing and is made from four plies of steel. These plies are brazed into one solid mass and cannot possibly buckle or break from crystallization. The construction does away with the use of arch bars or double top tubes to reinforce the frame.

The Racycle line of wheels retails at from $30 to $60. This line has forward-extension bars and the well-known Racycle crankhanger. Each model, with the exception of the speed machine, is fitted with front and rear guards and distinctive sprockets.

The Hudson line retails at from $30 to $50 and is long wearing in all models. It is fitted with the D. & J. crankhanger, exclusive to this line of bicycles. The Flying Merkel line, listing at from $30 to $40, consists of a series of popular-priced machines. The Miami line, priced at $30 to $45, is the series par excellence for constant every day use and for business requirements. Like the Racycle, all models are amply mudguarded.

Effective Distribution

The Miami Cycle & Manufacturing Company has thoroughly covered the country with distributing centers so that it is in a position to offer daily service at any point. A big and powerful advertising campaign on all four of the lines listed is now under way, taking in mediums in all lines of business and pleasure. In addition to the advertising end, the company has organized a strong Dealer's Help department which will co-operate with every bicycle retailer who sells Miami-made wheels.

SALESMAN IS TENNIS CHAMP

LOUISVILLE, Ky.—Shelton Arterburn, connected with the bicycle and sporting goods house of the Sutcliffe Co., in the capacity of bookkeeper and salesman, recently won the Kentucky State tennis championship by beating the 1915 winner in three straight sets, the scores being 6—2, 7—5, 6—2. Arterburn fell down in the finals last year, but is always a dangerous opponent.

JOHNSON U. S. I. CHAMPION

NEW YORK, N. Y., Sept. 11.—Nelson Johnson, the holder of the 10-mile American road record, won the championship of the Unione Sportiva Italiana run over the Eastern Boulevard in the Bronx yesterday. Johnson scored 17 points out of a total of 20, and J. Fargo finished second with 11 points. Unpaced trials were held to pick a team of four men for the Inter-Club Amateur Cycle Road Racing League's championships next month. The trials were held over a four-mile course, and Johnson, J. Ghirardi, Thomas La Rossa and C. Zoccola qualified, Johnson making the fastest time, he being clocked at 10:33⅖s.

CALL OFF RACE

HOBOKEN, N. J., Sept. 13.—No races will be held Sunday, Sept. 17, by the Century Road Club of America. The events that were to be staged on that date will be run Sunday, Oct. 29, instead. E. E. Fraysee, 724 Syms street, will in the future have charge of racing matters of this club.

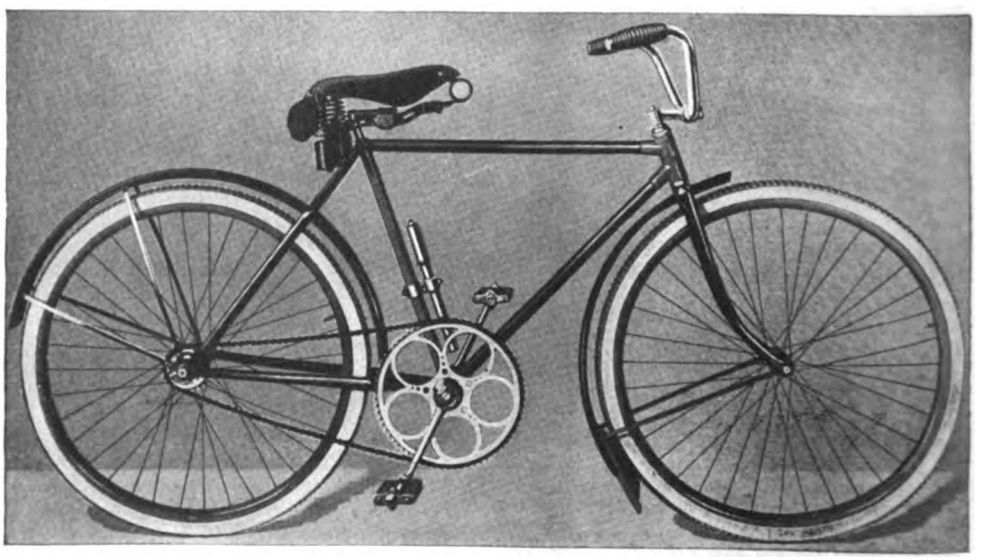
TAKES ON TWO MORE

MACOMB, Ill.—S. E. Purdum, the well-known cycle dealer, has added the Crown and Virden lines to his stock and has opened a vulcanizing plant. He reports much business in all departments.

ALCO CATALOG ISSUED IN THREE LANGUAGES

CHATTANOOGA, Tenn.—The American Lava Company, maker of Alco acetylene burners and gas tips, has just issued its Spanish-French-English catalog for export use. While the line shown is very extensive, the motorcyclists will be most interested in the Alco-Cyco No. 12, especially adapted for use with any standard headlight.

The Alco burners may be had in ¼, ⅜, ½ and ¾-foot sizes and any type of lamp base can be fitted. In the catalog there are a number of valuable tables for conversion of foreign moneys, metric equivalents in English, etc.



Distinctive Lines Are Noted in the 1917 Racycle

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CHAMPION KRAMER DOES A "COMEBACK"

Takes Alfred Goullet, Bob Spears and Hans Ohrt Into Camp in Final Title Race—Clark Family Win Two Handicap Events

NEWARK, N. J., Sept. 13.—Although Frank Kramer had been in a slump as far as winning races was concerned the famous American champion demonstrated at the electric-light meet at the Velodrome, Wednesday night, Sept. 6, that he still retained a winning kick and his old cunning as well. He appeared to be the Kramer of old and his victorious ride in the five-mile National championship was well received.

Points Not Needed

As far as the ultimate winner of the championship was concerned the management was not forced to put this title race on, but it was run to complete the string. Kramer had the championship snugly stowed away by a safe lead and whether he won the race last night or was shut out of the final he was the king and the people had a chance to pay homage to him.

Alfred Goullet, now a citizen of the U. S. A.; "Long Bob" Spears, the Australian, and Hans Ohrt, last year's amateur champion, weathered the heats and semi-finals and they finished as named. The race was paced by singles and coming into the bell Kramer went on the inside of Goullet and Spears and streaked for home, winning by a safe margin. After winning Kramer was presented with a bouquet and to the tune of the Star Spangled Banner, and the plaudits of the crowd the champion made the customary triumphant "tour de honor."

Jackie Clark, who is getting to be quite a prima donna and retires after about every race meet, gathered a little glory when he won the half-mile handicap, while a namesake of his, the diminutive Benny, shone in the third-mile amateur handicap. The strong Australian team of Bob Spears and Reggie...McNamara copped the two-mile tandem open in a hair raising finish. Summaries:

Third-mile handicap, amateur—Won by Benny Clark, Newark (60 yards); second, William Beck, Newark (40 yards); third, A. C. Cammarata, Newark (55 yards); fourth, Arthur Miller, Newark (35 yards). Time, 53⅗ seconds.

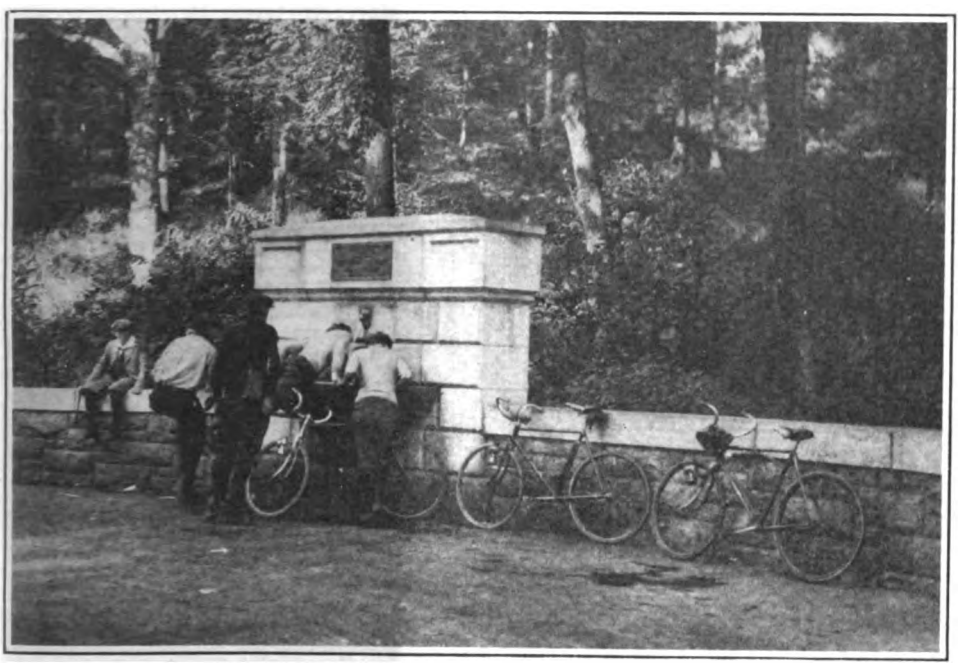
Two-mile open, amateur—Won by Tom Bello, Brooklyn; second, Harry Hoffman, San Francisco; third, Edward Byron, Australia; fourth, Walter White, Newark. Time, 4:05⅗.

Half-mile handicap, professional—Won by Jackie Clark, Newark (40 yards); second, William Spencer, Toronto (65 yards); third, Charles Piercey, Australia (30 yards); fourth, Ernest Ohrt, San Francisco (60 yards). Time, 52⅕ seconds.

Five-mile National Championship, professional—Won by Frank Kramer, East Orange; second, Alfred Goullet, Newark; third, Bob Spears, Australia; fourth, Hans Ohrt, San Francisco. Time, 11:21⅕. Last eighth-mile, 12⅗ seconds.

Two-mile tandem open, professional—Won by Bob Spears and Reggie McNamara, Australia; second, Alfred Goullet, Newark, and Alfred Grenda, Australia; third Jake Magin, Newark, and Lloyd Thomas, San Francisco. Time, 4:18.

ON THE C. R. C. A. RIDE TO NEWBURG, N. Y.



A Refreshing Drink at a Wayside Fountain at Cold Springs, N. Y., Satisfied the Tourists

CAPTAIN GRENDA BEATS A BIG FIELD

NEWARK, N. J., Sept. 11.—Walter Grenda, captain of the Bay View Wheelmen, won the five-mile handicap "cork" race run by that club yesterday. Twenty-two riders started and fourteen finished. Grenda had a handicap of 1½ minutes and finished in front of Larry Seuffert and John Martin, both of whom started with him, and Larry Smith, a 1:10 handicap man, in 13 minutes and 12 seconds.

CHAMPION STAEHLE LEADS IN AMATEUR POINTS

NEWARK, N. J., Sept. 11.—Amateur champion John Staehle leads the other amateurs at the Velodrome in point of winnings. Staehle has scored 58 points to 49 for Tom Bello, the second man, and 48 for Gus Lang, who is in third place. The standing of the ten leaders to date is as follows:

Pos. Rider.	1st	2d	3d	4th	Pts.
1—Staehle	9	3	2	0	58
2—Bello	6	5	1	2	49
3—Lang	5	5	3	2	48
4—Carroll	4	2	5	1	37
5—Byron	3	4	3	3	36
6—Fitzsimmons	1	5	0	5	25
7—B. O. Sicky	1	4	2	2	23
8—Beck	2	2	1	0	18
9—Dotterweich	1	1	4	2	18
10—Hoffman	0	3	3	1	16

Handicaps and opens only counted. Points: First, 5; second, 3; third, 2; fourth, 1.

McNAMARA LEADS FOR THE ALL-AROUND TITLE

NEWARK, N. J., Sept. 11.—Reggie McNamara, the Australian, leads in the competition for the all-around championship at the Velodrome. The "Iron Man" from the Antipodes has 101 points in the table and will no doubt be the all-around champion and collect $500 that will go with the title. Frank Kramer, the American champion, and Alfred Goullet, now an American citizen, each have 55 points. The standing of the first ten, up to and including the races of Sunday, Sept. 10, is as follows:

Pos. Rider.	1st	2d	3d	4th	Pts.
1—McNamara	10	9	10	4	101
2—Kramer	10	1	0	2	55
3—Goullet	8	3	3	0	55
4—Grenda	3	4	5	6	43
5—Magin	4	5	2	2	41
6—Spears	3	2	3	0	27
7—Madden	2	2	4	1	25
8—J. Bedell	0	5	3	3	24
9—Hanley	1	2	2	4	19
10—Corry	0	2	3	6	18

Handicaps and open races only counting. Points: First, 5; second, 3; third, 2; fourth, 1.

PATERSONIANS FORM CLUB

PATERSON, N. J., Sept. 12.—In an effort to further the interests of cycling and for social purposes, a group of youngsters recently organized the Haledon Fish Bicycle Club. Joseph Meyer was elected president; Victor Ulrich, secretary and treasurer, and John Ulrich was chosen as captain. George Ritchie was chosen first lieutenant, and Edward Gass second lieutenant and corporal.

FOREIGN CYCLISTS TO SAIL

NEW YORK, N. Y., Sept. 12.—When the French line steamer *La Touraine* sails for Bordeaux, France, on Saturday, Sept. 17, three European cyclists, who have been competing in this country during this season will sail for home. In the party will be Mr. and Mrs. Leon Didier, Mr. and Mrs. George Seres, of France; George Colombatto, the Italian, and Rudolphe Lehman, the Swiss pacemaker.

FRED PARREAULT EN TOUR

MALDEN, Mass., Sept. 11.—Fred I. Perreault, traveling centurian of the Century Road Club of America, recently completed a tour to North Adams, over the Mohawk Trail, through the Berkshire Mountains to Greenfeld and Fitchburg and return. He left here Aug. 27 and returned Sept. 3, having covered 391 miles. Perreault's mount was fitted with Palmer tires.

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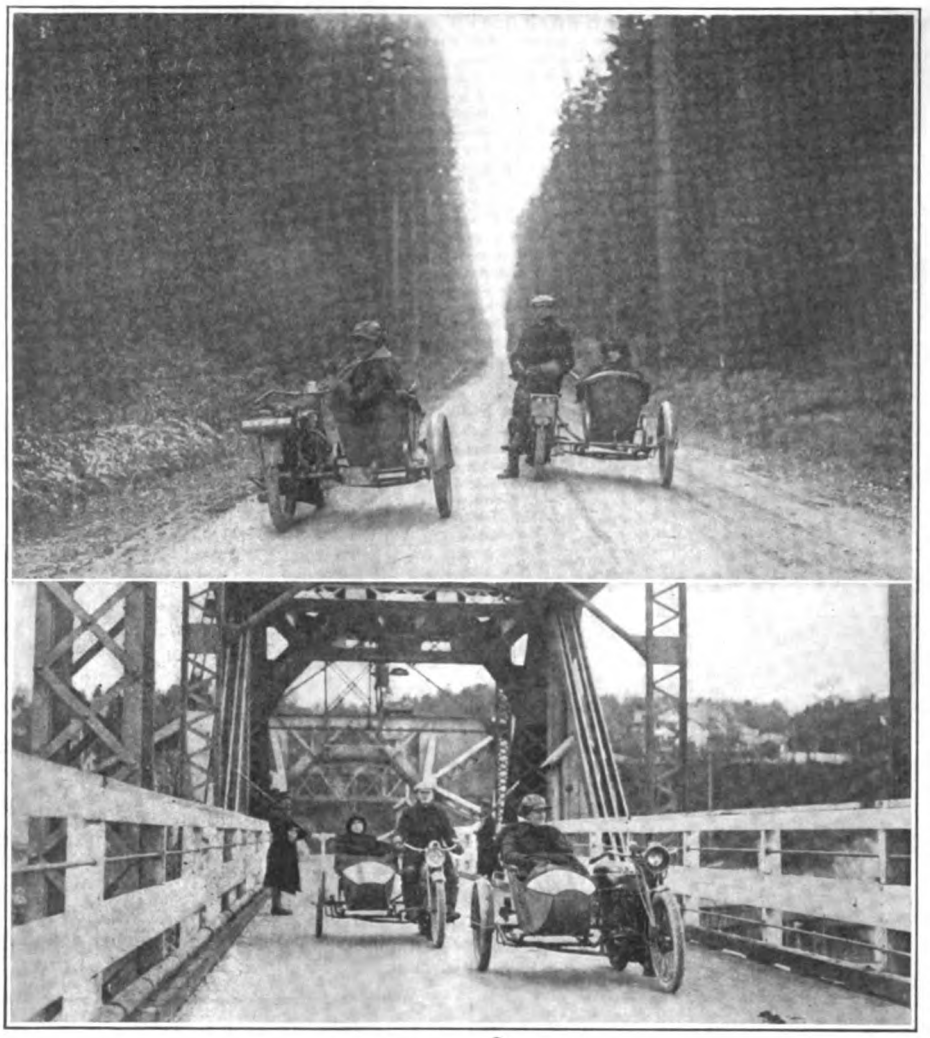
NORTHWEST ROADS CALL TO THE SIDECAR USER



There Are Some Mighty Poor Roads in the Northwest, but These Photos, Taken Near Bellingham, Wash., Prove That Exceptionally Smooth Traveling Can Also Be Found in a Large Number of Localities

HUSTLING NORWICH AGENT

C. V. Pendleton, Jr., Handling Indian in Connecticut City. He Is Also a Speedy Man on the Track

YOUR NEWS ITEMS WILL BE WELCOMED, MR. DEALER

WHEN you do something to boost motorcycles in your town, Mr. Dealer, don't be too modest about it. Other dealers, and the trade in general, will be glad to learn how you are stimulating interest—and Motor Cycle Illustrated will be equally glad to tell what you are doing, if you will send in an item. When something that looks like motorcycle news turns up, address it to the Editor of Motor Cycle Illustrated and drop it in the mail. It will always be welcome in this office.

A LIVE-WIRE TRAVELER

C. E. Wilson, Traveling for Jobbing Department of Edwards-Crist Mfg. Co., Chicago, Hustling Representative for the Indian

WELCOMING 1917 HARLEY-DAVIDSON IN NEW YORK

Enthusiasts in Metropolis Greet Traveler Walter Koch with New Outfit

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British Notes

BY THE OLD RAMBLER

Think of paying nearly a dollar a gallon for gasoline! That's the situation that confronts English riders at present. The Old Rambler in his current letter tells how British motorcyclists are acting under the strain.

He also discusses the technique of sidecar building, the limitations of the lightweight, the victory of a Harley-Davidson team in Italy, the trend of Italian designing, motorcycle competition in Holland, English munitions workers in speed trials and war cripples on motorcycles.

Get Acquainted With the Old Rambler; His Notes Appear Regularly in These Columns

MANCHESTER, Eng.—The motorcyclist in Britain at the present has to be content with six gallons of gasoline per quarter; and 80 cents a gallon at that! If the price of the precious liquid is jumped a bit more by the gasoline magnates and a trifle added to the present war-time tax of 12 cents a gallon, the price will be round about a dollar a gallon. Think of it, ye Americans who have wailed and howled when you have been asked for only a third of that sum or less.

The fellows over here, of course, don't want to consume a drop more of the dear stuff than they can possibly avoid at current quotations; but six gallons for thirteen weeks' wayfarings! Gee whiz!! Even mixed in the recognized successful way—two-thirds gasoline and one-third paraffin—it won't provide for more than a small fraction of the ordinary motorcyclist's mileage.

The result is that we have on the market "dopes" without end. There are "spots" which you drop into the gasoline tank, to improve the mileage—per gallon; there are scientific compounds with all sorts of fancy names, and at least one of them fetching an equally fancy price (it has been said that during August as much as $1.25 has been asked of the hungering traveler; and riders themselves are concocting mixtures and experimenting to overcome the dire straits of motorcycledom.

And the smells! Talk about "high" game; it's attar of roses and lavender in comparison to some of the exhausts. It would nearly be laughable, if it were not ludicrous, to hear and write of the efforts of Tom, Dick and Harry to overcome the gasoline problem.

Fuel Mixtures and Dopes in Plenty

What affect some of the mysterious mixtures will have on cylinders and other parts of the precious mechanism remains to be seen. Before benzole became at all a popular substitute for gasoline it had innumerable critics, who argued that the sulphurous ingredients of imperfect benzole caused the cylinder walls to be "pitted," and all that sort of thing.

I got an analytical chemist to conduct some searching investigations, and the results were duly published, to show that if a motorcyclist would only be careful to buy good benzole from good makers he ran no more risk of sulphur eating into the vital parts of his engine than by using gasoline. I bought benzole at that time at 14 and 16 cents a gallon, and got far more mileage per gallon than out of gasoline in the bargain. Nowadays one hears no more of those insinuations and darksome suggestions about benzole. The fellows would only be too glad to lay hands on plentiful supplies. And they wouldn't stop to argue whether it had been thoroughly washed at the benzole works. They would just take the stuff and be glad of it now that gasoline is fast soaring up to that nice, round, easily spoken "dollar-a-gallon" aforementioned. But benzole is not to be had at all. It is wanted for more grim purposes. However, after the war I prophesy that benzole will be a rival to petrol, and the prices of the latter will assuredly come kerflop!

IS THE MOTORCYCLE SIDECAR AN UNMECHANICAL IDEA?

IT is remarkable how popular the sidecar has become, when one looks at a sidecar combination from a mechanical point of view; for the sidecar obviously entails a strain on the motor bicycle. The latter is really a marvelous production to stand the side-stresses and the "pull" of the sidecar. People argue that there cannot be much detrimental side-strain of the engine or the bicycle because of the good results that thousands of motorcyclists get out of their machines. True enough; but that is not "because of," but "in spite of," the sidecar strains. Among the recent inventions over here to reduce the effects of anti-mechanical construction are:

(a) A sidecar frame which is geared up to the motorcycle—a long axle extending from the cycle to the sidecar frame, and a chain then transmitting the driving force to the ordinary axle of the sidecar.

(b) The Scott Sociable, in which the two travelers sit together in a companionable kind of way, just as in a car or tricar.

This Scott emanates from the same home as the famous competition-winning Scott motorcycle. It is not a three-tracker, however, like tricars, but a two-tracker. Two of the wheels are in alignment, as in a motorcycle; the other has its own track, like an ordinary sidecar wheel. But the frame work is a special one, designed to combat strains and stresses, and also to keep the driver and his chum close to one another. There have been a few adverse comments on the finished Sociable; but for motorcycle mechanical and engineering products the inventor can be backed against all comers.

LIGHTWEIGHT TWO-STROKES OFTEN TREATED UNFAIRLY

SOME riders don't exercise a cent's worth of common sense in regard to lightweights, but treat the motor as if it had all the reserve power of a fat heavyweight, by carrying a pillion-seat passenger, or a lot of luggage, or taking on a sidecar. This is not fair play; and though it is wonderful what some of the two-strokes will do, it would be a blessing if people would remember the lightweight's limitations.

Carefully driven and provided with a two-speed gear, the machine is capable of splendid results. Recent experience in the mountain passes of Wales proved that observation to be true to an impressive degree. The machine had already covered 5,000 miles without trouble; and although it was but a 2¼ h. p. two-stroke, it climbed the hills like a bird, and reduced 300 miles of mountaineering to a condensed dose of joy.

HARLEY-DAVIDSON TEAM CARRIES OFF KING ALFONSO TROPHY

A HARLEY-DAVIDSON team, comprising Lliviria, Marti and Llandoluce, scored a victory of which they and the American motorcycle makers may feel jolly proud; for the trio collared the cup given by King Alfonso in a 130-mile road race in Spain. The course was two circuits in the Guadarama and Navacerrada area, and two of the pimples en route were 4,500 and 5,000 feet above sea level.

The King, the Queen and some of their children were present on a specially-erected stand, and the weather was brilliant—just what you would expect of sunny Spain in summer.

SOME ITALIAN MOTORCYCLES BEGIN TO SHOW BRITISH TENDENCIES

I HAVE mentioned previously, in some notes about Turin, etc., that various Italian motorcycles were being turned out on decidedly English lines. They will therefore stand a good chance of sharing British orders after the war. These remarks refer to the latest Italian

(Continued on page 52)

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What the Other Fellow Thinks of Us

Motorcyclist Who Temporarily Turned Automobilist Asserts That Cyclists Sometimes Create Bad Impression by "Road Hog" Policies; More Advice for the Chap Who Keeps His Muffler Open

BY D. B. PANGBURN

THERE are one or two points about the motorcycle game which have recently been impressed on my mind so forcibly that I want to bring them to the attention of the dealers and riders for the good of the sport.

Most motorcycle riders seem to feel that the average automobile driver is some sort of a cross between the biggest fool ever let live, and a natural born road hog. It is an unfortunate fact that this judgment is sometimes justified, but how about the other side of the case.

A short time ago I went on a long automobile tour with some friends. Here was a chance to see things from the autoists' side. One experience I shall describe. It is typical of many. On a winding road through the hills, all full of short sharp turns, paved it is true, but barely wide enough for two vehicles to pass, we came up behind a sidecar outfit. We were going faster than they were and wished to pass by, but we could not do so unless the driver would give us our fair half of the road. This he refused to do. For nearly ten miles he ran at his own pace, either in the middle of the road or on the left hand side, so that we could not possibly get by, short of running over him. Probably some autoists would have done so. We didn't, but our driver, who was familiar with that section of the country, remarked, "They do that way about half the time up here; they seem to think it's a funny joke."

Perhaps the motorcyclist may have had some auto play the same trick on him some time, and was trying to get even, but his doing that way with an innocent party didn't help matters any. Let me tell what it did do. It made one of the men in the car with us say:

"Well, you can bet your life I'll never buy one of those crazy things for *my* boy." Blaming the motorcycle, you see, when the rider only was at fault. The others all agreed with him. It meant a loss of several sales, ultimately, for someone, and no gain for anybody.

A Qualified Dislike

Again, I have a cousin who lives on a populous street, leading to one of the main roads out of town.

"I hate all motorcycles," she told me the other day. "That is, all except yours. I don't hate that merely because it belongs to you. They're all such awfully noisy old things. Why isn't yours that way?"

"It's because I keep my muffler closed," I answered. "They don't have to be noisy. It all depends on who's riding them."

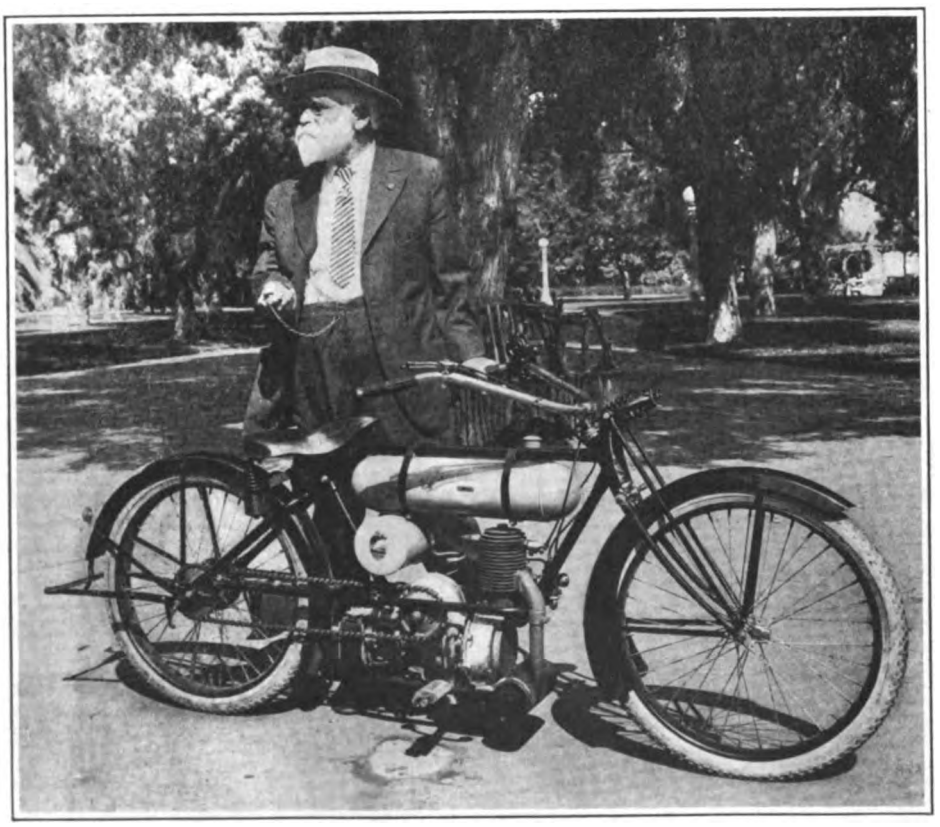
Now, the truth of the matter is, that my cousin lives just outside of the "zone of quiet" of one of the city's hospitals, and the fact that the motorcycle riders go banging past with mufflers open, totally disregarding the "zone of quiet" signs, has completely prejudiced her, and nearly everyone else in that neighborhood against them.

Another example of this sort was a mail collector who used to go through the streets from about 10:30 p. m. until midnight, buzzing his engine at a great rate. He had never been half taught to ride, and I don't believe he even knew what a muffler was, to say nothing of using it. He never did use it anyhow. He got to be such a public nuisance that finally he was taught how to use his machine and the noise stopped. Then there is the type of rider who likes to cut close to people to see them jump.

Open Muffler Fiend

The future of the motorcycle game, both as a business and a sport is largely in the hands of the present dealers (and riders) aided by judicious national advertising. Now, not one rider in ten is as inconsiderate of the rights and feelings of others as those I have described, yet in the same way that a sore thumb is always the one that gets hurt again, so the open muffler fiend is always the one that is noticed, and, though this may sound like old stuff to some, it is nevertheless true, that half a dozen such riders in any locality will do more harm in establshing a prejudice there against motorcycles on the part of possible purchasers than all the dealers' work and factories' advertising can undo in years.

YEARS DO NOT BURDEN THIS LIGHTWEIGHT RIDER



J. E. Jones, of Los Angeles, 73 Years Old and Wealthy, Who Uses the Cleveland Regularly and Asserts That He Wouldn't Be Without It

PIERCE TAKES TWO AT MALTA CLUB RACES

LANCASTER, N. Y.—Walter Pierce captured the five-mile and six-mile match at the meet of the Malta M.C. of Buffalo at the local track on September 10. Pierce's time for the five miles was 6:48, and for the six miles, 7:14 2/5. Pierce hails from Buffalo. Bob Duckworth, of Buffalo, was victor in the 10-mile pursuit race, winning against Fred Flash of Cleveland, in 12:23.

Fred Roth, of Blasdell, took the ten-mile match arranged with Pierce, in 11:23 2/5. Carl Haublub, of Buffalo, captured the 15-mile final, with Duckworth second and Flash third in 24:21.

OPEN MUFFLERS PEEVE OGDEN

OGDEN, Utah.—One of the first steps in a campaign to eliminate unnecessary noises in this city will be the suppression of open muffler fiends, say the city authorities. This order will apply to both automobilists and motorcyclists, and the new regulations will be strictly enforced.

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Window Pointers

CHANGE YOUR WINDOWS FREQUENTLY

With the small retailer it is often the case that his windows are not changed frequently enough. His stock may be limited, and he thinks that a change would not look a great deal different. This may seem true, but it is surprising how differently one can make a trim, even with the same goods.

Some home-made fixtures may be necessary, but these can be easily made, and the display can be constantly made to appear different.

Once a week is not too often to change your window display. By that time, the goods are getting dusty, and their freshness is gone. Then the majority of your customers, if you live in a small town, have seen these things, and they welcome something new. A change in the price cards and the big wndow cards that you should have, will help to make the window appear different. At the end of a week, the inside of the windows begin to get dingy, and they need cleaning, anyway. For these and various other reasons, one week is as long as a display of these goods should be left in a window.

RULES FOR WINDOW RESULTS

Here are twelve rules for securing the best results from show windows:

1. The store front should have character and make a good appearance.
2. Make the windows all glass, dustproof and frost-proof.
3. Have your windows well lighted.
4. Plan your windows to overcome reflections.
5. Change the backgrounds frequently.
6. Have all merchandise thoroughly cleaned before placing in the window.
7. See that window is cleaned throughout.
8. Do not crowd the merchandise.
9. Do not let window decorations conflict with the merchandise.
10. Pose the merchandise in a broken line so it won't look like a row of nine-pins.
11. Display accessories in the window.
12. A neat showcard will answer many a customer's unasked question; price tickets on certain goods will sell more goods than a high-priced clerk.

WHOLE WINDOW SHOULD WORK

Presuming that you give your windows due care, look about and see if there is not more space you could use; some little corner, perhaps, where you keep the shade drawn, or which you cover with a sign in front. Do not let it escape; make it work; make it show goods.

You may think it time wasted, may think there are goods enough in the display you have, and, therefore, this extra work is superfluous. Have no such thought. Some passer-by will see the articles displayed every day, and one never can trace the sales which result from these silent appeals to the purses.

WINDOW LIGHTING

Several fixture concerns have placed upon the market a line of especially designed Tungsten fixtures. The lamps hang vertically and are fitted with reflectors. The combination is efficient as well as decorative when the reflectors are properly placed with respect to the lamp. For displaying goods, lamps should be out of sight, and distributed in such a way as to give uniform illumination.

For ordinary windows, an illumination that is very satisfactory can be obtained by using Tungsten lamps enough to consume about three watts per square foot.

Concentrating holophones should be used about eight or ten feet from the floor.

CLEAN WINDOWS INCREASE SALES

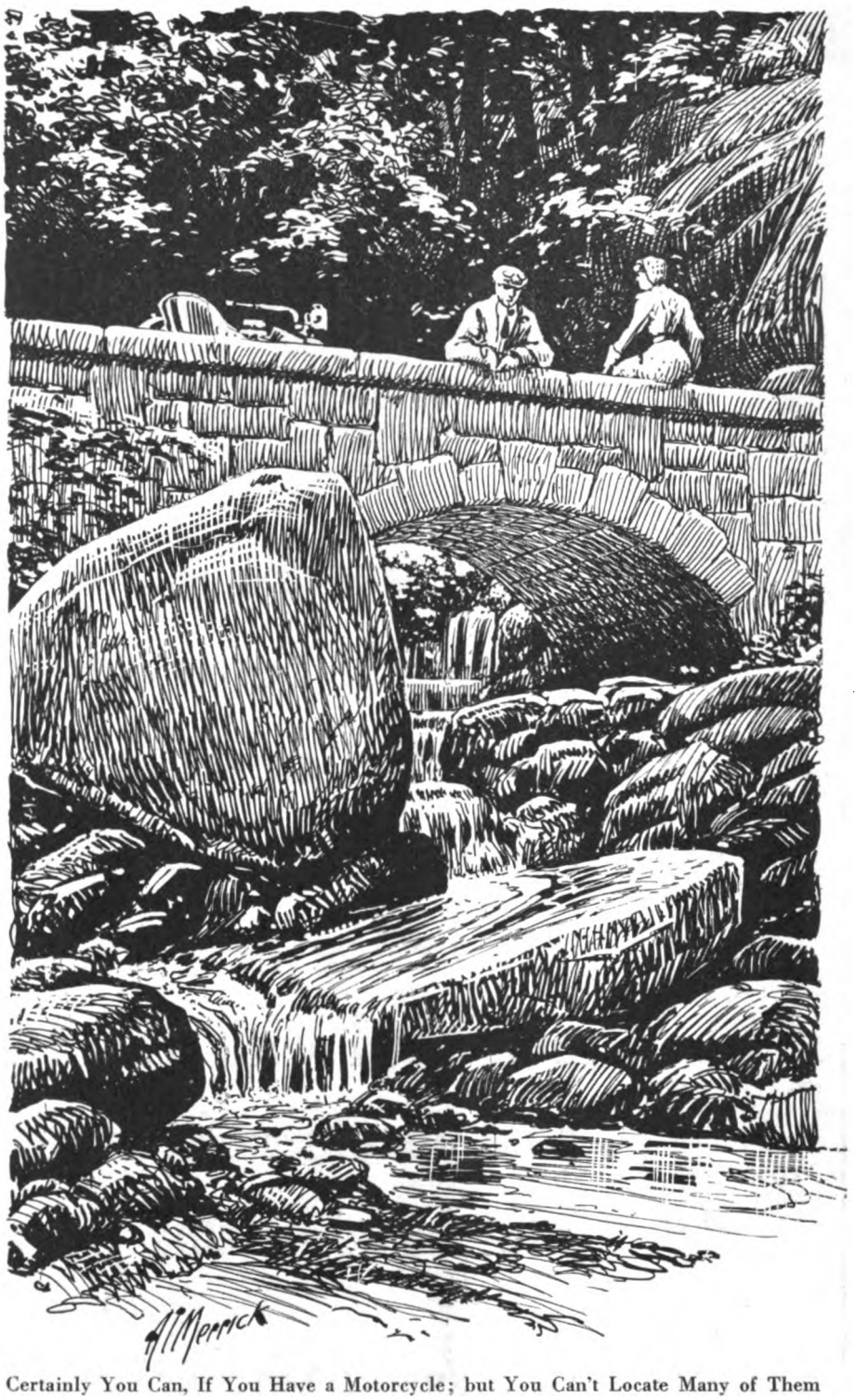
Wash the windows! This always should be a standing order in the store.

Dust outside the window obstructs the view; inside the window it damages the merchandise.

Frequent washings of the outside of the glass and occasional washings of the inside will pay big dividends. Forget about soap. Put a little soda in warm water and go to it.

To keep dust out of the window, nothing is so good as an enclosed background. Better get one ready now.

CAN YOU FIND SUCH BEAUTY SPOTS?



Certainly You Can, If You Have a Motorcycle; but You Can't Locate Many of Them via Trolley Car, or Even with a Cumbersom Automobile. The Motorcycle Is in Tune with Nature and Enables You to Get Off the Beaten Track

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THE

1917 HENDERSON

will introduce another striking feature of better design that is distinctly new in motorcycle construction. Complete description of the new model will be published with the Henderson announcement in the September 21st issue of this journal.

HENDERSON MOTORCYCLE CO., Detroit

HENDERSON

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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DEALERS

Some Newsy Bulletins on What They Are Doing and What They Plan to Do

If your establishment has not been mentioned in this department of late, Mr. Dealer, today is a good time to sit down and send along a little letter telling us how things are going. An item in the Dealers' Department of Motor Cycle Illustrated will help you in more ways than one. Keep us posted.

WHAT'S DOING?

MADDEN BROTHERS HOSTS TO LOCAL BRAVES

SOUTH MANCHESTER, Conn.—Madden Brothers, local Indian dealers, acted as hosts to motorcyclists of this city and vicinity on August 20, the occasion being the annual Madden picnic.

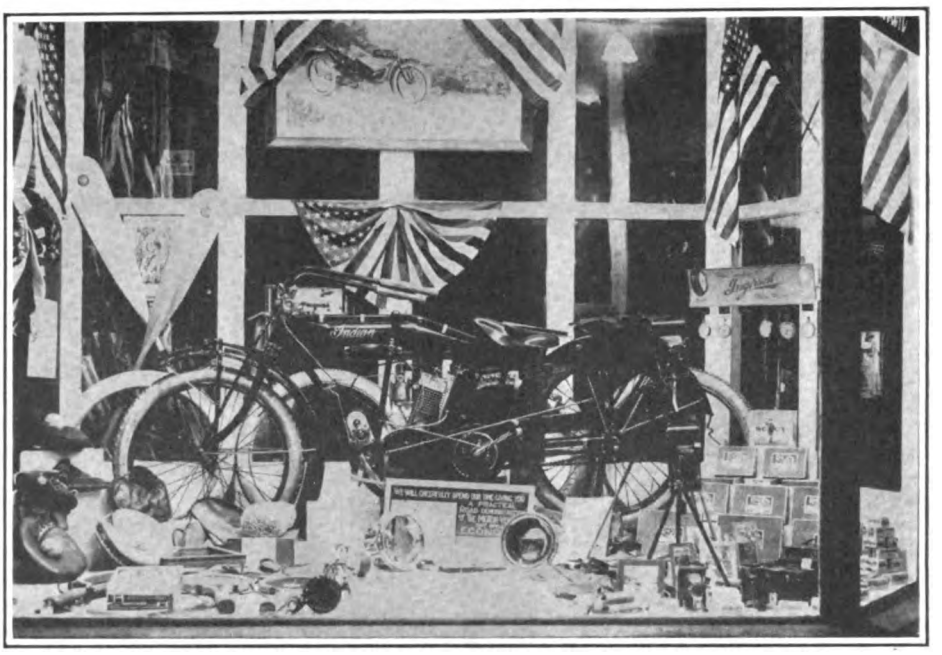
The party, consisting of about fifty riders mounted on everything from Featherweights to Powerpluses with sidecars and with cars of every late model from 1912 on, started from the Manchester common at 8:30 a. m. A quick run was made to the nearby lake, where sports of all kinds were indulged in as extensively or strenuously as suited the participants' inclination.

Plenty of fun was provided for all. Swimming, baseball, canoeing and other recreations were in order. A few motorcycle riding stunts were staged also. A liberal full-course dinner was provided by the host, and John McDowell, Indian traveler for Connecticut, set up the cigars. A few speeches were in order, and preliminary moves were taken toward the forming of a motorcycle club.

Several guests of honor gave considerable local prominence to the occasion, among them being the Police Court Judge, the sheriff, the police commissioners and captain and several of the local police officers, all as civilians.

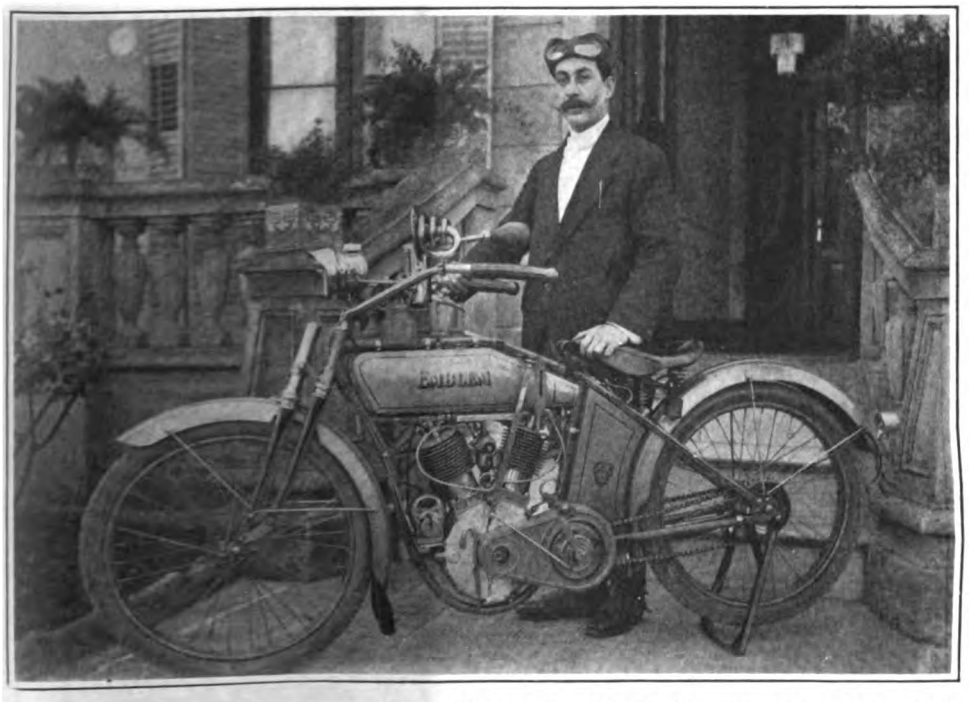
A rollicking good time was enjoyed by all, and a lusty three cheers and a tiger to the generosity of their popular hosts were the parting salute given at the disbanding point late in the evening.

SNAPPY MOTORCYCLE AND ACCESSORY DISPLAY



Window of Kellington & Dieckhoff, Indian Representatives at 345 North Main Street, Decatur, Ill. A Complete Sporting Goods Line Is Carried

AN ENTHUSIASTIC EMBLEMITE IN ARGENTINA



Juan E. Muzzio, of Buenos Aires, Who Writes That His Emblem Has Given Him Eight Months' Excellent Service Without Any Repair Expense

ROTHOLZ DOING WELL IN PARK AVENUE PLACE

NEW YORK, Sept. 11.—Gus Rotholz, the veteran dealer, who recently moved to 1691 Park avenue, is now completely straightened out and is doing business at an even greater rate than before. The new quarters are provided with a gasoline pump and tank outfit and a full line of lubricants is now stocked.

The Park avenue place is absolutely fireproof and is exceptionally well lighted and ventilated. In the front part is a mezzanine floor with offices and lockers for patrons, access to this being by both outside and inside staircases. Rotholz is highly delighted with his new location and expects to do a big business during the 1917 season.

SYKES, OF TRENTON, BUYS OUT BELT'S AGENCY

COLUMBUS, Ohio.—One of the most important motorcycle deals in Columbus was closed last week when O. C. Belt of the Belt Motor Company sold the Indian agency to John Sykes, Jr., the Indian agent at Trenton, N. J. The transfer will be made about September 20. Mr. Sykes has not yet secured a location for the agency, but has several storerooms in the downtown section under consideration. The transfer includes the repair department, as well as the parts business, which is very large.

Sykes will operate both agencies, the one at Trenton and the Columbus agency, but the Columbus business will not be a branch in any way. The territory includes a few counties in central Ohio.

The Indian agency in Columbus was first taken by the Franklin Cycle & Supply Company, of which C. E. Barr was at the head. Later Mr. Barr took the agency and located at 136 East Gay street. O. C. Belt was associated with the firm under the name of the Belt-Barr Motorcycle Company.

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ADVERTISING TO REACH ALL CLASSES

Dealer Should Use Equal Proportions of Pleasure and Commercial Advantages and Race Results in Order to Effect All Possible Sales

By IRA R. ALEXANDER

DENVER, Colo.—The motorcycle dealer of today knows that it pays to advertise, but naturally, different dealers have different ideas on the subject. Here in Denver and other parts of Colorado since the Pikes Peak races, a large number of dealers have been using the results of those events as the basis around which to build up their advertising. Newspapers, window signs and bulletins embodying the results of this climb are the means which have been used in this connection.

This type of advertising pays, without a doubt, but at the same time the dealer should not forget that other forms pay just as well. It seems as though a number of dealers in different parts of the country are depending upon races almost entirely as sources from which to draw advertising material. But there is a certain proportion of the population which cares nothing for motorcycle racing, and does not follow the sport, and such advertising means nothing whatever to them.

Pleasure and Commercial Ads.

It is this class of trade that the dealer has to reach by some other means if sales are to be made. Advertising the pleasure or the commercial advantages of the motorcycle will get to them as a general thing, and in fact the dealer should take pains to embody these points in his regular line of publicity.

A good example of advertising the motorcycle as a pleasure vehicle was given recently by Floyd Clymer, the well known rider and motorcycle dealer of Greeley, Colo. He is a believer in making use of races in furthering the sales of the motorcycle, but he also believes it should not be a one-sided affair when it comes to advertising. To show the possibilities of the motorcycle as a pleasure vehicle Clymer arranged a motorcycle picnic for owners of motorcycles in Greeley. The affair was held in the mountains about 50 miles from that city, and, of course, the distance was covered on the machines.

Boosting the Picnic

The start was made at Clymer's store at 9 o'clock, and the picnic grounds were reached about 11 that morning. It was agreeed beforehand that the speed limit would be 25 miles an hour. The picnic was announced in the Greeley papers a week before the affair was to take place by an advertisement inserted by Clymer. Thus the store received advertising, and people that did not own motorcycles were made to see the possibilities they offered as far as pleasure is concerned. It is needless to say that Clymer made the best of the run to and from the picnic grounds in giving those accompanying him pointers on the value that can be gotten out of a motorcycle. This will bear fruit, as the motorcyclists making the trip will become good advertisers for Clymer and the motorcycles he has for sale.

This week the W. W. Whiting motorcycle store in this city has a window arrangement of different papers (**Motor Cycle Illustrated** among them) that carry Harley-Davidson ads., and the papers and magazines are arranged so the ads. show. People passing the store stop and look. In doing so they become interested, and some of them go inside to investigate, the way to a sale being thus paved.

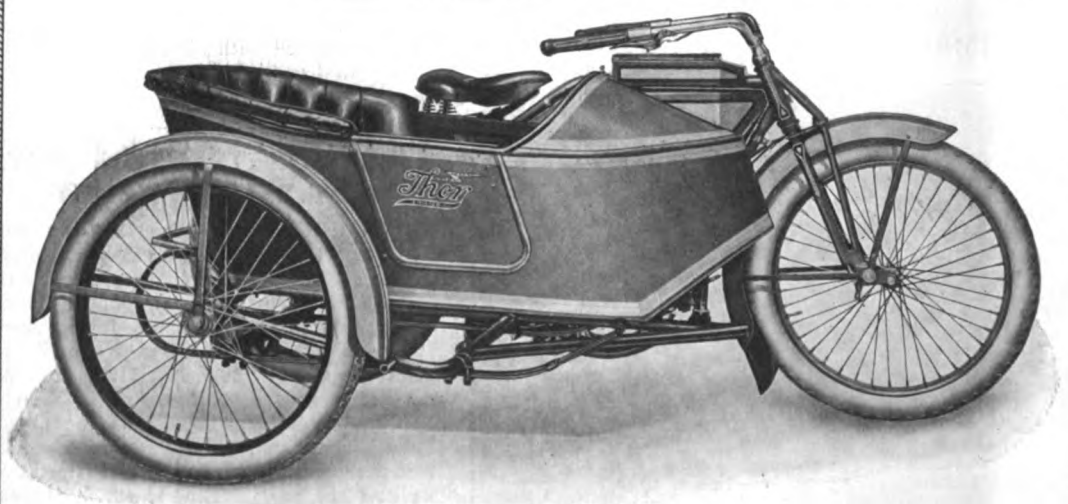
Value of Window

The window is the dealer's catalog, and he should arrange it in such a way that it will attract attention and be a paying advertisement. Displays featuring the motorcycle as a pleasure vehicle and as a commercial asset should be featured, and the motorcycle as a racing machine should not be allowed to fill the window all the time.

Dealers in this city, as well as dealers in other parts of Colorado, have found out that it pays to let people know the success others are having with their motorcycles. If a certain well known firm is getting good service from a machine in a commercial way—let other business men know about it by advertising the fact, personally, through the mails, in the newspapers, window displays, or some one of many other ways.

(Continued on page 48)

Rogers Sidecars



OFFICIALLY ADOPTED AS STANDARD EQUIPMENT FOR THE 1917 THOR

The manufacturers of the Thor have devoted years to establishing its reputation as the motorcycle supreme.

Their adoption of the ROGERS places thereon the seal of their approval and its recognition as the **SIDECAR SUPREME.**

BEAR IN MIND, the ROGERS is also the one and only UNIVERSAL sidecar and any ROGERS Sidecar can be made to fit perfectly the new 1917 Thor or any other standard motorcycle, by changing only a few inexpensive parts.

If you own a ROGERS, you do not need to change your sidecar every time you get a new motorcycle.

ROGERS MANUFACTURING CO., IRVING BECK (Service Station) 1691 Park Ave., New York **337 W. Madison St., Chicago**

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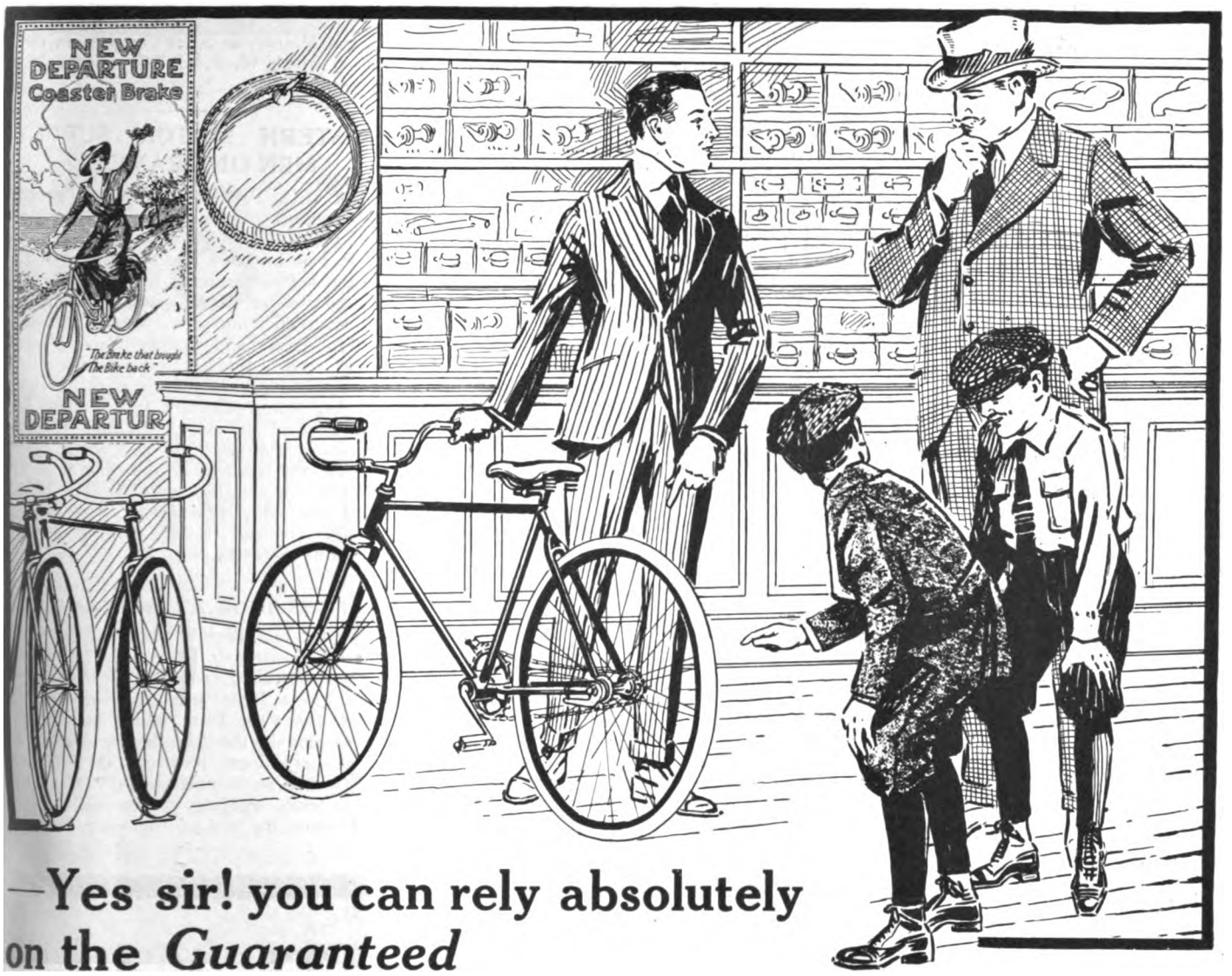

—Yes sir! you can rely absolutely on the *Guaranteed*

NEW DEPARTURE COASTER BRAKE

Thousands of Dealers are saying this daily to prospective buyers.

They point with pride to the New Departure in every bicycle on their floor and thus add weight to their words.

No argument is needed to prove New Departure reliability because millions of riders have learned the lesson by experience.

Millions of prospective riders know it, they know that what the other fellow swears by, must be best for them. And all agree that absolute reliability is the big feature of the Brake That Brought the Bike Back.

This reputation should become one of your best assets. Combine it with the New Departure Sales Helps and increase your sales.

We will tell you the whole story if you will write us.

THE NEW DEPARTURE MANUFACTURING CO., BRISTOL, CONN., U. S. A.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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(Continued from Page 46)

If some well known person in your city makes a long tour with little or no machine troubles on a motorcycle you sold him put a machine of the same kind in your window and on a card have the story printed in good-sized type and place it beside the machine. People are bound to stop in front of your window, and in reading the card they will think about the possibilities you are offering them in urging them to purchase one of your machines.

Too much dependence should not be placed on racing results for the dealer's advertising. Let people see the joys obtainable by the use of the machine for pleasure. Point out to the business man what a big aid, commercially, the motorcycle can be to him. When pushing all three of these advertising means, do so with each on about an equal footing, and you will have a mighty strong aid in making sales. This is written from experience; it has been tried out and proved to be decidedly a paying proposition.

COUGHLIN TAKES ORDERS FOR SIX HENDERSONS

BRONX, N. Y.—Gene Coughlin, of Gene Coughlin & Company, 922 Washington avenue, who recently took on the Bronx County rights for the four-cylinder Henderson, has already taken advance orders for six of the 1917 models.

"The fine performance of the Henderson in the past season and in previous years has given riders such confidence in it that they have started to order 'blind'—that is, without seeing even a catalog," says Coughlin. "I am sure that there will be a big season with the four-cylinder in this county for 1917."

The Coughlin repair shop is working at high pressure just now, overhauling machines of various makes.

DALLAS DEALERS RUN FINE LABOR DAY CARD

DALLAS, Tex., Sept. 5.—Over 3,000 people turned out for the excellent card of races arranged by the Dallas Cycle Dealers' Association yesterday at Fair Parks. Six races in all were staged and the riders put up many exciting rides during the afternoon. The Australian pursuit race came in for more than ordinary interest from the crowd.

The first event on the card was the free-for-all amateur State championship, which was won by Gordon Alexander. A girls' race was run, and Miss Flora Clarke carried off first honors. E. J. Cortines, the handicapper, won the two-mile handicap, while the half-mile boys' race, for youngsters under 12 years of age, was captured by Edgar Behrens. L. L. Scott won the professional State championship, and a two-mile motor-wheel race went to the credit of Jess Mitchell. L. L. Scott also accounted for the Australian pursuit race from M. W. Sales and Albert Willard, after going 13½ miles.

LOFTES GOES TO BOSTON

PROVIDENCE, R. I., Sept. 12.—J. Clarence Loftes, formerly with B. A. Swenson, and later with the Harley-Davidson Sales Company, has entered the employ of the General Motorcycle Sales Company in Boston, of which W. F. Halliday is the local representative.

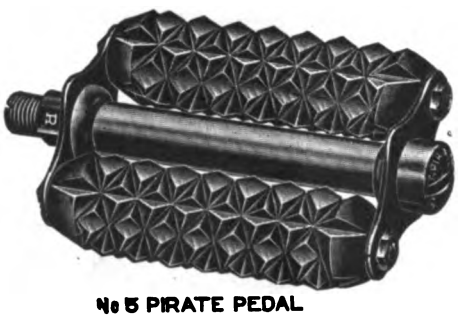
WESTERN MOTOR SUPPLY MEN ON TRAVELS

EL PASO, Texas.—Joe Burkey, general manager of the Western Motor Supply Company of El Paso, is in Tucson and Phoenix on business, and plans to visit Los Angeles before returning to this city.

G. H. Sender of the same company has just returned from a two weeks' trip over western Texas and eastern New Mexico. Sender reports that he found business conditions good for the motor man generally and that motorcycles are fast coming into their own in the west. Sender reported that many new machines are being placed and that the business in handling tires and accessories is growing rapidly. The bicycle shops are also prospering, he said, for bicycles are not being forgotten while many ride motorcycles.

SIGNS THOR AT HONOLULU

The Okahiro Bicycle Shop, of Honolulu, has just closed a deal for the Thor agency for the Hawaiian Islands. This establishment has a large and growing business and will give the Thor, which has not been represented in the islands for some time, quite a prominent position. Mr. Okahiro writes that he is putting up a fine brick and concrete building, which will be occupied before the end of the year.



No 5 PIRATE PEDAL

Two Pedals That Are Immensely Popular

Their design and construction assure strength and comfort. Especially is this true of the No. 5 PIRATE, whose deep corrugated rubber cushions are not only soft to the feet, but absorb shocks and keep the feet from slipping.

The No. 4 STANDARD is a new addition to our large and comprehensive line of Rat Trap Pedals. It is strongly made, well designed and gives a splendid foot hold.

No. 4 STANDARD RAT TRAP PEDAL

The Standard Co. *Torrington Connecticut*

Manufacturers of

Diamond "E" Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cycle-cars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals. Screw machine products.

We are boosters for "One Million Bicycles in 1916"

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18 Years Ago—

A keen-eyed man was bent in absorbed concentration over a work-bench, on which was mounted a bicycle wheel. A church chime boomed the hour of midnight—the fitful glow of the flickering gas cast weird shadows on the walls of the little shop. But still the man worked, turning the wheel this way and that. At last he straightened up, heaved a deep sigh and breathed "I've got it at last"!

He spun the wheel until the spokes fairly whined, then touching a little lever on the side of the wheel, brought it to an abrupt stop. Again he spun the wheel, and again he touched the lever, but more lightly than before, and the wheel slowed down to a gentle halt.

Thus, eighteen years ago, was the MORROW, the pioneer coaster brake, brought into being. Since then more than a million riders attest to the perfect braking service of the MORROW—its utter reliability and surety.

Don't you think a brake with a record such as the MORROW should be the one for you to stock?

Write for information.

Morrow

Eclipse Machine Company, Elmira, N. Y.

Licensed Coaster Brake Manufacturers

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JACKSON IS ENTHUSIASTIC OVER 1917 PROSPECTS

DAYTON, O.—W. H. Jackson, of W. E. & W. H. Jackson, Dayton representatives in San Francisco, Cal., has been at the factory of the Davis Sewing Machine Company during the past week. He left Saturday for the Pacific Coast, enthusiastic over the prospects for a large bicycle business with both Yale and Dayton lines throughout his territory.

"Never have I seen the Davis factory so busy as it is now," said Mr. Jackson. "Nothing surprised me more than to see the volume of stock on hand, such as frames, equipment, etc., and it certainly has convinced me that the factory is prepared to take care of all orders in ideal shape. Both the Dayton & Yale bicycle lines look better to me than ever before, and with such fine assurance of prompt delivery, the sales force certainly has a clear field ahead."

En route to San Francisco, Mr. Jackson will stop at Denver, Ogden, Salt Lake City, Spokane, Seattle and Tacoma, calling on the Dayton representatives in these cities.

MANY ATTEND LINCOLN FARM DEDICATION

LOUISVILLE, Ky., Sept. 9.—Motorcyclists from many parts of Kentucky and adjoining States made a Labor Day run over the Dixie Highway to attend the inaugural ceremonies at Lincoln Farm, the birthplace of Abraham Lincoln, at Hodgenville. This farm was taken over by the Government and made into a national park. President Wilson, among other notables, made an address at the dedication.

Herbert Kline, of Kline Brothers, Harley-Davidson dealers, headed a party from Louisville. He was accompanied by Mrs. Kline in the sidecar. Most of the going to Hodgenville was good, but a few sections were very bad.

When the Dixie Highway is finally completed it is expected that many tourists will make the run to Lincoln Farm and on to Mammoth Cave. The farm is 72 miles from Louisville.

NEW HARLEY-DAVIDSON INTERESTS YOUNGSTOWN

YOUNGSTOWN, O.—"Hap" Schroeder, the Harley-Davidson traveller, caused considerable excitement here on September 8 when he rode up to the Mahoning Cycle Company's store on a 1917 electrically-equipped Harley-Davidson. A big crowd had gathered to see the new machine.

Carl C. Kaiser, proprietor for the Mahoning Cycle Company, handling the Harley-Davidson, has sold 125 machines during the past season, and expects to sell over that amount during 1917.

SWENSON OFF FOR VACATION

PROVIDENCE, R. I., Sept. 11.—B. A. Swenson will leave this week for a two weeks' vacation, which he will spend "somewhere in the woods of Maine." B. A. will go alone, with a sidecar outfit, and will carry quite an equipment, which will include fishing tackle, shooting irons, tents, blankets and the like.

WICKWIRE VISITS HENDEE-VILLE ON HIS HONEYMOON

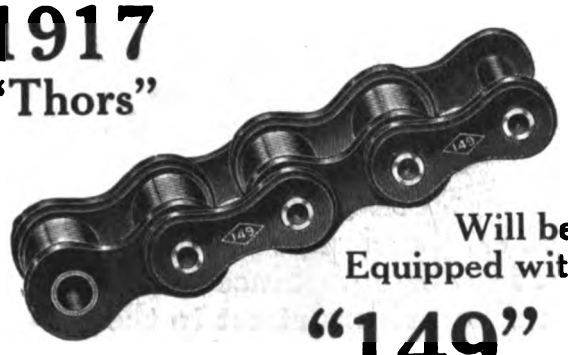
SPRINGFIELD, Mass.—Among recent visitors at the Indian factory were Rex D. Wickwire, Indian dealer at Miami, Florida, accompanied by his wife. Mr. and Mrs. Wickwire dropped in at the Hendee headquarters while on their honeymoon, their marriage having taken place at Miami on August 16. They spent several days in Springfield, after which they rode away in a new 1916 Indian Powerplus sidecar combination.

Wickwire reports having had an excellent season and is enthusiastic over the outlook for 1917 sales in his territory. He and Mrs. Wickwire will make the complete run back to Miami in the new outfit which they obtained at the factory.

VALLEJOANS PAY VISIT TO HARLEY-DAVIDSON WORKS

VALLEJO, Cal.—Word has been received from George Hallerman and Albert Lawrence, of this city, that they have arrived in Milwaukee, their destination. They made the trip on Lawrence's machine with but little difficulty, aside from some summer storms in the mountain region. The letter said that the pair had seen the 1917 models at the Harley-Davidson factory and were on their way back, taking the Lincoln Highway.

1917
"Thors"



Will be Equipped with
"149"

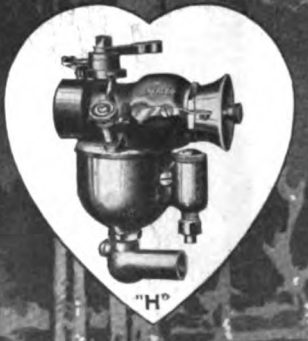
The specifying of "Diamond" motorcycle chain (No. 149) as standard equipment year after year by one of the largest manufacturers of high grade motorcycles in the United States, the Aurora Automatic Machinery Co., of Chicago, Ill. (makers of the "Thor" Motorcycle), is satisfactory evidence that "Diamond" motorcycle chains (No. 149) are thoroughly reliable.

The manufacturer of a high grade motorcycle cannot afford to make a mistake in the selection of equipment. You will not make a mistake if you specify No. 149 equipment on your motorcycle.

Diamond Chain & Mfg. Company
Indianapolis Indiana.

The SCHEBLER CARBURETOR
America's Standard
Supreme through Merit

THE HEART OF THE MOTORCYCLE



WE EQUIP
THOR
POPE
MERKEL
INDIAN
EMBLEM
DAYTON
SPACKE
MILITAIRE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER-SCHEBLER CARBURETOR CO. INC.
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS

Select A Belt Drive Lightweight for 1917

IT is obvious to all live dealers that Lightweight Motorcycles are opening up a big field, a bigger field than the motorcycle has ever before catered to.

This new and larger field will be encouraged by simple design—the fewer "contraptions," the more appealing that Lightweight will be; the more readily understandable it is, the more easily sales can be made.

With this sound logic, one item measures up BIG, it's the transmission; eliminate double drives, slipping sprockets, and all the other "what nots" and you clear away a good deal of puzzling material and weight.

In a word, sell a belt drive Lightweight, one with that proven perfect drive for Lightweights, it is simple, it is lasting and smooth, it is the perfect drive when completed by the perfect belt, the

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.

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BRITISH NOTES

(Continued from page 41)

product that claims attention, viz., the 8 h. p. Frera, which has V-twin cylinders set at a 45° angle, with 1,400 c.c. capacity. Fittings include a countershaft 3-speed gear-box, with a multi-disc clutch controlled by hand. As in English machines, this Italian sidecar motorcycle has lugs specially brazed on as part of the frame, to insure as much rigidity as possible of the sidecar members. Another idea in equipment is that the chain transmission is wholly encased in oil-tight chain guards; in fact, the whole turnout has a markedly British appearance. American readers will note with interest that the Splitdorf magneto is included.

The Frera makers have supplied a lot of 4 h. p. single machines and 2½ h. p. lightweights for the Italian army.

SPORTING AFFAIRS STILL ATTRACT ATTENTION IN HOLLAND

THEY'RE not making life absolutely subservient to the war in Holland, for quite recently there have been big doings on both road and track in the little land of dykes and windmills. The Dutch Volunteer Brigade had a nice sporty affair in the shape of a 36-hour trial over a 560-mile course. Obviously speed was not the primary element, but consistent running and due observance of various regulations. It speaks well for the Hollanders that 31 competitors finished the long ride on time. A couple of two-stroke James machines and a notable lot of Douglases—both British products—made a good show.

The first motorcycle race meeting on a track in Holland afforded a rare spectacle. The course was a wide one—for over 20 competitors lined up in a row at the start of one race. British products won four of the five races, which were run on a grass track. A good job it wasn't on a small scale!

MUNITIONS WORKERS SHOW WELL IN HILL-CLIMBING COMPETITION

THE Britisher is notorious for working hard and playing hard, so it is no wonder that Army Ordnance workers have sought relief in motorcycle sport for their needful recreation after hard work on war goods. Sixty-five of them entered for a recent program. There were some star artists among them, and one of them got away from the starting point like the shot of a gun.

From a standing start a five-furlong hillclimb was covered in 62 seconds by Gillet on a 4 h. p. B. S. A., in the single-cylinder class with change-speed gears. The climb was made by A. Knight on a 1910 Triumph in 59 seconds, in the fixed gear class; by R. T. M. Ayshford on a 1912 7 h. p. Indian in 52⅖ seconds, in the two-cylinder class; and in 105 seconds by T. Binns on a Triumph in the sidecar section. In Class III (twin-cylinders) an Indian was placed third, in addition to Ayshford's premier placing.

MOTORCYCLES ARE BEING SPECIALLY ADAPTED FOR CRIPPLED RIDERS

THE war is sure to deprive a lot of motorcyclists of a hand or arm, but it won't deprive them of motorcycle ardor. Many ex-soldiers are driving cars specially adapted, and that motorcycles can likewise be made suitable for a keen rider is proved by the case of two chums, Sydney Davis and H. Winstone, of Kettering. The former rides a two-stroke Sparkbrook and Winstone a Douglas. Davis' right arm ends at the elbow, so all the controls are on the left handle grip, and the right-hand side of the bar is, instead of being curved in the usual way, made straight, with a cushion at the end for Davis to rest his elbow on. Winstone's machine has the exhaust lever on the right grip (as he has no left arm), and that was the only alteration needful for him.

One-legged riders are no longer a rarity. One of the crack competitors in our Tourist Trophy races belongs to that section of affected but enthusiastic riders.

McALESTER FIRM FORMED

McALESTER, Okla.—The McAlester Auto & Supply Company has been organized here with a capital stock of $5,000. The company will handle tires for automobiles, motorcycles and bicycles, and also a full line of accessories for all machines. The incorporators are W. M. Redpath, Elmo Smith and M. S. Jordan.

"INFALLIBLE" Spark Plugs

"Quality"—that's the keynote of the "Infallible" Spark Plug's construction. We offer the "INFALLIBLE" Plug to the trade as the highest example of spark plug perfection. Deep-combustion chamber, giving a spark of remarkable depth and strength—heat-proof electrodes that are proof against all action of oil and carbon, mica insulation as enduring as time itself. Sold at a price all can afford to pay —75c.

Furnished in Metric and ⅞-18 Threads

Write for our net price list, No. 60.

NEW YORK SPORTING GOODS CO.

15 and 17 WARREN STREET NEW YORK, N.Y., U. S. A.

FREDERIC A BAKER President

HENRY T FOWLER Vice President

ANDREW C IMBRIE Vice President

JAMES E MURRAY Treasurer

USE QUALITY OIL

The life of a motorcycle depends largely on how it is lubricated.

HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS AND GREASES

Are America's leading Lubricants. We've been making QUALITY oils for over thirty years. This experience, expert knowledge and best ingredients go into every drop of HARRIS OILS.

All Good Dealers Recommend Them.

"A Little Goes a Long Way and Every Drop Counts."

A. W. HARRIS OIL CO.,

326 S. Water St., Providence, R. I.

Branch: 143 No. Wabash Ave., Chicago, Ill.

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REMY
MOTORCYCLE LIGHTING IGNITION SYSTEM

Your lighting and ignition will work like a charm if your mount is Remy equipped. The Remy furnishes a big, fat spark that makes starting easy. Also white, intense light that makes night-riding a pleasure.

See your nearest Harley-Davidson dealer—he will gladly demonstrate.

REMY ELECTRIC CO.

Factories: Anderson, Ind. Sales & Engineering Offices: Detroit, Mich.

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TORONTO RACERS ARE KILLED IN ACTION

Official Casualty List Reports Deaths of Wilson and Knight on Western Battle Front—Reimer Returns Badly Crippled

TORONTO, Ont.—Much of historical importance has occurred during the past week which has directly affected Canadian cyclists. Two of the country's most prominent wheelmen paid the supreme sacrifice while a third came home with his body riddled with bullets.

The official casualty lists published in Toronto bore notice of the death in action of Private Walter Wilson who, before the war, was known as Scotty Wilson, champion sprinter and Australian pursuit rider. He came to Toronto from Scotland eight years ago and immediately entered into cycling activities with zeal. For two years he was the Canadian quarter-mile champion and for several seasons before he enlisted he was a formidable rider in pursuit contests. He was a member of a trench mortar battery at the time of his death. He leaves a wife and one child. On Sunday, September 10, Vice-President R. A. Falconer, Secretary Richard and other officers of the Canadian Wheelmen's Association paid a visit to the home of the late champion when a substantial tribute was paid to the memory of the soldier-cyclist.

According to a notification from the Militia Department, Private Norman C. Knight, another well-known Toronto bicycle racer, died of wounds recently. Private Knight was a member of the Eaton Bicycle Club before he enlisted for overseas service. Confirmation of this notification is being anxiously awaited here.

Sergeant J. B. Reimer, a member of the 1st Canadian Contingent, and a former cyclist of prominence, returned to Toronto a few days ago with bullet wounds in his body and knee. His fighting days are over as his wounds have incapacitated him for further service. Before the war he was employed by Walter Andrews, the Toronto Harley-Davidson distributor. He will return to his former position as soon as he is finally discharged from the service.

TRANSCONTINENTAL HIGHWAY IS PLANNED

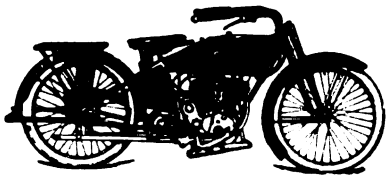
TORONTO, Ont.—At a meeting of the Military Hospitals Commission at Toronto, the unanimous decision was reached to prepare for the building of a model transcontinental highway from the Atlantic to the Pacific in Canada by ex-soldiers after the conclusion of the present hostilities in Europe. It is expected that approximately 300,000 war veterans would be available for this work after the termination of the struggle and, with the help of so many men who have become accustomed to outdoor life, it is believed that the Dominion Government could speedily provide the needed traffic line. The project would not only solve the problem of demobilization, since it would allow of the gradual disbandment of troops from coast to coast, but it would make an entirely new field for the motor-touring public, it is declared. Incidentally, the farmers would use it for moving of Canada's grain crop, it is urged.

MISSOURI AND IOWA RECIPROCATE WITH ONTARIO

OTTAWA, Ont.—Missouri and Iowa are two more States which have entered into a reciprocal arrangement with the Province of Ontario for the recognition of motorcycle licenses, according to official advices just received. There are now seventeen States which have signed the license reciprocity agreement with the Ontario authorities. In the cases of Missouri and Iowa, the period of stay without license charge for an Ontario motorcyclist is twenty-one days, and vice versa.

SPENCERS TO RECEIVE OVATION ON RETURN

TORONTO, Ont.—Bicycle officials, riders and others are already looking forward to the home-coming of Art and Bill Spencer, the Toronto bike stars who have created a name for themselves at the Newark Velodrome this year. According to word received at the Spencer home here, the two cyclists expect to take part in a six-day race at either Boston or Chicago after which they will return to Toronto for the winter. The showing of the Spencers at Newark has created wide interest in Toronto and it is anticipated that they will be given a public reception upon their arrival.



Every Ride A Joy Ride

There is no limitation to the pleasure of motorcycling when you ride the

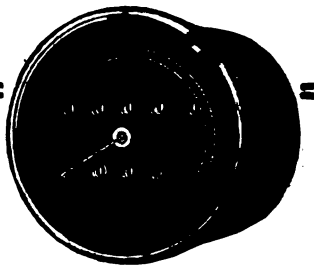
1917 R-S MOTORCYCLE

You can leave the zone of machine shops with a feeling of safety. You can climb hills that defy the ordinary motorcycle. A twist of the wrist and the R-S immediately responds with any speed you dare ride.

The R-S has the simplest, coolest, surest, most powerful little motor ever produced. Most economical, silent and simple, and most comfortable. Here is a machine you should investigate when in the market for a motorcycle.

Write for details and agency proposition.

Reading Standard Company
501 Water St., Reading, Penna.



It's Good Enough for Uncle Sam

More striking or conclusive evidence of the superiority of the Corbin-Brown Speedometer could not be advanced than the fact that in the placing of a recent order for 63 motorcycles the United States Government specifically stated that all machines be equipped with this instrument or equal. The order has been placed with us. The

CORBIN-BROWN SPEEDOMETER

needs no stronger endorsement than this.

If it is efficient enough to handle the work cut out for it by the War Department it is efficient enough to warrant its being equipped to your motorcycle. Do this at once.

Investigate for yourself.
At all dealers. Catalog on request.

THE CORBIN SCREW CORPORATION
The American Hardware Corporation, Successor
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

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BE THE LEADING DEALER IN YOUR SECTION

Nothing will do more to bring this about than to establish yourself headquarters for the now CELEBRATED

A. B. C. GENERATORS

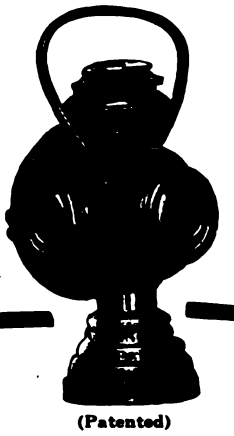
The most simple—therefore the most developed Motorcycle Electric System on the market. Claims of Superiority — Applicability — Stability — Efficiency — Durability — Flexibility and Accessibility.

New Prices MODEL B—Complete less lamps Direct Lighting **$25.00** | MODEL C Batt. Charging **$30.00**

You don't THINK you see the road—YOU DO SEE IT. Transportation paid on retail sales.

A. B. C. GENERATORS CO., Los Angeles, Calif.

All Los Angeles Police Use the A. B. C.



Rear View

(Patented)

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LARGE OIL LAMP For MOTOR CYCLES

Burns 20 Hours

The Neverout

Has special bracket for handle bar

Write Today for Complete Description

ROSE MFG. COMPANY

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Pullman

THE HARRY SVENSGAARD SALES CORP. DETROIT

This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1916!

Harry Svensgaard Sales Corporation 14 Jefferson Ave. East, Detroit, Michigan

The choice of the experienced rider is

PREST-O-LITE

The Only Practical Light for Motorcycles.

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc. 246 SPEEDWAY INDIANAPOLIS, IND.

The World's Largest Makers of Dissolved Acetylene

Prest-O-Lite Exchange Agencies Everywhere

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WEBSTER CAPTURES BIKE RACES AT TORONTO

TORONTO, Ont.—The first bicycle racing in Toronto since last spring formed one of the features of the Canadian military championships which were staged at the Exhibition half-mile track on Saturday, September 9. Two events were held and the winner in both instances was Corporal Norman Webster of the 109th Regiment, Toronto, who outsprinted a field of forty cyclists on both occasions. One event was a mile open contest while the second was a three mile handicap in which Webster started from scratch.

The results: One mile open—Won by Corporal Norman Webster; second, Private R. Goldsmith; third, Corporal George Wright. Time 2:28.

Three-mile handicap—Won by Corporal Norman Webster; second, Private Roy Hendry (250 yards); third, Private Woodcroft, (300 yards). Time 8:04 2/5.

Old Timers Strive

A feature of the races was the attempted come-back of several old-time Canadian bicycle stars. One was Barney Mitchell, who wore the colors of the Royal Canadian Bicycle Club in the so-called boom days of cycling. Another was Sergeant-Major Don McGillicuddy, a veteran of the present war, who competed successfully throughout Ontario before the outbreak of hostilities. Both failed in their attempted comeback but they received the plaudits of the grandstand, nevertheless.

The cyclists of the 109th Regiment, Toronto, came close to carrying off the team championship of the day as they scored twelve points against the seventeen tallies registered by the 180th team.

BINETTE WINS AT FIRST QUEBEC MEET

QUEBEC, Que.—Costly silver cups and medals were presented to the winners in the first real motorcycle races ever staged in Quebec, the ancient capital of Canada. The contests, consisting of three, five and ten mile races, were held on the Exhibition half-mile track in the presence of 2,000 interested spectators. Seven French-Canadian speed merchants tried conclusions and the honors were divided by those who straddled Excelsior and Harley-Davidson motorcycles. The crowd became greatly agitated when one of the speedsters spilled on a corner of the track but the competitor was able to start again in the same race.

The results:

Three-mile race—Won by Binette, Excelsior; second, Marier, Excelsior; third, Montambault, Excelsior. Time, 3:45.

Five-mile race—Won by Binette, Excelsior; second, Boivon, Harley-Davidson; third, Mercier, Excelsior. Time, 6:24.

Ten-mile race Won by Boivon, Harley-Davidson; second, Martineau, Excelsior. Time, 12:54. Seven started but only two finished.

DELIVERS LAWN MOWERS WITH A MOTOR WHEEL

PROVIDENCE, R. I., Sept. 11.—E. H. Sainsbury, a dealer in and repairer of bicycles at 59 Plainfield street, has equipped a bicycle with a Smith Motor Wheel, which he uses for delivery purposes. A large box is constructed on the rear of the machine, which he uses for carrying articles to be delivered to his customers.

He makes a considerable business of sharpening lawn mowers, and to get them out quickly the bicycle outfit is used.

BIKE DEALERS BENEFIT BY TROLLEY STRIKE

CHATTANOOGA, Tenn.—During the recent street car strike in this city the bicycle dealers were among the largest advertisers in the city, and did some real business. There was a tremendous demand for second-hand wheels of all kinds, and old bicycles which had not seen service for years were trundled out of the attics, scrubbed down, treated to a set of tires, a little oil and graphite and placed on the streets. An old-time darkey or two managed to dig up some of the old high-wheelers, safeties, etc., and business men, laborers, messenger boys, etc., all joined the ranks of the riders.

CHAMPIONS PERFORM WELL

GEORGE WILEY and Clarence Carman, the old and the new American motor-paced champions, accounted for the 100-mile motor-paced team race at the Point Breeze track last night. Leon Didier, France, and "Bobby" Walthour, Atlanta, finished second, and George Colombatto, Italy, and Vincenzo Madonna, the Providence Italian, ran third. The time was 2 hours, 3 minutes and 32 2/5 seconds.

HR

7143 5/8" pitch 1/4" wide

7144 5/8" pitch 3/8" wide

Watch the racing returns and see how uniformly the winners use Renold chains. They *know* from experience that they're best.

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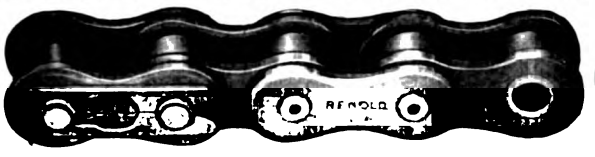

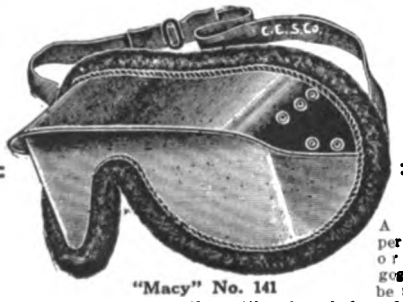

"Macy" No. 141

All Motorcyclists Should wear the Chicago Dimmer Goggle

A better, more perfectly fitting or comfortable goggle couldn't be made. Light, well ventilated and free from the nuisance of blurring in moist atmosphere. It affords protection from sun, dirt and wind, and allows free range of vision. Get a pair today.

Dealers—these goggles sell fast. Get a supply from your jobber.

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Chicago, Ill.

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THE MART

3 Cents a Word

Dealers—Write us for rates for advertising in our Dealers' Directory.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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THE PERFECT HEADLIGHT

have opened a new era in gas lighting by combining **Electric Brilliancy** with **Prest-O-Lite Reliability.** They are guaranteed to give **three times** the light of the ordinary burner. The thousands in use demonstrate their practicability. Price $2 per set.

DEALERS: Full details and our proposition will be sent on request

The Monosmith Brothers Co.
Spencer, Ohio, U. S. A.

The H. M. Kipp Co., Ltd., Toronto, Distributor for Canada

WORTH MORE **Berling Magneto** DOES MORE

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BENTON.

There are lots of good plugs on the market—it would be foolish to deny it. But the Benton, for perfectly simple reasons which are explained in our booklet, is just a little better than the rest. You want the best plug—your common sense will tell you why the BENTON is the best after you read our booklet. Get it.

L. F. BENTON COMPANY
Vergennes, Vt.

NATIONAL Motorcycle and Bicycle Spokes

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For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

Wherever Ball Bearings are used you will find STAR Ball Retainers

Bearings Co. of America
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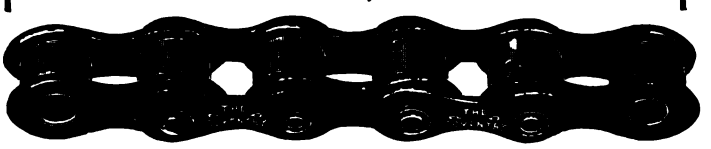
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

Mileage!

In the long run, everything simmers down to the question, "What mileage do you get out of your chain?" If mere mileage figures interest you, ask the man who uses "The Coventry" Chains. He will give you facts and figures that will explain why "The Coventry" costs $1 a foot to the rider.

HERBERT F. L. FUNKE CO.
112 Broad Street, New York



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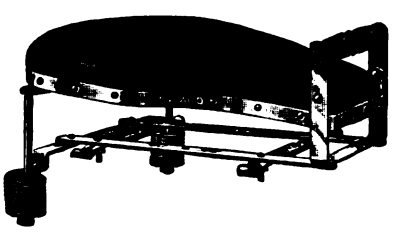

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'Phone, 3352 Morningside

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2050 JEROME AVE., Corner Burnside Ave.

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INDIAN SERVICE STATION
All Repairs Guaranteed
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Expert Repairing. New York Agent for the EXCELSIOR
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WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

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All makes of Bicycles—expert repairing
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Rebuilt machines. A written guarantee with each machine. Write for details and price list.
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Full Stock of Supplies and Parts
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Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
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Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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Sidecars and parts in stock for all machines. Special attention to dealers.

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Motor-Cycle Exclusively

New pistons and rings accurately fitted.

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THE GIANT 1917 HARLEY-DAVIDSON

It Is a Beauty

COME AND SEE IT

Demonstrations Cheerfully Given

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Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.

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EXCELSIOR MODEL SEVENTEEN with sidecar. Run less than five hundred miles. Outfit perfect. Price $250.00. Lock Box 180, Hammondsport, N. Y.

FOR SALE—1916 Powerplus Indian, 3-speed, electrically equipped; run about 250 miles; a bargain. Write P. O. Box 31, St. Thomas, No. Dak.

INDIAN, 1916 Powerplus twin; spring frame; full electrical equipment; perfect condition; price $210. Address E. F. Hallock, care of MOTOR CYCLE ILLUSTRATED.

SMITH MOTOR WHEELS—I have 3 Smith Motor Wheels, will sell cheap for cash. Who wants them? Bargains. Nearly new. Ralph L. Cowles, Canton, Conn.

FOR SALE.—Two-cylinder Indian Motorcycle with good tandem; cradle-frame. Machine is a late 1915 Model; run less than 500 miles. Price, $150.00. E. E. Potter, 1118 East St., Lansing, Mich.

FOR SALE—One 1915 three-speed electrically equipped Indian; bought new late in Fall of 1915; used solo only; everything in A1 condition; machine never been used hard; will sell for $185 cash money. Reason for selling: bought a new Ford. N. C. Hunt, 636 McKinley Ave., Salem, Ohio.

FOR SALE—POPE SPECIAL 7-H.P. RACING MACHINE. — Specifications: Wheel base, 52 inches; Bosch Magneto; Schebler Carburetor, with special air shutter; U. S. 28x2¼ corrugated racing tires; extra heavy ¼x⅝ Renolds racing chain; extra large hand-made gas and oil tanks; capacity of gas tank, 4 gallons; oil tank, 5 quarts; road clearance, 5 inches; speed, 80 miles or better per hour. C. L. SMITH, 1043 S. Olive, St., Los Angeles, Cal.

FOR SALE—Excelsior twin, in good condition; belt drive, single speed; $35 cash. Westbrook Bros., Huntingdon, Pa.

FOR SALE.—1916 Electrically Equipped Indian, 3-speed and side car, tandem and back rest, air cushion saddle, watch, etc.; looks like new. Cost $420.00, sell for $275.00. Ernest Anderson, Westport, Conn.

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WANTED.—First-class, all around motorcycle repairman. Good opportunity for right man. Address A. H. Patterson, 1147 Bedford Ave., Brooklyn, N. Y.

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SALESMAN wants position with manufacturer or manufacturer's agent, well experienced in the motor and bicycle trade; commission or salary. F. S., care of Motorcycle Publishing Co.

MISCELLANEOUS

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STOLEN

On the night of May 29-30, a twin Indian; 1915; 2-speed; engine No. 72 A 120; head light; Presto tank fastened on handle bars with leather straps; special air cushion saddle; large dent in front exhaust pipe; right hand grip cracked. No. tail lamp or license plate. Suitable reward offered for information leading to arrest and conviction of party or parties and return of machine. Wm. Bonin, Babylon, N. Y.

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The F-N Tandem

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Four years ago it was first introduced. Today every wide-awake motorcycle dealer stocks it.

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For any State in United States We copy official automobile and Motor Cycle records in the Capitol here and can compile a list of the auto owners or motor cycle owners for your section of the state at lowest rates, sending you supplements, regularly, the balance of the year. We can compile a list of Ford owners or owners of any other automobile or motor cycle you wish a list of.

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Some Plugs!

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Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

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At Your Service

THE GIANT TWIN

Ready For You NOW

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365 THORSDAYS IN 1917!

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Oldest Motorcycle Manufacturers in the World

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The New Idea on Motorcycles

This year saw a big change in motorcycle tendencies. Most of it was produced by the realization of a new idea in the Cleveland Motorcycle. The idea has spread around the world and is here to stay.

The motorcycle has had the same defects of immaturity as the automobile—clumsy design, overweight, excess power, the mania for speed and an astonishing ignorance of where it was going to land.

Just as the automobile became sensible, quit racing, refined itself in design, lost its surplus weight and came within the price-range of millions, so has the motorcycle.

The first one that did it successfully was the Cleveland.

Just as the automobile was a bad proposition for dealers while it was raw, but a fortune maker when it came to its senses, so with the motorcycle.

The dealer proposition on motorcycles is going to change for the better in the next few months. Prompt action, with a view into the future, will enable the right dealers to turn profits they never got before.

The Cleveland Motorcycle for Men and Women

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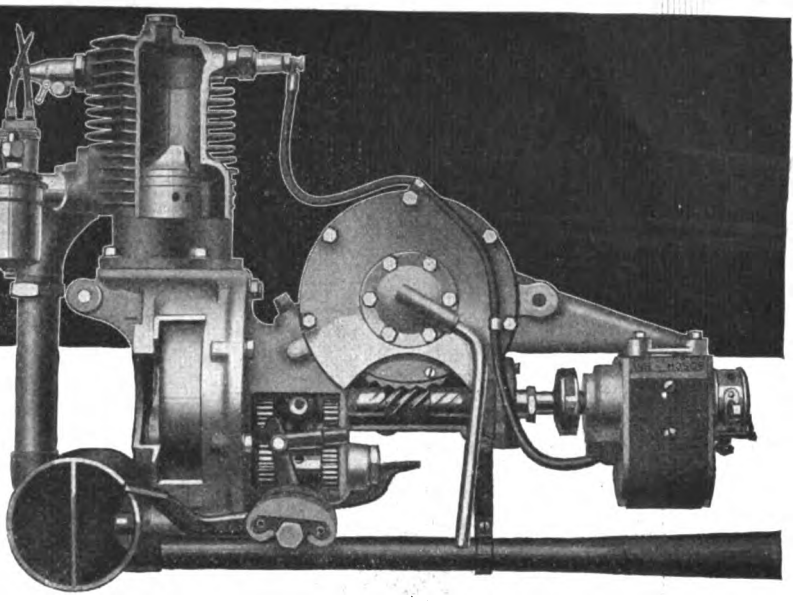
Make it Pay on Motorcycles



Why waste time trying to sell something that has to be forced on the market when you can easily hand over exactly what the market is asking for?

The Cleveland Motorcycle is the coming car—for men and women—for boys and girls, for all ages, all services, all conditions.

Dealers who take up the Cleveland will end their doubts about the future of their business—will have something of permanence—a backbone for future growth.

Quantity is the thing. One of our dealers sold 500 Clevelands in less than six months. We have orders from Holland, Spain, South America, Australia, everywhere.

We need a few serious dealers who are sensible enough to see that the motorcycle that sells for $160.00 will practically sell itself — by hundreds and thousands—establishing a business that will grow from year to year —bigger and better.

The Cleveland is the only motorcycle that is built—in miniature—to automobile specifications—the only one with worm drive and every part of absolutely highest quality. Fewest number of parts, unique design, S. K. F. ball bearings, Bosch magneto, Brown & Barlow carburetor, Firestone non-skid tires, drop-forged frame fittings, aluminum castings, multiple disc clutch, two-speed transmission — all time-tried and foolproof. Runs 75 miles on a gallon of gasoline, climbs any travelled road and has all the power and speed any reasonable person wants—35 miles per hour.

The Cleveland Demountable Power Unit

Note the absence of clumsy mechanism. The entire unit can be removed from the frame by taking off two nuts. All units interchangeable. Power stroke at every revolution. Ideal compression chamber in crank case. No valves. Absolutely precise port action. Simplest and most compact motor on the market. Weight 150 pounds.

Important

This model is here to stay—it can't be improved. The only thing we have added to the 1916 model is a kick-starter at $10.00 additional if wanted.

For available territories, more complete information about the machine and the outline of our advertising and sales helps for dealers, write at once to

The Cleveland Motorcycle Mfg. Co.

7211 Platt Avenue **Cleveland, Ohio**

The Cleveland Motorcycle the Universal Vehicle

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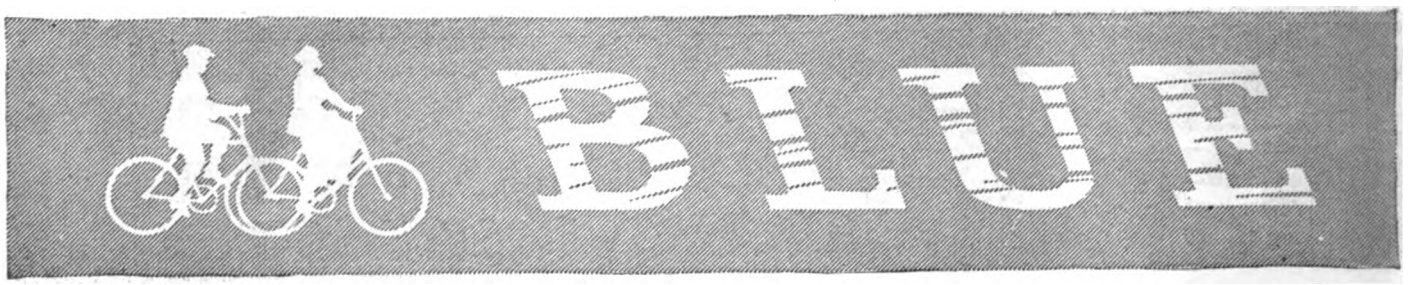

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Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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EARLY season wheels are now needing new tires.

You can turn the attention of these new tire purchasers to your store by distributing the handsome Goodyear Bike Caps in your neighborhood.

These attractive Bike Caps have proved one of the most effective helps we have ever offered to bicycle dealers.

There is no reason why you cannot repeat the success of other dealers by giving out these caps to the men and boys in your neighborhood.

80,000 of these gay colored caps, with the dealer's name on the front, are already spreading good will for these dealers in different cities and towns of the country.

These caps we sell you at cost, a trifling expense. You give them out with purchases only. They go everywhere and create favorable comment about you and your store.

A postal from you places a sample cap with prices on your desk. Write for them today.

The Goodyear Tire & Rubber Company
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GOODYEAR
AKRON
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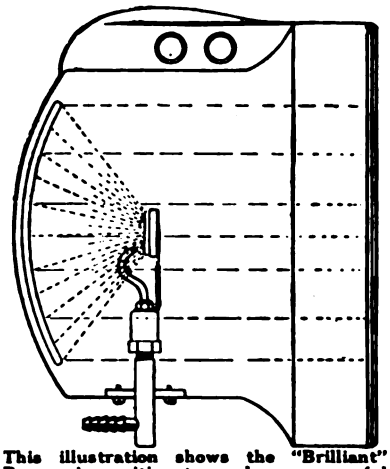
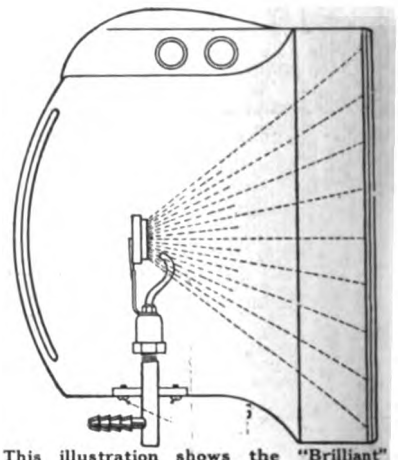
Here's The Way— To Better Light—



This illustration shows the "Brilliant" Burner in position to produce a powerful beam.



This illustration shows the "Brilliant" Burner in position to produce a soft, diffused, white light.

BRILLIANT BURNERS

THE PERFECT HEADLIGHT

WILL GIVE YOU THREE TIMES THE LIGHT YOU ARE NOW GETTING WITHOUT USING ANY MORE GAS—or—THE SAME LIGHT ON ONE-THIRD THE GAS.

You always have a dependable light—absolutely steady—no flicker—no jarring or blowing out even without the front glass in the lamp. In short, you have

Electric Brilliancy with Prest-O-Lite Reliability.

Riders appreciate the best of lighting equipment for night riding. This man has learned which is the best.

The "Brilliant" Burner enables you to see the road better than you had ever thought possible. Riders say "Makes night riding a pleasure."

We can tell you about the things we guarantee for this Burner, that it will not crack the reflector, it can be turned down, its adaptability to city ordinances by a single half turn, the quality and quantity of light—but to get in the saddle behind the light is to appreciate it. Try it. Get a set from your Dealer or send direct. The price is $2 per set prepaid.

KALAMAZOO, Mich., May 23, 1916.

THE MONOSMITH BROTHERS CO.,
Spencer, Ohio, U. S. A.

Gentlemen:

I am sending you herewith a money order for One Motorcycle Set Brilliant Burners, if they will fit an Old Sol No. 8 Lamp.

I showed that adertisement of yours in Motor Cycling and Bicycling of May 22nd to some of the riders here and they said that they did not believe it would make any difference in the light and that it would burn out. So I am sending for a set to put on my Motorcycle.

Please send me some literature on same and please rush. Yours truly,

(Signed) H. K. Voss.

432 Jasper Street.

KALAMAZOO, Mich., Aug. 11, 1916.

THE MONOSMITH BROTHERS CO.,
Spencer, Ohio, U. S. A.

Gentlemen:

Some time ago I bought one of your Brilliant Burners and wish to say that it is everything you claim for it. I would not be without it as it is better than the Electric, and it does not blind people walking or riding in front of it.

It makes night riding a pleasure as I can see the road better than with the old burner, and my gas lasts longer. Everybody that sees it says "Some light you have there."

Please let me know how much an Automobile Set costs as I have had several ask me the price.

If I could not get another, I wouldn't take $10 for mine. Yours truly,

(Signed) H. K. Voss.

432 Jasper Street.

DEALERS! WE WANT YOU TO KNOW THAT—

Our efforts are concentrated entirely on the manufacture and sale of one product—"Brilliant" Burners for Motorcycles and Automobiles. And "Brilliant" Burners are no longer an experiment, but a tried and proved means of properly headlighting Motorcycles and Automobiles—practical in every sense of the word.

Our Factory and the Dealer's Salesroom are The Way to Better Light for the Motorist.

Order at once. You can sell a set of Brilliant Burners to every Prest-O-Lite user. They sell themselves. Greatest self-advertisers. You should let us show you what other dealers are actually doing. Send for literature and Proposition to Dealers.

"Brilliant" Burners can be used, and are easily installed, in any form of lamp adapted to the use of the standard height bat-wing or fan-tail burner in connection with a Prest-O-Lite gas tank. The combination is ideal.

We GUARANTEE Brilliant Burners to do all that is claimed for them in our advertising and printed matter.

THE MONOSMITH BROTHERS CO.

Spencer, Ohio, U. S. A.

The H. M. Kipp Co., Ltd., Toronto, Distributors for Canada. Backdahl & Co., Stockholm, Sweden, Agents for Scandinavia, Denmark and Russia.

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BLUE STREAKS

BLUE STREAKS are first in sales to the U. S. Government. Blue Streaks are first in sales to the motorcycle manufacturer. Blue Streaks are first in sales to the consumer. Blue Streaks are first in every class of motorcycle ownership — with the Army, on the race track, endurance runs and pleasure rides. Can't you see what an overwhelming advantage the Goodyear dealer enjoys in this combination of volume and reputation? You can get a stock of Blue Streaks immediately from your nearby Goodyear Branch.

The Goodyear Tire & Rubber Co.
AKRON, OHIO

GOODYEAR
AKRON
MOTORCYCLE TIRES

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Prest-O-Lite

Photographs, courtesy of Harley-Davidson Motor Co.

You Need This Brilliant Dependable Light

Good light is of vital importance to every motorcyclist. The operation of a motor-cycle is such that the rider must have a clear vision of what is directly ahead. In daylight this is easy, but at night it's different. The rider needs a light that is brilliant, penetrating and gives him perfect vision of the road ahead. Prest-O-Lite gives you all this and more. It is very convenient—always dependable—and will never fail you in a "tight" place.

For these fundamental points of excellence, Prest-O-Lite is the choice of experienced riders the world over. Thousands of municipalities owning motor-cycles will have nothing else in their departmental service.

Easily Attached to Any Motorcycle

On any motor-cycle you may buy you can get Prest-O-Lite. Your dealer can make you up a very attractive equipment combination that includes "Prest-O-Lite, a good lamp and a mechanical horn," at a very conservative price.

See that you get Prest-O-Lite. Its initial cost is small—its upkeep expense is trifling.

Write for our free motor-cycle lighting booklet.

DEALERS—There's a good business for you in handling Prest-O-Lite in your locality. Write for our dealers' proposition today.

The Prest-O-Lite Co., Inc.
The World's Largest Makers of Dissolved Acetylene
246 Speedway Indianapolis, Ind.
Canadian Office and Factory:
Merritton, Ontario.
Prest-O-Lite Exchange Agencies Everywhere

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MOTORCYCLE ILLUSTRATED

For the Trade and the Rider

13 Park Row

NEW YORK

Volume 12 **September 21, 1916** **Number 12**

COFFMAN ANNOUNCES CYCLE SHOW PLANS; BIGGER AND BETTER THAN EVER BEFORE

Chicago Show for Coliseum, November 13 to 18, and New York Show in Madison Square Garden, December 4 to 9—Show Committee Enlarged to Include Cycle Parts and Jobbers' Representatives—Chicago Exhibits Will Be Rushed to New York by Fast Freight in Special Cars

TOLEDO, Sept. 19.—General Manager Coffman of the Motorcycle and Allied Trades Association fired the first gun in his campaign to make the coming Chicago show an even bigger and better affair than it was last year today.

In opening his campaign to obtain a record breaking number of exhibitors at the Chicago show, which is scheduled to be held in the Coliseum during the week of November 13 to 18, Coffman calls the attention of the trade to the fact that every make of American motorcycle and practically every make of bicycle will be gathered together under the roof of the big building.

He lays emphasis on the fact that some 1,800 dealers and 100 jobbers visited the last Chicago affair.

Formerly the National shows have been run under the exclusive direction of the Motorcycle Manufacturers' Association, but the present show is being run with the help of the entire trade, for both the Jobbers' Association and the Cycle Trades and Accessories Association are represented on the show committee. The committee comprises Arthur Davidson, of the Harley-Davidson Motor Co.; T. W. Henderson, of the Henderson Motorcycle Co.; Frank J. Weschler, of the Hendee Mfg. Co.; Frank T. Chase, of the Frank Mossberg Co.; Fred. W. Grubb, of the Union Supply Co.

At the close of the Chicago show arrangements have been completed to load all the exhibits on special cars and rush them through to New York by fast freight so that the exhibitor is spared all the trouble of separate shipment and there will be no doubt about his exhibit getting in on time. The New York show is slated to be run in Madison Square Garden during the week of December 4 to 9.

It is pointed out that, as the coming Windy City show is expected to be bigger and better than ever before, it is essential that intending exhibitors decide on their space requirements at the earliest possible moment.

BOSCH AGAIN BREAKS GROUND FOR ADDITION

Newest Wing to Springfield Factory Will Provide 60,000 Square Feet of Floor Space —Building to Be Rushed

SPRINGFIELD, Mass.—The recent large addition to the extensive plant of the Bosch Magneto Co. of this city is to be further augmented by another large structure which will provide 60.000 additional square feet of floor space. The ground has already been broken for the new building, and arrangements have been made by which the contractors will rush the construction work to the utmost in order to afford facilities at the earliest possible date for taking care of the increased demand for Bosch products.

The new addition is to be a single story building for the more particular branches of Bosch manufacturing, and consequently is to have a roof of the saw-toothed type which will provide maximum lighting and ventilation. When this second addition has been completed the Bosch company will have added more than 130,000 square feet of manufacturing space to its works during 1916.

It was believed when the first addition was made to the plant that the scope of the plant was sufficiently large to meet all demands that would be made upon it for a year, but such was not the case.

MOTOR WHEEL EMPLOYES ARE INSURED

MILWAUKEE, Wis.—Each employe of the A. O. Smith Co., maker of the Smith Motor Wheel, who has been with the company more than a year, is now covered by a group life insurance policy that the company has taken up. The amount of the policy grows each year until reaching $1,000.

KANSAS CHAMP MEET BRINGS FORTH A TIE

Spec Warner and Ray Weishaar Both Aggregate 13 Points at Dodge City — Protest May Alter Results

DODGE CITY, Kan., Sept. 14.—"Spec" Warner, of Ellsworth, and Ray Weishaar, each gathered in 13 points for the Kansas State championship at the six event meet staged on the two-mile speedway here today. Warner, astride an Indian, of course, took two firsts, which netted him five points each, and a second, which brought his total up to 13; Weishaar, on a Harley-Davidson, took four seconds at three points each, and a third at one point, which made the totals equal.

If, however, the protest entered by Referee Irwin Keller against Don Johns is al-

(Continued on page 10)

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POPE SALES FORCE VISITS WESTFIELD

Representatives From All Territories Gather at Factory to Go Over New Models—Royally Entertained

WESTFIELD, Sept. 18.—The sales force of the Westfield Mfg. Co., accompanied by some of the local factory officials, journeyed to New London, Conn, Saturday for a week-end automobile trip. There were about 25 in the party. At New London a banquet was served and Sunday a trip was enjoyed on the Sound in a yacht as guests of President Walker. The boys returned Sunday night brimfull of enthusiasm and ready to start out on their several routes.

Today and tomorrow further conferences are to be held and the salesmen will be well along on their rounds by the last of the week. The 1917 models of both bicycles and motorcycles are bound to bring business to the local factory in big chunks and the convention of the salesmen the past week has been one of the most profitable ever held. The men have held conferences with various heads of departments and have also been royally entertained. Among those present at the conferences were Joseph Redlinger, Jack Yates, M. G. Littlefield, C. A. Leander, Charles T. Quinn, O. J. Oberwegner, Frank R. Swayne, Thomas B. Hallbourg, D. L. Marshall, B. A. Edgar and D. G. Ryan.

HASTINGS GOES WITH N. Y. SPORTING GOODS CO.

NEW YORK, N. Y.—"Ted" Hastings, formerly in charge of the Australian branch of the Hendee Mfg. Co. and more recently a member of the Indian advertising department has assumed charge of the export department of the New York Sporting Goods Co., New York Indian distributors and large jobbers. Hasting's wide experience in the Antipodes, and a thorough knowledge of the export business gained prior to his entry in the motorcycle business fit him ideally for his new duties.

STOKES BREAKS LATONIA TRACK RECORD

LATONIA, Ky., Sept. 11.—Glen Stokes on an Excelsior walked off with all the glory in the four event meet staged on the local single-mile track today. Stokes took the ten-mile professional, the five-mile professional and the single-mile time trials; in the latter he established a new record for the track, bringing the figure down from :54 to :51½. George Hickman on an Indian won the five-mile amateur event, which drew the curtain on the program.

VITALIC CLUB HOLDS FIRST SOCIAL EVENING

ERIE, Pa., Sept. 18.—The Vitalic Club, which includes all members of the office force of the Continental Rubber Works, gave a social evening last Friday evening.

The party took the form of the old-fashioned corn roast, and about forty members were carried out into the country a distance of five or six miles in the big Continental truck. A big log fire held its usual charm and brought back many of the old-time songs and games. Late in the evening they were served with a hot luncheon and following this came the corn and marshmallows.

Incidentally, the Vitalic Club is doing much to promote the bonds of friendship among the Continental office folk, and this little affair is but the beginning of a series of social evenings

FOUR PERFECT IN KANSAS ENDURANCE

Consolation Run Brings Out Six Contenders of Whom Two Are Penalized — Tie to Be Run Off

KANSAS CITY, September 18.—In order to clear up the situation growing out of its endurance run to Joplin, Mo., last week when all save one of the dozen contestants made rapid tracks for home without stopping to sign the checking sheets when a storm broke, the Kansas City M. C. ran consolation run to Topeka today which brought out an even half dozen contenders, although 11 were scheduled to ride.

The route carried the riders from Kansas City where they checked out at six o'clock this morning, through Bonner Springs, Lawrence and Topeka which was reached at ten o'clock in the morning. The return journey was started at three o'clock and the riders checked in at the finish at seven tonight. The total distance was 159 miles.

G. Hymes, on an Indian, Lester Rogers, on a Henderson, Walter Bemus, on a Harley-Davidson, and Claude Whitcomb, on an Indian, finished with perfect scores. In order to decide on the distribution of prizes, the quartet will hold a little run of their own, the winner to take his choice and so on down the line.

KANSAS CHAMP. MEET BRINGS FORTH A TIE

(Continued from page 9)

lowed, Weishaar will get the title in fine style, for Johns won two of the events in which the Harley-Davidson pilot was the runner up. Johns was protested on the ground that he is not a resident of Kansas, and rode under protest.

Warner Takes Short Events

Warner cleaned up the single mile "pro" in :44⅗, leading home Weishaar and Johnson, also on a Harley-Davidson in the order named. . In the two-mile "pro" the finish was the same, the time being 1:25⅕.

The five-mile event went to Johns in 3:28⅘; second was Weishaar and third Johnson. The ten-mile finish was identical, the time being 7:08⅘.

Daniel Boone, on a Harley-Davidson, took the ten-mile sidecar race, and was followed home by Alexander, Indian, and Center, Excelsior, in the order named. The time was 12:00⅘.

Johnson came into his own in the 25-mile feature, winning in 19:31⅗ from Warner and Weishaar.

M. M. A. PASSES OUT; M. & A. T. A. COMES IN

Charter of Motorcycle Body Amended to Include Parts Makers and Other Boosters at Buffalo Meeting

BUFFALO, Sept. 14.—To all intents and purposes the amalgamation of the Motorcycle Manufacturers' Association, Inc., and the Motorcycle and Allied Trades Association was legally completed at a special meeting of the former body at the Hotel Lafayette today at which the broader name of the latter association was assumed, the constitution and by-laws amended to conform with the newer and broader purposes of the enlarged body, and the way paved for the alteration of the charter to conform with the changes made.

Those present at the meeting were President T. W. Henderson, Henderson Motorcycle Co.; Frank J. Weschler, Hendee Mfg. Co.; C. B. O'Hare, Aurora Automatic Machinery Co.; Horace M. Huffman, Davis Sewing Machine Co.; and Secretary E. F. Hallock. President Henderson held proxies for the Harley-Davidson Motor Co., Westfield Mfg. Co., Reading-Standard Co. and A. O. Smith Co.

The amendments to the constitution and by-laws all were directed toward broadening the scope of the organization to include manufacturers of parts and accessories, jobbers and other concerns interested in the promotion of motorcycle sales as well as the motorcycle makers, and in a general simplification of the various provisions to eliminate red tape. Among the biggest of the changes is the enlargement of the board of directors from five members to seven and a change in the dues and initiation fee. The meeting adopted a resolution empowering the board of directors to take such legal steps as are necessary to alter the association's New York State charter.

Until the next meeting, which will take place in Chicago during the show week, when the informal association formed at Milwaukee in June last becomes part and parcel of the enlarged motorcycle body, the present officers and board of directors will remain in office. The chair appointed Messrs. O'Hare, E. M. Jackson, Quinlan, Speaks, Walls and Briggs as a membership committee to line up new members for initiation at the next meeting of the body.

MOTORCYCLE PROMINENT IN SAVINGS BANK CAMPAIGN

DETROIT, Mich.—The motorcycle, or rather the sidecar combination, figures most prominently in a savings bank campaign conducted by the Wayne County and Home Savings Bank of this city. The sidecar rig is shown in a large drawing in contrast to an automobile, and under this drawing is an admonition about living within your means and not trying to run a touring car on a motorcycle income.

The two chief sentences in the letterpress under the drawing are: "Put the difference in the bank" and "A family can't get ahead without money."

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OPPOSED MOTOR LIGHTWEIGHT HEADS INDIAN LINE

Newcomer in Hendee Series is Remarkable for Perfection of Balance, Flexibility and Smooth Running; Rates at 2¾ H. P. and Sells for $165—Triple Stem Forks and Two-Unit Tank Are Among New Powerplus Features

SPRINGFIELD, Mass., Sept. 20.—Following its custom of offering the motorcycle public something new each season—and in every case a distinct advance over that which has preceded it—the Hendee Manufacturing Company announces a sensational departure from the orthodox form of two-cylinder motor as the leader of the Indian line for 1917. This motor, which is fitted to the Indian Lightwin, is of the opposed cylinder type and is absolutely vibrationless and remarkably flexible. It has an astonishing range of speed and is smooth-running at all openings of the throttle. It is of the four-stroke type and has the mechanically-operated inlet and exhaust valves situated side by side.

The Indian Lightwin—which is pronounced "li-twin"—is fitted with three-speed gearset, Light Pressure starter, double loop frame and spring fork. The opposed motor, which is rated at 2¾ horsepower, is set horizontally in the frame with the cylinders fore and aft. The flywheel is external and one hand lever on the right bar controls all speeds of the motor. It is a machine of light weight possessing the advantages of the larger Powerplus models, with enough power and speed to go anywhere that the rider may desire.

While the motor on the Lightwin is utterly distinct from any previous motorcycle powerplant construction in this country, it is by no means an experiment. Abroad, this form of motor has been adopted as regulation by the British and French armies for despatch riding and convoy work, in which any powerplant is subjected to the most grueling tests, day after day. It was given the O.K. because it combined extreme flexibility with power and perfect operation under the most trying conditions of service at the front for two years. It is needless to say that the Hendee engineers, even after the record which the opposed cylinder motor has, gave it a long and severe series of tests before offering it to the public for the new season.

But while the Lightwin occupies such a prominent position in the 1917 Indian line, the Powerplus Big Twin has by no means been overlooked for the new season. There are five big improvements on this model over the 1916 construction, as well as sixteen of lesser value, but nevertheless of due importance. The five major improvements are the triple-stem front fork, the refined motor, the enlarged two-unit gasoline tank, the quick-acting gear shift lever and the webbed vanadium steel frame. The others include improved fork rocker arms, double anchorage for the handlebars, integral sidecar lugs, four braces on each side to the rear mudguard, a new design of starter lever catch and a larger capacity tool box situated at the side of the frame under the saddle. Castellated nuts are now fitted on the front axle.

The 1917 Indian line consists of the following models: Type N, Powerplus twin with cradle spring frame and three speed gearset, $275. Type NE, Powerplus twin with cradle spring frame and three speed gearset with complete electrical equipment including ammeter, $315. Type O, Lightwin, with opposed cylinder motor, double loop frame and three speed gearset, $165. Type P, Powerplus twin Police model, with cradle spring frame and single gear, $250. Type R, Powerplus twin "Military Model," with rigid frame and three speed gearset, tandem seat, auxiliary gasoline and oil tanks and olive drab finish, $265. The Powerplus motors all develop from 15 to 18 horsepower on dynamometer test. Prices are in all cases f. o. b. Springfield, Mass.

In addition, the Hendee folks offer the Type S, an improved Indian sidecar with adjustable axle at $80, and the Type T, a commercial or delivery van with adjustable axle and body 40 x 21 x 21 inches with metal cover at $70.

The motor on the Lightwin or Model O is of the two cylinder type, the cylinders being horizontally arranged 180 degrees apart, fore and aft. The cylinders are fitted with generous cooling ribs, with the valve chambers on top of each casting when assembled in the motor. The mechanically - operated inlet and exhaust valves are side by side on the upper portion of the cylinder, the pushrods being actuated by rockers from a separate camshaft. The valves are of the mushroom type and the guides are flanged at their outer ends. The pushrod guide for each valve has a similar flange and over these flanges on each cylinder is fitted a valve guard which is readily removable and which protects the valve stems and springs from dirt, etc. It goes without saying that the tappets are adjustable.

The sparkplug, of Splitdorf make, fits in an aperture in the inlet valve chamber on each cylinder and is vertical in position. Pistons with two rings in the head are used. The connecting rods have big ends of the marine type, each bolt being fitted with castellated nuts. Shims are fitted in the big ends to allow for taking up wear. The crankshaft has two throws, arranged 180 degrees apart and accurately balanced.

The aluminum crankcase is cast with a sump or well for lubricant in the lowest part. Bosses on this crankcase take the holding-down stud-bolts, by means of which the motor is fitted to the double

INDIAN TYPES AND EQUIPMENT FOR 1917

TYPE N.—Powerplus twin cylinder with cradle spring frame and three speeds—$275.

TYPE NE.—Powerplus twin cylinder cradle spring frame with three speeds, complete electrical equipment including ammeter—$315.

TYPE O.—Lightwin, two cylinder opposed motor with double loops frame and three speeds—$165.

TYPE P.—Powerplus twin cylinder Police Model with cradle spring frame and single gear—$250.

TYPE R.—Powerplus twin cylinder "Military Model" with rigid frame, three speeds, finished olive drab. Tandem seat, auxiliary gasoline and oil tanks included in price. Military construction throughout—$265.

TYPE S.—Improved sidecar with adjustable axle—$80.

TYPE T.—Standard delivery van with adjustable axle, body 40 x 21 x 21 inches, metal cover with latch—$70.

EQUIPMENT

MAGNETO—Dixie, Splitdorf Electrical Company, Newark, N. J.

ELECTRIC GENERATOR—On Type NE, Splitdorf Mag-Generator, Splitdorf Electrical Company, Newark, N. J.

LAMPS—On Type NE, Hornlite and Old Sol tail light, Hawthorne Manufacturing Company, Bridgeport, Conn.

CARBURETER—Schebler or Indian Special. Wheeler & Schebler, Indianapolis, Ind., and Hendee Manufacturing Company.

SPARK PLUGS—Splitdorf, Splitdorf Electrical Company, Newark, N. J.

CHAINS—Duckworth, Duckworth Chain & Manufacturing Company, Springfield, Mass.

GRIPS—Pennsylvania, Pennsylvania Rubber Company, Jeannette, Pa.

BATTERIES—Witherbee, Witherbee Igniter Company, Springfield, Mass.

SADDLES—Troxel, Troxel Manufacturing Company, Elyria, O.

TIRES—Goodyear, Goodyear Tire & Rubber Company, Akron, O.; United States, United States Tire Company, New York; Firestone, Firestone Tire & Rubber Company, Akron, O. Choice in order given.

BALL-BEARINGS—Fafnir, Fafnir Bearing Company, New Britain, Conn.

VANADIUM STEEL SPRINGS—Hawkridge Brothers, Boston, Mass.

TUBING AND RIMS—Standard Welding Company, Cleveland, O.

VANADIUM STEEL TUBING—Ohio, Ohio Seamless Tubing Company, Shelby, O.

ALUMINUM CASTINGS—Harley Manufacturing Company, Springfield, Mass.

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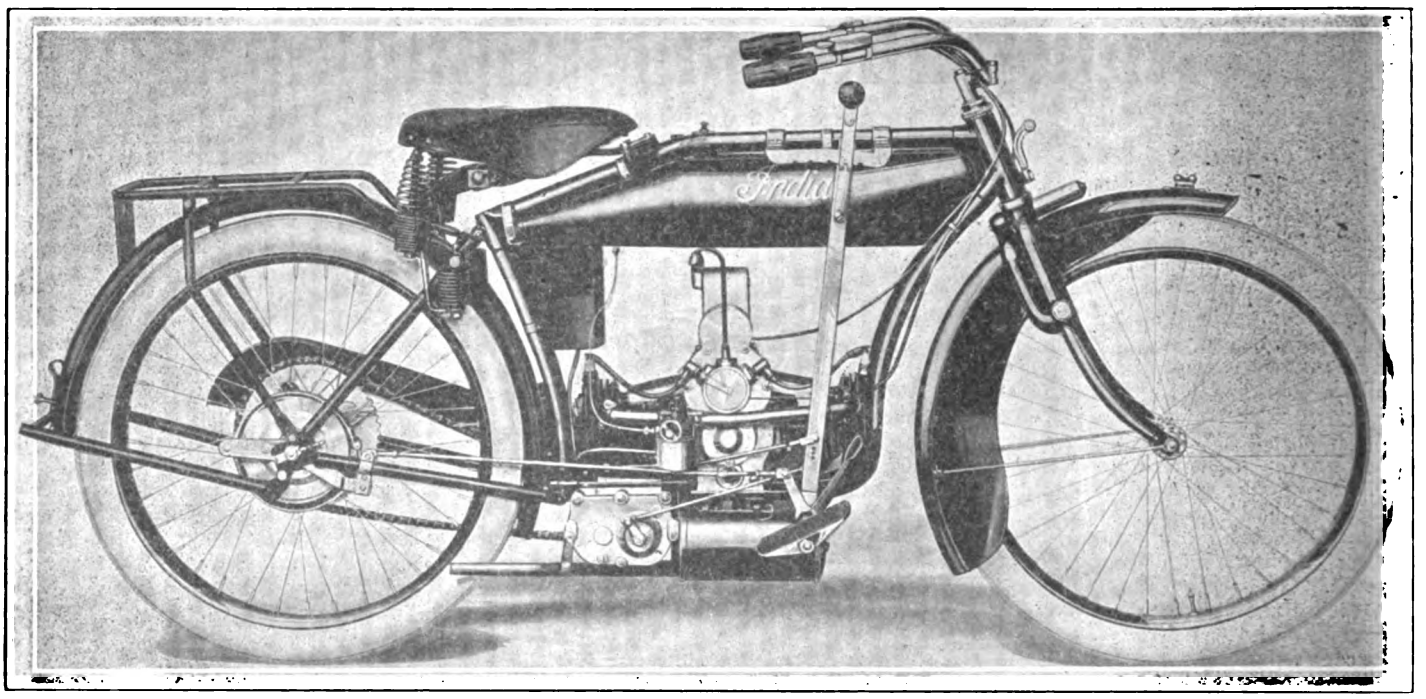


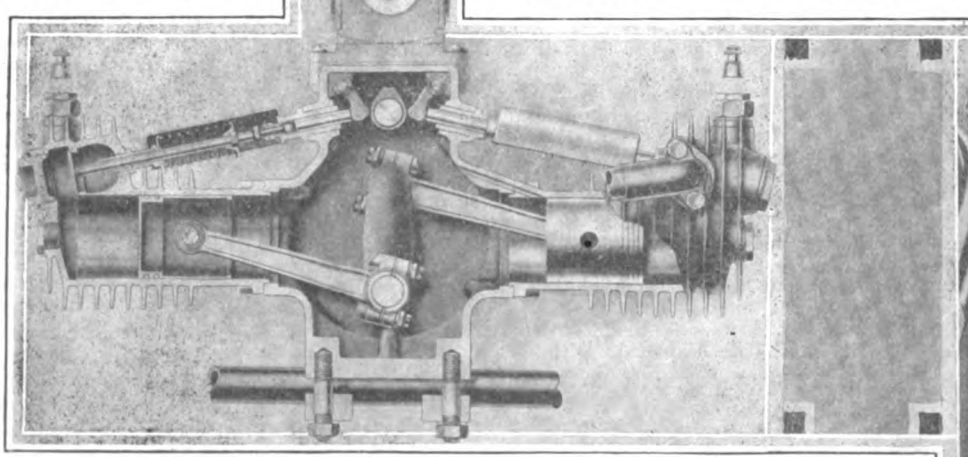
Right Side of Type O Lightwin Showing Gear Shift and Brake Controls. Note Large Muffler and Tail Pipe

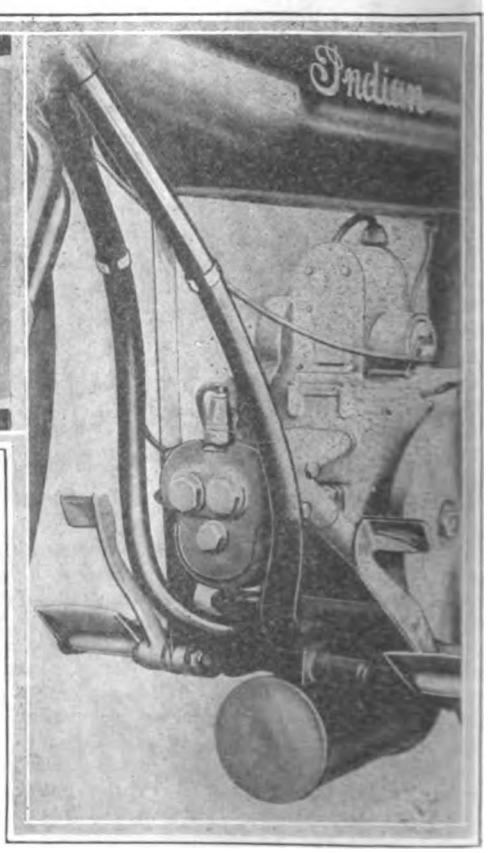
loop frame. In addition to balancing the crankshaft, the connecting rods and pistons are balanced with utmost precision.

The Lightwin motor has a bore of 2 inches and a stroke of 2½ inches, giving a piston displacement of 16.70 cubic inches. While rated at 2¾ horsepower, this motor gives 4 horsepower on dynamometer tests. The crankshaft is prolonged at the left side to take the front drive sprocket and outside flywheel, the latter being a steel forging of high quality. The timing and valve gears are located in an external casing formed integral with the crankcase casting, and only three gears are used. The intermediate gear of the train, having twice as many teeth as that on the crankshaft, carries the distributor which passes the current to the spark-plugs at the proper interval. The gears are lubricated from the oil in the crankcase. The uppermost or third gear of the train drives the Dixie magneto, being keyed to the armature shaft.

The carbureter fitted is specially built in the Hendee plant for this motor. It is of the automatic type, all proportions of air and gasoline being controlled by the throttle. The inlet pipes have the minimum of curves, ensuring an easy entrance of mixture to the cylinders. Lubrication is by splash, the sump holding ample supply of oil for over 100 miles of running at normal speeds. Additional oil is provided by a hand pump fitted to the side of the separate oil tank. This tank has a capacity of one quart, which, with the contents of the sump, gives ample lubricant for over 250 miles of travel.

The muffler is fitted below the motor,





Above is a section of the Type O or Lightwin motor, showing the simplicity of the working parts. At the top is the magneto with its high tension cable, and immediately below is the exhaust cam between the two rockers for the front and rear exhaust valves respectively. The one-piece balanced crankshaft with the marine-type big ends on the connecting rods comes next. At the lowest part of the section is the sump or well containing the lubricating oil and the holding down bolts attaching the motor to the double loop frame.

The view at the right shows the accessibility of the valves between the tubes of the frame at the front, also the footrest and pedal brackets and the muffler. The brake pedal is at the left of the illustration, with the gearshift lever directly in rear of it. The clutch pedal, which is of the rocker type, is mounted on its own shaft just ahead of the flywheel, the shaft extending to the opposite side of the frame and there connecting with the worm-device operating the disc clutch. The muffler is quickly detachable and is of large capacity.

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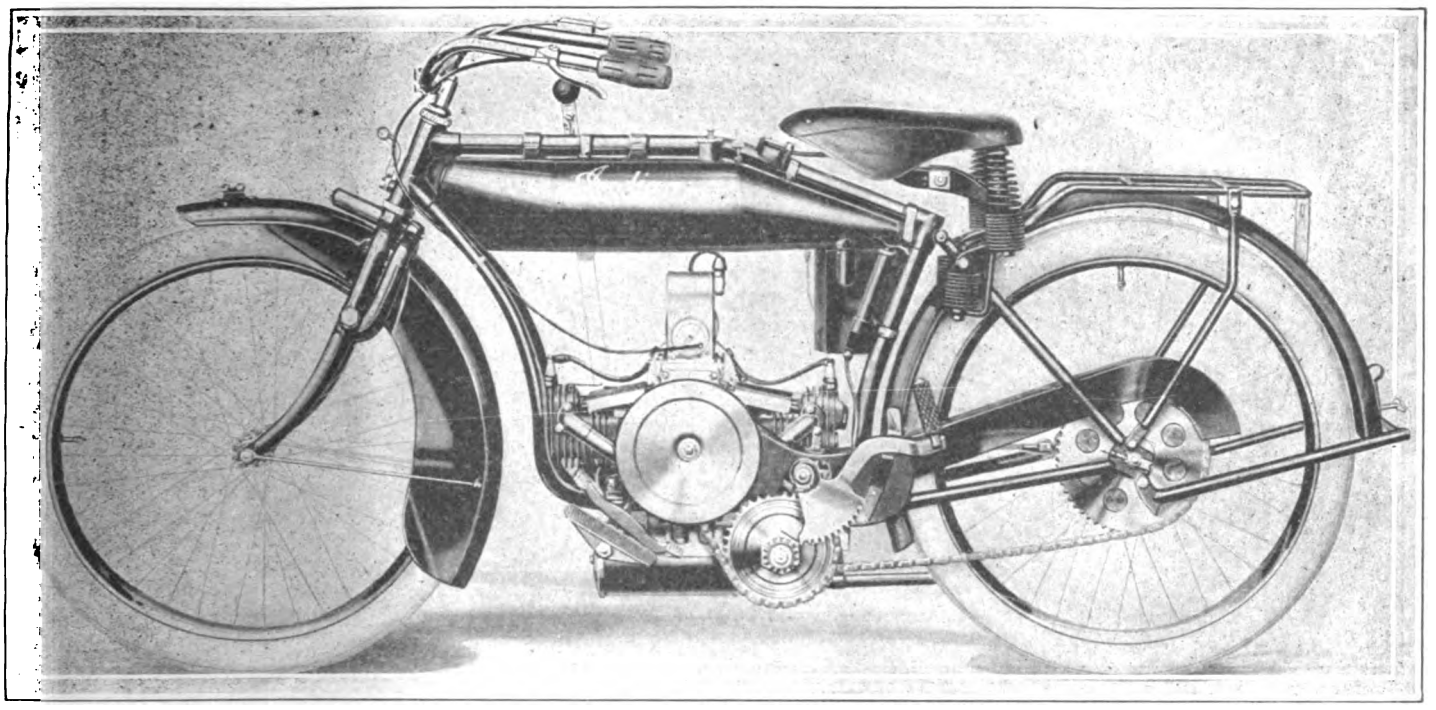


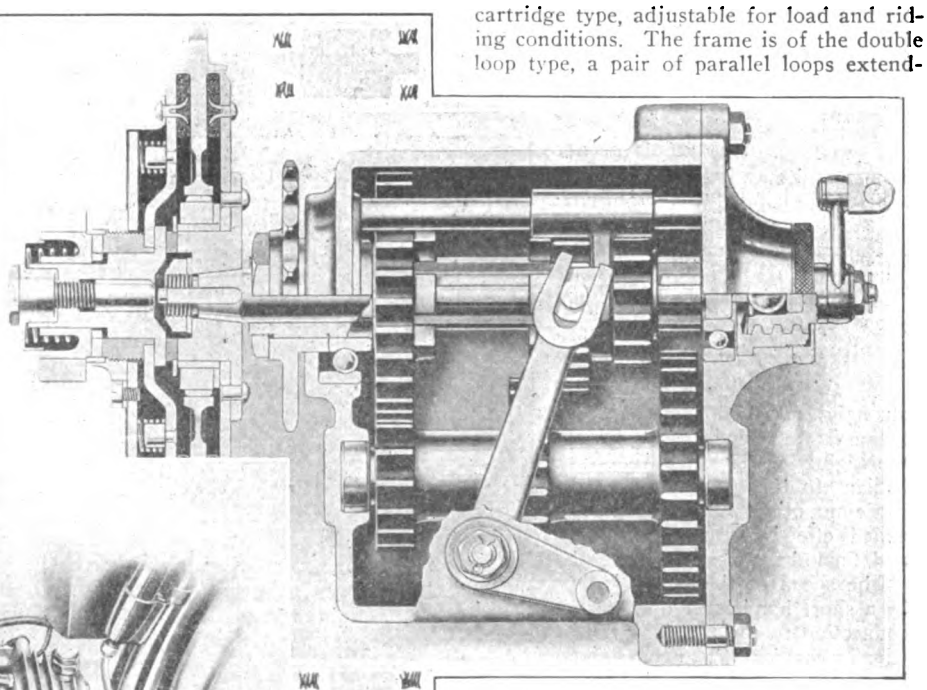
Flywheel Side of Lightwin with Opposed Cylinder Motor, Cushion Cartridge Spring Fork and One-Piece Chain Guard

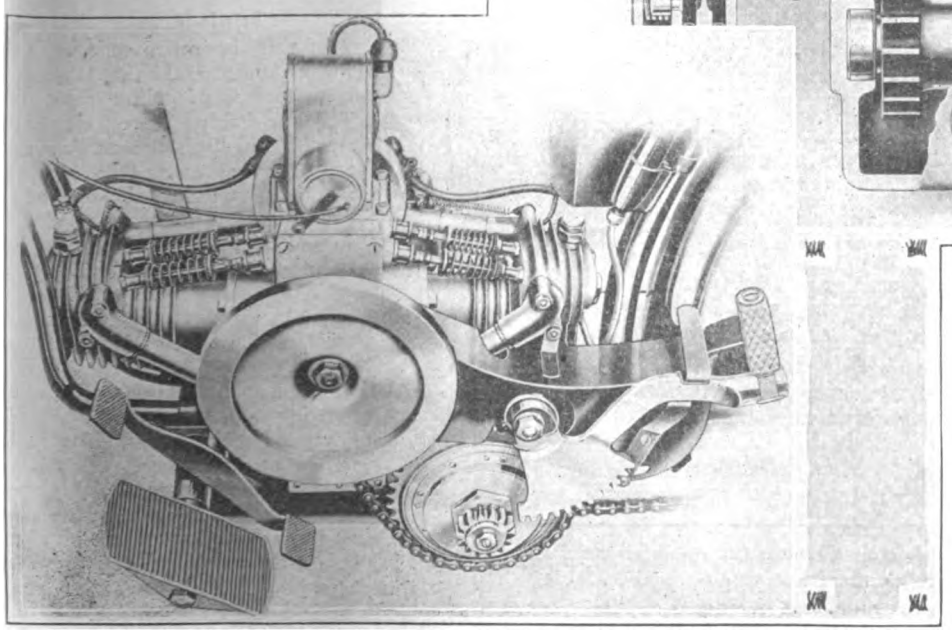
with separate inlet pipe leading into it at the upper portion. The motor is so carried that by loosening two bolts it can be readily removed. It is of ample capacity and is so constructed as to totally eliminate back pressure. A tail pipe is fitted to carry the exhaust well to the rear.

Primary and final drives are by chain, of the Duckworth type, 3/16 inch wide and ½ inch pitch. The clutch is the Indian dry plate type with Elektra friction lining in contact with steel. There are two Elektra discs with one steel disc between them. This clutch is mounted on the main shaft of the three speed gearset in countershaft position. The three speed gear is of the progressive type, with dog clutch direct drive on high gear. Intermediate and low gears are of the sliding type. The main shaft and sleeve are carried on ball-bearings, while the layshaft is borne on high class bronze bushings. The clutch is operated by a shaft passing through the hollow mainshaft of the gearset, a worm and nut device on the right side acting on this shaft by linkage from the clutch pedal.

The Light Pressure starter sector acts on a ratchet-mounted pinion on the extension of the main shaft of the gearset. The starter arm is pivoted on a boss on the frame at the left side. One complete movement of the start turns the motor over three times.

The front fork is of the Indian cushion cartridge type, adjustable for load and riding conditions. The frame is of the double loop type, a pair of parallel loops extend-





At the left is the powerplant of the Lightwin with mechanically-operated valves arranged on top of the cylinder, outside flywheel and sparkplugs in vertical position. The Light Pressure starter and one-piece chain guard, as well as the footrest and clutch pedal are clearly shown. Above is a section of the three-speed gearset with clutch mounted on the mainshaft. The clutch is operated by the worm-device and through rod from the opposite side of the box.

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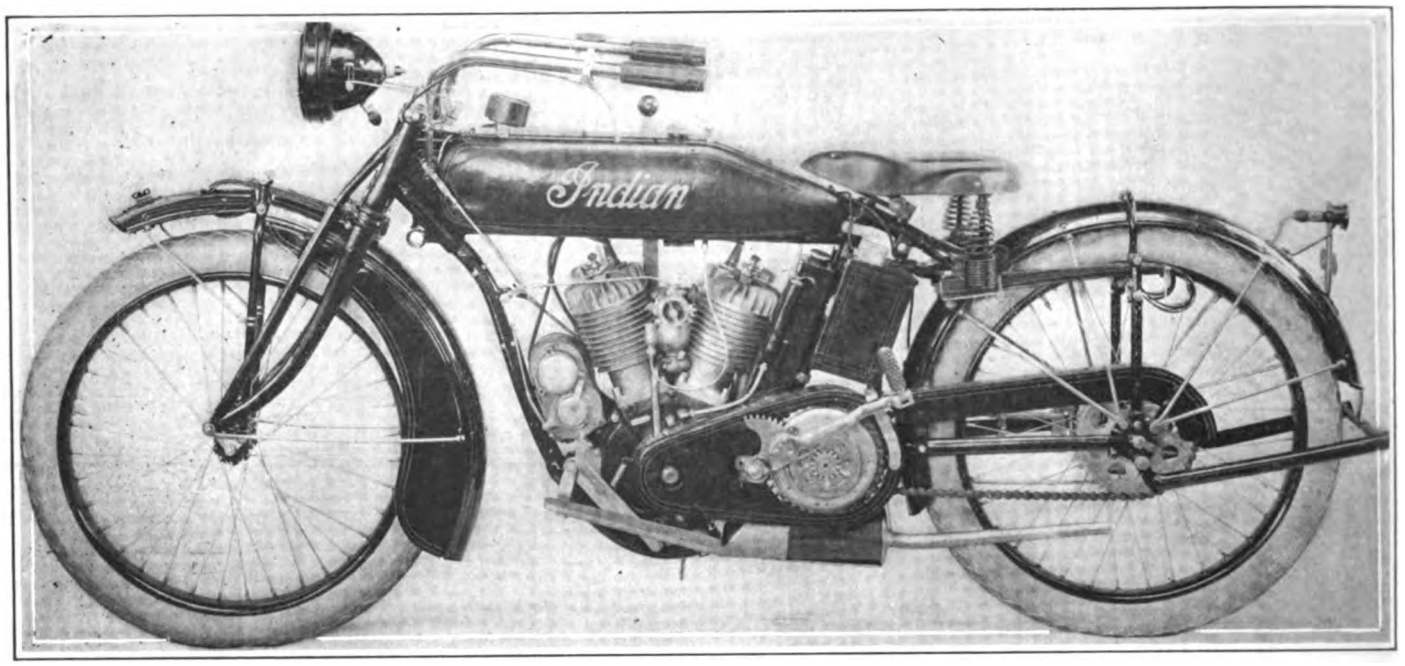


Left Side of Type NE, Electrically-Equipped Twin with Hornlite, Ammeter, Mag-Generator and Combined Tail Light and License Bracket

ing from the steering head diagonally and finally in a horizontal direction at the lowest part. These tubes form a cradle to which the motor is attached by a double cap-square and four bolts. This means of attachment renders the motor easily removable from the frame. The top tube slopes toward the rear and carries the 2½-gallon gasoline tank by stout bands. The tank is of stream line form and is fitted with priming gun and needle shut-off valve.

The Cantilever Comfort saddle is mounted on the sloping portion of the top tube. The saddle proper is mounted on a long and resilient tongue of spring steel and is borne at the forward end in a special fitting attached to the top tube. The saddle absorbs all road vibration. The height from the saddle proper to the ground is 29 inches.

Carrier and Stand

A tubular luggage carrier, strongly attached to the rear frame is standard equipment on the Lightwin. The stand is of the Indian folding type with anti-rattle mounting. A one-piece chain guard effectively covers both primary and final drive chains.

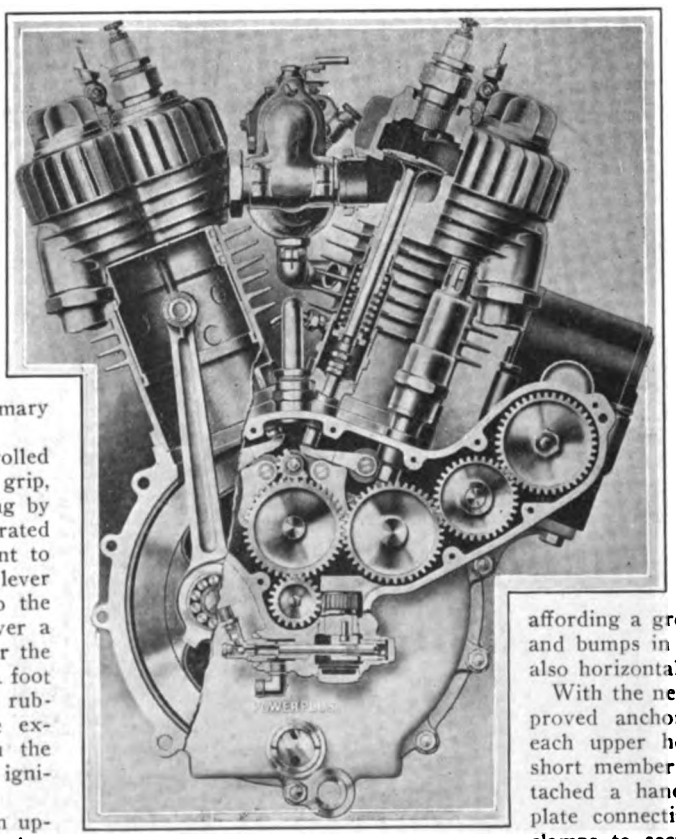
The speed of the motor is controlled by a short hand lever on the right grip, connection to the throttle arm being by wire mechanism. The clutch is operated by a rocker pedal placed convenient to the left footrest. The gear shift lever is at the right side, convenient to the rider's hand, the lever working over a notched quadrant with positions for the three speeds and a neutral point. A foot lever of ample length close to the rubber covered footrest actuates the external contracting band brake on the right side of the rear hub. A fixed ignition timing is used.

The handlebars are of the Indian upright type with comfortable rubber grips. Mudguards are of ample size with beaded edges, the front guard being fitted with deep sidewings to protect the rider from side splash. Wheels have 36 spokes, front and rear, and are 26 inches in diameter. A choice of Goodyear, United States or Firestone tires in the order named is offered, the size in each case being 26 x 2¼ inches. The wheelbase is 49½ inches.

Exceptional Price

The tool equipment, which includes the tire kit, is carried in a leather covered toolbox at the left side of the luggage carrier. Finish is standard Indian red with nickel trimmings. The list price is $165.

The range of speed of the Indian Lightwin is from 6 to 45 miles per hour, all on the movement of the throttle lever. The machine is very economical, covering 80 miles to the gallon of gasoline on ordinary running.



Section of Powerplus Motor with New Three-Ring Pistons and Longer Cylinders. Note Cooling Ribs on Exhaust Valve Caps

Accessibility a Feature

Accessibility is a marked feature of the Lightwin. As mentioned above, the muffler can be taken off by slacking two bolts which hold the footrest bracket and gearset to the loops of the frame. The taking off of four nuts allows the motor to be taken from the frame. The valve caps can be readily reached and work done on the valves without moving the motor from its position. Access to the valve springs and tappets is obtained by removing guards which fit over flanges on the guides, these guards snapping in and out of position.

Triple-Stem Fork

Of the big improvements in the Powerplus models the triple stem front fork is of prime importance. The forksides are prolonged straight through the crown to the top of the stem and have a common anchorage to the end of the stem, this anchorage being a forged plate of heavy construction. Truss rods lead in front of each forkside from end to end, affording a greatly increased resistance to shocks and bumps in the direction of the fork axis and also horizontally.

With the new fork construction there is an improved anchorage for the handlebars. Within each upper hollow end of the forksides fits a short member to the upper end of which is attached a handlebar clamp. The forged anchor plate connecting the forksides is provided with clamps to secure these short members in place. The handlebar height or position can be regulated to any angle desired by this construction. a feature found in no other fork of the same type.

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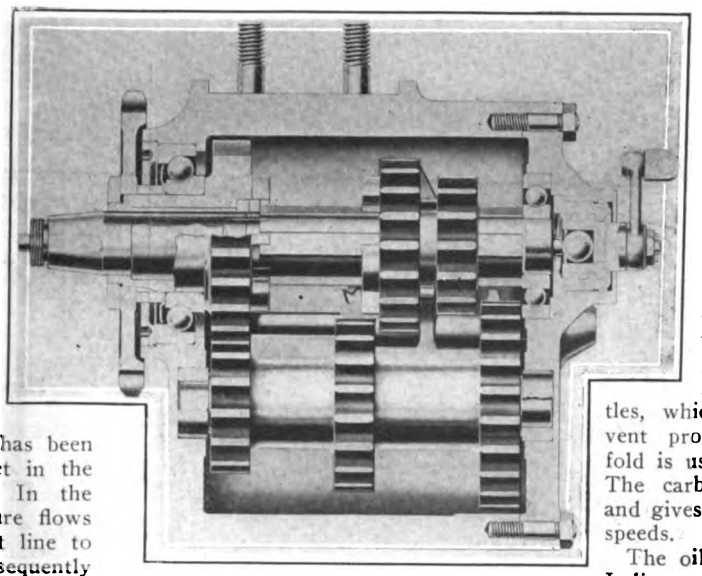
The Powerplus twin motor, seen externally, shows but a very few minor changes, but it is within that the 1917 powerplant is improved. The cylinders are made ¼ of an inch longer than in 1916 and the pistons are also increased ¼ of an each in length. The piston pin is now located below the center of the piston and three rings are fitted. The increased length of the piston gives a longer bearing surface in the cylinder and a resulting longer life in service. Noise and side slap are entirely eliminated.

The freest possible flow of mixture to the inlet valve chamber has been secured by eliminating the pocket in the space below each inlet valve. In the 1917 Powerplus motor the mixture flows from the carbureter in a straight line to the base of the valve and consequently enters without resistance when the valve is opened. In the previous model, the pocket gave opportunities for condensed gas to collect and enrich the mixture, which while it did not interfere with the performance of the motor was undesirable. The elimination of the pocket in each case has made the performance of the Powerplus even more efficient than before.

The exhaust valve caps are now provided with cooling ribs of ample surface, cast on the top of the cap. The ribs are of great value in keeping the exhaust valves at an efficiently low temperature under the hardest kind of service, and while apparently a minor feature of construction are really important in the performance of the motor.

Powerplus Accessibility

Unusual accessibility is another feature of the Powerplus motor for the new season. The entire valve mechanism, timing gear train and magneto drive gears are exposed by the removal of a single housing cover. The oiler is also reached by removing this same cover. Each cylinder can be removed from the crankcase with the motor in the frame without interfering with the other. The valve stems and tappets are reached by removing or lifting the cover provided to protect each. Access to the valves does not necessitate interference with the carbureter in any way. The magneto members are readily accessible, also.



Three Speed Gearbox Used on Powerplus Machines with Ball Bearings on Main Shaft and Bushings on Lay-Shaft

The bore and stroke of the Powerplus motor is the same as in 1916: 3⅛ inches by 3 31/32 inches, giving a piston displacement of 60.88 cubic inches. While rated at 7 horsepower, the motor develops 15 to 18 horsepower on dynamometer test.

The gasoline tank is of the two-unit type for the 1917 season. It is of stream line form and gives a smooth flat top to the machine, making the space available for speedometer, ammeter or other instruments. The two units have a combined capacity of 3½ gallons and each is provided with a large automobile type filler cap in a standpipe and a shut-off needle valve. The fuel outlet pipe from each unit joins slightly below the tank and there is a common fuel pipe to the carbureter. The construction is such that the rider can use one compartment until empty with the assurance that the contents of the other will be available as soon as the corresponding needle valve is opened.

Choice of Carbureters

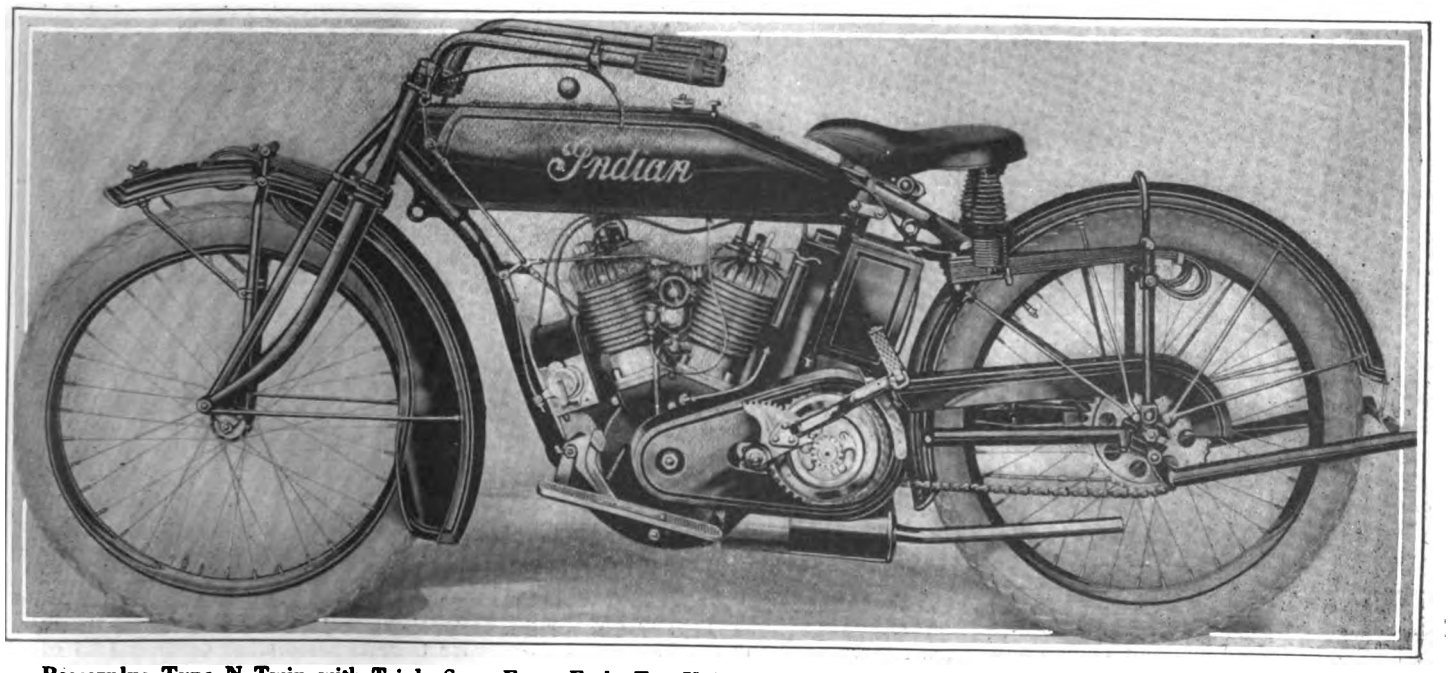
The carbureter provided for the 1917 Powerplus is either an Indian model Schebler or an Indian special, at the option of the purchaser. The special carbureter is built exclusively in the Hendee plant and is of the automatic type. It does away with all leaky throttles, which dilute the mixture and prevent proper operation. A large manifold is used when the carbureter is fitted. The carbureter is practically wear-proof and gives the correct mixture at all motor speeds.

The oil tank is separate as in previous Indian construction and is placed in rear of the motor. The filler cap is large and the hand oil pump is attached to the side of the tank.

The gear shift lever is now direct acting and moves in a vertical plane. It is pivoted at a boss on the seat post cluster and has single rod connection to the fan-shaped operating lever on the gear box. The shift lever works in a stepped quadrant which is attached by arms to the tank clips above and below. The gear positions are marked on the quadrant at each step. The form of the quadrant prevents "running through" a gear unintentionally.

The clutch lever works on a quadrant attached to the tank on the right side and has a floating pivot the same as in the 1916 Powerplus construction. The interconnection with the clutch pedal is also similar to that of the previous Powerplus models.

The steering head is made stronger than in 1916 and a deep web is provided integral with the diagonal and top tube head extensions. This web gives a huge increase of strength without adding to the weight of the head. It carries the bosses for the throttle and spark rockers. The spark and throttle levers are kept from sliding off by



Powerplus Type N Twin with Triple Stem Front Fork, Two-Unit G asoline Tank, New Grips and Toolbox Under Saddle Cluster

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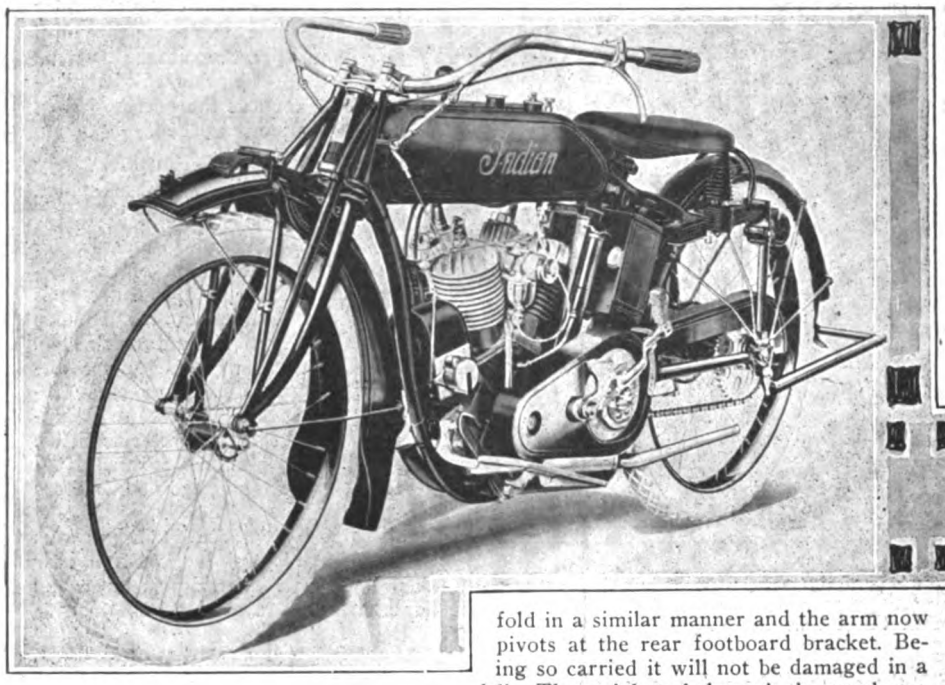
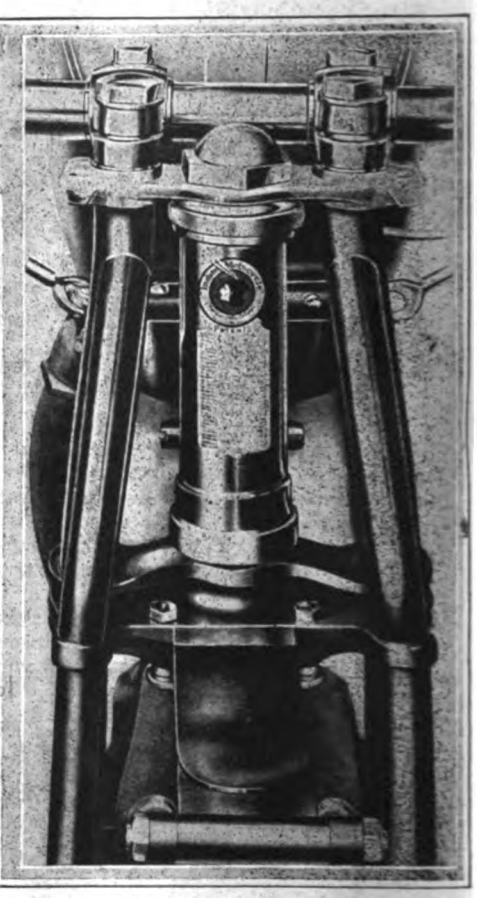


The toolbox is now located at the side of the frame under the saddle and above the three-speed gearset. It is of large capacity and is readily accessible. The location leaves the top of the gasoline tank free for instruments, etc.

The front axle is fitted with castellated nuts on each end, ensuring against possible loosening.

At the Left Is a Quartering View of the New Type N, While Below Is Seen the New Steering Head and Fork Construction with Handlebar and Stem Details



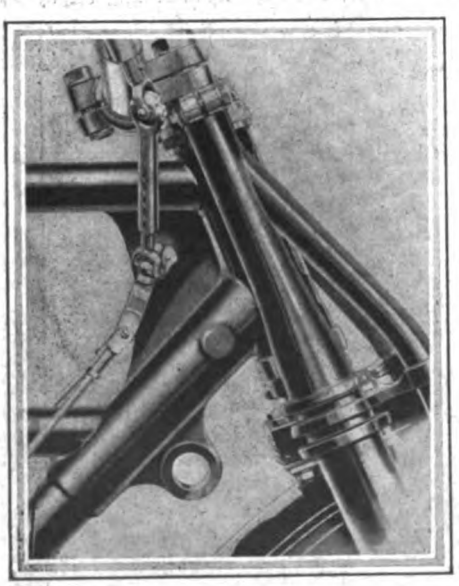
screws passing through the hubs of the levers and which run in slots on the end of the rod. The position of the levers is such that they cannot be hit by the forksides when the wheel is turned to either extreme position.

The steering head forging also carries the front lug for the sidecar below the diagonal tube extension. This and other sidecar lugs are now integral with the frame. Vanadium steel tubing is used throughout the frame.

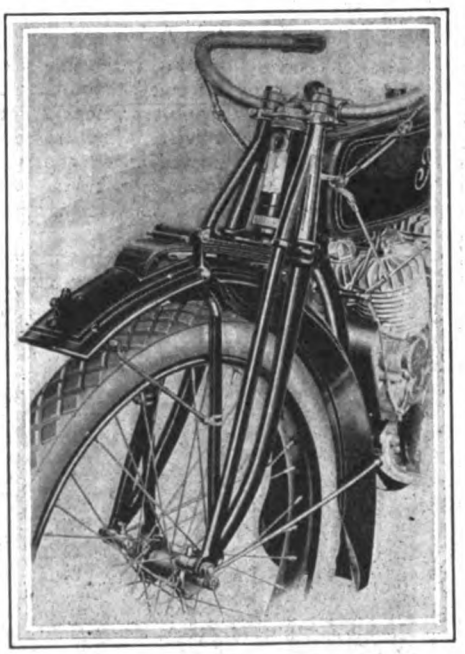
The fork rocker arms are made heavier and given increased bearing surface. Each is provided with an individual oiler to ensure positive lubrication. The clutch pedal is of the single pad type and is spring-returned to the engaged position. The lever arm has been lengthened to afford easier operation and at the same time to enable the footboard to fold without striking the pad. The footbrake pedal arm has also been lengthened to allow the footboard to fold in a similar manner and the arm now pivots at the rear footboard bracket. Being so carried it will not be damaged in a fall. The pedal stud through the crankcase has been eliminated.

The catch for the Light Pressure starter has been changed in design and attaches to the chain guard. It ensures the arm being held in position when not in use. There is no chance of the arm or tread interfering with the rider's foot or clothing with the new catch.

Four braces on each side are provided for the rear mudguard, eliminating loosening and rattle. This gives an extra brace as compared with the 1916 construction. The front end of the rear mudguard is fastened in a special manner to the bottom bracket, so that breaking away or loosening is impossible. Both front and rear mudguards are of pressed steel with beaded edges, side wings being fitted to the front guard to arrest steering splash.



New Steering Head with Web on Powerplus Types Showing Mounting of Control Rockers and Integral Sidecar Lug



Triple Stem Fork on Powerplus Type N. Note Strength of Truss Tubes and Sturdy Handlebar Mounting

It goes without saying that the tried and true Cradle spring fork and Cradle spring frame are used on Powerplus models. The Cradle spring frame is broadly patented and is used only on Indian motorcycles. To include it involves heavy manufacturing cost to the Hendee company, but as it gives Indian riders a riding ease and comfort par excellence, the makers of the Indian gladly defray the additional expense, which is in accord with Indian policy when greater service and convenience are involved.

The construction of the Cradle spring frame is simple. On either side of the rear wheel is a set of eight chrome vanadium steel leaf springs, held to a heavy horseshoe-shaped forging at the front, this forging being integral with the seat post cluster. The rear ends of the spring are scrolled and connect to the tips of the rear wheel fork through a heavy connecting link in the form of an arch over the rear wheel. The rear fork is hinged to the frame just behind the three speed box. Tests show that with the cradle spring frame there is a vibration of only 1/64 of

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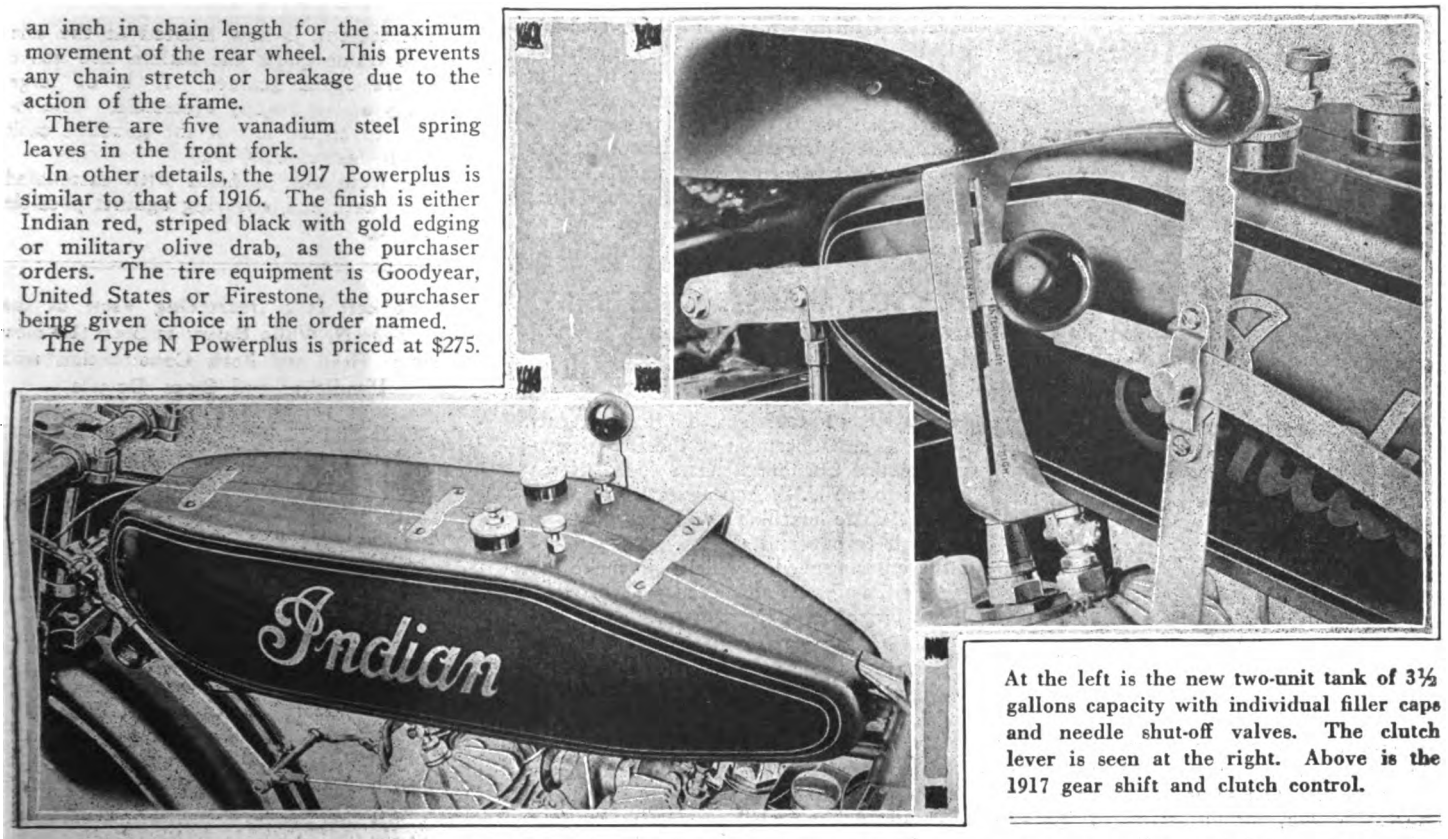
an inch in chain length for the maximum movement of the rear wheel. This prevents any chain stretch or breakage due to the action of the frame.

There are five vanadium steel spring leaves in the front fork.

In other details, the 1917 Powerplus is similar to that of 1916. The finish is either Indian red, striped black with gold edging or military olive drab, as the purchaser orders. The tire equipment is Goodyear, United States or Firestone, the purchaser being given choice in the order named.

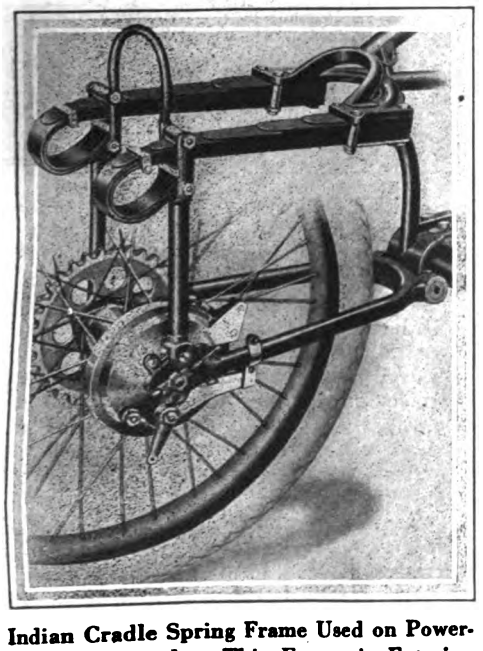
The Type N Powerplus is priced at $275.



At the left is the new two-unit tank of 3½ gallons capacity with individual filler caps and needle shut-off valves. The clutch lever is seen at the right. Above is the 1917 gear shift and clutch control.

The Type NE Powerplus has the Splitdorf Mag-Generator fitted in place of the Dixie magneto on the Type N, Hawthorne Horn-Lite and tail lamp, Witherbee storage batteries, Splitdorf ammeter and control switch, the latter being located on the toolbox top. It is priced $315.

The Type P Powerplus Police model has the cradle spring frame and Powerplus motor, but is single geared instead of having a three speed gearset. It lists at $250. The



Indian Cradle Spring Frame Used on Powerplus Exclusively. This Frame is Entering Its Fifth Year of Successful Service

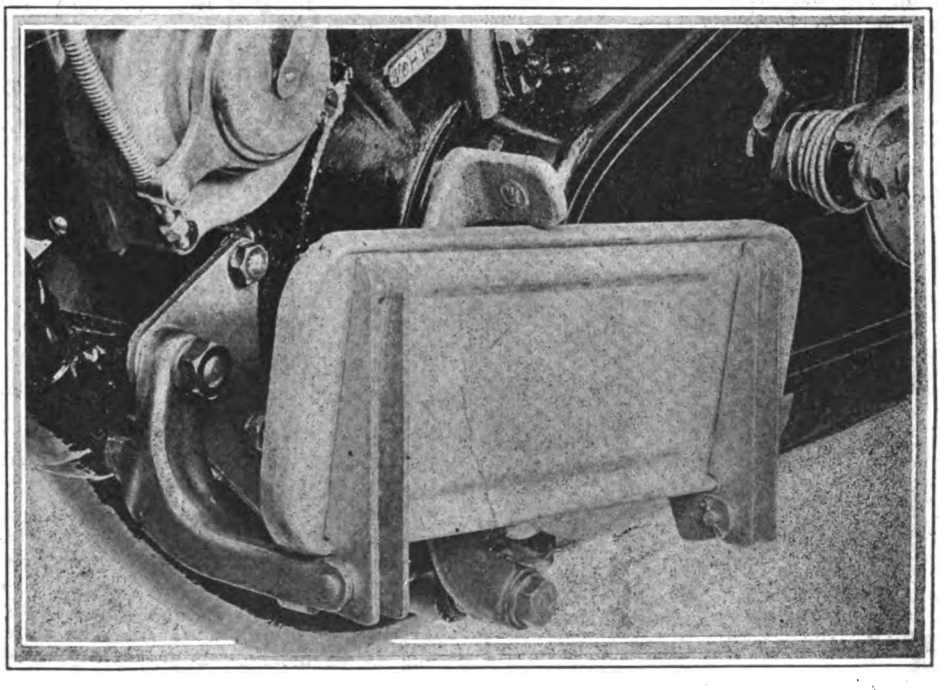
"Military Model" with rigid frame and Powerplus motor costs $265.

For 1917 the Indian sidecar is roomier in the body than before. The length is increased by six inches and the width by four inches. The stream line form of body has been retained, the increased length making it, if anything, more graceful than before. The body is made of 16-gauge sheet steel. There is a larger space for storage in the nose or forward part than in the 1916 model.

Extensible Axle

The chassis is of the extensible axle type, giving a range of tread from 42 to 60 inches. There is a double gooseneck connection to the motorcycle. The frame is of the exclusive Indian dropped construction of 1¼ inch seamless steel tubing with double truss members. The springing is such that the sidecar rides with the ease and comfort of a Pullman coach. The Type S sidecar lists at $80, an increase of $5 over the 1916 figure.

The standard delivery van, Type T, has the adjustable axle feature and is fitted with a body of the following dimensions: 40 inches long, 21 inches wide and 21 inches high. It is fitted with a metal cover provided with a latch. The price is $70. The Hendee Manufacturing Company has a special department devoted to the development of the commercial van and will be glad at any time to figure on special outfits for individual requirements.



Footboard Folded Showing Non-Interference with Pedal in Case of a Spill. The Pedal Arm Has Been Lengthened to Permit of This and to Give Greater Leverage

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RODE FROM SALT LAKE TO GOTHAM TO STUDY

Pair of Mormon City Excelsior Riders Come Nearly Across the Continent to Attend Columbia Courses

NEW YORK, Sept. 18.—O. K. Parry and M. Skolfield, a couple of Salt Lake City boys, who have matriculated with the College of Physicians and Surgeons of Columbia University, arrived in New York this week from the Mormon City via the "Excelsior route." The couple left their home city just three weeks ago, and made the distance in 16 riding days, stopping long enough along the route to take in the various points of scenic value.

The machine they rode was an Excelsior two-speed model bearing the 1914 nameplate; it was equipped with Goodyear tires and Bosch magneto, and, aside from bent pedals, occasioned by numerous falls along the route, and a deranged muffler, which came of dropping into deep mud pits, the pair met with no trouble whatever.

They followed the Lincoln Highway to Denver, and, as they express it, found it mostly a myth, and from "Mile High Town" to Omaha they followed the route of the Omaha, Lincoln and Denver road. The course from Salt Lake to Denver was sandy and well rutted, and it was here that the pair experienced most of the falls.

From Omaha on the Lincoln Highway was again followed to Chicago, where the riders spent three days in and around the Excelsior factory.

The pair carried a full camping equipment with them across the prairie country, and did not bother to hit the towns at night; one night they spent in a little log cabin that passed for a schoolhouse, and were awakened in the morning by the arrival of the much surprised school teacher and her flock of future presidents. The camp equipment was shipped back from Chicago, relieving the machine of the unnecessary weight.

DAYTON SELLS BICYCLES TO U. S. ARMY

DAYTON, Ohio, September 18.—Marking the entrance of the bicycle into the service of the United States Army comes the announcement of the Davis Sewing Machine Co. that it has shipped fifteen bicycles to the U. S. Aeronautical station in Florida. The machines will be given a thorough tryout and undoubtedly will act as the entering wedge which will make the way for the adoption of the bicycle throughout all branches of the service.

LACK OF ENTRIES HALTS GRAND RAPIDS MEET

GRAND RAPIDS, Mich., Sept. 18.—The motorcycle races scheduled to have been conducted here in connection with the West Michigan State Fair during the last week failed to materialize. Although invitations were sent out to riders, not enough manifested interest by entering to warrant the staging of the events. The racing season locally, therefore, has come to an end.

FOUR PERFECT IN GRAND RAPIDS RUN

Fifth of Series Staged by Grand Rapids M. C. Attracts Nine Entries; Seven Riders Finish on Time

GRAND RAPIDS, Mich., Sept. 18.—The fifth and final of a series of motorcycle endurance runs was conducted under the auspices of the Grand Rapids Motorcycle Club over a route covering in all a total of 294 miles.

Of the nine riders to start, Red Heth, Long, Steel and Livingston finished with perfect scores. Hoogerhyde, Smith and Levandusky finished on scheduled time, but not with perfect scores. Two riders, DeYoung and Galloway, finished behind schedule.

The route was over both good and bad roads, and was a test for both the rider and mount. A speed of 20 miles an hour had to be maintained by the riders. Leaving Grand Rapids they went through Leota, Marion, Harrison, Clare, Mt. Pleasant, Ednore and Greenville. Starting time was 4:01 A. M., and the first in finished by 7:42 P. M., per schedule.

REPORT SUCCESSFUL SEASON

ELGIN, Ill.—Treiber Brothers, Excelsior agents, and William Dedlow, Merkel agent at Elgin, state that the season now closing was an unusually good one, and that the outlook for advance sales was never better.

MOTORCYCLE ACTIVITIES VIEWED FROM HALF-A-DOZEN NEWSY ANGLES

No. 1, R. F. and Mrs. Rogers, at Pope Factory in Westfield, Mass., During Recent Tour; 2, Brigadier Angelo Curano, Royal Carabiniers, Italian Army, With Indian Outfit at Palermo, Italy; 3, Harley-Davidson Outfit, Equipped With Firestone Tires, One of Many in Use by Chicago Fire Department; 4, Harley-Davidson Van in Use by B. F. Goodrich Co., at Kansas City; 5, Imposing Firestone Branch in Kansas City, Which Has Just Been Formally Opened; 6, A Crew of Pope-Mounted Visitors at the Headquarters of the Westfield Mfg. Co., Westfield, Mass.

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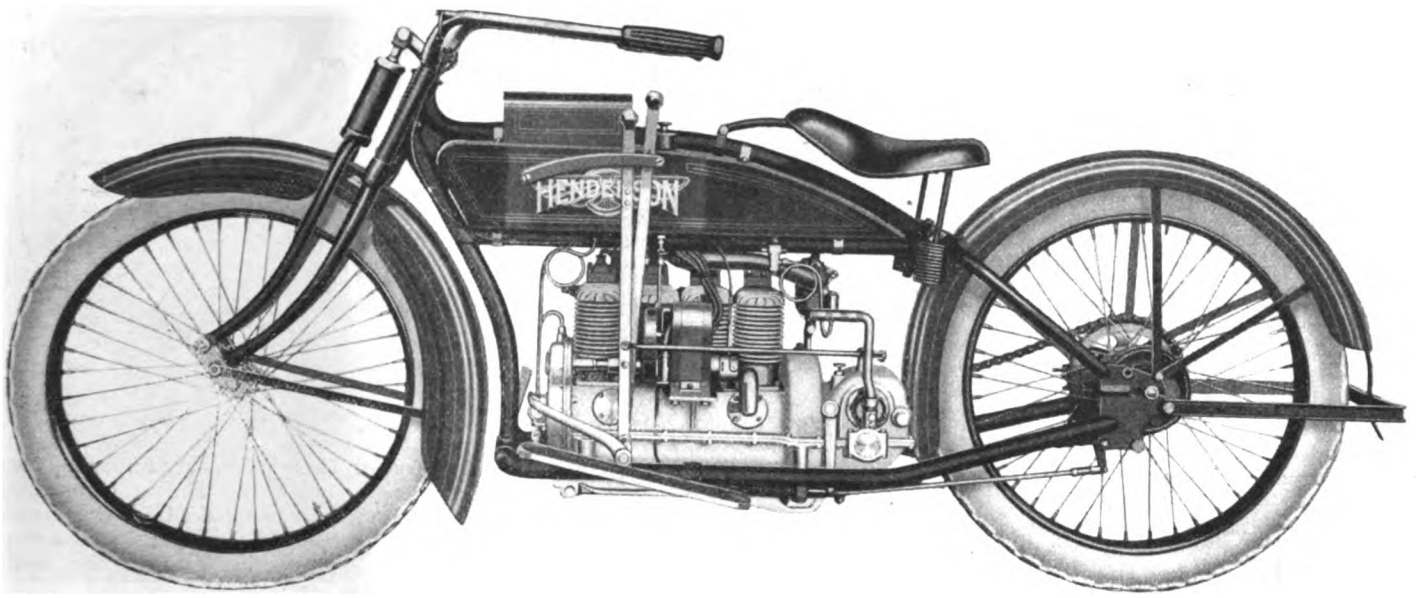
UNIT POWERPLANT FOR 1917 HENDERSON

New Season's Construction on Four-Cylinder Machine Incorporates Three-Speed Sliding Gear and Multiple-Disc Clutch Built in Flywheel in Common Motor Base — Scientific Manifold Construction—Concentrating on One Model for Coming Year



Left side of new three-speed Henderson, showing gear-shift lever, new foot starter, and other details.

DETROIT, Mich., Sept. 20.—One model with unit powerplant combining a three-speed progressive sliding gearset and multiple disc clutch built into the flywheel is offered by the Henderson Motorcycle Company, of Detroit, Mich. The gearset and clutch are built as integral parts of the motor, within the aluminum housing of the motor base or crankcase. The construction gives great compactness combined with the neatness and pleasing appearance which has characterized previous models of the four cylinder Henderson. The price of the new Henderson is $325, the same as in 1916, although a number of big improvements and new features have been incorporated in its construction.

New Features Are Plenty

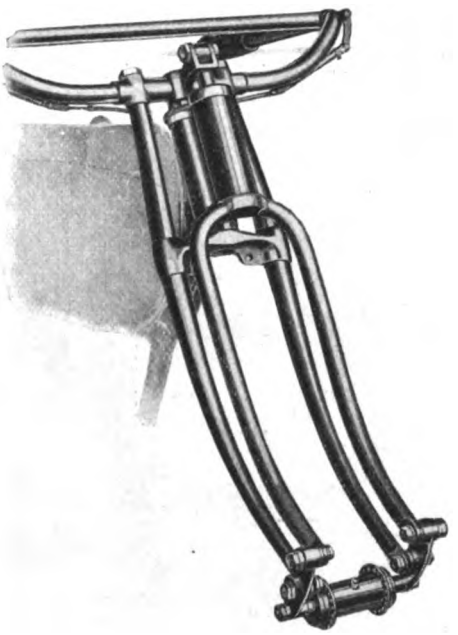
While the unit powerplant construction is the most conspicuous of the 1917 improvements, it is by no means the only one of major importance. An intake manifold of novel design, yet of great value in the feeding of the correct amount of mixture to each cylinder at all ranges of speed, is a second and vital new feature. The front axle trails back of the fork for the new season, caster fashion. The kick starter is improved in construction and is located on the left side of the crankcase instead of on the right as in former models. There is an interlock on the gear shift also.

A priming cup is fitted to the intake manifold to facilitate starting in cold weather. A gasoline gun is provided in the filler cap of the fuel tank. The mudguards are made wider and there is plenty of clearance between them and the tires for the fitting of chains. The mechanical oil pump has been improved and a new method of adjustment furnished.

The final chain drive is now on the right side of the machine with the external contracting band brake on the left side of the hub. This has not, however, changed the position of the foot levers controlling the brake and clutch, for the same arrangement as in 1916 has been retained: clutch pedal at left and brake pedal at right.

The typical Henderson dual clutch control, large automobile type bearings, one-piece crankshaft, warm air intake from muffler to carbureter, saddle and big valves have been continued for 1917.

The change gear on the 1917 four cylinder Henderson is of the progressive sliding gear type, with direct drive on high. It is located in the rear of the extension of the motor base, the main and lay shafts lying transversely to the plane of the machine, the lay shaft being above. The crankshaft of the motor is prolonged to carry the multiple disc clutch and its tail carries a bevel pinion which meshes with a bevel gear on the main shaft of the change gear. The final drive front sprocket is on the right side exterior to the motor base. Gear ratios are 4.3 on high, 7.5 on intermediate and 10.2 on low.



New front fork of 1917 Henderson. Axle trails back of fork tips, swinging back and up when obstruction is encountered. Triple-stem design, making it impossible for front wheel to twist out of line with handlebars. Especially strong sidewise for sidecar service.

Ample Size Throughout

The gears in the change gear are made as large and strong as those used on many of the lighter makes of motor cars. Every part is big and husky, being built to stand up under the most severe service. The bearings are all of large size to give smooth running and long life. The spline shaft runs on adjustable bronze bearings, ⅞ inch in diameter and 1¼ inches long. These bearings are designed so that wear can be taken up readily after several season's hard service, thus doing away with the renewal of bearings. Play in the bevel gears can be taken up without taking the motor base apart, a distinct convenience to the user and repairman.

The countershaft of the three-speed runs in big bronze babbitt-lined bearings which are capped so that wear can be taken up. These bearings are one inch in diameter and 1⅛ inches wide, providing an excess of load-bearing surface that reduces friction and multiplies the life of the bearing. The gears of the three-speed are 8-10 pitch, stub tooth, with face ⅝-inch wide, giving plenty of working surface for the heaviest load and providing a surplus of strength that practically eliminates wear.

These gears are thoroughly lubricated at

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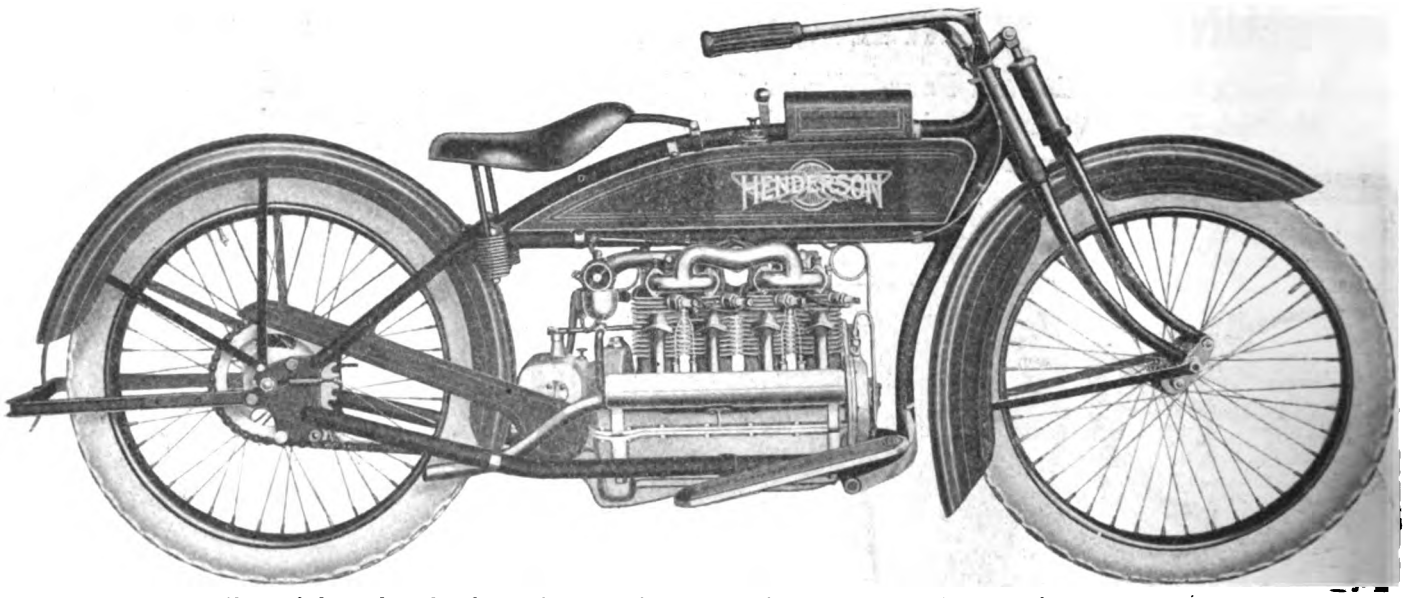
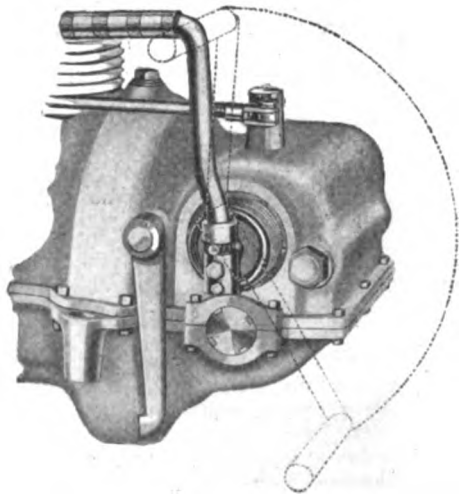


View of the right side of 1917 four-cylinder motorcycle, showing new features of construction.

all times, running in an oil bath which is automatically renewed from the oil in the motor base, so that friction is reduced to the minimum and wear done away with. No attention is required from the rider, even the simple matter of supplying oil being attended to automatically by the positive splash system.

Gear-shifting is made pleasantly smooth



Showing the new Henderson foot starter. The dotted lines show the starting lever turned to position for use and the arc of its stroke down and back. The great leverage makes it easy to operate, while the motion passing through the transmission causes the engine to revolve rapidly so as to start readily. Each down stroke of the starter turns the motor over two full compressions.

by the carefully-designed shape of the teeth of the sliding central gears and of the clutch dogs. The teeth of the intermediate gears have smoothly rounded corners so that they slide into mesh readily, without noise or roughness. The dogs on the sides of the sliding gear, for engaging high or low gear, are chamfered slightly so that they automatically slip into full grip as soon as engaged, insuring quick and positive change of gear.

The clutch is of the type which has proved so successful in the best automobile construction, and is used here for the first time in motorcycle design. It is built into the flywheel of the motor and runs in an oil bath, so that perfect lubrication is assured at all times, avoiding wear and providing the oil film that is so essential for smooth engagement and positive holding power. This oil bath is constantly supplied with lubricant from the motor base, so that no attention is required from the rider.

The Multiple Disc Clutch

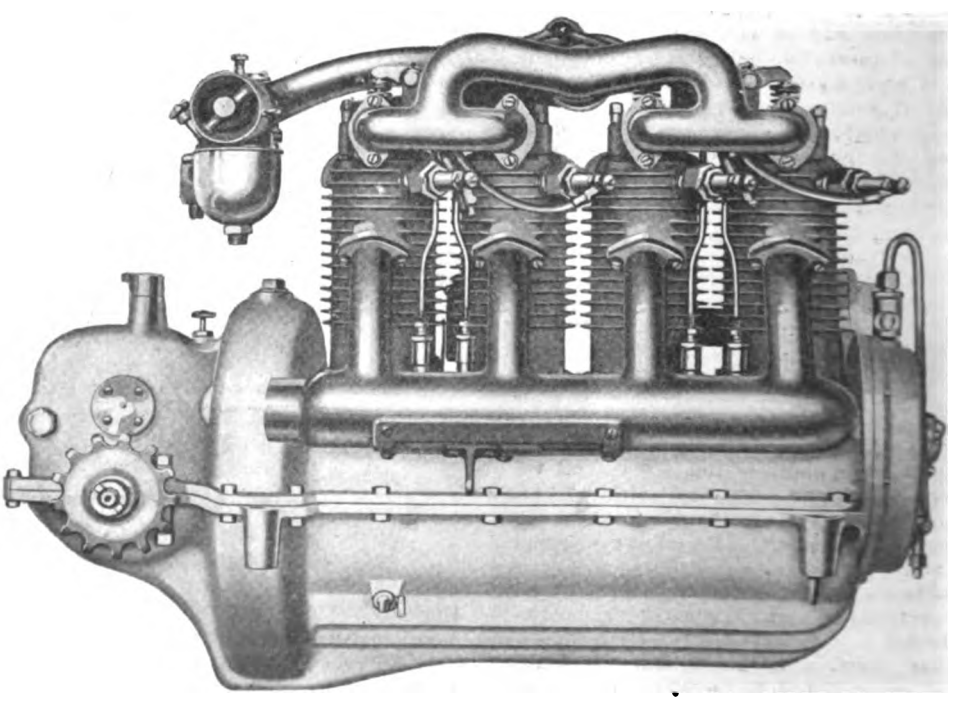
The clutch is of the multiple-disc type, using seven large surface steel discs, carefully tempered and ground. The discs are ⅞ inch in diameter and ¼ inch face, giving over 187 square inches of friction surface, more than ample for the heaviest loads. The large surface gives this clutch exceptional pulling power without great spring tension.

Eight long, specially-tempered vanadium-steel coil springs press the discs into engagement. These springs are unusually long —2⅛ inches when free—and are compressed to 1¼ inches when placed in the clutch. This insures smooth, even tension and positive holding power. Wear of the clutch discs is automatically compensated for and need of adjustment entirely done away with. Being located in the flywheel the clutch works at engine speed, which adds greatly to its efficiency because the power-transmitting ability of a clutch of any given size is in proportion to the speed at which it runs.

The unusually large size of this clutch, and the manner in which its design is worked out, combine smooth action and soft engagement with great holding power.

The remote possibility of injury to the transmission through careless or improper shifting is eliminated by the interlocking system of controls. A cam on the foot clutch lever holds the gearshift positively in place until the clutch pedal is depressed.

The clutch can be operated either by



Right side of the 1917 Henderson motor, showing new intake manifold.

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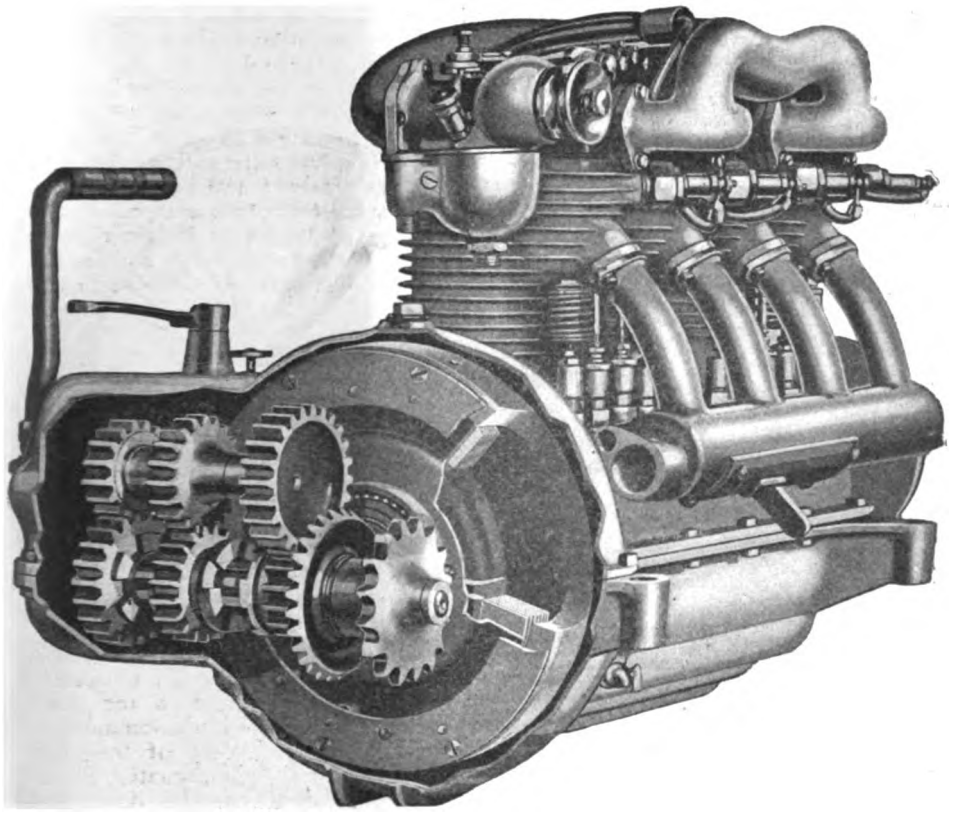


Cutaway view of the unit powerplant of the 1917 Henderson. Three-speed sliding-gear transmission housed in motorbase. Multiple-disc clutch of very large size built into the fly-wheel and running in oil bath. Similar in design to the transmission of the finest automobiles. New intake manifold, flanged carburetor connection, and other motor details also shown.

hand or foot, as preferred by the rider. There is the hand lever on the left side of the tank and the foot lever by the left footboard. To shift gears, the rider simply presses the foot lever to free the clutch, at the same time moving the gearshift lever to the desired position, the clutch being re-engaged, as the pressure of the foot lever is removed.

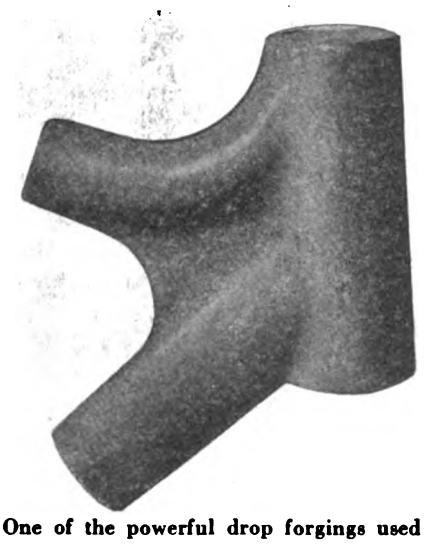
The chain which transmits power to the rear wheel is of the extra heavy type, ⅝-inch pitch and ⅜-inch wide, with the new type of powerful, heavy-service side links. It is enormously stronger than the older type of motorcycle chain, making it especially adapted to the greater power developed by the new motor, and for use in conjunction with the low driving gears of the three-speed.

Improved Manifold

The marked increase of power developed by the 1917 Henderson motor is in part due to the improved type of intake manifold which is used. This insures a full, fresh charge of gas for each cylinder, which is so important in the attainment of extreme high speed and maximum power. Perfect distribution is obtained by the new manifold, each cylinder getting the correct volume of gas and a uniform mixture. The size and shape of the passage from the carburetor is designed so that the incoming mixture passes quickly and with minimum resistance to the combustion chamber and is perfectly vaporized when it reaches the cylinder.

Gas passages in the cylinder are carefully proportioned to facilitate rapid movement of gases, so that the combustion chamber is quickly and thoroughly scavenged of burned vapors and a full, fresh charge of live gas is injected. Both intake and exhaust valves are very large, in accurate proportion to the bore of the cylinder, each valve being 1¼ inches in diameter.

With its new features of refinement the motor is not only faster and more powerful, but may be throttled down to very low speeds. It will glide along at a mere walk, with the unwavering push of the four cylinders rolling it steadily on, and has wonderfully quick pick-up and acceleration. Every



One of the powerful drop forgings used in the Henderson frame. This particular forging is the steering head connection, an important point, to which it gives a big surplus of strength.

1917 Henderson is capable of speed of 70 miles per hour or better.

The four-cylinder motor is of the high-efficiency, long-stroke type, with bore of 2 17/32 inches and a 3-inch stroke. The total piston displacement is 60.40 cubic inches. All bearings are of generous size, giving unusually large working surface so as to reduce friction and wear to a minimum. The three bearings of the main shaft are, from front to rear, 1⅜, 1⅝ and 1½ inches wide, more than ample for the heaviest loads. These bearings are of the finest bronze, babbitt-lined, such as are used in the most costly automobile motors. They polish to a mirror finish in use, so that the hardest service has little effect on their surfaces, resulting in remarkable freedom from friction and long life.

Pistons and Shafts

Pistons are of hard gray iron, each fitted with two rings that are ground on three sides to insure perfect fit. The connecting rods and the main shaft are steel drop forgings, carbonized and carefully oil-tempered.

The crankshaft is a one-piece forging, which insures permanent alignment and ease of accurate reassembly if the motor is taken down after having had long service.

Oil is supplied to the motor automatically by a mechanical plunger pump, driven by worm gear, which feeds oil in exact proportion to the needs of the motor. A new design of flange connection simplifies the construction of this pump greatly and makes it very easy to get at in case the rider desires to clean out dirt or other foreign matter.

A new method of adjustment makes it very easy to change the oil feed in case a different kind of oil or change in conditions makes it desirable. All that is required is to turn the adjusting screw one way or the other—nothing to take apart and no tools needed but a screwdriver.

Warm Air Intake

A Schebler carburetor of a model especially adapted to the requirements of this four-cylinder motor is used, its efficiency being intensified by a special warm-air intake. A pipe from the lower air intake of the muffler passes through the full length of the muffler, where the flames of the exhaust envelop it so as to heat the air in the pipe on its way to the carburetor. Perfect vaporization and quick combustion is thus insured—an especially valuable point in cold weather or when using the poor grades of gasoline.

The 1917 carburetor has a flanged connection to the manifold, so that it can be removed simply by taking out three bolts instead of unscrewing union nuts.

The new Henderson kick starter is simple and strong in construction, and positive in action. In its usual position the foot lever is folded back out of the way and out of engagement, on the left side of the transmission case. When turned to position for starting the motor, a cam movement engages eight big steel dogs so that when the lever is pushed down by the foot, it spins the engine over and starts it readily.

As the motion passes to the engine shaft through the gears of the transmission, the revolutions are rapid so as to make starting quick and positive. One downward pressure of the starting lever turns the engine over two full compressions, producing un-

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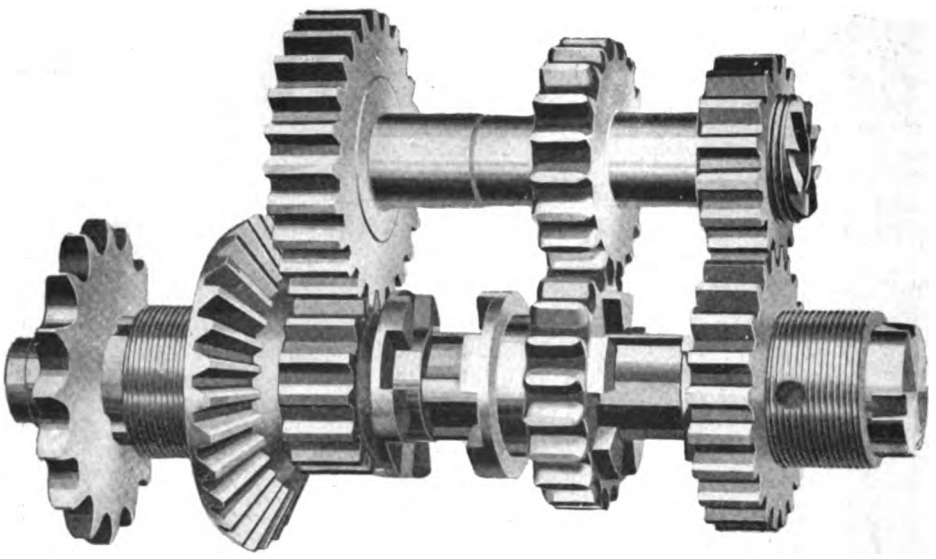


Gears of the three-speed Henderson transmission, showing their large size. Gears 8-10 pitch, stub tooth. Sliding central gear has corners of teeth smoothly rounded to facilitate smooth, easy engagement. Size and strength equal to the gears of many automobile transmissions. Bearings unusually large and capped so that wear can be taken up from the outside after several seasons' hard use.

usual effectiveness. When the foot is removed from the starting lever at the end of the down stroke, a spring returns it to the top position and folds it back into place.

Priming Cup Fitted

A priming cup on the intake manifold allows gasoline to be injected to assist in starting in very cold weather. A gasoline gun for this purpose is located in the gasoline tank filler cap.

The cleanliness of the Henderson pleases the rider who takes pride in his own appearance and that of his machine. The distinctive type of motorbase allows no chance for oil to leak, to gather dirt and soil the clothes. The machine is easily kept clean and the rider can dress neatly without fear of oil spots or grease.

The mudguards of the new Henderson are unusually wide and extend well around the wheels, so as to protect both rider and machine from road dirt or splash from the wheels. The rear guard is pivoted so that by merely removing two bolts it can be swung down out of the way to give easy access to the rear wheel—a great convenience for making tire repairs or other work. Plenty of clearance is allowed between tires and mudguards so as to avoid clogging the wheels with mud in bad weather. There is ample room for use of tire chains on both wheels.

New Type of Fork

The frame is of the distinctive suspension cradle type, very low and strong, using 13-gauge, 1¼-inch seamless steel tubing, with large and powerful drop forgings for all connections and fittings.

The new fork is of the caster type, the wheel moving back and up when a road unevenness is met, causing the machine to glide smoothly over the obstacle. The triple-stem design, with fork-sides of round section, makes this fork very strong sidewise as well as vertically and longitudinally, adapting it particularly well for sidecar use. The new fork design is reported to give unusually steady steering in sand or mud, as well as extremely smooth riding.

The handlebars are wide and low, placing the grips in just the right position to give most comfort on long journeys, without cramping the wrists or shoulders. This is also a great help in handling the machine on difficult roads.

Very low riding position adds to the excellent balance of the machine and makes the new Henderson very easy to handle at all times. The top of the saddle is about 29 inches from the ground, so that even a short man can place both feet on the ground when seated on the saddle. The saddle is of the same special integral construction as in 1916, built in as part of the machine.

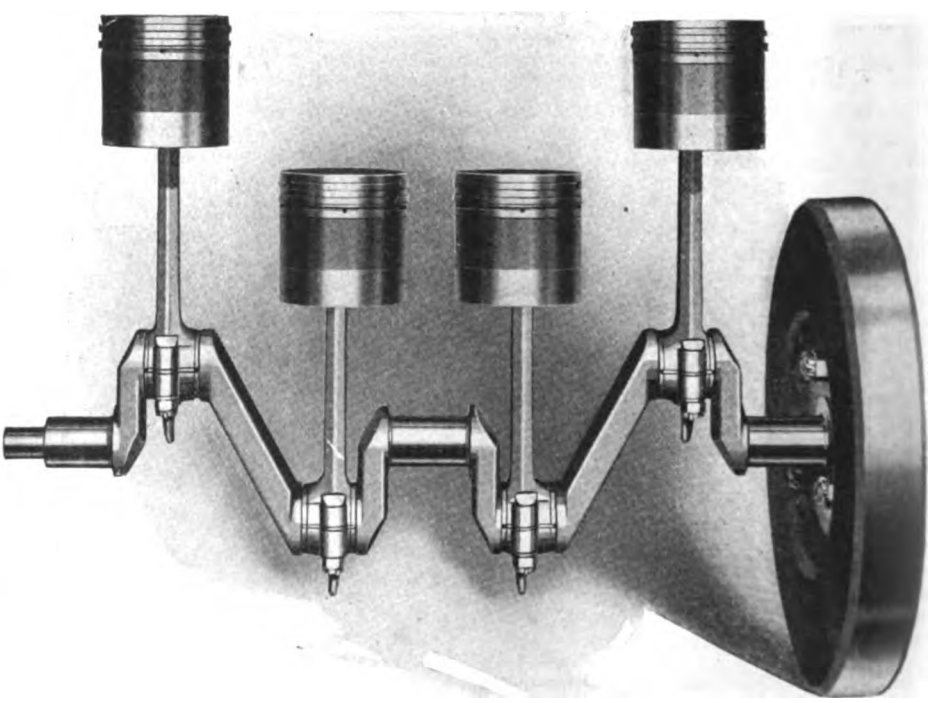
The footboards are roomy and long, to accommodate rider of different height and reach, and are hinged so as to fold up in case of a fall. They are covered with rubber mats to prevent the feet slipping. The location of the footboards with relation to the saddle and handlebars is just right to make the rider feel comfortable and natural, so that he can handle the machine to best advantage.

Handy Brake and Clutch Levers

The clutch and brake foot levers are also placed at the points where the rider's feet find them instinctively, without losing time or attention in a critical situation by feeling for the control levers. The clutch pedal on the left and the brake on the right allow the exact degree of control that the rider wants, at any instant.

Riders are especially enthusiastic over the wonderful balance and ease of handling the new Henderson. This is one of those qualities that depend on many factors, and which are often difficult to attain, but can hardly be over-valued. Partly because of the extremely low center of gravity, partly by the careful distribution of weight over the machine, partly by scientific frame design and the angle of forks and rocker arms with relation to other members—these and other details combine harmoniously to make the Henderson hug the road and steer steadily and easily at high speeds or on bad roads.

Realizing the strong demand with which this new Henderson will be met, the factory has made preparations for a greatly increased output, laying plans many months in advance to insure adequate supplies of all materials. The sales of the 1916 Henderson



Crankshaft, pistons and connecting-rods of the Henderson motor. The crankshaft is a single drop forging, illustrating the simplicity and strength of the design of this four-cylinder motor. Note fingers on lower end of each connecting rod, which dip into the oil and insure positive and uniform lubrication to the cylinders.

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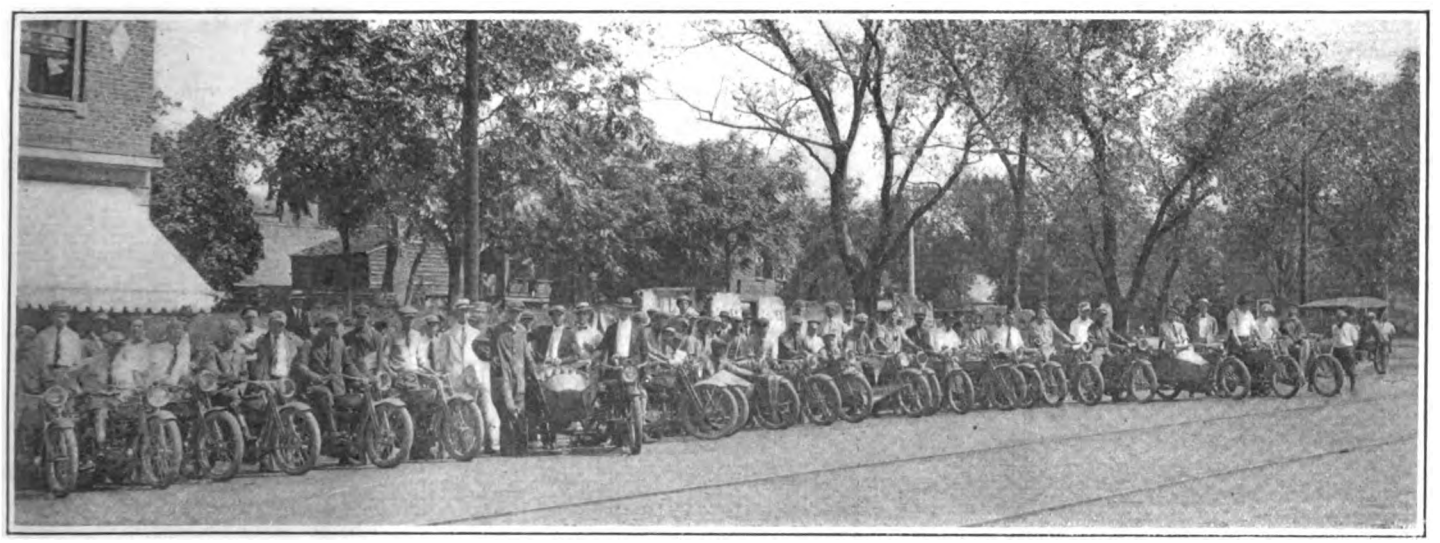
far exceeded production, and President T. W. Henderson foresaw that the 1917 output would be still less equal to the demand unless special measures were taken.

So he contracted for great quantities of materials eight and ten months ahead of time. Many thousands of dollars worth of new and improved high-speed machinery has been installed. The organization of every department of the factory has been perfected so as to insure the most rapid and efficient handling of accurate work in great quantities, and the forces of workmen have been enlarged in all departments of the shops where more men could be used to increase production.

One result of the manufacturing efficiency effected by this increased production is that it enables the Henderson folks to avoid any increase in price. Though many costly new features and big improvements of greater value are built into the new model, it will be sold at the same price as the 1916 two-speed, $325.

All the efforts of the Henderson factory will be concentrated on the one model, no single-speed model being listed as the demand for the multi-speed machine has become practically universal. For sidecar work it is indispensable.

HOW MOTORCYCLISTS OF COLUMBIA, S. C., TURNED OUT FOR RECENT RACEMEET



Part of the Brigade of Seventy-five Harley-Davidson Riders Who Gathered in South Carolina City to Attend the Speedfest on Labor Day; Sidecars and Tandems Were Plentiful at This Popular Annual Gathering

BUSINESS OPENINGS FOR MANUFACTURERS AND JOBBERS

JACKSONVILLE, Fla.—Catalogs on small tools and lubricating oils are desired by the Lackawanna Hardware Company, at 1816 Lackawanna avenue.

TAMAQUA, Pa.—The Hadesty Hardware Co., Inc., has just been incorporated. It was founded in 1857. The goods stocked include bicycles, automobile accessories, small tools and lubricants.

BROCKET, N. D.—The Schuldt Brothers Lumber Company has recently been established here. Catalogs on small tools and oils are requested.

HERKIMER, N. Y.—The Herkimer Hardware Company, Inc., has purchased the stock of C. W. Palmer & Co. Catalogs on automobile accessories, lubricating oils and small tools are desired.

PLAINFIELD, N. J.—The M. & L. Auto Co., Inc., desires catalogs on tires, automobile accessories, oils, greases and tools.

AUGUSTA, Ill.—George H. Minier, who recently purchased the stock of the Steinbarger hardware store desires catalogs on bicycles, automobile accessories, oils and tools.

AUBURN, Iowa—H. W. Staples has started in business here and desires catalogs and information on lubricating oils and small tools.

ARMADA, Mich.—The Kruse Sons Co. has opened a hardware store and will deal in bicycles, enamels, accessories, tools and lubricants.

MANKATO, Minn.—Murphy & Busch request catalogs on small tools, oils and enamels.

HELENA, Mont.—The Helena Hardware Co. has been incorporated and will deal in automobile accessories, bicycles, small tools, lubricants and enamels.

LAUREL, Mont.—The Kassner Hardware Co. has started in business here and desires catalogs on automobile accessories, bicycles, oils and small tools.

FRANKLIN M. C. IS ORGANNIZED IN WOONSOCKET

WOONSOCKET, R. I.—The Franklin M. C. has just been organized here with the following officers: William E. Blanchard, president; D. D. Davis, secretary; C. C. Arnold, treasurer; Joseph Landry, road captain; Carl Hafgren, W. B. Brown, John Rollinson and C. C. Arnold, lieutenants; Everett Davis, C. C. Arnold, membership committee; W. E. Blanchard, E. D. Davis and C. C. Arnold, club run committee.

For the present the club will meet at Arnold & Dean's garage, and all riders of Woonsocket and vicinity are invited to attend the meetings and get acquainted.

FRENCH REPORTS PROSPEROUS SEASON

BALTIMORE, Md., Sept. 18.—Robert R. French, local agent for the Racycle bicycle line, reports that he is doing the business of his life this season. During the past week his bicycle sales amounted to over $300, while his accessories added a few more "iron men" to the total. His sales this year marked a 100 per cent. increase over last year, and it would have been greater, but he had trouble in getting bicycles from the manufacturers. Mr. French will take over on October 1 a sub-agency for the Indian motorcycle.

"CHET," LIKE OLIVER TWIST, WANTS SOME MORE

Kirkland, Ill., Sept. 12. 1916.

CONTEST EDITOR:—

In regard to asking my rider friend to ask his rider friend to ask his rider friends, what make of a machine the snap shot shown in Motor Cycle Illustrated, Sept. 7th, was taken from, they all say, from a Reading Standard, of course. Come on with some more; I enjoy them very much; I guessed that Thor last week, but did not get around to mail it in. Hope this one gets in in time for next week's Illustrated.

Yours respectfully,

CHET. SERVICE.

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CLEVELAND ADDS KICK-STARTER FOR 1917

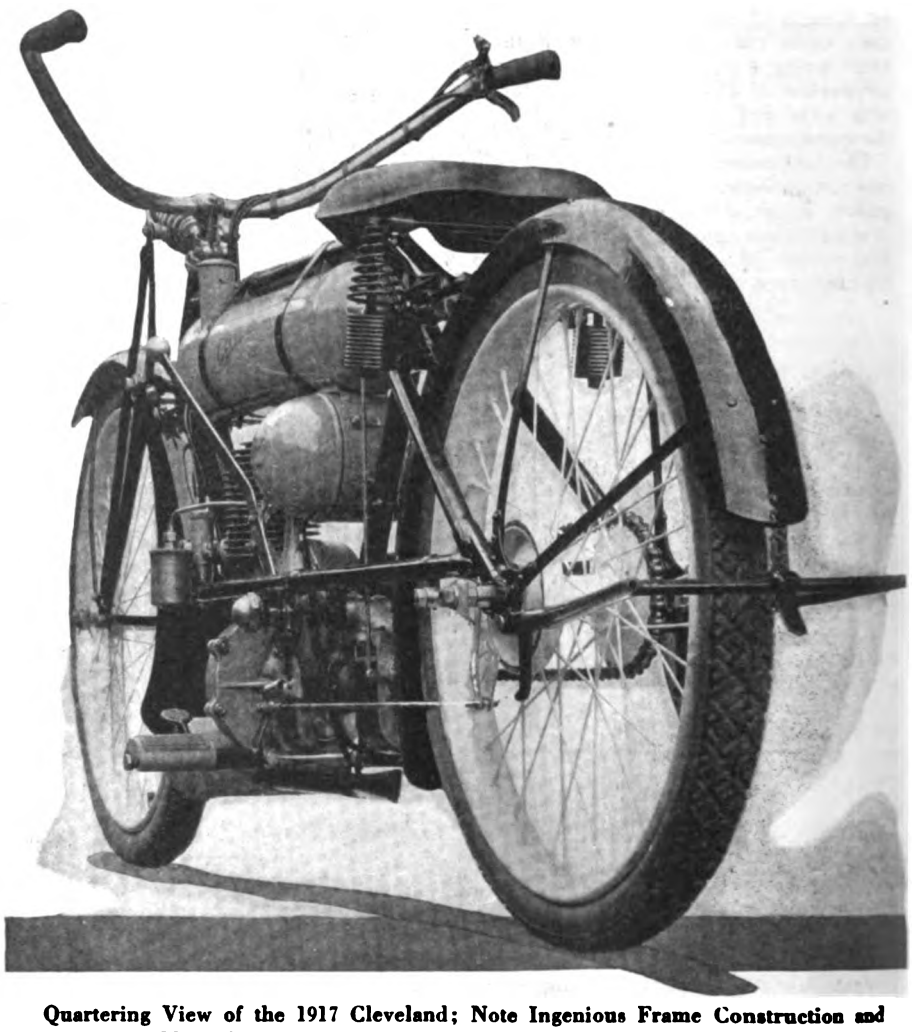
Two-Stroke Lightweight Is Now Provided With Foot Cranking Device, but General Construction Is Otherwise Unaltered — One Model, With Two-Speed Gearset and Multiple Disc Clutch Is Offered—Price Is $160

CLEVELAND, O., Sept. 20.—So excellent was the design and construction of the Cleveland two-stroke lightweight during the 1916 season that the maker, the Cleveland Motorcycle Manufacturing Company, of 7209 Platt avenue, this city, has made but one addition for 1917—a kick starter. The model having the sliding jaw clutch has been discontinued and one model only—with multiple disc clutch, unit powerplant and primary worm drive—is listed for the new season. It is priced at $160, an advance of $10 over the price of the corresponding model of the past year.

New Kick Starter

The Cleveland kick starter is of the gear and sector type, the starter arm acting by a downward and backward motion. The pad is hinged to fold out of the way of the rider when not in use. The starter arm is fitted with a spring which returns it to the inoperative position when the foot is removed and is so fitted with relation to the frame that a fall will not injure it. One complete motion of the starter arm turns the motor over several times. The kick starter will be fitted to all Clevelands after November 1.

Front View of Cleveland Showing Comfortable Riding Position



Quartering View of the 1917 Cleveland; Note Ingenious Frame Construction and Method of Carrying Unit Powerplant Within the Frame

The 1917 Cleveland two-stroke is of the lightweight type, weighing about 150 pounds and rating at 2½ horsepower. The motor is of the three-port type, the bore being 2½ inches and the stroke 2¾ inches. A single flywheel is fitted, housed in the crankcase, and a single crankpin is used. The main shaft extends to the rear to form the line shaft of the two-speed gear forming the next section of the unit powerplant. Below this line shaft is the layshaft with two integral gears. The slider with its dog clutches is mounted on the line shaft.

Worm Drive Used

The prolongation of the main shaft carries the worm of the primary drive. This worm has exceedingly ample bearing surface and is reversible, allowing the machine to be wheeled by hand with the motor idle. Above the worm and meshing with it is the worm-wheel mounted on the countershaft; at the right extremity of this countershaft is the sprocket for the final drive, which is by Coventry chain. A further extension of the shaft ends in a coupling and the magneto is driven through this coupling. The magneto, a Bosch high tension waterproof type, is thus directly driven and no noise or trouble from oil leakage is possible. The magneto is carried on the rearmost projection of the unit powerplant casing with the magnets upside down.

Induction Lubrication

The motor is lubricated by the induction system, in which the oil and gasoline pass from the tank and through the carbureter to the crankcase together, where the oil separates out and goes to the bearings. The two-speed gear and worm drive both run in an oil bath, making lubrication both simple and effective. Ample size ball and roller bearings are used to give durability and efficiency.

The shift of gears is controlled as in 1916 by a rocker pedal at the right footrest. The crankcase, countershaft housing and gearbox in the unit are of high grade aluminum, while the best quality of alloy steel is used for shafts and gears. The mixture is furnished by a Brown & Barlow single-jet carbureter, throttle and air controls being fitted to

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the right handlebar. Connection to the carbureter is by Bowden wire mechanism. The compression release is operated by a lift-lever below the right bar for 1917.

Silencing Details

The muffler, as in 1916, has an expansion chamber of more than ample capacity to take care of the gases at the highest speeds of the motor. The result is most quiet running, the note of the exhaust being a smooth purr rather than a succession of sharp sounds. A tail-pipe with enlarged end also contributes to the noiselessness of the exhaust.

The fuel consumption of the Cleveland two-stroke lightweight is 75 miles to the gallon, as an average, while it will run at a maximum speed of 35 miles per hour. The center of gravity is very low and the clearance at the same time is ample.

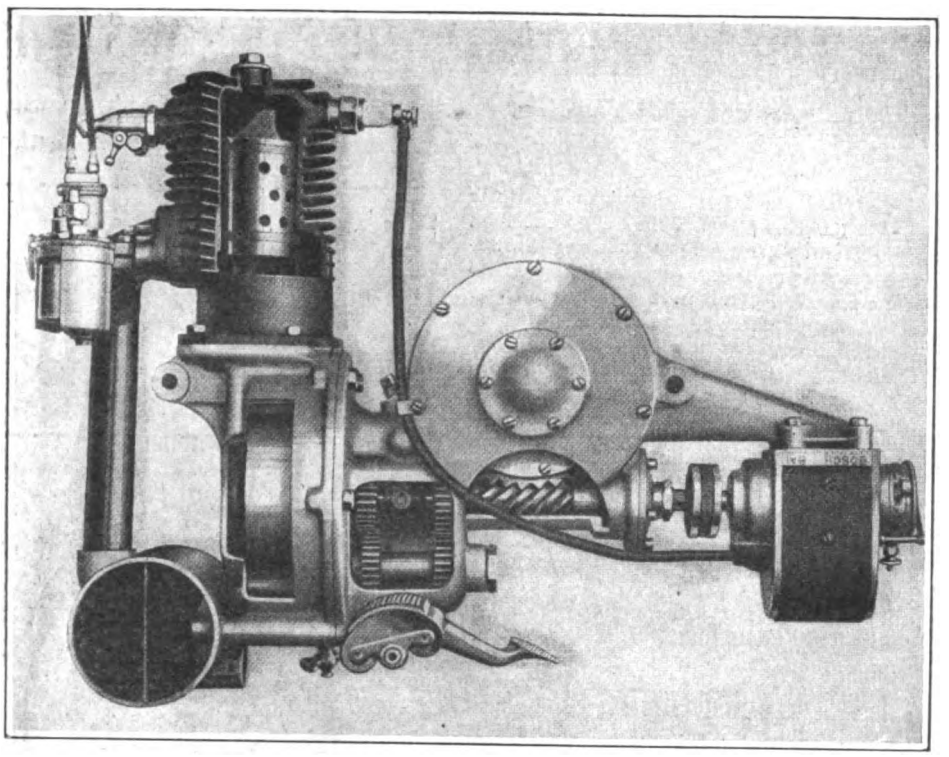
Control Arrangements

The multiple-disc friction clutch is controlled by a ball-end lever at the left side of the tank. This lever pivots on the countershaft end and has a stout and rigid quadrant. The lever is so located that it will not be damaged by falls. The ignition timing is controlled by a short lever just in front of the saddle on the frame, as in the 1916 models. The band brake is on the left side of the rear hub with connection to the pedal at the left footrest.

The novel and characteristic rocker spring fork is continued for the new season, as is the cylindrical fuel tank with capacity of 1½ gallons and the transversely-located cylindrical toolbox. The gear ratios are the same as in the preceding models: 6.1 on high and 10 on low.

Hubs and Guards

The hubs are of the knock-out type. The rear hub and the properly designed rear mudguard permit of the ready removal of the rear wheel. The front mudguard is fitted with ample side-wings to protect the rider from steering splash.



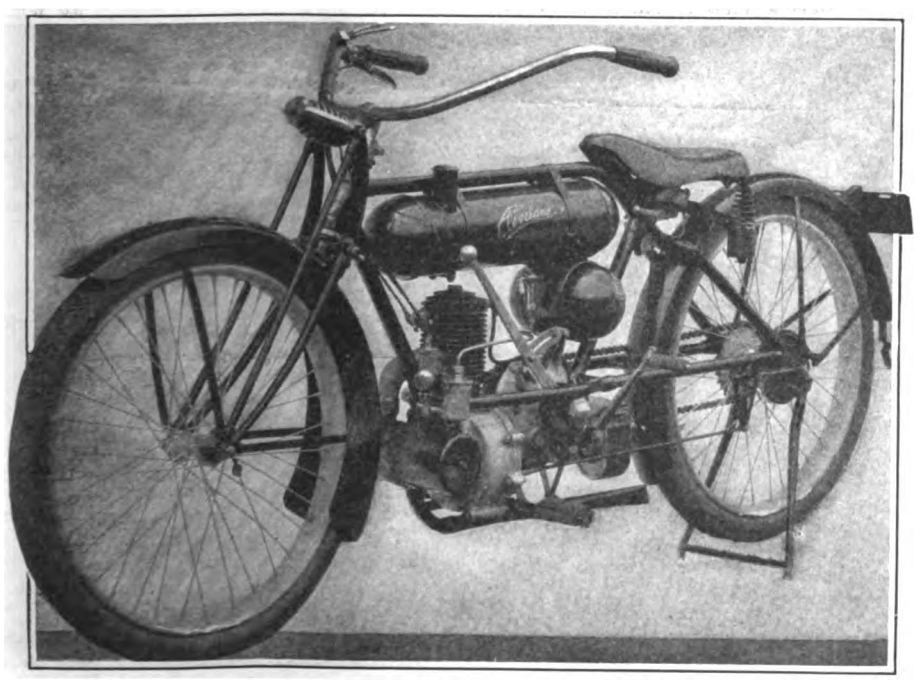
Unit Powerplant in Section; Muffler With Diaphragm, Flywheel in Crankcase, Two-Speed Gear, Worm Drive and Direct-Actuated Magneto

All frame parts are drop-forged and the highest quality of seamless steel tubing is used.

The wheels are 26 inches in diameter and are shod with 26 x 2¼-inch Firestone tires. The wheelbase is 53 inches. The saddle used is a Troxel Truform. Finish is durable black enamel with gray and nickel trimmings. Price is $160 f. o. b. factory.

The Cleveland two-stroke is built in an up-to-date and well-equipped factory devoted to this work alone. The organization is backed by ample capital. The machine itself, for over one season, has been thoroughly tried out in long and grueling endurance runs, special tests and commercial applications. By such tests any weak points in design will be brought out, but it speaks well for the Cleveland engineers that there were none such; hence the 1917 model is practically the same as that of 1916, with the exception of the added kick starter.

The Cleveland officials are working on publicity and advertising plans which will provide the dealer with every kind of useful information and assistance and which will firmly establish the relation of the Cleveland lightweight to the present and future motorcycle industry. The Cleveland is not a high-powered and heavy mount, but on the other hand has ample power and speed to go anywhere. Its price is moderate, the firm points out, in comparison with motorcar quotations of recent date.



New Cleveland Lightweight Two-Stroke With Kick Starter; the Characteristic Rocker Type of Spring Fork, Suspended Tank and Toolbox Are Clearly Seen

SEA FISHING ENGROSSES JERSEY CLUBMEN

NEWARK, N. J., Sept. 18.—About 30 members of the New Jersey M. C. forsook their motorcycles yesterday and went deep sea fishing for a change. They were led by Captain Cordes, the fishing expert of the club, who took a course in a correspondence school on the subject. Walter Ker went along to see that bait was well supplied to the crowd. A pool for the largest fish caught is the feature of the outing.

Next Sunday the club-run will be held over the course of the Jersey Jaunt—the club's fall road competition. An idea of the condition of the route, also mileage, will be obtained. The arrangement of the Asbury Park, Trenton and Washington checkers will be made at the same time. The run will leave the clubhouse at 8:00 a. m., and any out-of-town riders who wish to join in are welcome.

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CONTEST ANSWERS FLOCK IN FROM ALL QUARTERS

Nearly 100 Riders Answer Second Week's Picture—Many Correct on the Third Week—Fourth Picture May Prove Stumbling Block for the Wise Ones

WHEN an editor wanders into the field of prophecy, verily he is lost. When introducing that Reading Standard picture to those of our readers who are possessed of an investigating turn of mind, we predicted that it was going to be a "poser" for most of them. And therein ye Contest Editor was dead wrong and likewise much deluded. For of a total of 94 who came through with answers, all save two had the correct dope.

Nevertheless, our prediction of last week was as correct as can be. We said that the little puzzler would prove easy for most folk, and that we were absolutely correct is proven by the fact that out of thirty answers received up until press time just that many correctly assumed that the little cutout was taken from an Indian and pictured a portion of the front wheel hub and the spring fork rocker.

Can We Beat the Sharks?

Seems that about the only way to stump the many motorcycle "sharks" who are in the contest is to print a picture of a spoke, or, perhaps, a nice little section of the exhaust smoke of one of the models, and even then, judging by past performances, some of the keenest of the contenders would undoubtedly come through with the right answer in the very first mail.

Well here we go again this week with a little flea-eye view of a 1916 model which is passably hard, yet passably easy (Safety First stuff for editor-prophets). Go to it yourself—don't ask your friends. That friend business makes it too easy. About every rider in Newark, N. J., sent in the correct answer last week on a sheet of paper that looked like a petition to convert a big town in a dry state into a thriving little oasis.

Still Five Perfect Scores

To date there are five contenders with perfect scores. They are: Grant R. Moore, Monticello, N. Y.; William Ennico, New York City; T. O. Wansleben, Washington, D. C.; John Henssler, Philadelphia, Pa., and Charles Williams, Pittsfield, Mass. Of course, with answers coming in with every mail, there is scant doubt but what there will be many more perfect scores. The incoming answers have increased the number of perfect scores on the two first pictures from five, where it stood last week, to 21.

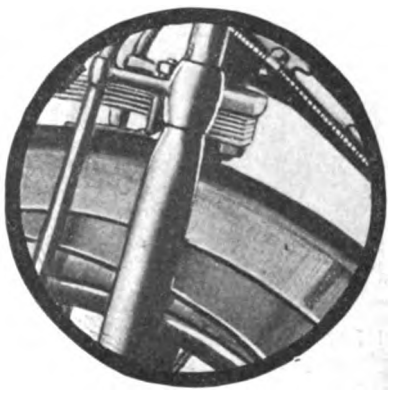
Only two answers to the first picture were received this week which could be allowed. They were from R. W. Krotzer, of Sandpoint, Idaho, and Mark Owen, Butte, Mont., and in both cases the postmarks proved conclusively that the answers were posted before the new issue had been received. Three other answers were received which left room for doubt on this score and so we could not allow credit for them. They were submitted by Elmer Webbers, Rock Rapids, Ia.; Walter Kannowski, Alpena, Mich., and Miss Millicent H. Mulliner, of Chicago. Never mind Millie! Your second answer was correct and was in in ample time.

The girls, by the way, promise to give the male "experts" a run for the glory accruing from this contest. Aside from Friend Millie, Mrs. Douglas Adams, of Keene Valley, N. Y., and Miss Jennie Forrie, of Port Jervis, in the same state have thrown their Paris chapeaux in the ring in an effort to capture first honors for the suffragettes.

The two contestants who went wrong on the Reading Standard picture were Frank Fitzgibbons, of Menno, S. D., who thought he recognized some Pope features in the snapshot, and J. Felix Carson, of Grand Junction, Colo., who was sure it bore earmarks of the Feilbach Limited.

We wish to say a word of deep condolence to George Montgomery Hill, of Long Branch, N. J., who evidently wrote to "Cousin Violet" and the "Contest Editor" at the same time and then got the envelopes mixed! Now, George, just sit right down and send the "Contest Editor" Cousin Violet's address and we will forward your letter to her in a nice scented pink envelope with a stamped and addressed envelope enclosed for the return of your answer. And just to show our good nature, we will call you correct in all the pictures to come—provided Cousin Violet sends us her picture along with your answer.

WHAT DO YOU KNOW ABOUT MOTORCYCLES ?



WHAT MAKE OF MOTORCYCLE IS THIS TAKEN FROM?

CORRECT R-S ANSWERS

C. F. Rafford	Mattituck, L. I.
Orion L. Carpenter	Chicago, Ill.
J. L. Jackson	Madisonville, Ky.
A. B. Hullinger	Bradentown, Fla.
August Yakie	Port Arthur, Tex.
Thomas McCabe	Wharton, Tex.
Laurie Yonge	Ocala, Fla.
George Gray	Herkimer, N. Y.
George D. Morris	Belleville, Pa.
Floyd Levenick	Madison, Wis.
W. C. Wharton	Rugby, N. D.
A. Carlisle	David City, Neb.
S. D. Owens	Pontiac, Mich.
Lewis McGillivray	Geneva, N. Y.
T. E. Campbell	Mammoth Springs, Ark.
H. E. Mills	Charles City, Ia.
James M. Allton	Columbia, Mo.
Leroy Keever	Lincolnton, N. C.
James Mackin	New York City
I. A. Bromfield	Malden, Mass.
John Phillips	Dayton, Ohio
G. W. Hansen	Chicago, Ill.
Norman Ramen	East Aurora, N. Y.
Mrs. Douglas Adams	Keene Valley, N. Y.
Charles Moberg	St. Paul, Minn.
K. M. Blanpied	Leavenworth, Kan.
Henry Hill	Spencer, Mass.
Arthur E. Chidester	Ottumwa, Ia.
R. N. Clifford	Dixon, Ill.
Gelindo Malesardi	Bronx, N. Y.
Dante Bonaguraf	Bronx, N. Y.
Thomas O. Wansleben	Washington, D. C.
Miss Millicent H. Mulliner	Chicago, Ill.
L. E. Osburn	Paris, Texas
Albert Moss	Brooklyn, N. Y.
Chet. Service	Kirkland, Ill.
M. A. Hysler	Springfield, Mass.
L. M. DeShong	Paris, Tex.
L. H. Coddington	Peekamoose, N. Y.
Grant Moore	Monticello, N. Y.
"Lone Subscriber"	Van Voorhis, W. Va.
H. E. LeManquais	Bound Brook, N. J.
Josie L. Davis	Brookville, Pa.
H. J. Mader	Park Ridge, N. J.
F. Floyd Lester	Lynchburg, Va.
J. E. Pugsley	Irvington, N. J.
A. S. Hetland	Newark, Ill.
Russell Burdick	Detroit, Mich.
Elmer Gerrish	Auburn, Me.
R. H. Gilmour	Ridgewood, N. J.
W. J. Edwards	Springfield, Mass.
R. D. Brown	Detroit, Mich.
Thos. O. Acree	Lynchburg, Va.
John T. Reilly	New York City
E. L. Fullerwood	Tucumcari, N. Mex.
Mack Owen	Butte, Mont.
C. D. Gould	Aberdeen, Wash.
Frank S. Archer	Kansas City, Mo.
E. S. Gulesian	Dorchester, Mass.
Theodore Muckle	Waterbury, Conn.
Donald Ball	Chittenago, N. Y.
Milton Surber	Center Point, Tex.
Paul Hoyer	Dover, N. J.
Julius Sasin	Detroit, Mich.
Fred E. Cole	Atlantic Mine, Mich.
Nelson Porter	Brownsville, Pa.
O. M. Erickson	Aberdeen, S. Dak.
R. W. Krotzer	Sandpoint, Idaho
Wm. M. Barret	Shreveport, La.
Robert L. Charlton	Ashland, Ohio
R. L. Perkins	South Pasadena, Cal.

CORRECT INDIAN ANSWERS

G. W. Silsby	Littleton, N. H.
E. B. Holton	Newark, N. J.
C. A. Charles	Newark, N. J.
J. G. Haviland	Newark, N. J.
Wm. H. Williams	Newark, N. J.
Percy Drummond	Newark, N. J.
Walter Goerke	Newark, N. J.
W. H. Bergfels, Jr.	Newark, N. J.
H. E. Hill	Newark, N. J.
J. E. Cash	Newark, N. J.
G. H. Kirsch	New York City
Grant R. Moore	Monticello, N. Y.
A. R. Randeman	New York City
M. H. Schlanger	Elmira, N. Y.
Tony Roman	Utica, N. Y.
Victor Pelezzare	Bronx, N. Y.
Clas. Kopp	Bronx, N. Y.
W. Heiden	Bronx, N. Y.
Miss Jennie Forrie	Port Jervis, N. Y.
Albert Moss	Brooklyn, N. Y.
William Ennico	Bronx, N. Y.
R. H. Pink	Bronx, N.Y.
Charles Williams	Pittsfield, Mass.
John Henssler	Philadelphia, Pa.
Albert Talnose	Danielson, Conn.
T. O. Wansleben	Washington, D. C
Ernest Anderson	Westport, Conn.
A. J. Terhune	Hackensack, N. J.
Paul Hoyer	Dover, N. J
Henry J. Mader	Park Ridge, N. J.

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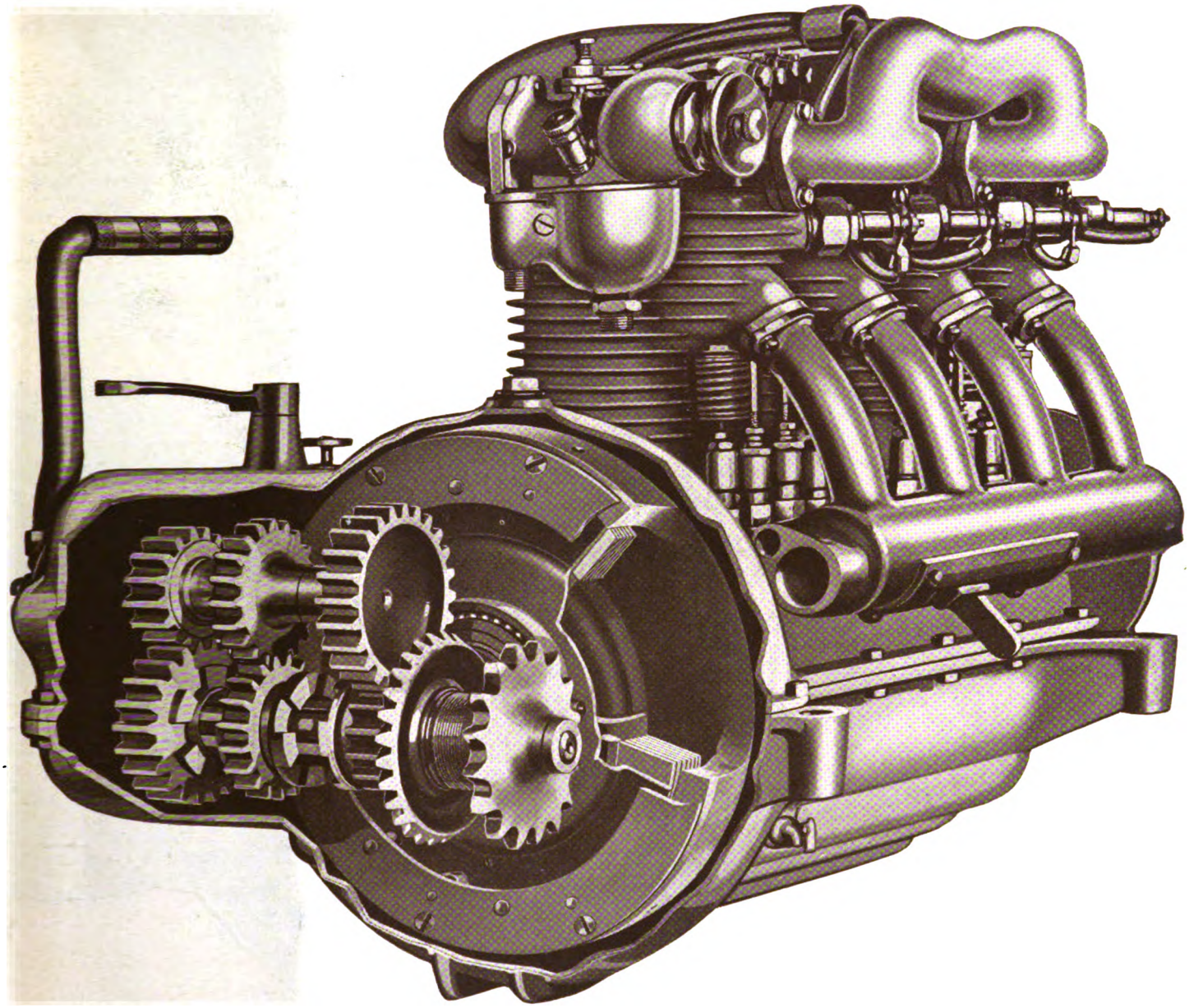

THE unit power plant of the 1917 four-cylinder Henderson is another constructive advancement of the kind that has set this machine distinctly apart from ordinary motorcycles.

Though new in motorcycle building, this idea has become standard with many of the finest and most costly automobiles; it is logical that the four-cylinder Henderson should introduce this feature of better design in the making of motorcycles.

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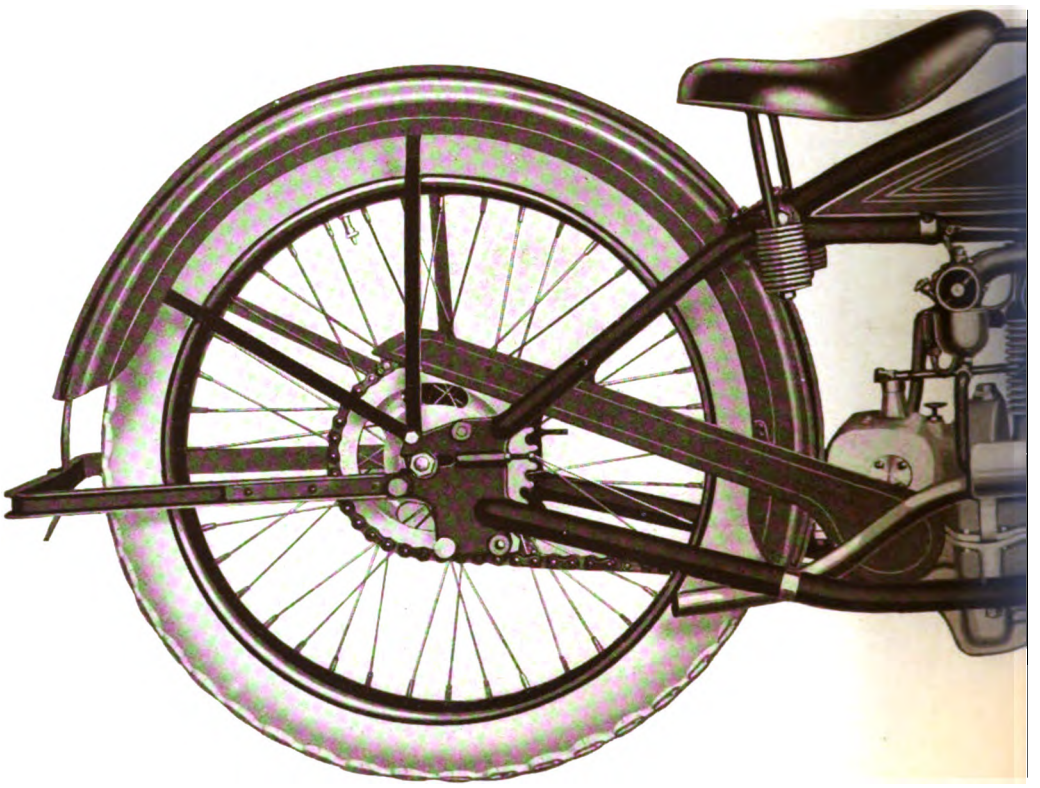

The Four-Cylinder Master
Model G

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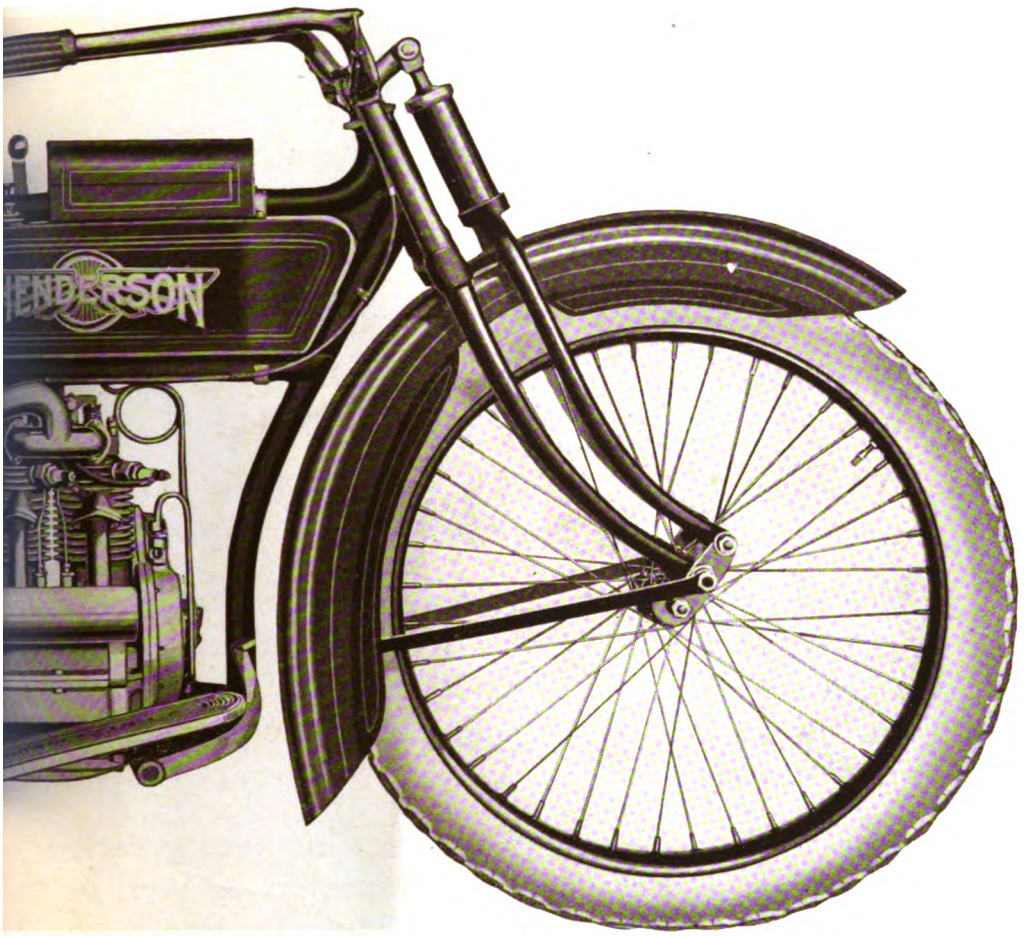

Unit Power Plant
Three-Speed Transmission
$325

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It Creates New Business for the Dealer

THE 1917 Henderson brings the alert dealer a chance for *big* increase of business—no matter how successful he may have been before.

For it opens entirely new fields for sales.

It appeals to the kind of people who would not consider owning an ordinary motorcycle at all.

It brings to the dealer's store the highest class of patronage, the most desirable kind of customers.

It meets so perfectly the desires of the multitudes of people who had not previously been able to find a motorcycle that would satisfy their critical requirements of silence, smoothness and refinement combined with high efficiency.

The Henderson dealer increases his sales greatly from this vast new field of customers as well as retaining the trade of veteran motorcyclists who have learned from experience the advantages of four-cylinder power.

Henderson Motorcycle Co.
1158 Cass Ave., Detroit, Mich.

GENTLEMEN:—I desire to consider your proposition for the Henderson dealership in this territory. Please send me the new illustrated catalog describing the 1917 Henderson, and explain the details of your offer.

Signed _____
(Name of dealer)

Street address _____

City _____ *State* _____

Remarks:

Dealers' applications for territory for the 1917 Henderson should be filed immediately, as the demand for this new machine is so strong that it will hardly be possible to take care of those who speak late. Preference will of course be given to dealers whose applications are received first, in awarding exclusive territory. Fill out the blank and mail at once.

HENDERSON MOTORCYCLE CO.

1158 Cass Ave. ***Detroit, Mich.***

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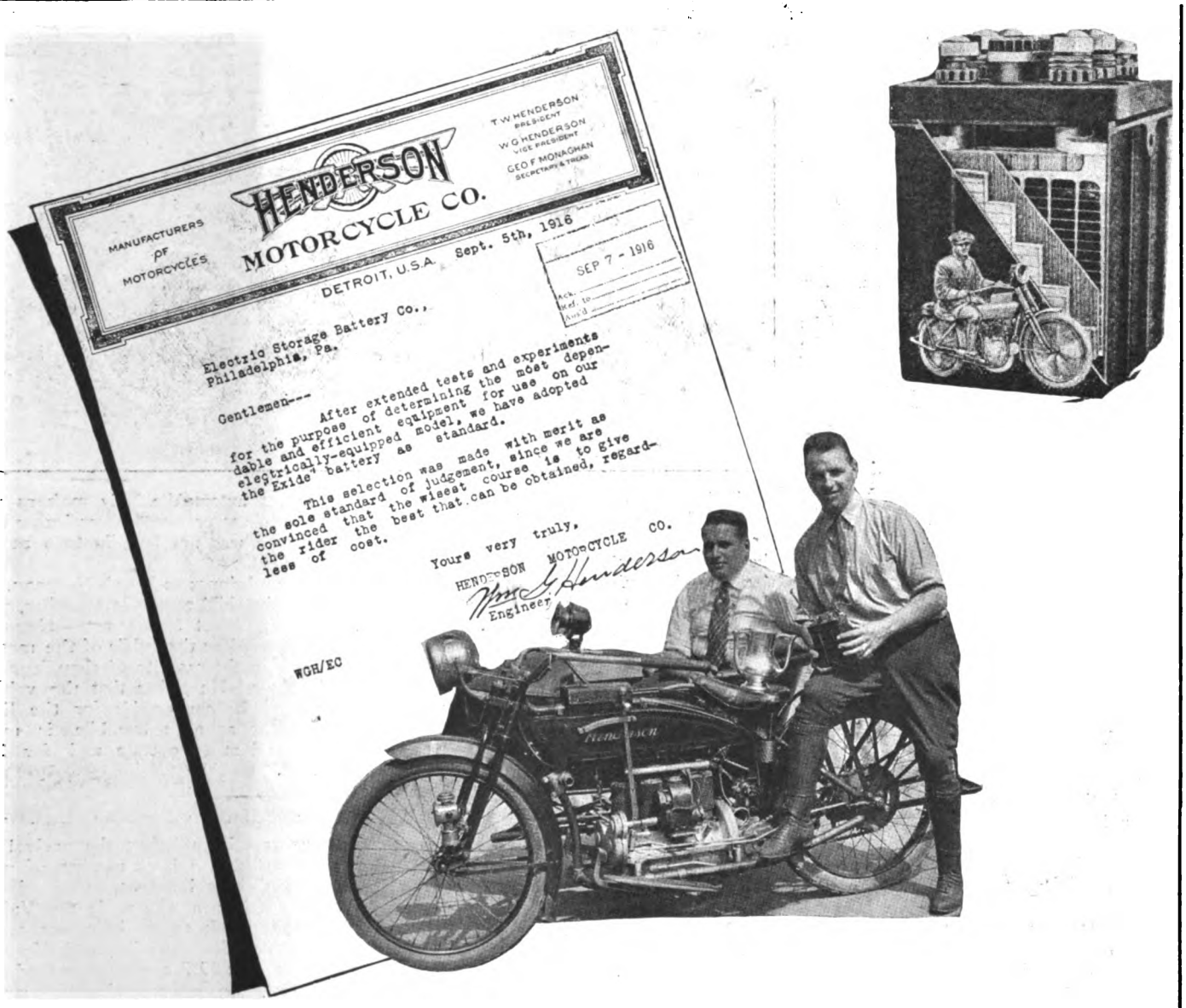
"We Have Adopted the 'Exide' Battery as Standard"



Gene Coughlin, the Bronx Henderson distributor, who is shown holding an "Exide" battery, says: "I've nothing but praise for the "Exide" In the New Jersey 24-Hour Endurance Run, it was the consistent work of the "Exide" that enabled me to win first honors, and the cup you see here. At times during the night my battery was entirely submerged by ditch water but it kept on working just the same."

THE ELECTRIC STORAGE BATTERY CO.

1888 PHILADELPHIA, PA. 1916

New York Chicago Cleveland Denver Pittsburgh Rochester San Francisco Boston
St. Louis Atlanta Washington Detroit Toronto

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PERRY TAKES GRAND ISLAND FEATURE

Excelsior Pilot Covers Course at 75-Mile Clip — Parkhurst Second—Indian Team in Bad Spill

OMAHA, Nebr., Sept. 17.—The 100 mile race at Grand Island, Nebr., on Sunday was won by Bob Perry, mounting his Excelsior, with Leslie Parkhurst, Harley-Davidson, second, and Otto Walker, also astride a Harley-Davidson, in third place. Fourth and fifth also went to Harley-Davidson riders, Harry Muhl following Walker across the tape, while Le Roy Roland was the fifth man to finish. The Indian team, composed of Creviston, Graves and Johns, piled up while hitting a warm pace, but evidently none of the Wigwam speedsters was seriously hurt. Time for the century was 75 minutes, 12 seconds, or an average of 77.36 miles an hour. The race was witnessed by a good sized crowd of speed fans and much interest was worked up in the event in spite of the fact that many were disappointed through the spill which removed from the first line competitors the Indian veterans, Creviston, Graves and Johns.

Perry's Excelsior was equipped with Bosch Magneto, V-Ray spark plugs, Goodyear tires, Renold chains and Schebler carburetor. The Harley-Davidson machines carried the same equipment, except for their Wright plugs.

Ray Creviston won the 25 mile event, on his Indian, with Bob Perry, Excelsior, second, Otto Walker, Harley-Davidson, third. Creviston's mount was equipped with Dixie magneto, Anderson plugs, Hedstrom carburetor, Goodyear Blue Streaks and Renold chain. The time for this event was 17:45 3/5.

Harry and George Muhl, riding Harley-Davidsons, finished first and second, respectively, in the 25 mile club race. Powell, with Indian sidecar, was the victor in the 10 mile event for passenger machines. The races were held under the auspices of the Grand Island Motor Cycle Club.

San Francisco Bulletins

ARTLEY'S WORK ON HENDERSON IS BOOSTING SALES

SAN FRANCISCO.—Mr. Angwin, of the Motorcycle Sales Co., Henderson agents, has just returned from a business trip to Sacramento. He reports that Roy Artley's performances on the Henderson between Los Angeles and San Diego, and between San Francisco and Los Angeles, have made him and the Henderson known to people all over northern California and that numerous sales prospects have been lined up as a result of his record-making trips.

The Motorcycle Sales Co. is selling all the second-hand Hendersons it can obtain, and also had a waiting list of purchasers for 1917 machines.

PLENTY OF ACTIVITY FOR FRISCO M. C. RIDERS

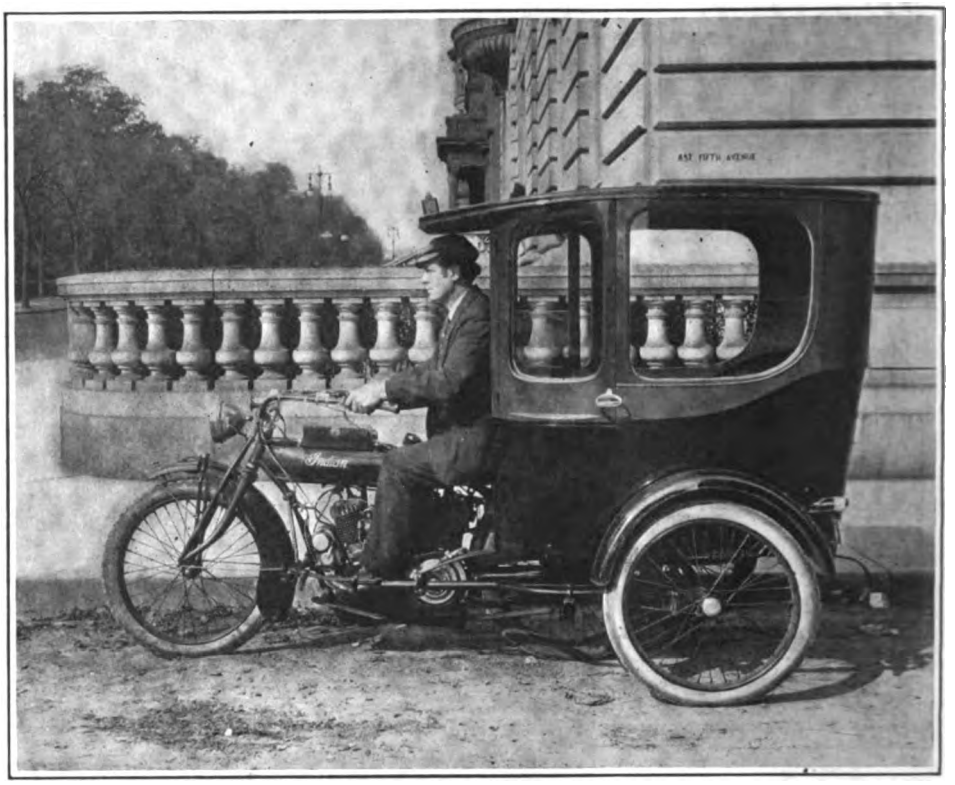
SAN FRANCISCO.—The San Francisco M. C. had a very successful social Thursday evening, September 7, at the clubrooms, the attendance being the largest this summer, and 11 new members being lined up. The membership contest is growing quite lively, and the club promises to be one of the largest in the country before long if the present rate of expansion is maintained.

At the next meeting arrangements will be made for the annual dance. A club run was held to the famous quicksilver mines at New Almaden, between San Jose and Gilroy, September 17. There are still seven club riders with perfect scores for the season's runs.

ADVANCE ORDERS ARE HEAVY

SAN FRANCISCO.—Jack Fraser, manager for the Appeal Mfg. & Jobbing Co., says that advance orders for Harley-Davidson machines are heavier this year than ever before. Even before the arrival of the demonstrator, a large number of purchasers had been lined up. One of the company's salesmen who made the Valley trip recently took orders in nearly every town between San Francisco and Merced, even before the 1917 announcement of the Harley-Davidson company had appeared. The agencies are well lined, says Mr. Fraser, and there are indications that few changes will be made for the coming season.

MOTORCYCLE "LIMOUSINE" SERVES THIS ACTRESS



NEW YORK.—The "motorcycle limousine" has made its appearance on the streets of New York, and true to its ideals the limousine in question does transportation duty for a fluffy little actress who at the present moment is an understudy to Miss Mary Pickford of motion picture fame.

The limousine comprises a Powerplus Indian and Cygnet Rear car combination to which a convertible enclosing top has been fitted to shield the little lady from the elements. The top is by no means a makeshift, but has been applied by one of New York's best automobile body makers and the casual observer would never know that the machine was not built in toto at the Cygnet plant.

The outfit belongs to Joseph Neuman, the father of the child actress in question, who lives at 308 West 38th street. Neuman, who is pictured on the saddle of the motorcycle, acts in the capacity of chauffeur for his daughter. He claims that the vehicle is every bit as comfortable for the little screen artist as an automobile, is more handy for him to operate and far less costly.

MOTOR-COP GETS A "COMEBACK"

MOTOR Policeman George W. Griffin, of San Benito County, who has helped to make San Juan grade famous, and who has become famous himself for the number of arrests made on that stretch of road, was himself the victim of a pinch on September 7 in his home town of Hollister. He was charged with driving an automobile on a sidewalk. Griffin drove up on the sidewalk to block the way of a friend as a joke, and the town marshal came along in time to see him. Griffin has a lot of friends who greatly appreciate this joke on a policeman.

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Trade Items from Newark, N. J.

By E. B. HOLTON

NEWARK, N. J., Sept. 18.—The Carl W. Bush Company, Harley-Davidson distributors for this section of New Jersey, is holding daily exhibitions and demonstrations with the "Giant in Khaki" outfit.

The firm has invented a game entitled "Take one ride, or you may expect one on the 25th." It goes like this: "Link" Holland or "P. W." gets you in the sidecar, then they give that new '17 the throttle and away you go for the nearest hill. Up you are shot like an arrow, then they throttle down and climb so slow you expect to stall, but nothing to it. All the time they are telling you about the new things under the cylinders, so that by the time you are due back at the store you will do something rash to get that particular machine, but Carl then takes you in hand and calms you, and sees you write your name on a piece of paper, all the time explaining how you will be one of the first to get one of the 1917 models due on September 25 in a carload lot.

Then you rush out to the curb to get another glimpse of the beauty and—darn it, someone else is out for a demonstration. So all you can do is sit and wait for that carload due the 25th.

WM. R. SPEAR, Thor, has Bert Coryell, long identified with Frank C. Cornish, working for him in the repair department. They have begun to pester Spear about the 1917 Thor, and when it will be on view, and where it is, with the news of the next year's model is not yet cold in the papers.

WATSON KLUCZEK, Reading-Standard, is at the factory getting acquainted with the 1917 model, while William Buchanan is in charge at the store. There are very nearly 50 R-S solo and sidecar outfits rolling round this city at present, and the agents are well pleased with the sales record they made in 1916.

Buchanan has just disposed of the fourth dark-blue R-S to a waiting customer, and the color has taken on sight with a lot of local riders.

Twenty-two sidecars were the number disposed of by Kluczek, the Rogers and Pullman makes being about equal in popularity.

CHAS. KREBS, who recently bought out the Frank C. Cornish Est., has signed with the Henderson for 1917, and has booked an order for the new model before the announcements have been made.

He expects a demonstrator by the 25th of the month.

LANTZ SOLD FORTY DURING 1916 SEASON

JERSEY CITY, N. J.—Morton D. Lantz, handling the Harley-Davidson and Cleveland in Hudson County, has just signed for 1917 and wears a pleased smile when he is asked how business was for the year that is drawing to a close. Outselling his original contract of 40 machines by 23 motorcycles is the cause of the grin. Maybe the placing of 30 sidecars also had something to do with his cheerfulness.

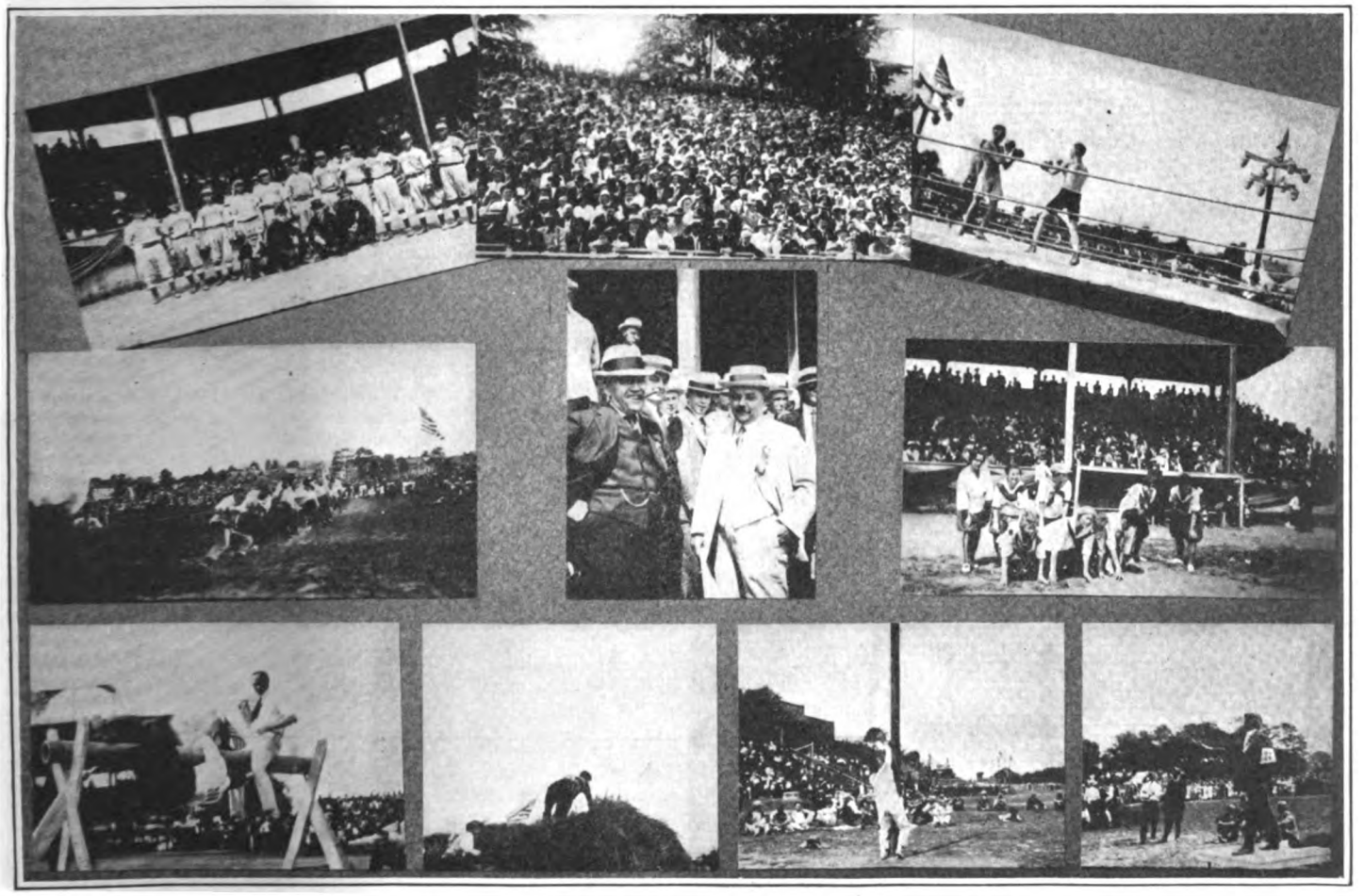
He placed three Harley-Davidsons with the Bayonne Police Department, after a competitor had the whole order for six motorcycles of another make.

"Bill" Bergfels, well known in road competitions in the metropolitan district, has charge of the repair department and helps to keep the service end of the business right up to the minute at all times.

NEWSY NUMBER OF THE GOODRICH

The September number of *The Goodrich*, the bright and newsy house organ of the B. F. Goodrich Company, is now being distributed. From cover to cover the 30-page booklet is replete with attractive photographs, trade items, snappy cartoons and general articles for riders and the trade. Considerable space is devoted to speed accomplishments on Goodrich tires, but utility branches of tire service are not overlooked nor is touring.

WITH GOODYEAR MULTITUDES AT SIEBERLING PARK ON LABOR DAY



Half a Score of Scenes Snapped by the Cameraman at the Recent Field Day in Akron's Attractive Park. In Addition to Sports in Which Over 1,000 Competed There Were Boxing and Wrestling Bouts and a Fireworks Display

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THEY'RE STILL TALKING ABOUT GOERKE'S PICNIC IN JERSEY

NEWARK, N. J., Sept. 20.—Practically every one of the 125 riders who attended Walter Goerke's second annual picnic at Greenwood Lake to the New Jersey M. C. is referring to it as the best time he or she ever had, and the chances are that they will talk about it until the next time Walter plays host to the crowd.

There were stunts of all kinds: climbing the greased pole, swimming, canoe tilting, sack races and plenty of eats. Then there were things that the ladies could—and did—go in for: potato races and such things. The rope broke when the married men were pulling against the bachelors, to the great enjoyment of the spectators. All hands sure did enjoy themselves.

In the picture at the left is the finish of the sack race, while in the center is seen a competitor walking the greased pole above the lake, to get a card off the end. At the right is a bunch starting off on the *Theodora*, Walter's pet gasoline launch, for a trip around the lake.

Depicting a Few of the Many "Stunts" Which Enlivened Goerke's Picnic

Here's "Theodora." There Was Just Enough Room for the Last Picnicker

Trade Doings in Los Angeles

LEBELL FIXES UP BIG STORE FOR MOTORCYCLES

THE Pacific Motor Supply Co. is rushing additions and alterations at its store on South Main street, preparatory to pushing a vigorous campaign on the motorcycle distributing agency, which it will announce October 1. Additional overhead space has been taken, and is already completely equipped for a shop capable of handling every class of repair work, with space and machinery for a dozen expert repairmen. A big elevator of the most modern type will take a wagonload of crated machines up at one lift. There is ample space for a big stock of motorcycles, and the arrangement of shelves and bins for parts and accessories is something that would delight the eye of any stockroom expert.

Manager E. Lebell and A. Freed, head of the company, who has been down from San Francisco, have worked out every detail to a fine point, and all arrangements show the class that comes from being planned by capable veterans in the business.

BERRY TO OPEN THOR CAMPAIGN WITH PICNIC

ENTERTAINMENT de luxe is what they will call the Thor opening in Los Angeles. Distributor T. E. Berry has the new store nearly all painted. Next week it will be resplendent with stock of machines and a complete line of Thor parts. Then Berry will give his indoor picnic, and the Thor folks will eat, drink and be merry through the evening. Berry is getting up some novel stunts.

One feature he is banking on is a story-telling contest for both men and lady riders, with a prize for the most original and interesting story of a motorcycle experience. Judges will be Frank Reed, of **Motor Cycle Illustrated**; J. J. O'Connor, editor *Pacific Motorcyclist*, and W. Ed. Edwards, *Motorcycling*.

EDISON OPENS LOS ANGELES BRANCH

LOS ANGELES, Cal.—The Edison Storage Battery Supply Co. has opened up its third Pacific Coast branch at Fourth and Main streets in the San Fernando building. The branch will be in charge of James F. Regan, who has been acting as local distributor for the alkaline battery. The other branches are located, one in San Francisco, and the other in Seattle, Wash.

VERY LATEST IN BATHING SUITS

Modest bathing suits was the watchword at the last run of the L. A. M. C. It turned out fine. It all started in the annual watermelon run. The melon gatherers brought in several sackfuls. After everyone had consumed his two or three there was nothing left but the sacks. "What will we do with the sacks; too bad we can't eat 'em," said George Martin. Then some daredevil looked down at the swimmin' hole among the willows and said the magic word. Inside of three minutes every sack had two leg holes, a pair of shoulder strings, and one live motorcyclist inside. Good stunt—try it yourself!

MILES ON DECK AGAIN

Lester Miles is being congratulated on getting by an attack of appendicitis without an operation. Les is back at the store, trying to restrain himself and let his partner Martin do most of the work—but finds staying idle hard work in itself these stirring days in the motorcycle trade.

L. A. M. C. JOINS BAKERSFIELD IN COYOTE HUNT

LOS ANGELES.—Dick Bissett has recruited nearly half a military company of Los Angeles rough riders to go up and help the Bakersfield bunch, led by Bert Gilmore and Ed Tice, in the great southern California coyote hunt. The crowd goes up via the famous Ridge route along the mountain summits, drops down into the desert, and holds a grand midnight barbecue. Then it's blankets for about three hours, and just before dawn the beaters spread out encircling a huge mesa, open 'em up and let 'em roar, and shorten up the circle. Here is where Mr. Vulpis Cyoticus gets up on his ear and beats it toward the center of the circle, where the sand-trained crowd waits behind a sage-brush screen. Then—but that remains to be seen.

CLEVELAND RIDERS TO ENJOY PICNIC

C. Will Risden, Cleveland distributor for the West, is arranging a big outing of Cleveland riders for Sunday, September 24. The crowd will assemble at Risden's store on West Eighth street at 9 a. m., and ride to Seal Beach via San Pedro and Long Beach. There they will participate in contests for a fine list of prizes, enjoy swimming, dancing, and eat one big feed provided by the host.

SMITH TAKES WALD TANDEM

C. L. Smith, the South Olive street jobber, has just taken the California agency for the Wald tandem. He says: "I saw a little Wald ad. in **Motor Cycle Illustrated**, and the tandem looked as if it might be good. I wrote for a sample, and found it was all right, and the California agency was open, so we closed a contract which gives me the State agency. It will fit on any luggage-carrier, and the rapid growth of lightweight business here gives it a big field."

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Bicycle Section

CYCLE TRADES DIRECTORATE FORMED

Committee of Nine Representing Three Cycle Trades Associations Forms Permanent Body to Carry On Bicycle Exploitation Campaign at Hotel Astor Meeting— Christmas Bicycle Campaign Launched

NEW YORK, Sept. 18.—The work of the "Million Bicycles" Committee, which began at the mid-winter meeting of the several cycle trades associations in New York City last January, culminated on Thursday afternoon at the Hotel Astor, New York, in the organization of the United Cycle Trades Directorate. This body of nine men marks a mightily progressive step and means greater use of the bicycle in the years that are to come, with consequent greater profit and better business to all concerned, including the many thousand retailers of bicycles throughout the United States.

The sole and exclusive purpose of this directorate is to utilize to the utmost brains and money of the industry in a big propaganda for convincing the millions of people who do not now ride a bicycle that it is one of the best things for business, pleasure and health.

Success Arouses Interest

The success of the "Million Bicycles" Committee in arousing interest and stimulating a very considerable increase in the sale of bicycles early in the season, especially in connection with Bicycle Day, indicates how much greater results can be expected from the big plan as proposed by this committee at Atlantic City and now to be put into operation.

While the work to be carried forward this coming year will undoubtedly bring wonderful results, it is the purpose of the directorate to proceed with its work in an even larger way the second year. In other words, the directorate will build fundamentally, steadily and surely, and not attempt to promote a propaganda that will exist only for a few months and produce spasmodic results.

Printz Presided at Convention

At Atlantic City, D. F. Printz, president of the Cycle Parts and Accessories Association, presided at the joint session of his organization and the Bicycle Manufacturers and the Bicycle Jobbers, at which he was authorized to appoint this directorate. Realizing the importance of a movement that is undoubtedly the most ambitious of any yet undertaken by the cycle trade, he consulted with the presidents of the several organizations and asked them to name gentlemen to attend the Astor House conference for the purpose of discussing the directorate.

At the outset of the conference, which was well attended, President Printz expressed his personal opinion that the directorate should be made up of principals or proprietors and that appointment should be made largely from the East where it would be comparatively easy for the directorate to get together and spend several days each month in doing its work. An abundance of material for the directorate is located in the Middle West, on the Coast and in the South, but the conference agreed with him that the gentlemen in those localities would find it a hardship if not an impossibility to attend the regular meetings of the directorate and, therefore, men were suggested to him by the conference who live within a short distance of New York.

D. F. Printz, Who Was Elected President of the Cycle Trades Directorate

The work of the directorate is so general in its scope and so thoroughly important to every man in the trade that the co-operation of the manufacturing and jobbing interests everywhere will be solicited in the organization work.

Following the conference and appointments the directorate was organized as follows:

President, D. F. Printz, of the Reading Saddle Co., Reading, Pa.; secretary, Charles F. Olin, of the New Departure Mfg. Co., Bristol, Conn.; treasurer, Louis Schwab, of the Stevens Company, New York City; other members are: Colonel George Pope, secretary, Bicycle Manufacturers' Association; J. P. Fogarty, of the Westfield Mfg. Co., Westfield, Mass.; H. S. Wise, of the Miami Cycle & Mfg. Co., Middletown, Ohio; DeWitt Page, president of the New Departure Mfg. Co., Bristol, Conn.; Keyser Fry, of Reading, Pa., who is president of the Cycle Jobbers' Association of America; J. W. Grady, of J. W. Grady & Co., Worcester, Mass.; Fred A. Baker, president of the New York Sporting Goods Co., New York City.

President Printz and Treasurer Schwab are both from the Cycle Parts and Accessories Association, in addition to Mr. Page. Each association is represented by three members.

Finance Committee Appointed

A Finance Committee was appointed, consisting of Messrs. Schwab, Wise and Grady, and the Million Bicycles Sales Promotion Committee now consists of Harry S. Quine, of Akron, Ohio; C. F. Olin, of Bristol, Conn., and Horace Huffman, of Dayton, Ohio.

The Finance Committee will collect the fund necessary for carrying out the work of the directorate. The work of this committee will be entirely confined to the parts and accessory manufacturers and jobbers, as the bicycle manufacturers have already provided for supporting the propaganda.

Christmas Trade Opportunities

Mr. Olin called to the attention of the directorate the splendid opportunity open for selling a large number of wheels as Christmas gifts. President Wise of the Bicycle Manufacturers' Association stated that the bicycle makers would be in a position to supply wheels for an extraordinary demand at that time. Therefore, the directorate authorized the Sales Promotion Committee to go ahead with a special campaign for Christmas selling of bicycles. The committee had already done some work along this line and is now completing the plan for the campaign and will hold a meeting before the end of the month for rounding out its co-operation with the dealer, so that in all parts of the country the retailers of bicycles will be urged to work with the directorate in putting the bicycle forward as a Christmas gift.

The committee already has the assurance that the daily and weekly newspapers will work with the dealers and the leading boys, girls and women's publications will also run special bicycle reading material at about this time. Full details of the plan will be announced later, and Secretary Olin feels certain that every dealer will be enthused by the opportunity this Christmas plan offers him for selling many bicycles during the season of the year when his sales are ordinarily very few.

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AUSTRALIAN RIDERS HAVE GALA DAY

Antipodean Cyclists Make Cleaning at Newark—Spears Beats Kramer in Brassard and Spencer in Match—McNamara's New Record —Grenda Wins Three-Mile Open

NEWARK, N. J., Sept. 18.—"Long Bob" Spears, the Australian cyclist, had a very profitable session at the Velodrome yesterday afternoon. The speedy native from the lair of the kangaroo, disposed of Frank Kramer, the American champion, in the weekly running of the one-mile Brassard, and then took Arthur Spencer, the Canadian, into camp in a match race at a mile.

Spears in the Brassard rode a wonderful race and came around Kramer in the last turn, doing the last eighth-mile in 11 4/5 seconds. The Australian had dropped off of Kramer a little over a lap from home, and Kramer jumped when he saw Spears was away back. At the bell Kramer had a commanding lad, but Spears, showing everything he had in the speed line, gradually overhauled the fast East Orange man, and just got Kramer at the tape.

Spears Had to Hustle

In his match race with Spencer Spears had to show his best wares in order to win. The race was originally scheduled for best out of three heats, but as one heat was ordered no race by the referee the contest was not decided until four heats had been run. Spears won the first heat in which Spencer was fined $10 for rough riding, while Spears also won the second, but the referee ordered the heat thrown out and fined Spears $10 for rough riding. Spencer accounted for the re-running of the second heat, and in the fourth and last heat Spears rode around Spencer in the last half-lap and gave the Toronto lad plenty of room.

Another Australian, this time Reggie McNamara, had a chance to shine later in the day. A one-mile handicap was put on in an effort to break the existing record for the distance. The mark was 1:47 3/5 and was made by Alfred Goullet, the Newarker, at Salt Lake City, Sept. 8, 1912. Five scratch men started, they being, Frank Kramer, Alfred Goullet, Alfred Grenda, Reggie McNamara and Bob Spears. Willie Hanley had 70 yards; Eddie Madden, 60; Arthur Spencer, 50; Marcel Dupuy, 40; Jake Magin, 30, and Oscar Egg, 20.

McNamara's Great Ride

Hanley led for the first lap and swung out of the way, the others doing likewise in turn after doing their bit. At the bell Oscar Egg led with Kramer on his wheel followed by Grenda, McNamara and Goullet. Spears had been dropped off and was out of the running in the first half-mile. McNamara made his bid shortly after the bell and in one of the most strenuous rides seen at the track won by a safe margin over Grenda, Goullet and Kramer, and in doing so established a new mark of 1:45 for the distance.

Alfred Grenda accounted for the three-mile open for the pros., leading Jake Magin, Willie Hanley, Fred Hill and Alfred Goullet over the tape in that order. Willie Spencer, the Toronto rider who recently turned professional, won his first race in that class, when he came home in front in the half-mile handicap In a tandem-paced match Alfred Goullet defeated Oscar Egg in two out of three heats by clever headwork and riding.

Little Benny Clark and John Staehle, the amateur champion, accounted for the simon pure races. Clark finished first in the two-third-mile handicap, while Staehle lasted the longest in the Australian pursuit race. Summaries:

Two-third-mile handicap, amateur — Won by Benny Clark, Newark (100 yards); second, Chris Dotterweich, Newark (25 yards); third, Harry Hoffman, San Francisco (75 yards). Time, 1:13⅗.

Australian pursuit race, amateur—Won by John Staehle, Newark; second, Fred Taylor, Newark; third, Tommy Fitzsimmons, East Orange; fourth,

Manager John M. Chapman, Who Plans Big Six-Day Race Circuit

Tom Bello, Newark. Time, 5:25⅘. Distance, 2½ miles.

Half-mile handicap, professional—Won by William Spencer, Toronto (60 yards); second, George Cameron, New York (40 yards); third, Lester Bowker, Long Island (70 yards); fourth, Percy Lawrence, San Francisco (40 yards). Time, 52⅖ seconds.

Three-mile open, professional.—Won by Alfred Grenda, Australia; second, Jake Magin, Newark; third, Willie Hanley, San Francisco; fourth, Fred Hill, Boston. Time, 5:47⅘.

One-mile Brassard race, professional — Bob Spears, Australia, the holder, vs. Frank Kramer, East Orange. Won by Spears. Time for last eighth-mile, 11⅘ seconds.

One-mile match race, professional—Bob Spears, Australia, vs. Arthur Spencer, Toronto. Spears won first and third heats. Time for last eighth-miles: 12⅘, 12⅖ and 12⅕ seconds, respectively.

One-mile invitation handicap, professional—Won by Reggie McNamara, Australia (scratch); second, Alfred Grenda, Australia (scratch); third, Alfred Goullet, Newark (scratch); fourth, Frank Kramer, East Orange (scratch). Time, 1:45. New world's record.

Two-mile tandem-paced match, professioinal—Alfred Goullet, Newark, vs. Oscar Egg, Switzerland. Goullet won second and third heats. Times for last eighth-miles, 12⅖, 12⅖ and 12⅗ seconds, respectively.

AICKELIN COPS N. E. W. TITLE

NEW YORK, N. Y., Sept. 18.—With a total of 31 points in the titular races of the New England Wheelmen, Eugene Aickelin is now the champion of that hustling organization. Aickelin won the three-mile club championship run yesterday afternoon over the Eastern Boulevard course. J. Palmier finished second and G. Palosoy third. In the five-mile race Palosoy won from B. Boyes and C. J. Tonges in that order. No times were taken.

ROAD RACING REVIVED AT READING MEET

Negro Youth Takes Feature Event and Keyser Fry Prize —Young Girls and Boys Perform Well

MACUNGIE, Pa., Sept. 17.—Bicycle road racing was revived here last Saturday before a crowd of 3,000 spectators, many of them coming from nearby cities and towns. In addition to a two-mile race for boys, who had not passed the 14-year stage, and a one-mile race for girls, a 14-mile road race to Foglesville and return, was run.

Andrew Henry, a negro youth, astride an old heavy bicycle that looked as though he had dug into the attic to bring forth, copped the first honors in the long event. Henry covered the course in 50 minutes even. Howard Franks rode to a close finish with the winner and won second honors. Herbert Christman, of Kutztown, finished third, and Joseph Schantz, a localite, accounted for fourth place.

Twenty-Two in Girl's Race

Miss Marguerite Schantz finished in first place in the one-mile race for girls, beating out 22 other competitors. Second honors went to Lillian Fisher, while third place was accounted for by Miss Lillian Christman. The two-mile race for the youngsters furnished plenty of excitement. Edwin Bortz set a hot pace from the start and easily won from the other 11 starters. Joseph Schantz finished second and Jacob Stevens third.

A fine list of prizes were donated for the race. The winner of the 14-mile race received the Keyser Fry prize, a Reading Standard road racing model, the donation of Keyser Fry, of the Reading Standard Cycle Mfg. Co., and auto and cycle jobber. Bicycle accessories and medals made up the other awards.

MOTOR WHEEL FEATURE

COLUMBUS, O.—A unique race was held at the Columbus Driving Park recently in conjunction with a labor celebration, which shows the utility and speed of the Smith Motor-Wheel. A race was arranged only for riders of Motor Wheels and in all five riders entered. The distance was fixed at three miles. After an exciting race, in which there were no mishaps, the contest was won by Joseph Miller in six minutes flat, or just 30 miles per hour.

KOKOMOS IN NEW ENGLAND

BOSTON, Mass., Sept. 18.—Agencies are being placed throughout New England by the Hub Cycle Co., for the Kokomo line of tires. The following salesmen are meeting with much success in placing the Kokomo agencies: Joseph J. Hoffman, James Egan, Herbert Sterling and Charles F. Corey, the sales manager of the company.

SERES AND DIDIER SAIL

NEW YORK, N. Y., Sept. 17.—Leon Didier and George Seres, the French racing cyclists, accompanied by their wives, sailed for Bordeaux, France, on the French line steamer *La Touraine*, yesterday afternoon.

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NEW YORK TO CHICAGO RECORD BROKEN

William Winquist Shatters Fred Sanborn's Mark by 7 Hours and 11 Minutes—Rode 249 Miles in Last Session Without a Stop

CHICAGO, Ill., Sept. 17.—William Winquist, the Century Road Club Association rider, who started a week ago from the City Hall in New York City in an effort to better Fred M. Sanborn's recently-made record from New York to Chicago, arrived here today at 4 p. m., having clipped 7 hours and 11 minutes from the Baltimore man's mark.

Winquist left City Hall Square, New York City, Sunday, September 10, at 5:15 a. m. and reached Albany at 7:45 p. m., with a total of 158 miles. The second day saw the record-breaking cyclist at Syracuse, he having left Albany at 5:10 a. m. and arrived at the Salt City at 7:30 p.m., his second day's mileage adding 152 miles to his total. Syracuse was left at 5:25 the third morning and Buffalo, 163 miles away, was reached at 10:30 p. m.

Late Start at Buffalo

The long trip on the third day caused a late start on the fourth, but Winquist got away from Buffalo at 8:10 in the morning and arrived at Girard, Pa., at 8:15 that night after covering 110 miles. He left Girard at 6:20 the following, or fifth morning, and arrived at Elyria, O., at 7:00 p.m., covering 116 miles for the day. The next day's starting time was 6 o'clock in the morning and he finished at Wauseon, O., at 10 p. m. that night, with 143 miles added to his score.

From Wauseon to Chicago straight through was his schedule and he left the former point at 6:30 a. m. on Saturday, the sixth day, and arrived here at the City Hall at 4 p. m., finishing up with a total of 249 miles for the ride from Wauseon to this city, making 1091 miles in all for the trip. His elapsed time figured 7 days, 11 hours and 45 minutes, as against Sanborn's mark of 7 days, 18 hours and 56 minutes.

SIX-DAY RACES PLANNED FOR THIS WINTER

Boston and New York "Grinds" Assured—Chicago and San Francisco Possible

NEWARK, N. J., Sept. 19.—Plans in connection with a circuit of six day races for the winter months were discussed at a meeting between all of the professional riders now racing at the Velodrome, which was called by Manager John M. Chapman, of the Cycle Racing Association. Not much was accomplished and another meeting will be called for later in the week.

It was announced, however, at the meeting that the Boston and New York "grinds," fixed features, would be run regardless of whether the other races that were talked of would be run or not. The race in the Hub will be held at the Boston Arena between November 6 and 11, with a sprint meet for Saturday, November 4. The New York race will be held the first week in December.

Manager Chapman states that he is desirous of staging six-day races in Chicago and San Francisco and that the Cycle Racing Association is willing to give the cyclists most of the receipts. In case the 'Frisco race is held Chapman will go to Seattle and Portland to locate there, then work back east by way of Minneapolis and St. Paul. The disastrous war of the past year will not be repeated if the proposed races go through, for the bicycle riders will have some employment and the promoters less worry for the coming season.

RAY CALDWELL FIRST IN C. R. C. A. WEEKLY POINT

NEW YORK, N. Y., Sept. 18.—Raymond Caldwell, a 20-second man, won the six-mile weekly point race of the New York Division, Century Road Club Association, which was held over the Pelham Parkway course yesterday afternoon. Sixteen riders started and a dozen finished.

Max Halpern, who had a handicap of a minute and a quarter, finished second; Joseph Caldwell, 20 seconds, third; Gustav Hurray, 1:15, fourth; Vito Cestone, 20 seconds, fifth, while sixth place and fastest time was captured by John Marquart, who started from scratch, he covering the course in 16:22 1/5. Edwin Jensen, scratch; Willard Knecht, 1:15; James Tomosulo, 40 seconds; Louis Grace, 20 seconds; George Steppelo, 40 seconds, and Mayer Cigal, 1:15, finished as named.

RACING ON THE PELHAM PARKWAY COURSE, N. Y. CITY

Ray Caldwell Easily Wins the C. R. C. A. Weekly Point Race

GRANDJEAN BEST IN ZURICH-ST. GALL ROAD RACE

ZURICH, Switzerland.—Arnold Grandjean, the veteran rider, and E. Strasser, of Rheinfelden, made the best time in the military and amateur categories in the 80-kilometre (49.6-mile) race between Zurich and St. Gall on August 20. Grandjean's time was 2:36:40, while Strasser took 2:39:40 to complete the course.

The military riders, numbering 17, were started at 4:45 a. m. with the huge crowd of amateurs half an hour later. The first part of the course was fairly level, but the Schwartzenbach incline caused the withdrawal of one military and nearly a dozen amateurs. Grandjean was well ahead of the field at Gossau, 42 miles out, and was never headed. Sixteen military and 61 amateurs completed the run.

BOSTON SEASON CLOSES

BOSTON, Mass., Sept. 17.—With the running of the races at the Revere Beach track last night racing for the year was brought to a close. The feature of the meet was a 50-mile motor-paced team race between George Wiley and Clarence Carman, the Americans, and Victor Linart, the Belgian, and Vincent Madonna, the Providence Italian. The foreign team carried off first honors in the last race in 1 hour 7 minutes and 55 2/5 seconds. Carman fell at 25 miles and was forced out of the contest.

FOREIGN RACING NEWS

At a recent race meet held at the Treptow track in Berlin the feature was a one-hour team race. Walter Rutt, the German champion, and A. Steineke carried off first honors, while Willie Lorenz and Niederkrome finished second. At the same meet Albert Schipke won the motor-paced match, run in two heats at 25 and 40 kilometers (15.5 and 24.8 miles). Bruno Pawke finished second in each heat and the times were 22:15 and 35:29, respectively.

Ten thousand people turned out for a 100-kilometer (62½ miles) team race at the Parc des Princes track, Paris, Sunday, Aug. 20. Masson and Chocque won the race from Julian Pouchois and Marcel Berthet, Van der Hove and Baumler and Puech and Grassin. Thorwald Ellegaard, six-time winner of the world's championship, and Louis Darragon, a former world's champion pace follower, started but retired before the finish.

At Halle, Germany, Sunday, August 13, Eugene Stabe won the 1,000-meter sprint race from Frank Hoffman and Kops. Stabe also won the lap race and Muller, a 90-meter man, won the handicap. The paced race was accounted for by Gustav Janke, a former German paced champion.

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STOKES RIDES TO VICTORY AT MADISON

Takes the 25-Mile Feature and 10-Mile Open on His Excelsior, Leaving Minor Events for Davis and Korn—Davis on Indian Lowers Mile Track Record to 49¾ Seconds

MADISON, Wis., Sept. 17.—Glen Stokes, astride an Excelsior, walked off with the lion's share of the glory accruing from the six-event meet staged here today on the Dane County Fair Grounds track. Stokes took the feature number on the card, a 25-mile open event in hair-raising style and also managed to bring home the bacon in one of the two ten-mile numbers which graced the program.

Jim Davis on an Indian and Korn on a machine of the same make divided up the remainder of the events between them, Davis taking the single-mile time trials in 49⅗, lopping off almost three seconds from the track record of 52 held by Gene Walker, and five-mile twin contest. Korn won both the five-mile and the ten-mile events for 30.50 class machines.

The day broke dim and chilly and only about a thousand spectators dotted the grandstand and bleachers. However small, it was an enthusiastic crowd and the sort of sport provided had the spectators on their feet throughout the six events.

Korn Finishes First

The five-mile single event was the first number on the program and the call brought five entries to the starting line; Escherich, the Cyclone pilot, was prevented from entering according to schedule by a broken piston earned during a speedy practice spin. The start of the event was delayed slightly by Verrill whose chain parted as he was getting under way for the rolling start. Irving Janke on a Harley-Davidson set the pace for the first few minutes, but went out on the fourth lap with a broken piston. Korn then assumed the lead and was not again headed.

Jim Davis got the biggest hand of the day when he succeeded in whirling his red Indian once around the course in the time trials and establishing the new track record for the distance. Korn, Verrill and Stokes were also under the mark set by Gene Walker early this season.

The exploit of Kenneth Verrill during the ten-mile single event was the wonder of the day. Verrill broke a piston ring on the sixth lap, but managed to effect a repair in time to get back in the running and roll home over the tape in third place after Fredericks; Stokes went out of the event on the seventh lap with plug trouble. Davis took the five-mile twin event only after a hard battle with Stokes who challenged his position from gun to gun and was then beaten out only by a nose, so to speak.

Left Them Behind

In the ten-mile open Stokes jumped into the lead on the very first turn of the circuit and uncorked such a burst of speed as to keep Davis and Verrill on the jump. His pace was so fast that he made the fourth lap in 47 3/5 the fastest lap of the day. Escherich retired from the contest early with motor trouble. Stokes' burst of speed opened up a sufficient lead for him early in the contest to insure his winning. and he rolled across the tape an easy victor.

The speedy Excelsior rider was prevented from repeating his tactics in the 25-mile feature by the superior generalship of Verrill who jumped into the lead at the gun closely followed by his team mate Davis. The speed duel between this pair continued until Davis was forced to retire on the sixth lap with a broken valve and a couple of laps later Verrill, too, went out with a fouled plug and Korn edged his way past Stokes into the premier position. Korn managed to retain his advantage until the 22d lap when Stokes, although riding with a damaged front wheel, went by him like a shot on the turn and managed to retain his lead until he crossed the tape a winner in 22:01. Verrill in the meantime managed to get running again and followed Korn across the tape and walked off with third money.

The summaries:

Five miles, 30:50 class.—Won by Korn, Indian; second, Fredericks, Harley-Davidson; third, Verrill, Indian. Time, 4:49.

One mile time trials.—Won by Davis, Indian. Time, :49¼. Second, Stokes, Excelsior, :50⅘; third, Verrill, Indian, :51; fourth, Korn, Indian, 51⅕; fifth, Escherich, Cyclone, :53⅗.

Ten miles, 30:50 class.—Won by Korn, Indian; second Fredericks, Harley-Davidson; third, Verrill, Indian. Time, 8:30.

Five miles, 61-inch class.—Won by Davis, Indian; second, Korn, Indian; third, Verrill, Indian. Time, 4:12⅗.

Ten miles, 61-inch class.—Won by Stokes, Excelsior; second, Korn, Indian; third, Verrill, Indian; fourth, Davis, Indian. Time, 8:30.

Twenty-five miles, 61-inch class.—Won by Stokes, Excelsior; second, Korn, Indian; third, Verrill, Indian. Time, 22:01.

RAIN MARS KANSAS STATE FAIR EVENT

Downpour Leads Many of 29 Participants to Neglect to Stop at Checking Controls

HUTCHINSON, Kan.—Rain storms caused a hurried finish for the Kansas State Fair motorcycle run from Hutchinson to Wichita Sunday, Sept. 10, most of the riders disregarding the checking stations in an effort to get home before rain fell. Practically all succeeded, though those who had trouble got a ducking.

Twenty-nine machines checked out from the Hutchinson *News* office. The route led through Burrton, Halstead and to Newton, over the New Santa Fe trail, and south from that city to Wichita, 64 miles. The Meridian trail was used into Wichita and both roads were like boulevards.

Controls Neglected

Walt Cunningham, Wichita Harley-Davidson dealer, piloted the crowd into town and they checked in at the Wichita *Beacon* office. Later a tour of the boulevards and paved streets was made. Clouds coming up caused the riders to check out early and hike for home. Controls were passed up in all the towns. The riders checked out a minute apart and were to have checked at all stops. Hutchinson dealers paid for the gasoline and oil for all riders. The entrants follow:

Frank Paterson, Harley-Davidson; Clifford Redd, Harley-Davidson; W. H. Ellesworth, Harley-Davidson; C. C. Pierson and wife, Indian; Everett Mettlin, Indian; M. E. Robinson, Indian; Allen Teter, Harley-Davidson; George Goertzen, Indian; R. M. Hazen, Indian; Will Phillips, Indian; Clarence Miller, Indian; Herbert Meloan, Harley-Davidson; Walter Clark, Harley-Davidson; Dwight Moore, Harley-Davidson; R. E. Fillmore, Excelsior; Frank Hines, Excelsior; Allen Burris, Harley-Davidson; Ed. Rowe and wife, Harley-Davidson; Galen Barrett, Excelsior; A. R. McConnaughey, Indian; Turk Rarrick, Indian; Frank Stallman, Indian; James White, Excelsior; C. N. Brown, dealer, in sidecar; W. Leibman, Excelsior; Arnold Kline and wife, of Kingman, Harley-Davidson; Espey Fowler, Harley-Davidson; G. T. Bronlewee, Excelsior; Don McCammant, Pope; Mannie Farguharson and wife, Harley-Davidson.

JONES STARS AT CLEARFIELD MEET

CLEARFIELD, Pa., Sept. 14.—Maldwyn Jones, on his Harley-Davidson, outrode the field in the five mile and the ten mile events at the meet on the local track yesterday. His time for the five was 6:39 and for the ten mile 13:09 4/5. E. C. Albright, Indian, won the three mile consolation in 4:26 2/5. Attendance was 8,000. The summaries:

Five-mile—Maldwyn Jones, Harley-Davidson, first; R. Barclay, Indian, second; R. Rencel, Indian, third. Time, 6:39.

Ten-mile—Jones, first; Barclay, second; Rencel, third. Time, 13:09⅘.

Three-mile consolation—E. C. Albright, Indian, first. Rencel had carbureter trouble and did not finish.

LUTZ TAKES THREE AT NEBRASKA CITY

NEBRASKA CITY, Neb.—Birdie Lutz, riding an Indian, was victor in three out of four races in this city on September 10. Lutz took the three mile, and five mile pro. races and made the best time in the mile trial. Ray Hart, Excelsior, captured the 10 mile and got second place in the three mile. Reeder on a Thor was second in the long race. The summaries:

Three-mile—Birdie Lutz, Indian, first; Ray Hart, Excelsior, second; R. Johnson, Harley-Davidson, third.

Five-mile—Lutz, first; Hart, second.

Time trial for mile—Lutz, 1:19; Hart, 1:25.

Ten-mile—Hart, first; Reeder, Thor, second; Lutz, third.

ROHRBACK WINS NOVELTY RACE

READING, Pa.—Warren Rohrback, local motorcycle racer, won a sensational race on a one-eighth mile track at Carsonia Park, this city, his opponent being Max Hess, champion "one-arm" roller skater of the world. Rohrback passed Hess on the seventh lap and made the mile, run on a waxed maple floor without raised curves, in three minutes eight seconds.

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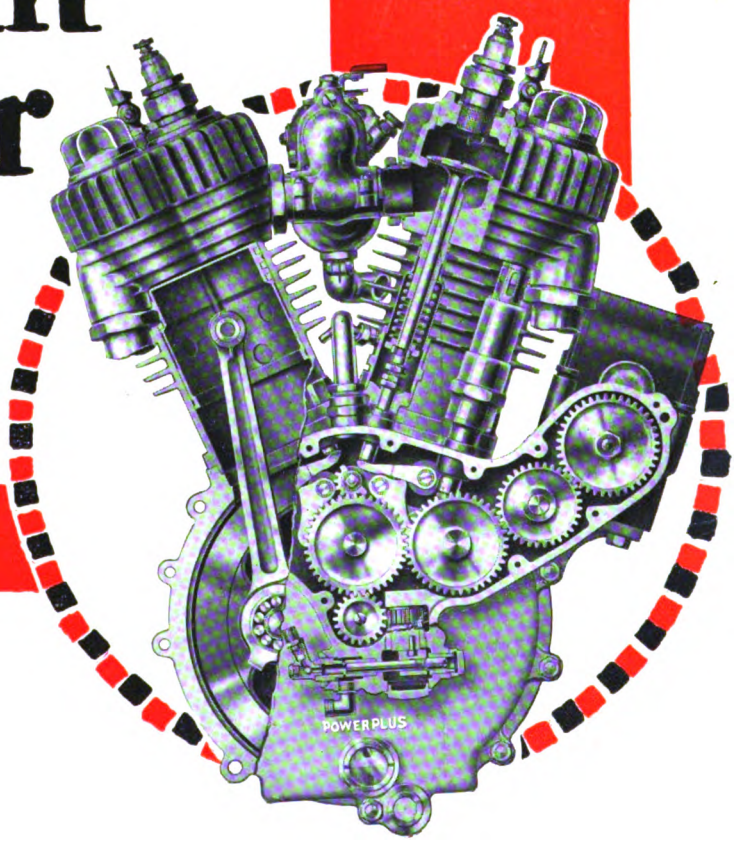
"Indian Motocycle"
Hendee Manufacturing Co
Springfield Mass U S A

Presenting the 1917 Indian

– Powerplus
– Lightwin
– Side Car



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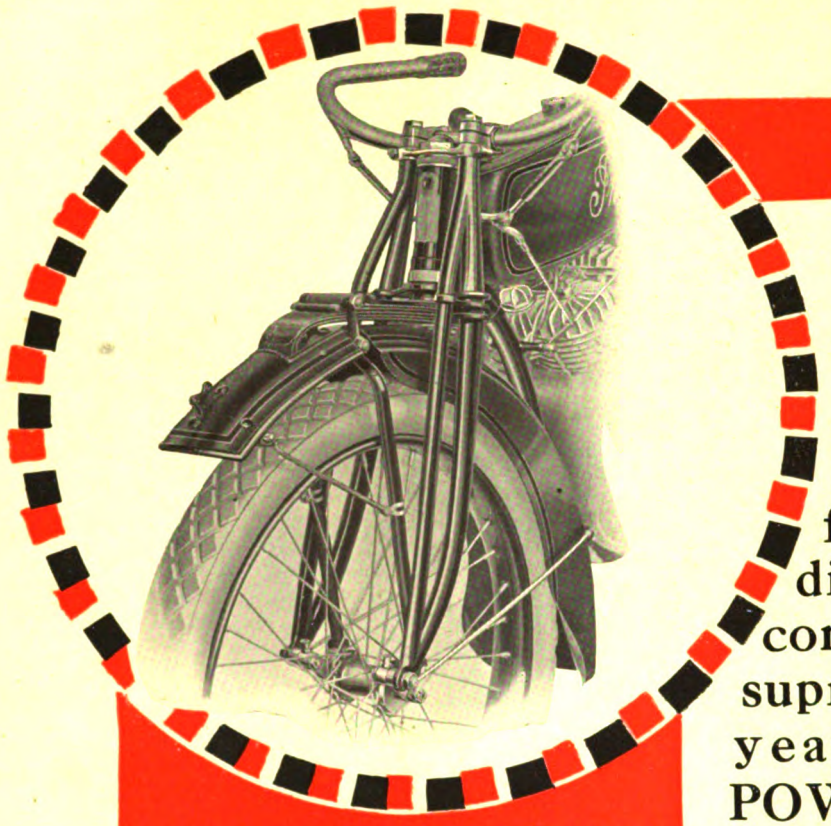


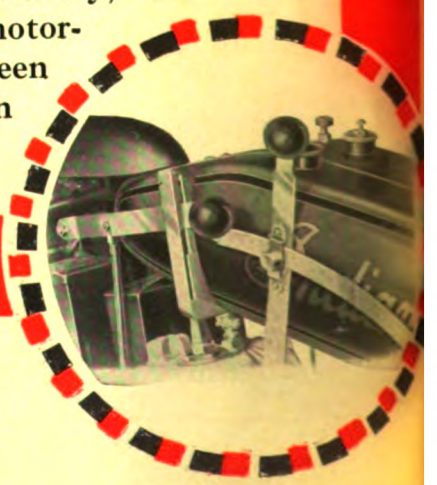
New Indian Triple Stem Forks. Bigger braces to fork sides, giving double anchorage for handlebars, assuring positive steering, increasing shock resistance. Handlebars are adjustable to any angle, a feature found on no other fork of this type. Cradle Spring suspension. Vanadium steel tubing with internal reinforcements. Drop forged fittings. (See 1917 Catalog for details.)

WITH four big, smashing improvements and sixteen lesser but important refinements, the 1917 Indian marks the sixteenth consecutive year of Indian supremacy and the second year of the wonderful POWERPLUS MOTOR.

The supremacy of Indian mechanical progress never was so strongly emphasized as it is in the 1917 model of the Big Twin Powerplus. Strength, stamina, and service are its predominant features. It is the finished product of the world's greatest minds in motorcycle engineering — the outcome of untiring effort and unstinted capital combining in the production of a motorcycle as nearly perfect as men, money, materials, and modern manufacturing methods can make it.

Backed by a year of startling performances that have made motorcycle history in all parts of the civilized world, the Powerplus Motor enters its second year as the fastest, most powerful, strongest, most accessible, cleanest, quietest *stock* motor ever put into a motorcycle frame.

The 1917 model, as usual, introduces only such changes as tend to give the rider the best, most trustworthy, most highly perfected improvements in motorcycle construction developed from sixteen consecutive years of successful application to motorcycle efficiency ideals.



Gear Shifting Lever. Pivots under saddle and projects forward, moving up and down in arc in selective type quadrant. Assures quick and positive shifting with least lost motion. (See 1917 Catalog for details.)

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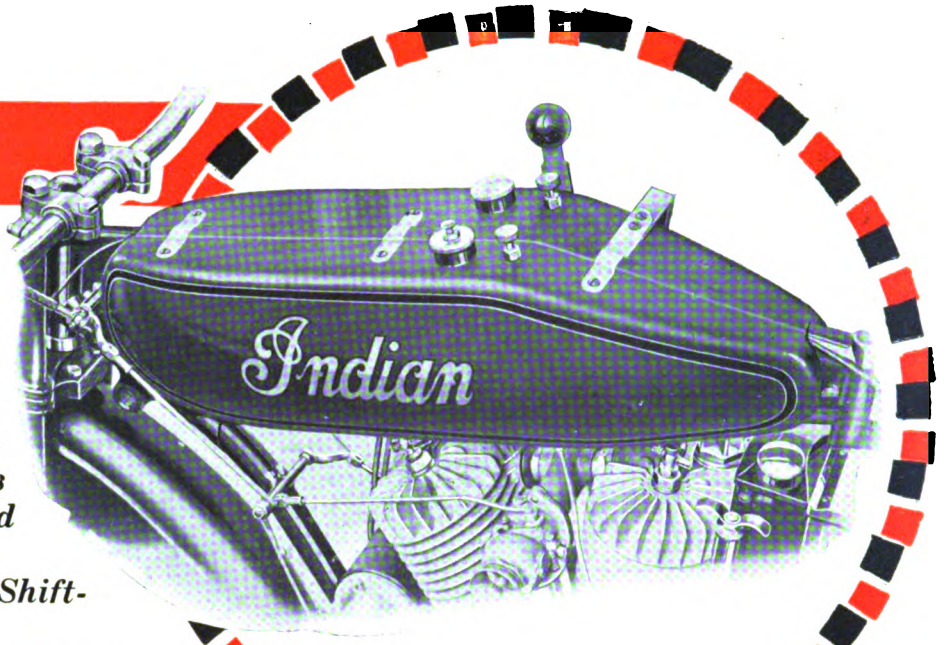
Conspicuous among the 1917 improvements — all of which are fully described on another page of this publication — are:

Refined Powerplus Motor
Indian Triple Stem Forks
Enlarged and Remodeled Gasoline Tank
Quick and Positive Gear Shifting Lever
Webbed Vanadium Steel Frame



Gasoline Tank. Capacity 3¾ gallons, gasoline only, eliminating troublesome leaks from gas to oil compartment. Streamline design. Heavy gauge pressed steel. (See 1917 Catalog for details.)

In addition to these improvements, the 1917 Indian carries several highly important refinements which contribute materially to the wear-resisting qualities of the Indian, and—for the fifth year—the internationally famed CRADLE SPRING FRAME, the comfort device which enables the rider to sit comfortably in the saddle for long, continuous hours on rough roads without experiencing fatigue.

This broadly patented device is found only on the Indian. It cannot be used on any other machine. It is the recognized method of producing maximum comfort in motorcycle traveling. Although it means a high, extra manufacturing cost, the Hendee Manufacturing Company has added it at ***no extra cost*** to the riders.

The 1917 Indian Side Car has been constructed with a view to giving the occupant big car riding comfort under all normal and abnormal touring conditions. It has an adjustable axle, permitting a range of from 42″ to 60″ tread. The exclusive Indian streamline design body has been lengthened, thus assuring the greatest possible riding ease and affording increased storage space under the hood. Clamps for attaching side car to motorcycle have been abolished, all connections now being quickly detachable. A long weatherproof protecting apron which completely covers the car when not in use has been provided. The 1917 Indian comes to you as a perfected whole—as a masterpiece of mechanical completeness that recognizes no counterpart — backed to the very limit by the largest motorcycle manufacturers in the world.

Cradle Spring Frame. A comfort device used only on Indian and protected by patents. Levels rough roads. Permits long hours in saddle without fatigue. (See 1917 Catalog for details.)

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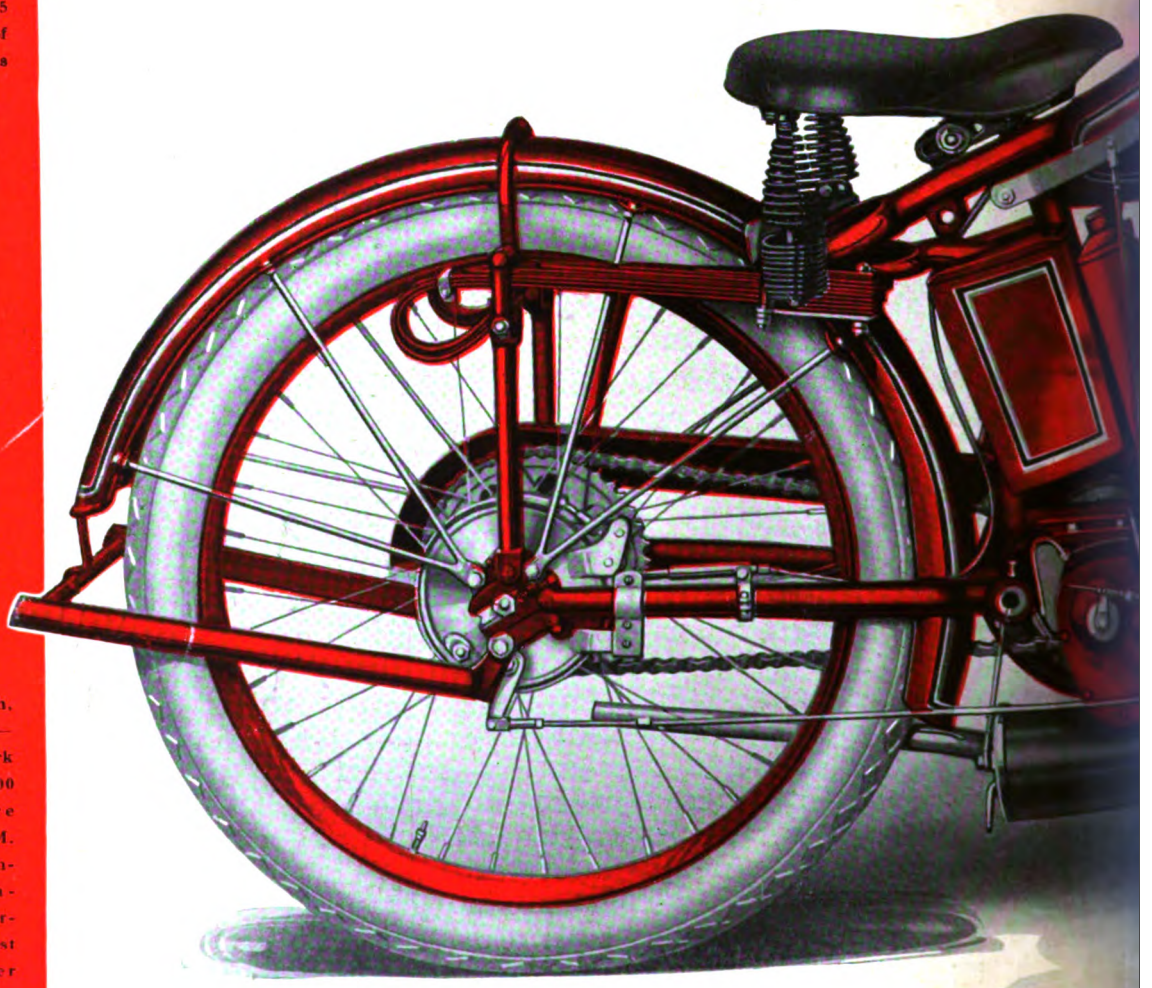
"Cannonball" Baker at the finish of his "Three Flag Drive" from Vancouver, Canada, to Tia Juana, Mexico, 1655½ miles, in 3 days, 9 hours, 15 minutes. The first of the Indian Powerplus achievements.

In 1904, Indian received at the Louisiana Purchase Exposition, St. Louis, the first official recognition for excellence of construction ever bestowed upon any motorcycle.

1917 Indian Model N with Refined Powerplus Motor, triple stem forks, enlarged gasoline tank, gear shifting lever, webbed vanadium steel Cradle Spring Frame. **$275**



July 2nd, 3rd and 4th, 1916, Iwin Jacobs—winner of the "Jack Pines" Michigan 800 Mile Endurance Run—the F. A. M. National Road Championship—demonstrated Indian Powerplus to be the best *stock* motor ever built.

With Electrical Equipment, consisting of Splitdorf Magneto-Dyn combined headlight and horn with nitrogen bulb, tail light, 35 a storage battery, handlebar switches, switch-block and dimming appa ammeter, battery box, fuse box and all necessary wiring, $40 extra.

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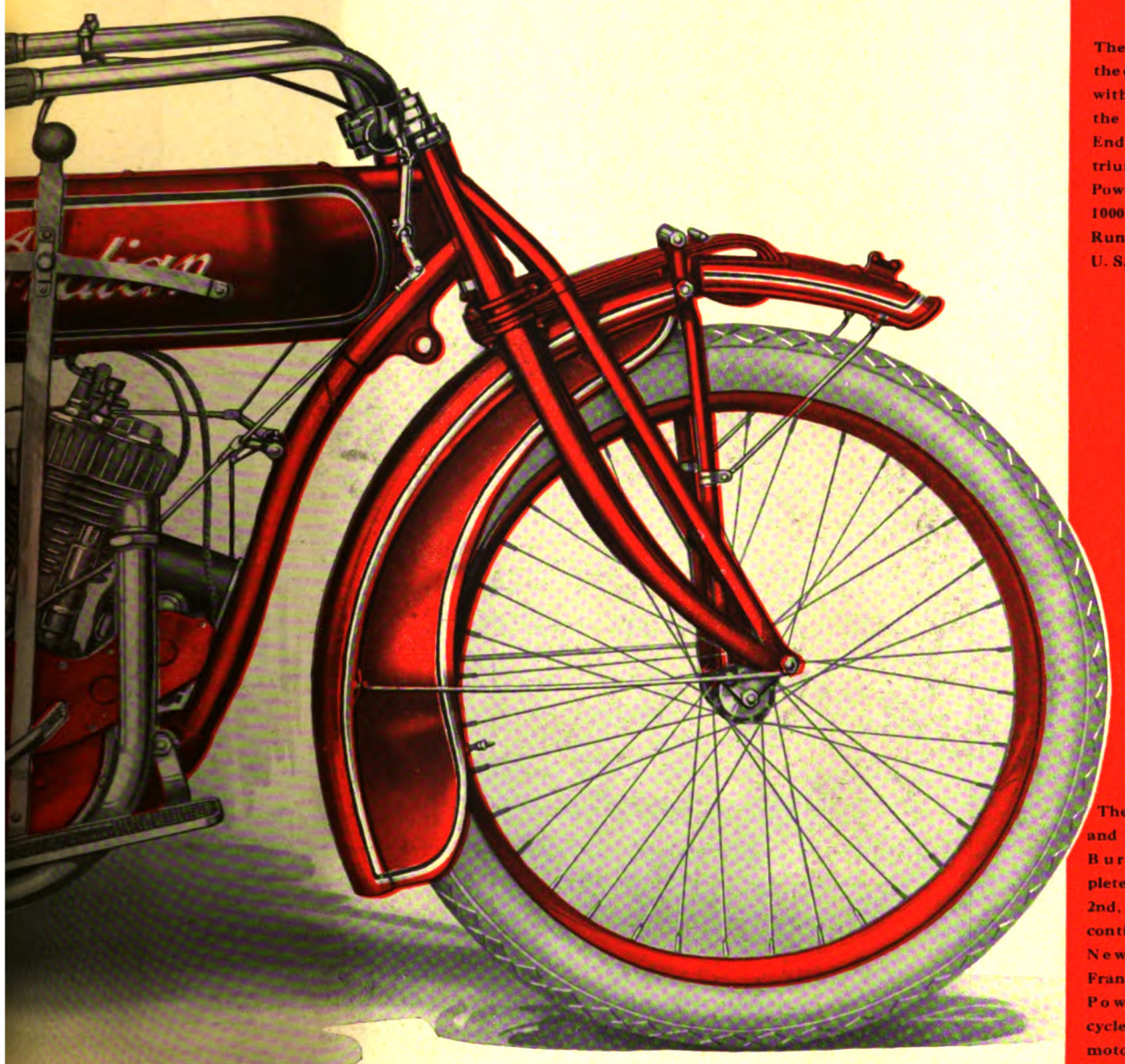
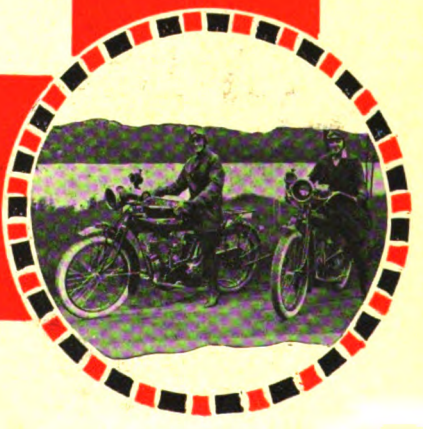
Indian was awarded highest honors for excellence of construction and mechanical perfection at the St. Louis Exposition in 1904, and again in 1915, eleven years later, at the San Francisco Exposition — the broadest recognition of sustained supremacy ever conferred upon a motorcycle.

The Indian Team — the only side car team with Perfect Score in the Boston - Buffalo Endurance Run — a triumph for Indian Powerplus in the first 1000 Mile Endurance Run ever held in the U. S.



The Misses Adeline and Augusta Van Buren, who completed on September 2nd, 1916, their transcontinental trip from New York to San Francisco on Indian Powerplus Motocycles. The first lady motorcyclists to cross the continent.



quipment. — Goodyear, U. S., and Firestone Tires (choice in order med), Dixie Magneto, Indian Light Pressure Starter, Extra Large Indian-oxel Saddle, Heavy Duty Clutch, Large Folding Footboards. (See 1917 talog for complete specifications).

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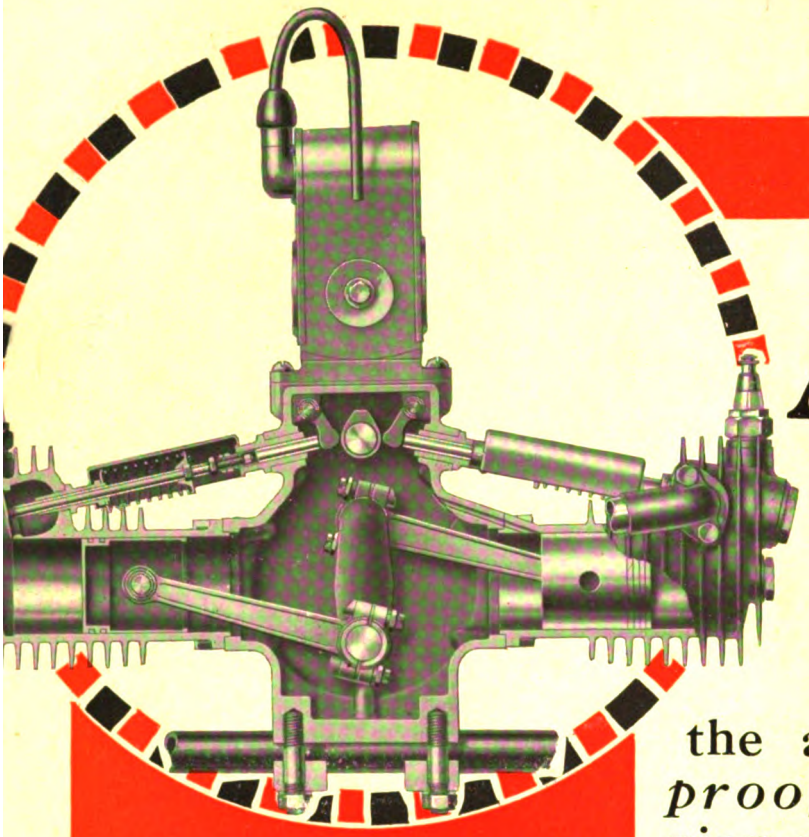


Lightwin Four Cycle Twin Cylinder Opposed Motor, showing arrangement of crank shaft, pistons, connecting rods, valve lifting mechanism. (See 1917 Catalog for details.)

AND now we spring a sensation by announcing the little general of the lightweight brigade—the 1917

Indian Lightwin

the absolutely *vibration-proof* lightweight champion of the world.

Think of a motor that goes merrily along exploding regularly with every revolution, without effort, and yet so sweetly, smoothly, purringly that you can't feel the slightest vibration! That's the

New Indian Four Cycle Opposed Motor

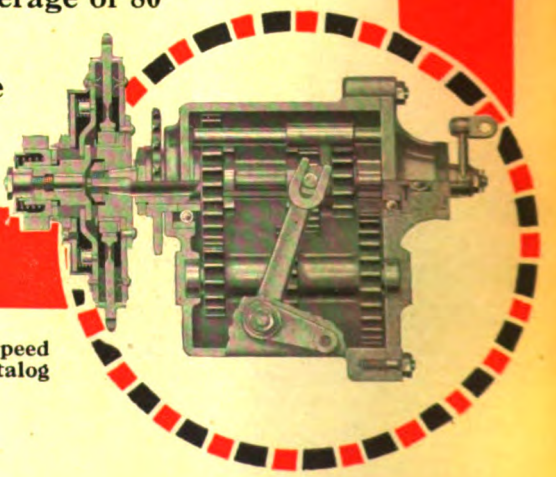
This sturdy, speedy little motor is set in the frame ***horizontally,*** and has a low center of gravity.

You can throttle it down to 6 or 8 miles an hour without the least jerking or labor on the part of the motor.

The control is extremely simple. A small lever on the handlebar which can be operated ***with one finger*** controls motor speed from zero to maximum.

Being of the four cycle type, the machine scavenges the burned gas thoroughly, making a much more efficient unit than the two cycle type, giving an average of 80 miles to a gallon of gasoline.

Here, then, is a lightweight motorcycle possessing the advantages of its more stalwart brother, with just enough



Section of Lightwin Three Speed Gear and Clutch. (See 1917 Catalog for details.)

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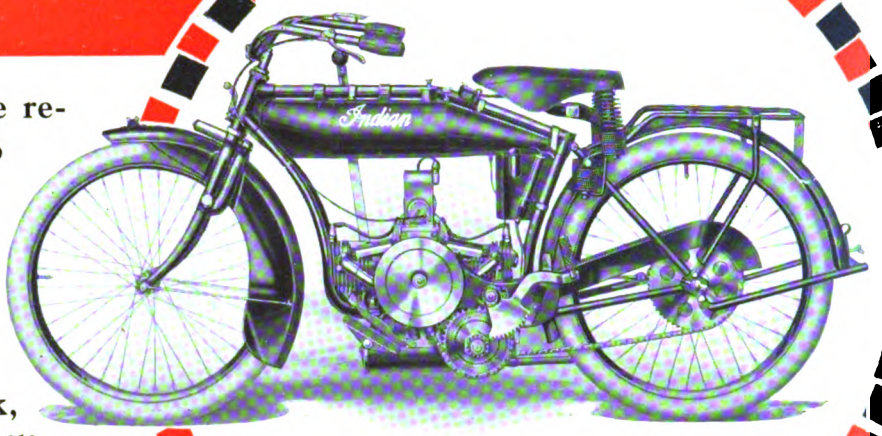
speed and power to meet the requirements of riders who want to enjoy the benefits of motorcycling in modified form. It has Three Speed Gear, Light Pressure Starter, Cantilever Comfort Saddle, Spring Fork, Double Loop Frame, Flexibility, Quick Pickup, Roomy Foot Rests, Luggage Carrier. Here, too, is a motorcycle far and away different from other machines of its type — a motorcycle with individuality, with initiative, with Indian newness of thought and mechanical development, with Indian backbone, snap, and muscle-endurance.



Model O Lightwin Three Speed with Twin Cylinder Opposed Motor. $165.

The boy who wishes to graduate from the bicycle to the motorcycle, but to whom the initial outlay, cost of maintenance, and mechanical complexities of a Big Twin are too great, will be quick to recognize in the Indian Lightwin a machine peculiarly his own.

Parents, too, will indulge his preference for the Lightwin because they will see it is a machine which he can easily handle, which will not get beyond his control, which represents a modest first cost and a moderate upkeep expense, which does away entirely with any possible prejudice to weight and power.

The low riding position, the Cantilever Comfort Saddle, the Spring Fork — all these combine to give a riding ease unknown to any other lightweight motorcycle.

Lightwin Loop Frame with double loop tube. Vanadium steel. Drop forge fittings. Low riding position. (See 1917 Catalog for details.)

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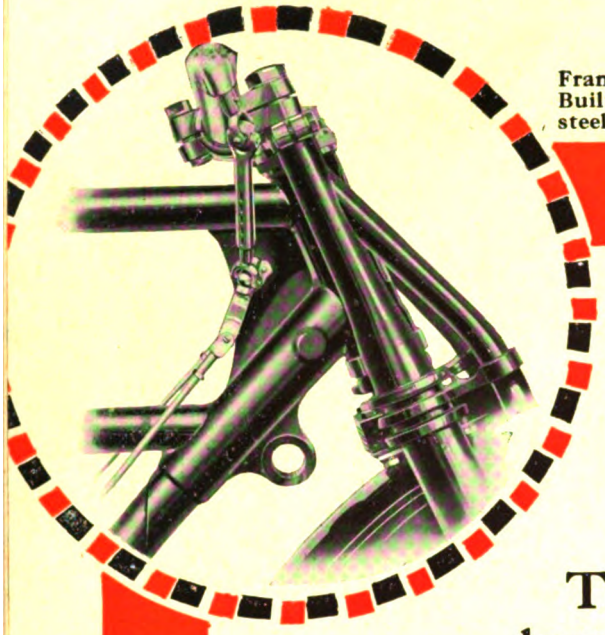


Frame. Head webbed between two upper frame tubes. Maximum strength. Built-in lugs for Side Car connections. Cradle Spring suspension. Vanadium steel tubing. Drop forged connections. (See 1917 Catalog for details.)

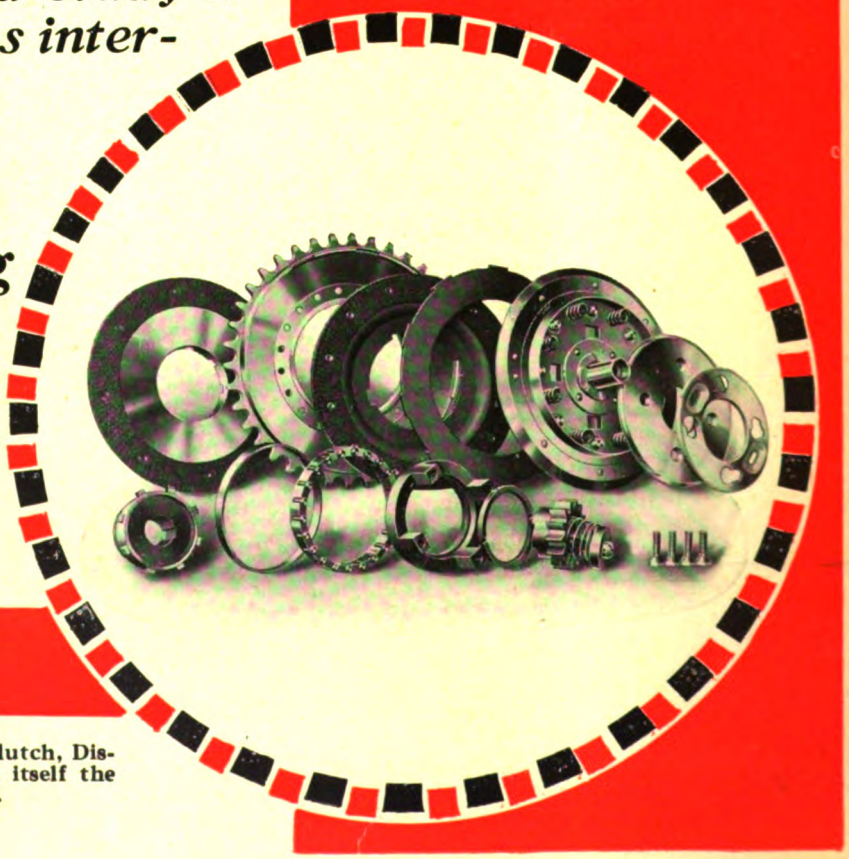
THE 1917 Indian Lightwin opens the floodgates to heretofore unexplored sales fields. Thousands of potential buyers will welcome its coming as embodying the principles and ideals for which they have long waited. Men in all classes, in all professions, of varied vocations, will accept it as embracing their conception of comfortable, safe and inexpensive motor locomotion.

Pictured and mechanically described in the 1917 Indian Catalog. Get YOUR copy and study it closely. It makes interesting reading.

Hendee Manufacturing Company

THE LARGEST MANUFACTURERS OF MOTORCYCLES IN THE WORLD

Springfield, Mass.



1917 Indian Heavy Duty Clutch, Disassembled. It has proven itself the Premier Motorcycle Clutch.

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TROXEL SADDLES

REGULAR EQUIPMENT ON INDIAN MOTOCYCLES

Little does the average person realize the victory the above few words mean for Troxel Saddles.

But any manufacturer who has bid for Indian equipment of any kind has a deep appreciation and high regard for a competitor that secured the Indian contract.

When a Saddle or any other device is made regular equipment on Indian Motocycles there is one requirement above all others which is the basis on which the selection must be made—

QUALITY

Quality as applied to Troxel Saddles means a great many things—it is not an empty word.

Indian Saddle Quality means all good things blended into one—Material, Workmanship, Service.

Quality you cannot see—it displays itself through use, although a pleasing appearance of the saddle is commendable.

Quality calls for a high price—when the best raw materials are demanded and the workmanship must be of a high standard, a higher cost is expected, but the result must be

WEAR AND SERVICE

The Hendee Manufacturing Company demand the best—the competition is keen, and only the worthy secure Indian contracts.

Troxel Saddles have made good in the past on the Indian Motocycles and elsewhere.

THEIR FUTURE IS GUARANTEED

TROXEL - - - - - - - - ELYRIA, OHIO

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BLUE S

SPEED—Grit—Stamina.

Indian power and Indian endurance are in evidence on every winning score-board.

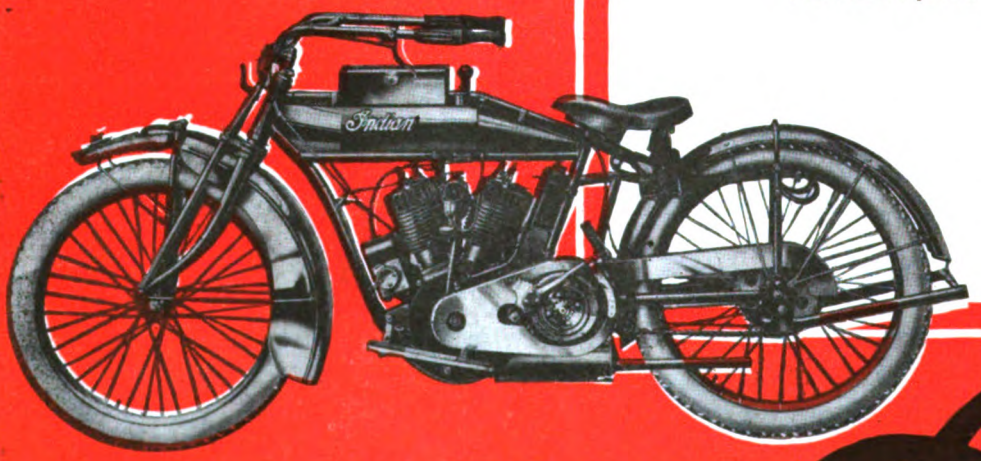
On the race-track, on the road, or in commercial service, the Indian has won a world-wide reputation.

Why?

Performance! Performance in the tight pinches. Performance in rough going. Performance in heavy duty service.

The Indian delivers because the Indian is built to deliver. It delivers in every detail—in engine, in tires, in every part that bears a strain or adds to comfort.

You can be proud of Indian ownership.



GOOD
A
MOTORCY

Ind

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BLUE STREAKS

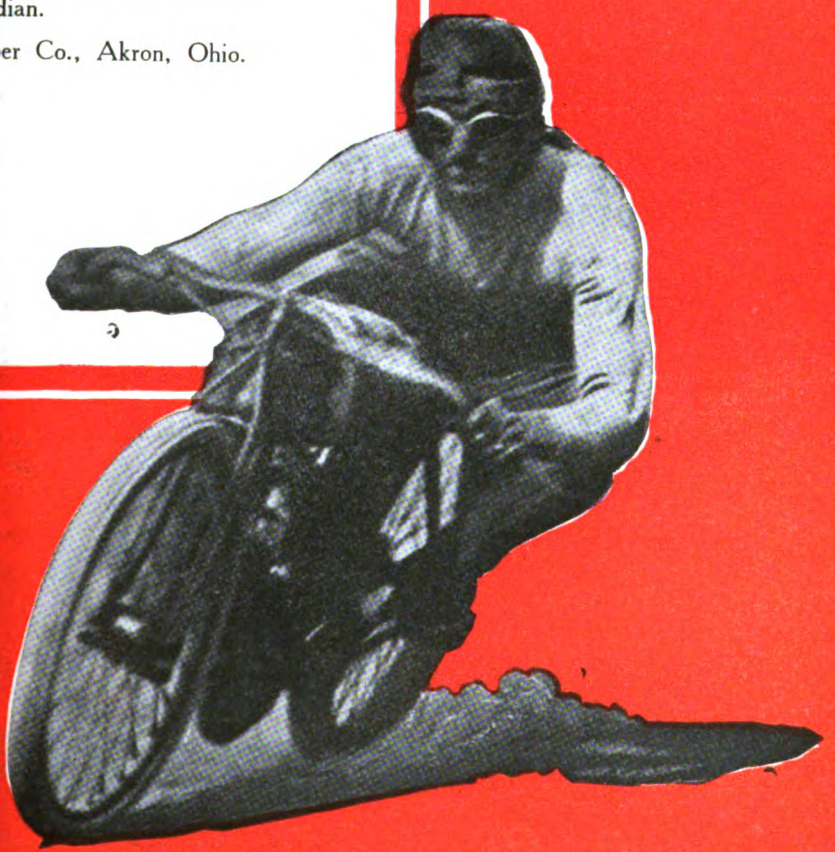
WHEN the Hendee Manufacturing Company chose Goodyear Blue Streaks as the feature tires for the Indian, they had Indian performance in mind.

They wanted a tire that would uphold the confidence in the Indian reputation, and they accepted Blue Streaks as superior because they knew the reputation of The Goodyear Tire and Rubber Company as master tire builders.

They knew that Goodyear Blue Streaks were best fitted to carry the Indian the longest mileage at the least expense.

You are safest in asking for Goodyear Blue Streaks only on your new Indian.

The Goodyear Tire & Rubber Co., Akron, Ohio.



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Standard Equipment for the 1917 Indian

FOR the fourth consecutive year the Hendee Manufacturing Company has specified the

WICO
Motorcycle Battery

No greater tribute than this could be paid to the sustained, consistent high quality service performance of the WICO Battery—that perfect accumulator for motorcycles with its seven points of recognized superiority.

WICO is the *first* motorcycle battery ever made. Today it is *first* in number of sales, in quality, and in durability. *That's why it is in use on the 1917 Indian!*

WITHERBEE IGNITER COMPANY
Springfield, Massachusetts

NOTE—List of service stations on request

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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United States 'Chain' Tread Motorcycle Tires

STANDARD EQUIPMENT ON

1917 Henderson and Indian Motorcycles

Two more of the leaders have adopted United States Tires as standard equipment.

This because United States Motorcycle Tires have made good.

Do you ride them?

United States Tire Company

'Chain,' 'Nobby,' 'Usco,' 'Corrugated,' 'Studded' Motorcycle Tires

1790 Broadway, New York

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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"OLD SOL" FOR *Indian* AGAIN

FOLLOWING precedent, the Hendee Manufacturing Company have selected for the 1917 *Indian* the *absolute best* in motorcycle accessories.

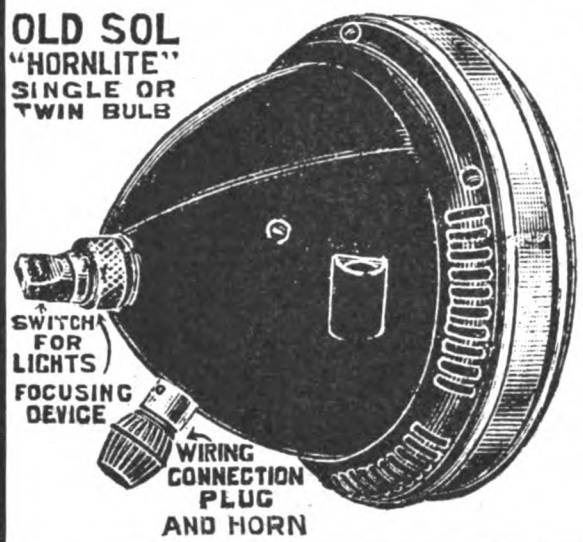
Digitized by Google

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

OLD SOL HORNLITE

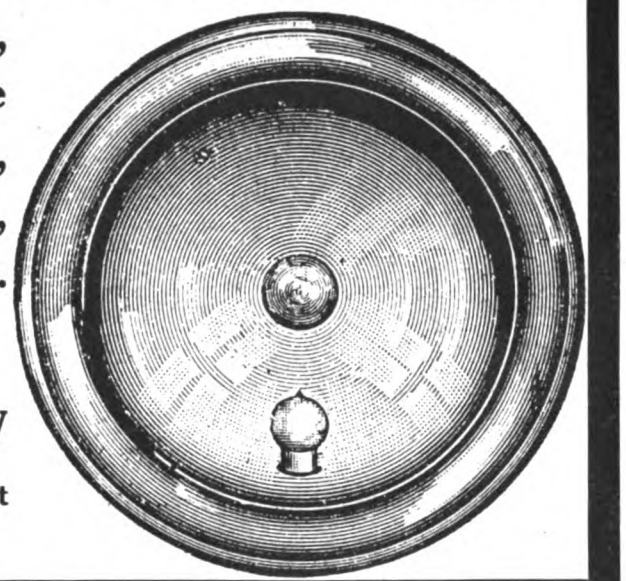
For over seven years "Old Sol" equipment has been the *ne plus ultra* of motorcycle lighting systems.

It has sought to conserve the ideals of motorcycle riders by giving them the highest quality materials and workmanship, the greatest radius of strong, road-penetrating light, and a serviceable horn of adequate warning power, combined in a single outfit that would forever do away with cumbersome and unnecessary fittings on the handlebars.



All these features are incorporated in the "Old Sol" Hornlite. The horn mechanism is encased in the lamp body, which is perforated with small holes for the emission of horn signals.

Each "Old Sol" Hornlite is supplied with necessary plugs, ready to be attached to wiring, and is equipped with a 6-V, 21 C. P. Single Contact, *SPECIAL NITROGEN BULB.* The Tail Light is a 6-V, 2 C. P. double anchored, TungstenBulb, Single Contact.



Hawthorne Manufacturing Company
INCORPORATED
Bridgeport Connecticut

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SPLITDORF Spark Plugs

With the Green Hex Jacket

are a strong feature of *Indian* 1917 ignition equipment. They stand up better than any other make of plug under the breaking down effects of high tension current. Their ruby mica insulation make them gas-tight—they are easily taken down and cleaned — they just do away with spark plug trouble.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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A Chain of Sixteen Consecutive Years

EVERY year since the Indian was introduced—sixteen years ago —standard equipment has been

DUCKWORTH CHAINS

It will continue to be standard equipment on the 1917

Indian

Indian never does things half-way. It selects only such equipment as will *prove-up* to Indian's high standard of *the best obtainable at any cost.*

That's the reason why it regularly specifies

DUCKWORTH CHAINS

Duckworth Chain & Mfg. Co.,
Springfield, Massachusetts

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Harley Specialized Products Will Be Used in the 1917 Indian

THIS is the sixth consecutive year that the Hendee Manufacturing Company have specified Harley products for the Indian Motocycle.

Harley products never have failed to pass the severest tests of the Hendee engineers.

They are the products of a company that has devoted its undivided attention to the manufacture of high duty bearing metals which, in gasoline engine construction, must withstand the hardest usage to which metal castings can be subjected.

We are founders and manufacturers of Aluminum, Bronze, Brass, Copper, and Composition Castings and of Die Castings in All Alloys of Aluminum, Zinc, Tin, and Lead.

HARLEY COMPANY

Springfield, Massachusetts

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Ordered by the United States War Department

EACH of the sixty-three Indian Motocycles recently bought by the United States War Department was ordered equipped with a

CORBIN-BROWN SPEEDOMETER

The War Department specified this famous speedometer because of its *known* ability to serve the purposes for which it is intended—to keep an accurate record of mileage, to time speed to the smallest fraction of a mile, to perform its functions indefinitely and with unerring precision.

You will find a speedometer an absolute necessity on your 1917 Indian. Take no chances—cut out guesswork—*know* what you are doing, *how* you are doing it, what the *cost* is. Keep indisputable records of speed, mileage, tire service, gasoline and oil consumption. Order the peer of the speedometer world—the Corbin-Brown Speedometer.

We will be glad to send you a catalog

THE CORBIN SCREW CORPORATION

AMERICAN HARDWARE CORPORATION, Successor

NEW BRITAIN, CONN.

Branches: New York, Chicago, Philadelphia

Makers of Corbin Duplex Coaster Brakes for Bicycles

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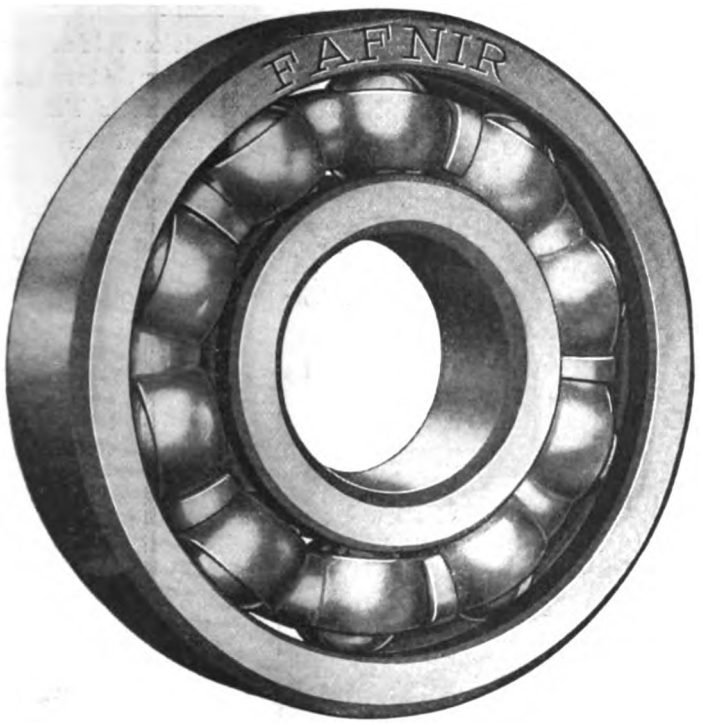

FAFNIR BALL BEARINGS

FOR THE 1917

Indian

Once again have Fafnir Ball Bearings been selected by the Hendee Manufacturing Company's engineers, as exclusive equipment for the Indian Motorcycle.

Because in seasons past, they have successfully stood the test, it follows as a natural consequence that the comfort and freedom from trouble of the 1917 rider should be insured through the use of Fafnir Bearings.

The motorcycle manufacturer knows through actual experiment and demonstration, just what equipment stands the most severe service.

On the road and on the track, in every section of the country, Fafnir Ball Bearings have demonstrated in actual performance their reliability and endurance to thousands of motorcycle riders.

It is the highest possible tribute to Fafnir Quality then, that they should be continued as standard equipment for the 1917 Indian.

THE FAFNIR BEARING COMPANY

CONRAD PATENT LICENSEE

DETROIT OFFICE:
752 DAVID WHITNEY BUILDING

MAIN OFFICE AND FACTORY:
NEW BRITAIN, CONN.

CHICAGO OFFICE:
39 SOUTH CLINTON STREET

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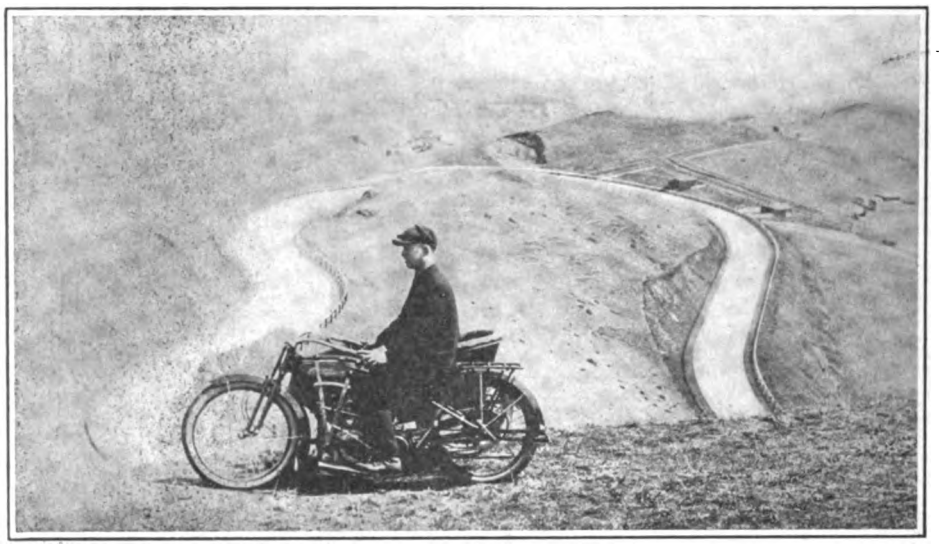
TWO FEATURES OF INTEREST AT THE TWIN PEAKS



Reading Standard Tourist and the Skyline Drive at Twin Peaks, Above San Francisco; the Drive Is One of the Most Remarkable in Existence, as the Photo Indicates

TIRE SITUATION IN NORWAY IS ACUTE

British Embargo Acts to Limit the Supply and Prices Go Soaring; Will Affect Motorcycle Exports

NEW YORK, Sept. 17.—That the tire situation in Norway and other Scandinavian countries is acute, and that unless American manufacturers acting as a body in conjunction with the American government do something to relieve the situation the importation of American motor vehicles into those countries during the next season will fall off considerably, comes to light in a letter of protest from a Norwegian importing concern.

Motor vehicles sent to Norway are shipped at the present time without tires, following an agreement with the British government made by the American exporters enabling the British to control the shipments of rubber. The agreement was made in return for the lifting of the British embargo on crude rubber which threatened to seriously cripple the American rubber industry.

It is claimed by the Norwegian firm that the number of tires permitted to enter Norway is far below the actual demand and for that reason the prices have become prohibitive and motor vehicles are scarcer.

FRENCH AGENT COMPLAINS OF IMPORT REGULATIONS

NEW YORK.—A letter just received from Roger Majou, 51a Rue Nationale, Marseilles, France, throws an interesting sidelight on the present export situation by stating that French importers of motorcycles are seriously hampered because of having to deal through English representatives. The writer states that he has closed his motorcycle agency, largely because American manufacturers of motorcycles did not seem able, or willing, to deal direct with him.

Some motorcycles and bicycles were available to the French agent, but the general upheaval due to the war, coupled with the unsatisfactory conditions governing imports of American cycle products, have resulted in his suspending operations for the present.

JOHNSON BUYS OUT DAVIS

HUTCHINSON, Kan.—S. M. Johnson, of Kansas City, Mo., has purchased the Davis Motor Co., and will continue the shop at 26 Second avenue West, handling the Harley-Davidson. He will change the name to the Hutchinson Motorcycle Co.

Drouhard Bros., Harley-Davidson agents for southern Kansas, have a 1917 model machine on exhibition at Danville, Kan., and it will be brought to Johnson's shop for the Kansas State Fair.

SCHENECTADY INCORPORATION

SCHENECTADY, N. Y.—The Mohawk Valley Garage Co. has just been incorporated to handle automobiles and motorcycles. The firm is capitalized at $5,000. Incorporators: C. H. Lewis, J. H. Meehan and B. W. Peebles, all of Schenectady.

ANOTHER LICENSE STORY

SEYMOUR, Ind.—That a bill of sale for a new machine, being driven across the State to an adjoining State, does not answer for a State license was the opinion of the Police Court Judge of Seymour, Ind., who fined Wright Barr, of Louisville, who was driving a new machine from Chicago to Louisville. Barr had been informed that a license was not necessary until the machine had been owned 10 days, but the judge couldn't see it that way.

SPEEDERS TO BE DISCIPLINED

CARTHAGE, Mo.—Speeders, both automobile and motorcycle brands, have been bothering the police of this place for some time past and the authorities decided that the only way to stop the violations was to purchase a motorcycle. The new motorcop is now on duty.

GLOYSTEIN INJURED TRYING FOR RECORD

Twin Falls Excelsior Rider Fractures Skull During Attempt to Better Erwin Baker's Three-Flag Performance

PORTLAND, Ore.—Orville Gloystein, who started on Sept. 7 from Blaine, Wash., on the Canadian border to better Baker's "Three Flag" record to Tia Juana, Mexico, met with a serious accident near Salem, about 50 miles from this city. While travelling on his Excelsior by night at speed he fell and fractured his skull. He was taken to Salem, Ore., and placed in hospital, but did not regain consciousness until September 10. He is expected to recover.

Gloystein is a member of the firm of Gloystein Brothers, of Twin Falls, Idaho. He is well known in this section of the country as he has made a good many trips up and down the Coast, but this is the first time he has attempted to establish a record.

The "Three Flag" record, held by E. G. Baker, Indian, is 1,665 miles in 81 hours from the Canadian border to the Mexican border. Gloystein was following Baker's route at the time of the accident.

POSTING KENTUCKY HIGHWAYS

LOUISVILLE, Ky.—Painters have been busy for several weeks in charting the new Jackson, Lincoln and Dixie highways in this vicinity, and it is now very easy for the rider to follow the charted highways. The work has been about completed in Indiana, Illinois, Kentucky, and through Tennessee. The Jackson highway officials have had a white band painted on the poles, and the letters "J. H." painted in black on the white background.

FROM THE HAVANA WIGWAM

Rene De Zaldo, Indian Dealer in Cuban Capital, Who Paid a Recent Visit to the Hendee Factory at Springfield to Sign Up for the 1917 Allotment

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A CONSISTENT BOOSTER

Assistant Sales Manager E. J. Mueller, of the Harley-Davidson Motor Co., Who Is One of the Most Active Workers for Recognition of the Motorcycle in the R. F. D. and Commercial Fields

MT. HOOD RECORD INTACT AFTER ANOTHER TRIAL

PORTLAND, Ore.—M. C. Webster, Jr., Ted Gilbert and Henry Kline, Harley-Davidson enthusiasts of this city recently attempted to beat the Mt. Hood altitude record of 9,000 feet on their Harley-Davidson machines, but succeeded in reaching an altitude of 7,500 feet only, or 1,500 feet less than that established by a trio of peerless riders on Aug. 20.

The above mentioned riders are among the best in this part of the country, and did not give up until after making repeated efforts, but finally decided that they were wasting a lot of good hard work as their machines would sink so deep in the snow that they could hardly lift them out. The boys unanimously decided to allow the record to stand for the present, but all agree that they will go after it at some more opportune time.

THOMPKINS WINS AT CHILDRESS MEET

CHILDRESS, Texas.—Many motorcyclists from Western Texas and Oklahoma attended the motorcycle races at the Childress County Fair here on September 5. The 25-mile race on a circular track of one-half mile was the only event carried out. This race was won by J. H. Thompkins, of Granite, Okla., riding a Harley-Davidson twin, time 41 minutes. Roy Craig, of Childress, riding a twin Indian, was second with a time of 42½ minutes.

REVOKED HIS LICENSE

PROVIDENCE, R. I.—The first motorcycle license to be revoked for speeding is that of William Cornell, of this city. The revocation was ordered by the Rhode Island Board of Public Roads. Cornell was recently ordered to halt by a policeman and refused to stop when ordered to do so. He was overhauled and summoned, being fined as a result. On the case being referred to the State Board, the revocation was ordered.

TRICK RIDER ON ROAD WITH INDIAN MOUNTS

PROVIDENCE, R. I., Sept. 19.—George Houghton, a trick rider on the motorcycle, whose home is in Providence, left this week for his regular yearly tour on the stage. Houghton called at the plant of B. A. Swenson Saturday long enough to have his machine looked over. He rides an Indian.

Houghton says he uses two 1912 models that are in as fine condition today as when he bought them. He states that practically the only expense he is up against is the tires, which wear out quickly on the stage.

INDIAN PICNIC IN LOUISVILLE

LOUISVILLE, Ky.—The Indian picnic will be held at Harrods' Creek, the old hunting ground of the local warriors, on Sunday, October 1, according to recent announcement of Frank Marshall, manager of the Century Cycle Co., Louisville agents. Mr. Marshall states that business this summer has practically been double that handled last year, there being an excellent increase in the bicycle department.

PROPOSE BI-STATE CLUB

FRANKLIN, Ky.—Motorcyclists representing about ten cities in southern Kentucky and northern Tennessee, including such towns as Hopkinsville, Franklin, Russelville, Ky., Adams and Springfield, Tenn., are endeavoring to organize a bi-state motorcycle club. W. J. Tomerlin, of Springfield, Tenn., is chairman of the committee, and is seeking to get the riders of the various cities together to organize a permanent body. It is proposed to arrange for tours, and annual picnics in the future, one large picnic to be held each season.

FUNKE MAKES HIS OWN ANNOUNCEMENT

NEW YORK.—Genial Herbert Funke, the big eastern Cleveland distributor, is certainly consistent. Knowing that the Cleveland announcement was due to appear in this issue he reserved his own little announcement of a new Funke, late 1916 model, so as to appear at the same time as the new Cleveland's debut.

Also, to follow out the Cleveland idea, this is Funke's second model, similar in design to the first which is a boy.

The new addition to the Funke home howled at the sunrise at 4:30 a. m. Sunday, September 10. He weighed eight and a half pounds, cylinder capacity 62 cubic inches, but NOT noiseless.

NO MOUNTS FOR CANTON YET

CANTON, O.—The Canton police department will not receive its much needed additional motorcycles just yet, as the council committee has reported adversely on the chief's request for two more machines for the traffic force.

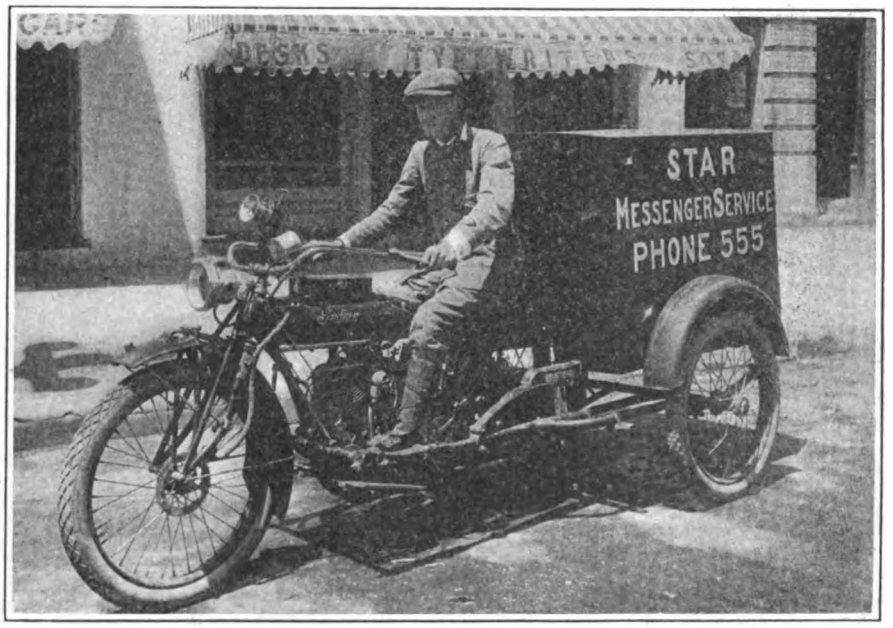
PICNIC DUE IN OCTOBER

LOUISVILLE, Ky.—Kline Brothers, the Harley-Davidson agents, are planning to have their usual picnic sometime about the middle of October, it having been decided to postpone the date until riders away on vacations return to the city. Early picnics as a rule have found many of the firm's riders on camping or other trips, or too busy with other sports to attend, but not so in October.

HUNT TAKES HENDERSON

SAN JOSE, Cal., Sept. 18.—H. G. Hunt has taken the agency for the Henderson for Santa Clara county. He will make his headquarters in this city where he is planning to open a model establishment calculated to do the four-cylinder machine full justice.

HAS COVERED 8,000 MILES WITHOUT TROUBLE



B. J. Curry, of Salina, Kan., the Owner of the Indian-Cygnet Combination Shown Above, States His Service for 8,000 Miles Has Been 100 Per Cent. Satisfactory

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A Lesson for Every Working-man in America

F. H. Timm and Frank Fox, of Norwalk, Ohio, ride to and from work every day seated side by side on a Pope Lightweight motorcycle. Rain or shine, they cover the 4½ miles of fairly bad roads on schedule time. For almost a year now, this sturdy little machine has drawn its double load without showing the slightest wear except on tires and belt.

Nothing unusual about this—nothing to crow about—you say. That's the point. This sort of service has become such a usual occurrence that we are apt to lose sight of the thousands of workingmen who save time, carfare, and long walks by riding Pope Lightweights.

To these men, the Pope Lightweight means absolute dependability, speed up to 45 miles an hour, and from 75 to 100 miles of comfortable riding at a cost of a gallon of gasoline and a little oil. They know it has power enough for the hills and the bad spots, and strength enough to stand the strain of daily mistreatment.

If you haven't all the facts about this Lightweight, see it at the nearest Pope dealer, or write for a catalog.

WESTFIELD MANUFACTURING COMPANY

11 Lozier Ave. Westfield, Mass.

Makers of the Columbia Bicycles.

F. H. Timm and Frank Fox ready to start for work. Notice the sociable side-by-side seat they have rigged up on this sturdy little machine.

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In the Dealer's Realm

ROCKAFELLOW DOUBLED HIS SALES IN 1916

FLEMINGTON, N. J.—Carl Rockafellow, who handles the Excelsior in Hunterdon County, has made remarkable gains in his motorcycle and sidecar sales this season. He has more than doubled the sale of new machines, all of which are Prest-O-Lite equipped as the demand is for this lighting in his section. There is practically no demand for electric models.

All his sales in the sidecar line have been Rogers, and he has placed several third-wheel attachments with riders of other than Excelsior models. He has the Firestone tire agency for Flemington and vicinity, also.

CUMBERLAND RETURNS FROM CYGNET TRIP

NIAGARA FALLS.—Homer Cumberland, the live Indian dealer of Niagara Falls, has recently completed a most successful trip through the Adirondacks and back, using an Indian Powerplus, in connection with a Cygnet rear car.

Total mileage of 1,445 miles was covered without any trouble whatever, not even a puncture.

The Cygnet car traveled over all sorts of roads, and Mr. Cumberland is very enthusiastic over his 100 per cent. perfect score on the trip.

McCARTNEY HAS MORE ROOM IN NEW QUARTERS

ROCKFORD, Ill.—James W. McCartney is closing his first season as agent for the Excelsior at Rockford. He has delivered 21 machines to date and reports a number of prospects for the new models. He has also placed in service five Dayton Motor Bicycles.

McCartney recently moved into new quarters at 110-112 Madison street, where he has doubled the space formerly at his disposal. The new headquarters has two floors and a large basement. Among the features of the establishment is an up-to-date welding department, in which all hands are being kept exceptionally busy during the last few weeks.

Bicycles were recently added to the stock, and 36 Pope and Excelsior wheels have been delivered so far.

MAPS BROUGHT IN THE NAMES

MADISON, Wis.—One of the most effective schemes that has come to notice of late for obtaining a list of prospects is that used by the Capitol Cycle Company of this city. G. H. Hammar, proprietor of the company, recently sent out a snappy form letter accompanied by a card that will entitle the bearer to an up-to-date road map of Wisconsin when it is properly filled out and returned to the Capitol Cycle Company. The card has blank lines for the name of the rider, his occupation, address, make of machine, etc. The road maps were much in demand and as a result the Capitol Cycle Company was enabled to work up an excellent list of prospects.

KEGEL "STARTS SOMETHING"

FREEPORT, Ill.—Joe Kegel, Harley-Davidson dealer, rode to the factory at Milwaukee last week with Leslie Leveque to take away his 1917 demonstrator. On his return to Freeport he held an impromptu exhibition at his store and attracted quite a crowd of fans. He is now located at 44 South Galena street. Kegel reports having sold 16 twins, six of them electrically equipped, and one delivery van during the past season.

BOOSTING COMMERCIAL OUTFITS

PEORIA, Ill.—Paul E. Gott, Harley-Davidson dealer at Peoria, has just returned from the factory, where he went with several friends to obtain his 1917 demonstrator. Gott has been especially active in working up commercial sales of late, and has delivered a machine to the Bell Telephone Company, another to the State Loan Company, for use by their collector, and machines to the City Loan Company and Weisenborn Land Company. Gott reports that to date he has delivered 48 three-speed electrically-equipped machines, and has 12 orders for 1917 models.

MOTOR CYCLE ILLUSTRATED

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DAYTON VISITING LIST IS GROWING DAILY

DAYTON, Sept. 18.—F. B. and R. Towner, members of the firm of Towner Bros., Dayton agents at Rochester, N. Y., called at the Davis Sewing Machine plant this week on their way to Cincinnati and Kentucky points. They were traveling overland on their Daytons and had no trouble in making the long ride. They expect to return to Rochester next week with renewed enthusiasm for the 1917 campaign.

Ed Shade and Roy Smith, two Dayton motorcycle riders from Philadelphia, also were visitors at the Dayton plant during the week of September 18.

Baker Nears El Paso

Harold N. Baker, who is riding a Dayton Motor Bicycle from San Diego to Boston, advises the Dayton factory that he will arrive in El Paso about September 20. Mr. Baker is jogging along eastward and taking his time to see the country en route. He is paying his own expenses by odd jobbs along the way.

If the demand for Dayton sweaters is any indication of the weather to come, we may expect some blizzards this winter. Advertising Manager Ankeney, who keeps a number of Dayton sweaters on hand for Dayton dealers to supply to their riders when needed, has found an unprecedented number of orders within the last few weeks. These sweaters are supplied to the riders at cost by the factory.

FUTER CONTINUES BUSINESS

JANESVILLE, Wis.—The Futer Repair Company has succeeded the Futer & Jones Company as Harley-Davidson agents at Janesville. Jones has left the firm to engage in other work. The new company has a repair shop at 108 N. First street, where it carries a full line of Harley-Davidson machines and motorcycle accessories.

WON PRIZE IN PARADE

MADISON, Wis.—The Capitol Cycle Company entered a sidecar outfit, beautifully decorated with flags and flowers, in the recent preparedness parade in Madison, and carried off the prize for the best decorated machine. The company handles the Harley-Davidson line.

KRAUSE BROS. KEPT BUSY

JANESVILLE, Wis.—Krause Brothers, who are closing their first season as Excelsior agents here, report excellent business. Their sales of second-hand mounts have been unusually lively of late. F. W. Krause leaves in a few days for the northern Wisconsin woods, where he will spend some time in hunting and trapping.

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Well Arranged Store Is Big Sales Aid

Neatness and Cleanliness Go a Long Way Toward Attracting and Holding Custom—Separation of Shop and Salesroom Essential Features

By IRA R. ALEXANDER

DENVER, Colo., Sept. 18.—A big asset to any motorcycle dealer in making sales is a clean and well-arranged store. A salesroom which is attractive and well lighted is going to put the prospect visiting it in a more cheerful frame of mind, and that in itself makes it easier to interest him in the machines on display. People passing on the sidewalk in front of a neat motorcycle store will be attracted by it, and the firm that is responsible for the store receives advertising that leads, in many cases, to a sale later on.

Successful Tryout

The leading motorcycle dealers of Denver have tried out the plan and found it a big success in helping them make sales. Not so very long ago the motorcycle stores of Denver each consisted of one room in which the repair department and sales department were all together. This state of affairs made it almost impossible to keep them in a very attractive condition. Also at times the noise made in repairing machines rendered it almost impossible to talk to a prospective buyer concerning the merits of a motorcycle.

Today, however, things are vastly different. Take, for example, the store of the Mead Cycle Company, the Denver home of the Excelsior; of Boyd & Williams, Indian dealers; or the Rocky Mountain Motor Company's store, Henderson dealers; also the new W. W. Whiting store, where the Harley-Davidson is sold. In each of these establishments we find the repair department and the sales department separated. The walls of the salesrooms are tastefully and attractively decorated and hung with pictures that are of interest to motorcycle folks.

Advertising matter, catalogs, and papers and magazines—such as **Motor Cycle Illustrated**—that are of interest to motorcycle owners and prospective owners are neatly arranged on tables. There are comfortable chairs in the salesrooms where visitors to the store can be seated while they talk over and arrange the business which brought them there. The salesrooms are arranged with the idea in view of making them just as attractive to those who visit them as possible, and in carrying out this idea the Denver firms have made the selling of motorcycles just that much easier.

It has also been seen that the motorcycles on display in the salesrooms are arranged so as to show them to as good advantage as possible.

The stores are not only arranged as attractive places for prospective buyers to visit, but riders that already own machines are given to understand that they are perfectly welcome to come to the stores at any time. A large number of them do, and many a race and many a pleasure tour is "repeated" in the attractive motorcycle stores of this city. The proprietors of the stores know that in encouraging this kind of thing they are but furthering the cause of the motorcycle.

Yes, the attractive motorcycle store really is becoming more and more the regular thing today, and it is helping to increase the sales of the machines.

CLINE GETS SEVEN ORDERS FOR 1917 MODELS

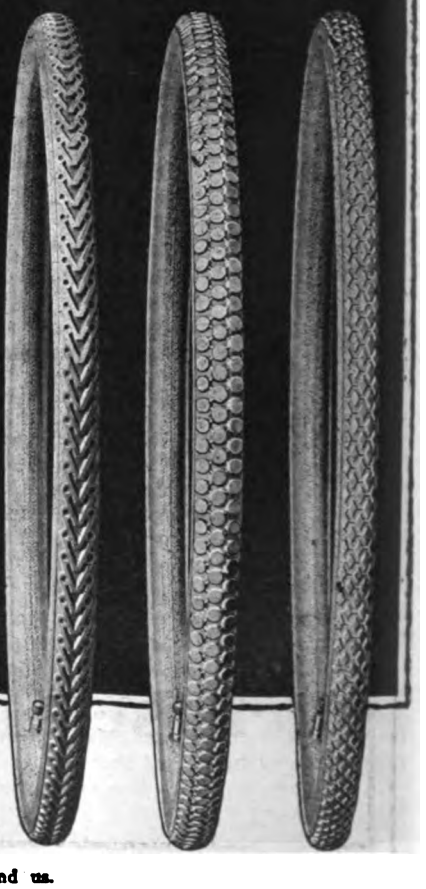
GRAND RAPIDS, Mich.—C. C. Cline, representing the Harley-Davidson in this city, has received his 1917 demonstrator and to date has received seven orders for the new models. Cline also reports many commercial sales for the past season, having delivered six sidevans to various merchants. Two of these were singles for the Michigan State Telephone Company, two electrically-lighted twins to the sheriff's office and two of the same model to the Grand Rapids police department.

Mrs. C. C. Cline, the wife of the agent, is the only lady rider of her own mount in Grand Rapids and will be astride of a new '17 model in a few weeks. Cline reports 1916 sales as one-third greater than any previous season.

3 Strong Leaders —

a complete quality line that meets every demand

VITALIC BRIGADIER ENDURO



ANY DEALER with a stock of these three tires is completely equipped to supply the demand of *every* customer that comes into his store—from the one who wants the *best regardless of price* to the one who wants a *good* tire at a *popular price*.

THE VITALIC

is built throughout of the best tire materials obtainable,—two plies of genuine *motorcycle* fabric frictioned with pure rubber, an inner tube of pure Para rubber so heavy as to eliminate any possibility of leak, an extra heavy non-skid tread of finest quality pure rubber. Will outwear any ordinary bicycle tire *more than two to one*. Once introduced it easily brings a higher price than other tires and always sells over and over again to the same trade because it *never* disappoints.

THE BRIGADIER

The best popular priced tire ever put on the market, far excelling others anywhere near its price. It is a four-ply tire, built with two plies of best Egyptian fabric all around the tire and two extra plies on the tread. A very high grade friction is used.

The extra heavy inner tube is made of a very high quality rubber. The Brigadier is made with gray side walls and a heavy large white studded tread as shown in the illustration.

THE ENDURO

Another excellent popular priced tire that fills a long felt need for a tire of lower price that has genuine quality. It is built with two plies of high grade Egyptian fabric with a very high grade friction, has a heavy inner tube of very good quality and a good substantial diamond studded white tread.

Write us today for sample sections of these three tires and attractive display material and dealer helps.

Your jobber will show you the tires.

CONTINENTAL RUBBER WORKS
1718 PLUM STREET, ERIE, PA.

Specify VITALIC Very BRIGADIER Best ENDURO Equipment on your new stock of bicycles. Every manufacturer can get this line.

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"Genius is One Part Inspiration to Three Parts Perspiration"

Thomas Edison, the electrical wizard, is credited with the above epigram. His life is a shining example of the truth of this adage.

Consistent, plugging, unrelenting tracking down of an idea to its final success; these are the ingredients that *must* enter into every successful enterprise—and these are the basic foundations of the MORROW triumph.

Eighteen years of coaster-brake building is a long time. BUT—it would mean nothing if we had not profited by each year's experience and continually improved our product. Thus, it is only logical to assume that one product, continually improved since its conception 18 years ago, MUST be as highly developed as any piece of mechanism can possibly be.

Such is the history of the MORROW. And today, the MORROW Coaster Brake, with its oversize braking surface, the largest of any bicycle brake made, its big, husky ball bearings, its simple lubricating system and its hair-trigger braking surety, is the best investment the bicycle rider can make—and the finest, most eloquent salesman the dealer has in his store.

Write for dealer help literature.

Eclipse Machine Company, Elmira, N. Y.

Licensed Coaster Brake Manufacturers

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MANUFACTURERS OF MOTORCYCLES

HENDERSON MOTORCYCLE CO.

T. W. HENDERSON PRESIDENT
W. G. HENDERSON VICE PRESIDENT
GEO. F. MONAGHAN SECRETARY & TREAS.

DETROIT, U.S.A. Sept. 8th, 1916.

Hawthorne Mfg. Co.,
Bridgeport, Conn.

Gentlemen:

We are renewing our contract with you for "Old Sol" Hornlite Electric Light Equipment for the electric model of the Henderson four-cylinder motorcycle for the 1917 season. Our policy is to provide Henderson riders with equipment of the highest grade obtainable, which is the reason for our choosing this light for the coming year.

The Hornlites used on electrically-equipped Hendersons in 1916 furnished uniformly pleasing and efficient service, reports from riders all over the world expressing strong satisfaction.

With hearty wishes for your continued success, we remain,

Yours very truly,
HENDERSON MOTORCYCLE CO.
Wm. G. Henderson
Engineer.

WGH/EC

Italian Army Has Fine Repair Works

All Makes of Motorcycle in Use by King Victor Emmanuel's Forces Are Taken Care of in Well-Equipped Establishment at Veneto

VENETO, Italy.—Under the direction of Colonel Maggiarotti, of the Ordnance Department of the Royal Italian Army, there has been established in this city a "hospital" for motorcycles and bicycles. The organization of this repair works is most complete, practically every assembling and repair operation being possible in the plant. The organization is a model combination of military and manufacturing efficiency.

Probably the most interesting department is the assembling room, in which many makes of machine are to be seen on their benches being given final touches before trying out. The testing is an important feature of the works-procedure, as each repaired machine must pass the riding and other trials before being returned to the headquarters bureaux for distribution to the despatch riders and scouts. In the assembling and testing sections may be seen Italian, American, British, Swiss and French models in great variety.

Tool and Magneto Departments

A complete machine tool equipment is provided for the making of such spare parts as are not available from the magazines or from the stocks of the local and general agents in the different cities. The Department has found in a number of cases, that it is cheaper to make up new parts than to purchase them or requisition them and has accordingly kept the lathes and millers busy. There is a complete magneto repair section under the direction of skilled men who in civil life did nothing but this work.

The stores department contains huge quantities of oils and gasoline in barrels, the amount being sufficient for over two months' demand from all motor vehicles in army service. This is constantly being added to as the demand requires. A large room with shelves is also provided, spare parts being carried in great quantity and readily accessible.

BUMILLER HOST TO CINCINNATI INDIAN M. C.

CINCINNATI.—One of the most enjoyable "pow-wows" of the current season was held by the Indian M. C. of Cincinnati on the evening of Thursday, Sept. 14, at the residence of Herman Bumiller, on Observatory Road, in Hyde Park. Bumiller, whose company, the Herman Bumiller Co., handles the Indian in Cincinnati, was the host of the occasion, opening his beautiful house and grounds to his friends among the riders.

In spite of threatening and chilly weather more than 30 of them turned out for the occasion, headed by Olin Ross, who handles the motorcycle department at the Bumiller store. The house and grounds were appropriately decorated for the occasion, and although it was a little chilly outdoors, the program offered by the host was sufficient to keep the boys from thinking of the last days of summer. A big dinner was perhaps the most enjoyable feature of the meeting, although addresses by Mr. Bumiller and others were well worth listening to.

BRAZENOR LIGHTS HEAVILY ON ONE RUMOR

BROOKLYN, N. Y.—Though British to the core and "pro ally" as a matter of course, it is not the German propaganda which is disturbing the peaceful state of mind of "Bob" Brazenor who handles the Harley-Davidson in Brooklyn. Just the same Bob is much disturbed by the circulation of a rumor to the effect that he is not to handle the Harley-Davidson in Brooklyn for next season and wishes it to be made emphatic the story is erroneous. Bob Brazenor & Co., Inc., will continue to handle the Harley-Davidson from both the Bedford avenue store at 1157 Bedford avenue and from the Jamaica store at 594 Jamaica avenue.

CLYMER TAKES ON CLEVELAND

DENVER, Colo., Sept. 18.—Floyd Clymer, motorcycle dealer of 607 Eighth avenue, Greeley, Colo., has secured the agency for the Cleveland motorcycle in his territory, and last week received quite a large shipment of these machines.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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"Yes! use the old brake in the new wheel, it's a New Departure and every

New Departure Coaster Brake

is good for life-long service."

Years of experience have taught many Repair men that the New Departure is practically indestructible.

By reason of its design, materials, the way it is made and the ease with which it is kept in order, the New Departure has become the Repairman's key to the rider's confidence.

It pays to stock and sell the Brake it pays the rider to buy.

Learn all about the Brake That Brought the Bike Back, our Sales Helps and the New Departure ways of doing business.

It will pay you to write us for full information.

THE NEW DEPARTURE MANUFACTURING CO., Bristol, Conn., U. S. A.

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Questions and Answers

A. M. C. PARTS

PLEASE tell me where I can get parts for an A. M. C. motorcycle, made by the Allied Motors Corporation of Chicago.

Trotwood, O. J. M. NISWONGER.

Communicate with the Motorcycle Parts Manufacturing Company, 2127 Michigan avenue, Chicago, Ill., for such parts. We know of no other firm from which A. M. C. parts can be obtained.

A TRIO OF QUESTIONS

PLEASE answer the following: 1—Does a magneto cutout in any way injure the machine or magneto. 2—What cities will I pass through from Washington, D. C., to Chicago. 3—Will a Maryland and Federal District license be all that will be required for this trip.

Washington, D. C. JOSH COOPER.

1—The magneto cutout does not in any manner injure the motorcycle or the magneto. 2—Frederick, Hagerstown, Chambersburg, Pa.; Bedford, Stoyestown, Ligonier, Youngstown, Greensburg, Pittsburgh, Beaver Falls, Darlington, O.; Unity, Columbiana, Salem, Deerfield, Twinsburg, Cleveland, Elyria, Wakeman, Norwalk, Bellevue, Clyde, Fremont, Woodville, Toledo, Oberlin, Wauseon Archbold, Bryan, Waterloo, Kendallville, Ligonier, Goshen, South Bend, La Porte, Valparaiso, Hobart, Hammond, Chicago. 3—The Maryland and D. C. licenses will be all right.

WRITE TO HAMMONDSPORT

I AM desirous of getting parts for an Erie motorcycle and would like the address of the makers.

Bunker, Mo. OTTO ERWIN.

The Erie motorcycle was formerly made in Hammondsport, N. Y., by the Motorcycle Equipment Company. This company, we understand, still has some parts for the Erie machines, so communicate with them.

IRREGULAR RUNNING

I HAVE a 1913 twin which has been recently overhauled and which is now running peculiarly. It will run finely for about a quarter of a mile and then hit on one cylinder only, after that picking up and repeating the performance. Fuel pipe is not clogged, carbureter is clean and plugs good. The compression is perfect and the magneto timed according to marks on gears.

Kirkland, Ill. CHET. SERVICE.

See that all joints between the carbureter and the cylinder which balks are tight, noting the valve dome joints in particular. Note the spark from both plug terminals of the magneto; if one is weak look at the contact-maker and see if the corresponding cam is worn more than the other. Run the machine in the dark and look for leaks in the plug cables.

ROVER AND HUMBER

PLEASE give me the address of the makers of the Rover and Humber motorcycles, and also the names of the American agents.

Cincinnati, O. C. H. LONGLEY.

The Rover is made by Rover, Limited, Coventry, and the Humber, by Humber's, Limited, Coventry, England. There are no American agencies.

WANDSTRAT JOINS RANKS OF BENEDICTS

CINCINNATI.—Joe Wandstrat, the popular rider and salesman in charge of the Excelsior motorcycle department of the Brendamour store, gave his friends a decided surprise a few days ago when he and Miss Adele Gerowe, a beautiful and accomplished young lady of Covington, Ky., were quietly married, stealing away immediately thereafter for an Eastern honeymoon. Wandstrat has been with the Brendamour Sporting Goods Co. for several years, handling the motorcycle department as well as other important lines, and he is one of the most valued members of the Brendamour staff.

His marriage was not altogether unsuspected by his close friends, as his attachment for the young lady was well known; but the skill with which the pair kept the approaching wedding under cover, and escaped the usual fuss and feathers, left even the wise ones with nothing to say.

SUGGEST TRAFFIC ORDINANCE

OWENSBORO, Ky.—The Owensboro Industrial Club has prepared the draft of a model traffic ordinance which has been submitted to the Rotary Club and the Automobile Club, and will shortly be submitted to the city officials.

The ordinance includes regulations concerning open mufflers, rear and front lights, dimmers, definitions concerning bicycles, motorcycles and other vehicles, and the classification of all vehicles, outlining the boundaries of the congested district, and regulating speeds in all parts of the city.

NEW MOTORCYCLE MEMBER

DENVER, Colo., Sept. 18.—The Denver Auto Trades Association began its winter activities last week with a meeting at the Adams hotel. At this meeting a number of new members were admitted into the association among which was the Rocky Mountain Motor Company, Henderson motorcycle dealers.

ON HONEYMOON TRIP

Rex D. Wickwire, of Miami, Fla., and Mrs. Wickwire Bird's-Eyeing Springfield from Roof of Hendee Factory While on Their Wedding Tour. Rex Handles the Indian

DENVER POLICE WANT RIGOROUS ANTI-SPEED LAW

DENVER, Colo., Sept. 18.—Chief of Police Armstrong, of this city, is anxious that some law be enacted which will help rid Denver of speeders. On the subject the chief says: "Until Denver has a law which gives the police power to revoke the licenses of reckless drivers and intern their machines, the speeder will always be a menace to public safety. There is only one way to correct the bad habit of motorists and that is to make it absolutely impossible for them to drive their machines. When this is accomplished Denver will be free from speeders."

It is not at all unlikely that some action on the subject will be taken here soon and that a law along the lines of the one advocated by Chief Armstrong will be enacted.

BIRKENBACH BACK ON THE JOB AGAIN

COLUMBUS, Ohio.—Leo P. Birkenbach, head of the concern bearing his name, which handled bicycles exclusively on East Long street, Columbus, is now about recovered from a five months' serious illness caused by a nervous breakdown. During his illness he spent several months in Florida, later going to Hot Springs and then to Denver He expects to take up the active management of his business soon.

He reports a good demand for bicycles and the sale of approximately 500 during the present season. The move to the East Long street location has been a great stimulant to the business.

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WOE BETIDE THE DALLAS SPEEDSTER!

DALLAS, Texas.—Sheriff Reynolds of Dallas County has blazed a new trail in dealing with automobile speeding on the county highways. The sheriff has created a motorcycle squad of deputy sheriffs and assigned to them the task of patrolling the county roads and chasing and arresting those who exceed the county speed laws. So far as known this is the first instance in Texas where a county motorcycle squad was created and given the exclusive task of chasing speeders. The men will work just as the motorcycle police squad has worked on the city streets, chasing automobilists and noting the speed registered by their speedometers, which are tested, tried and so arranged that they are self-registering, thus making a permanent record of the chase which may be offered as evidence in court.

ALLENTOWN VISITORS HAVE MANY POPE MODELS

WESTFIELD, Mass.—One of the greatest varieties of Pope models seen in one group of riders was that of the Allentown, Pa., contingent which visited the Westfield Mfg. Company's factory a few days ago. There were two side-car outfits, one being a Model R-15 two speed and the other a Model L-16 single geared twin, a T-16 three-speed ridden solo and a Model H lightweight.

In crossing the Blue Ridge and Berkshires, the rider on the single-geared twin with sidecar had little difficulty in negotiating the steep grades, while the Model H took them easily. The riders included Walter Bartholman, Ralph P. Geigen, A. Heil.

ENGINEER AND RACING MAN

Serge Sapojnikoff, of Petrograd, Russia, Holder of Russian 100 Kilometre Road Record. Who Is Now Visiting American Motorcycle Factories

MADE TOUR OF 933 MILES

CARMI, Ill.—Fay Bowman, of this city, has just completed a motorcycle tour from Sioux Falls, S. D., to Carmi, a distance of 933 miles. His riding time was 4 days.

THREE ADDED TO LIST OF AFFILIATED CLUBS

WESTBORO, Mass.—Two new clubs have affiliated with the F. A. M. and a veteran body has renewed its affiliation after a lapse. The new clubs are the Superior, of 1516 Sixtieth street, Brooklyn, N. Y., and the F. A. M. of Detroit, Mich. The secretary of the Superior club is James P. Golden, whose address is at the club house, while H. B. Scheid, of 112 Warren street, East, acts in a similar capacity to the other organization.

The Memphis M. C. of Memphis, Tenn., has renewed its affiliation. The secretary is C. J. Cowan, of 135 West Iowa avenue.

SCHEID AND BLUXOME WIN MEMBERSHIP PRIZES

WESTBORO, Mass.—Secretary-Treasurer G. B. Gibson, of the F. A. M., announces that H. B. Scheid, of 122 Warren street, East, Detroit, Mich., has been awarded the prize for sending in the most applications for the week of September 4 to 9. Scheid sent in 21 applications.

For the week of September 11-16, John D. Bluxome, of 219 Foster avenue, Brooklyn, N. Y., was given the award, his number being 17.

GIRVEN & CO. REGISTER SHOPS

WESTBORO, Mass.—Samuel Girven & Company have registered their two shops with the F. A. M. The main shop is at 86-88 Main street, Westerly, R. I., while the second shop is at 49 West Main street, Mystic, Conn.

TRADE <E> MARK

DIAMOND "E" SPOKES AND NIPPLES

We have been making spokes and nipples for the cycle trades for many years. Wherever and whenever spokes and nipples are needed DIAMOND "E" are always first specified. Every spoke and nipple bears the trade mark "Diamond E" and is guaranteed for exact fit, measurement, quality and finish.

THE STANDARD COMPANY, TORRINGTON, CONN.

MANUFACTURERS OF

Diamond "E" Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

We are boosters for "One Millon Bicycles in 1916"

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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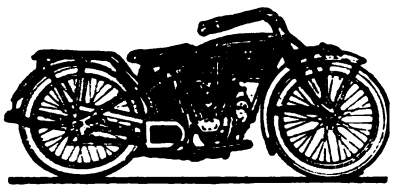
A Strong Letter To Haverford!

WM. G. SCHAEFFER, PRO. BOTH PHONES



ANYTHING FOR THE
MOTORCYCLE
OR BICYCLE

PENN CYCLE AND MOTOR CO.
DISTRIBUTING AGENTS
BERKS AND SCHUYLKILL COUNTIES
EXCELSIOR
HENDERSON AND READING STANDARD
357 PENN STREET

AGENCY
SMITH
MOTOR
WHEEL

READING, PA., August 1, 1916.

Haverford Cycle Co.,
Philadelphia, Pa.

Attention of Mr. Breen.

Gentlemen:

Kindly pardon us for the delay in complying with your request for a testimonial letter regarding the Smith Motor Wheel.

I admit that in the early part of the year 1915, I was very skeptical about this little device, and its future, and it was only due to Mr. Sladkin's persuasion that I took it on. Right at the present time, I consider the Smith Motor Wheel agency a very valuable asset to any dealer, and I dare say, it will become more valuable every year.

To say that it is a success in every way, is putting it mildly. The power developed by this little motor is wonderful. One trial ride by a prospect is sufficient to "knock out" any false opinion he might have regarding same. It's "standing up" qualities, for wear and tear, have surprised me.

The best proof, I can offer, is that every Smith Motor Wheel owner is a Smith Wheel Booster. The hardest obstacle we have had to contend with, in the sale of them, is the false opinion expressed by the "know it all," who is usually found to have never been in close contact with one, or the owner of one.

In my opinion, there is a big future for the Smith Motor Wheel, and a profitable future for the dealer who handles them.

Yours very truly,
PENN CYCLE & MOTOR CO.,
M. Schaeffer.

Ordered Published by
MOTOR WHEEL DIVISION
A. O. SMITH COMPANY, Milwaukee
World's Largest Manufacturer of Automobile Parts

Letter Courtesy of Haverford Cycle Co., Philadelphia, Pa.

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A Few Spare Links

By E. B. HOLTON

Just been giving the "17" Harley-Davidson outfit a good look—see, and believe me, fellows, if the Mexican trouble did no other good, it brought out a real all-weather finish in that military olive-drab. The only thing we don't agree on is the point where the Milwaukee concern stops enameling. Why not, Messrs. Harley-Davidson Company, go over the nickel with your paint brush and enamel the spokes, controls and bars as well? No motorcycle is a parlor ornament, you know. And there is absolutely no novelty in cleaning the nickel after the second week—now is there, fellows?

That front-wheel stand, tucked away under the motorbase on the 1917 Harley-Davidson, where it is out of sight, yet at the same time readily accessible, sure does look good to a lot of us fellows who have searched around for a rock to "jack" the front-wheel up at some time or other to make a road-side adjustment or repair.

What's the matter with a sidecar wheel stand as well; that would come in handy every now and then, when a nail without a conscience does its darnedest with the tire.

The sidecar stand would be an article for an accessory house to market, and undoubtedly it would find a ready sale with the thousands of sidecar owners in the United States.

Great nights these, for moonlight riding, but the air is chilly and you need a mackinaw for comfort. Talking about night riding. Did you ever notice that you invariably get a puncture or break a chain in the darkest spot for two miles? Nothing like an electric model then with a bit of extra wire and a trouble lamp to brighten the scene of action.

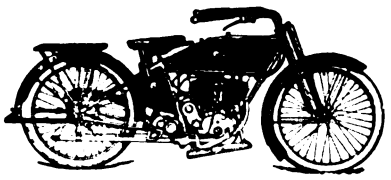
Saw a good stunt pulled in a garage Sunday night. Lad with an exhausted Prestotank pulls in, looks unsuccessfully for a new one, which, of course, the garage man doesn't keep—that is in motorcycle sizes. He has car tanks though, so he hooks his big Presto to the small tank on the motorcycle and pushes in six atmospheres, or enough to see the lad home. Remember I used a candle in the headlight once, but, Gee, how it did burn down in a mile! That's a hint for the gasless, anyhow.

Must have been a good meet at Columbus—big crowd and fast times made—but it does look strange not to see any of the Milwaukee machines in the box-score. Better get together, gentlemen of the M. M. A., and decide about this big twin-on-the-mile-track question; it's a far-sighted business policy to make the racing game as safe as possible, and the speed of the 61-inch twins sure has gone up something remarkable in the past year. We are traveling so fast nowadays in races on this side of the Atlantic that there are those who doubt the authenticity of the Dodge City and Sheepshead Bay times, for the 300- and 100-mile distances. Above 85 miles per hour passes belief with some of our English cousins. Can you blame them, though, when you consider that "Bake" rode 1,000 miles in 21 hours 3 minutes on Australian roads, while H. A. Collier, with a British motorcycle, reeled off but 775 and a fraction in 24 hours on an English track?

We sure will have to cut down on the length of those Sunday trips soon now, fellows. Darkness is creeping up on Old Father Time, so that it is but little after six when you have to light up.

Didja ever notice that as soon as it comes night and you are still on the road you get twice as weary and hungry as when the sun was shining? 'S fact, and the miles seem to get longer too. That sorta takes the joy out of the day's outing unless you have a good jolly bunch along.

When I first swung over from belt-drive to chain-drive, a lad who knew told me to keep half-links out of the short-drive chain. Well, that I did—that is, until this year, when it could not be avoided, and I'll be hanged if I haven't broken six so far in 5,500 miles of riding. He sure was right, I can testify to that. Wonder why that is? They don't break in the long-drive chain as readily. Probably get onto the sprocket teeth oftener.



Every Ride A Joy Ride

There is no limitation to the pleasure of motorcycling when you ride the

1917 R-S MOTORCYCLE

You can leave the zone of machine shops with a feeling of safety. You can climb hills that defy the ordinary motorcycle. A twist of the wrist and the R-S immediately responds with any speed you dare ride.

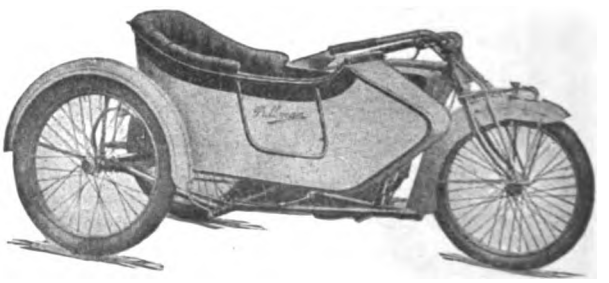
The R-S has the simplest, coolest, surest, most powerful little motor ever produced. Most economical, silent and simple, and most comfortable. Here is a machine you should investigate when in the market for a motorcycle.

Write for details and agency proposition.

Reading Standard Company
501 Water St., Reading, Penna.

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT
Sidecars

are becoming more numerous on the road every day. That is the real sign of popularity. It shows that more dealers are realizing the value of such exclusive Pullman features as the Triangular Front Brace.



Pullman features give you real talking points. Don't sell any old sidecar. No matter what motorcycles you sell, stock Pullman sidecars. Riders will appreciate it. Get our deal today.

Harry Svensgaard Sales Corporation
214 Jefferson Avenue East, DETROIT, MICHIGAN

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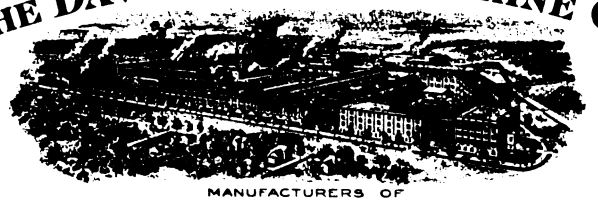
G. H. GORMAN, V. Pres't

J. B. PARMELEE Secy.
J. M. HUFFMAN Treas.

THE DAVIS SEWING MACHINE CO.



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MANUFACTURERS OF
SEWING MACHINES, BICYCLES, MOTORCYCLES AND FIRE APPARATUS,

DAYTON, OHIO, U.S.A. Sept. 8, 1916.

Hawthorne Manufacturing Company, Inc.,
Bridgeport, Conn.

Gentlemen:-

In view of the universal satisfaction your "OLD SOL" Electric Hornlite Outfits have given the past year and appreciating your using a 21 c. p. Nitrogen Bulb the coming year, you may enter our contract for our season's requirements of these outfits.

Yours truly,
THE DAVIS SEWING MACHINE COMPANY,
Per,

GHG/bl

THE COAST LINE TO
MACKINAC

DETROIT, CLEVELAND BUFFALO, NIAGARA FALLS.

TOLEDO, PT. HURON, ALPENA, ST. IGNACE.

A REAL VACATION

The D. & C. Line Steamers embody all the qualities of speed, safety and comfort. The freedom of the decks, cool, refreshing lake breezes and commodious state rooms makes life aboard these floating palaces a source of enjoyment.

"D. & C. A SERVICE GUARANTEE"

Daily service between Detroit and Buffalo and Detroit and Cleveland. Day trips during July and August, as well as two boats out of Detroit and Cleveland every Saturday and Sunday nights during these two months. FOUR TRIPS WEEKLY FROM TOLEDO AND DETROIT TO MACKINAC ISLAND AND WAY PORTS—From June 25th to Sept. 10th, SPECIAL STEAMER CLEVELAND TO MACKINAC ISLAND. TWO TRIPS WEEKLY. NO STOPS ENROUTE EXCEPT AT DETROIT EVERY TRIP. Daily service between Toledo and Put-in-Bay, June 10th to Sept. 10th.

RAILROAD TICKETS ACCEPTED on D. & C. Line steamers between Detroit, Cleveland and Buffalo, either direction. Send two cent stamp for illustrated pamphlet and Great Lakes Map. Address L. G. Lewis, G. P. A., Detroit.

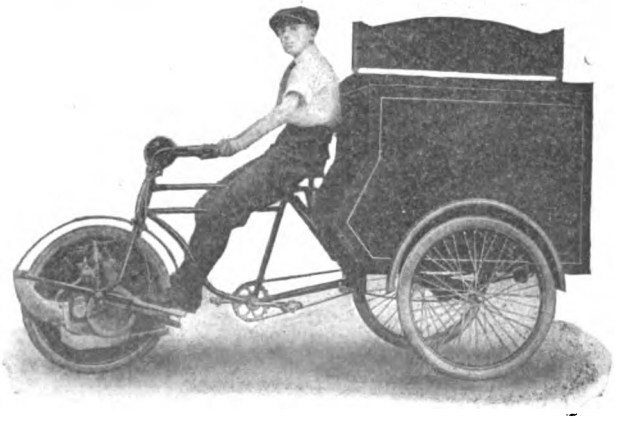
DETROIT & CLEVELAND NAVIGATION COMPANY
P. H. McMILLAN, Pres. A. A. SCHANTZ, V. P. & G. M.

Merchants' Bicycle Delivery Van

This is the most practical delivery van because it costs least to buy and nothing to use. With it the small merchant can GUARANTEE immediate deliveries—one of his most important assets. Light, roomy and a first-class advertisement for the merchant. Can be supplied with Dayton Motobike or Smith Motor Wheel.

Get Our Proposition Today

M. WORKSMAN
16 Vesey St. New York City



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Our Canadian News Letter

CLUB AND TRADE NEWS OF LONDON BOOSTERS

London M. C. Reorganizes Official Staff; Riders Attend Big Picnic; Henderson Agent Takes Larger Quarters

LONDON, Ontario.—At a recent meeting of the London Motorcycle Club a reorganization of the board of officers took place because of resignations of those who had enlisted for overseas service. Walter England was chosen to succeed Al Gatecliff, who has gone overseas with a hospital unit, as president, while W. J. Lake was the unanimous choice for the position of vice-president. It was decided to hold a series of meetings in the homes of various members where social events can be enjoyed at the close of business sessions.

The Bicycle & Motor Sales Company, representing the Indian and Pope in London, recently conducted a picnic and sociability run which attracted every rider in town. George A. Wenige, manager of this concern, was the host of a dinner in the McKellar House, Glencoe, which the cavalcade reached just before noon. Wenige also handed out cigars to the male participants and boxes of candy to the ladies. This is an annual event with London motorcycle enthusiasts and is always looked forward to.

E. M. Bissett, Henderson agent here, has been compelled to seek more spacious quarters on account of his growing business. He has secured fine premises in the center of the city, into which he will move on or about October 1.

Frank Benson, Harley-Davidson representative for this county, has also obtained a heavy share of business this year. He reports an extraordinary demand for used machines. His stock is absolutely cleaned out.

The bicycle business of W. A. Walker of London East has increased to such an extent that he has established an automobile delivery service to facilitate matters.

HALIFAX AND DARTMOUTH M. C. HOLDING NIGHT RUNS

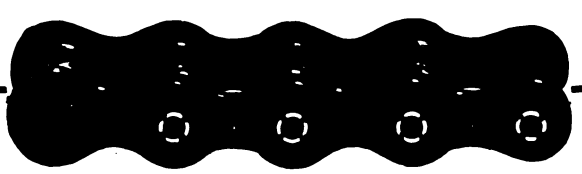
HALIFAX, N. S.—Practically all of the twenty-four members of the Halifax and Dartmouth Motorcycle Club have been taking part in the enjoyable tours which have been staged weekly along the shore of the Atlantic and to Waverley for some time past. The favorite procedure among the riders is to tour to an appropriate point in the evening after work and return to the city early next morning.

A recent run of this sort was held to Truro, sixty miles from Halifax, and the participants were able to reach home early the next day without trouble. There are now about forty motorcyclists in Halifax and Dartmouth.

CANADA CYCLE SALESMEN AT CONFERENCE

OAKVILLE, Ont.—The summery town of Oakville, situated on the new model highway between Hamilton and Toronto, was selected for the annual convention of salesmen of the Canada Cycle & Motor Company, Limited, bicycle manufacturers and distributors of American-made motorcycle and bicycle accessories. Twenty-four officials and salesmen of the company gathered for the three-day convention, some having traveled from the extreme West, as well as from the East, in order to be present.

The discussion covered a wide range of subjects relating to the sale and distribution of bicycles and accessories, and there was no doubt in the minds of all those present that the bicycle had come into its own. Announcement was made that the new factory and warehouse of the company at Weston, Ontario, would be ready for occupation in October.



"149"

Satisfactory—Reordered

"Enclosed you will find a money order for which please send me the following:

¼" chain No. 149 Recessed Rivets
Double End Connecting Links No. 149
Offset Links for No. 149 Chain
Connecting Links for No. 149 Chain
Extra Spring Catches to the amount of—

I placed an order with you last year and got several riders to try this chain and they were more than satisfied with the results obtained, hence this reorder with several converts for Diamond No. 149.

Hoping to hear from you at an early date as some of these riders will want their chain shortly, I beg to remain."

(*Name on request.*)

Diamond Chain & Mfg. Company
Indianapolis, Indiana

SMALL SALES ARE BIG FACTORS

Ten Cent Sales Built the Woolworth

The 56-story Woolworth Building is a monument to the man who saw the value of developing the small buyer. The wise dealer knows that he is judged as much by the little things he handles as by the motorcycle he sells. The

"Infallible" Spark Plug

is a reputation-builder. It cements friendship between the rider and dealer because of its trustworthy, enduring service and its medium cost. No spark plug built to sell under a dollar has the marked service-qualities of the INFALLIBLE. Deep combustion chamber, highest grade electrodes, mica insulation proof against the quickest-firing magneto—these features make a best seller of the INFALLIBLE plug. Sold at retail for 75c.

DEALERS—Write for net price list No. 60

NEW YORK SPORTING GOODS CO.
115 and 117 WARREN STREET NEW YORK SPORTING GOODS CO. NEW YORK, N.Y., U. S. A.
FREDERIC A. BAKER, President ANDREW C. IMBRIE, Vice President
HENRY T. FOWLER, Vice President JAMES E. MURRAY, Secretary

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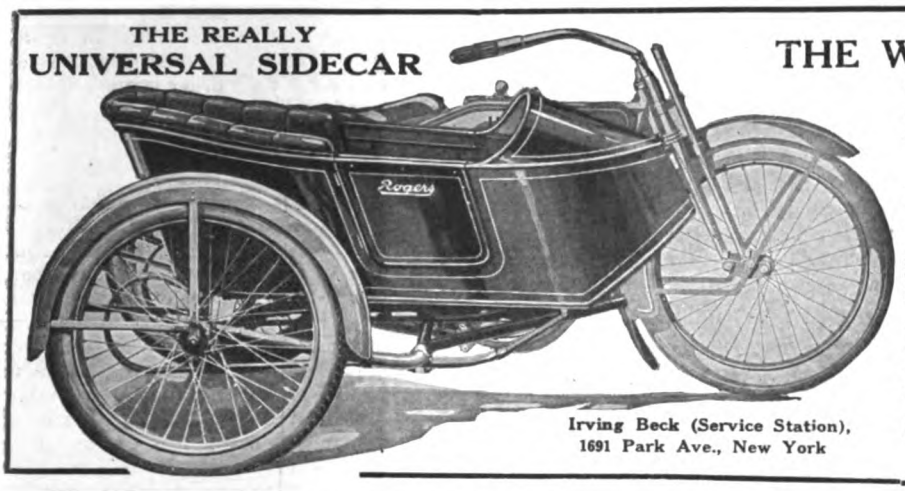
THE REALLY
UNIVERSAL SIDECAR



Irving Beck (Service Station),
1691 Park Ave., New York

THE WAY THE WIND BLOWS

When reduced prices on a certain light automobile were announced August 1st, some weak-kneed dealers were scared.

THE REAL FACTS

The sales of

Rogers Sidecars

during the period of August 10 to September 10, were four times the sales for the same period last year.

THE COST OF UPKEEP IS THE ANSWER.

ROGERS MANUFACTURING CO.
337 West Madison Street, Chicago

THE EFFICIENCY
OF
ANY MOTORCYCLE

Is greatly improved by using quality lubricants—oils that really lubricate *without* injury to the engine or any of its frictional parts.

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS
AND
GREASES

actually increase mileage and speed at less cost per mile. Try HARRIS OILS—it costs but little to test the remarkable QUALITY of these lubricants.

"A Little Goes a Long Way
And Every Drop Counts."

A. W. HARRIS OIL CO.
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

The SCHEBLER CARBURETOR
America's Standard
Supreme through Merit

THE HEART
OF THE MOTORCYCLE

WE EQUIP
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POPE
MERKEL
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DAYTON
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WHEELER-SCHEBLER CARBURETOR CO. INC
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS
IN ALL PRINCIPAL CITIES

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad. to the classified department—
THE BIG RESULT GETTER.

MOTOR CYCLE ILLUSTRATED 13 PARK ROW NEW YORK

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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DALLAS CITY POLICE TO USE BICYCLE CORPS

Find Two-Wheeler Economical and Handy in Patrolling Territory After Prowlers and Thieves

DALLAS, Tex., Sept. 15.—Officials of the local police department are preparing to mount a detail of policemen on bicycles for night patrol duty. It is claimed that bicycles are much better for making emergency calls at night than motorcycles, as burglars, night prowlers and others can easily hear the motorcycle men coming and can make their escape, whereas the bicyclists can approach quietly and in many cases can make arrests where the motorcycle men fail.

Motorcycle men will be kept for many calls but in cases where the officers need to approach quietly the bicycle men will be used. Police Commissioners Winfrey and Chief of Police Ryan are satisfied that the bicycle will prove a valuable addition to the city police department. It has not been decided just what make of bicycles will be used, but the Indian is being looked on with favor. Whatever make of wheel is used, must be equipped with strong electric lights.

WILEY GETS REVENGE

BOSTON, Mass., Sept. 17.—George Wiley, the Syracuse pace follower, won the re-running of the World's Derby, which was taken by Victor Linart, Saturday night, Sept. 9, at the Revere Beach track last Wednesday night. Linart finished second, Vincent Madonna third, Leon Didier fourth and Clarence Carman last. The race was at 100-kilometers (62½ miles) and Wiley covered the distance in 1:29:15 4/5.

AN ILLINOIS CYCLE HIKE

GALESBURG, Ill., Sept. 16.—Rev. E. M. North, of the East Main street church, accompanied by 15 of his flock last week toured on their bicycles to a nearby woods for a day's outing.

BOISE TO CHICAGO AWHEEL

CHICAGO, Ill., Sept. 16.—Leland Mason, a 19-year old Boise, Ida., youth, has just completed a bicycle tour to this city, making the trip, which covered 2,350 miles, on a heavily laden wheel, his outfit weighing in the neighborhood of 100 pounds. Young Mason will enter the Northwestern University to study medicine.

PHILADELPHIA SEASON ENDS

PHILADELPHIA, Pa., Sept. 15.—Racing for the 1916 season was terminated at the Point Breeze track last night. The last race for the season was a 50-mile motor-paced race between George Wiley, Syracuse; "Bobby" Walthour, Atlanta, and Clarence Carman, the 1916 paced champion. Carman won with Walthour in second place. The time was 1:01:20.

DALLAS BICYCLE BUSINESS

DALLAS, Tex., Sept. 15.—Hans Johnson, local cycle dealer, has just received a carload of Racycle Bicycles, which he is pushing in the Dallas trade territory. Mr. Johnson says he finds this bicycle gives excellent satisfaction and is in greater demand than any other make that he has handled. He finds it necessary now and then to have a rush order come by express to fill orders he has placed.

NEW TEXAS BICYCLE

DALLAS, Tex., Sept. 16.—Charles Ott, local bicycle dealer, is making efforts to place a wheel manufactured and sold under the name of Ott's Special. Mr. Ott reports that this bicycle has given universal satisfaction and many messengers of the A. D. T. Service and various delivery companies of the city have expressed preference for this wheel over other higher priced makes. The wheel is medium-priced, but is strongly and substantially built.

MARKET FORGE ADDS TO LIST

CHELSEA, Mass.—The Market Forge Company, maker of bicycle carriers, baskets and stands, has added the manufacture of mudguard braces and guards to the list of products. Louis Beckwith, of the company, has just returned from a most successful trip on the road with Market Forge products.

TAKES ON KOKOMO LINE

BOSTON, Mass.—The Hub Cycle Company, of 14 Portland street, has taken on the complete line of Kokomo bicycle tires and will represent this line for New England. The following salesmen are now out placing agencies: Herbert Sterling, J. J. Hoffman, James Eagan, and Sales Manager Charles F. Corey.

MIAMI-MADE BICYCLES

are sure trade winners

RACYCLE, HUDSON, MIAMI, FLYING MERKEL

Send Today for Catalogs and Proposition

Miami Cycle & Mfg. Co., Middletown, O., U.S.A.

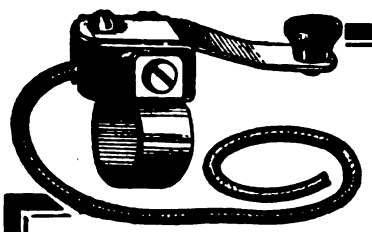
Do you realize—

the CYGNET has all the advantages of an auto for one-quarter the cost.

YGNET REAR CAR

Fits any standard motorcycle
Ask for information

Cygnet Rear Car Co.
Dept. 4
1200 Niagara St. Buffalo, N. Y.



Play Safe on the the Hills

The best machine ever made is subject to a broken brake on a long down grade.
By short-circuiting the magneto with this SIMPLEX MAGNETO CUTOUT, the motor compression holds you safe.
Price Complete with Cable, 50c.

STEVENS & CO., 375 B'way, New York
Manufacturers Motorcycle and Bicycle Parts

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

Motor Cycle Illustrated
13 Park Row, New York

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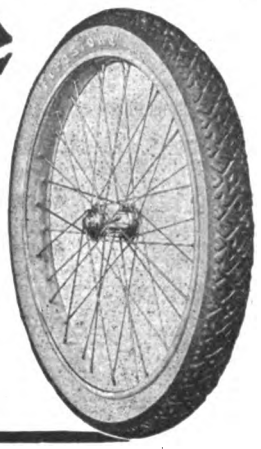
Firestone
Motorcycle Tires

The Red Side Wall and Black Tread

THE distinctive trade-mark of Firestone Tires. It joins elegant looks to supreme service. Thick, strong, tough tread, 30 per cent more angles against skid, and—Most Miles per Dollar.



Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"
Akron, Ohio Branches and Dealers Everywhere

Champion

Motorcycle Mica
75c Can't Break
Special Oil Resisting Construction

Champion Spark Plug Co. 2308 UPTON AVE. TOLEDO, OHIO

The Oldest and Largest Supply House

FREE

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.
Hammondsport, N.Y.
3664 S. Main
LOS ANGELES, CAL.

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7143	7144
⅝" pitch ¼" wide	⅝" pitch ⅜" wide

Watch the racing returns and see how uniformly the winners use Renold chains. They *know* from experience that they're best.

PETER A. FRASSE & CO., Inc. 419 CANAL ST. NEW YORK

F-N Tandems
are unequalled for comfort.

Five full inches of free spring movement keeps the rider floating all the time.

Price, $11.00 Each
Your dealer stocks it

FENTRESS-NEWTON MFG. CO.
Detroit Michigan

Lists of Motor Cycle Owners

For any State in United States We copy official automobile and Motor Cycle records in the Capitol here and can compile a list of the auto owners or motor cycle owners for your section of the state at lowest rates, sending you supplements, regularly, the balance of the year. We can compile a list of Ford owners or owners of any other automobile or motor cycle you wish a list of.

HALF PRICE AUTO LIST COMPANY
68M State St. Albany, N. Y.

Wherever Ball Bearings are used you will find STAR Ball Retainers

Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg

Real Protection

The Chicago Dimmer Goggle—the perfect fitting, perfectly constructed eye shield—affords not only REAL PROTECTION against sun, wind, dust and rain but is most comfortable to wear and allows FULL RANGE OF VISION. It fits your face the way a thoroughly effective goggle should. You can buy Chicago Dimmer Goggles from your dealer.

DEALERS, YOUR JOBBER WILL SUPPLY YOU.

Chicago Eye Shield Co
Chicago, Ill

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National Dealers' Directory

NEW YORK CITY

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
289 W. 125th St. New York
'Phone, 3352 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2059 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3986 Chelsea

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street 15 So. Lexington Ave.
Near Broadway, New York White Plains, New York

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 409 Tel. Col. 549

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Berchheimer, Prop. V. C. Polcmare, Mgr.

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1091 Park Ave. Telephone, Harlem 2337

T. J. SIXSMITH
283 W. 100th Street
Expert Repairing. New York Agent for the EXCELSIOR
Telephone, 8961 Riverside

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

BROOKLYN

HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1080-1082 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

BE REPRESENTED
IN THE
LIVE DEALERS SECTION

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 3096 East N. Y.

Distributor
EXCELSIOR — CLEVELAND
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

THOR MOTORCYCLES
Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN
1031 Bedford Ave. Brooklyn, N. Y.

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 498J Flush.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop. College Point.

NEW JERSEY

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
102 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1990 Hackensack, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON. Reg. F.A.M.
Opp. Proctor's Thea.
Mt. Vernon, N. Y. Phone 225
"WE FIX EVERYTHING"

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated

THE BIG RESULT GETTER

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Special Service Department

Motorcycle Tires

Parts and Supplies

Also

BICYCLES and SUPPLIES

WHOLESALERS and JOBBERS

CITY SUPPLY CO.

56 Warren Street New York

Are You Looking for Bargains in Second-hand Motorcycles?

Read all the advertisements listed in the classified section of Motor Cycle Illustrated directly below.

MOTORCYCLE AGENTS

Get our monograms for motorcycles. 500% profit. Motorcycles plentiful everywhere. Thousands sold daily. Samples 10c. Write for particulars.

Western Motorist Accessories Co.

Cheyenne, Box 159 Wyoming

28 x 3 Guaranteed Standard Brand, Non-skid Tires, $8.25.

Special Price to Dealers

E. J. WILLIS CO. 85 Chambers St. New York City

EXCELSIOR - SERVICE

Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

STANLEY T. KELLOGG Eastern Distributor

Bridgeport Conn.

Rogers **SIDECARS**

NEW YORK SERVICE STATION

Sidecars and parts in stock for all machines. Special attention to dealers.

IRVING BECK

1001 Park Ave. Phone Harlem 7063

CYLINDER GRINDING

Motor-Cycle Exclusively

New pistons and rings accurately fitted.

MUNCIE PISTON CO., Muncie, Ind.

ARRIVED

THE GIANT 1917 HARLEY-DAVIDSON

It Is a Beauty

COME AND SEE IT

Demonstrations Cheerfully Given

"BOB" BRAZENOR

1157 BEDFORD AVE.,

Phone Decatur 1764 BROOKLYN, N. Y.

Largest Stock of H-D Parts in the East

BARGAINS IN USED MOTORCYCLES

Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Literature furnished on request.

The Place of Satisfaction.

MUELLER CYCLE AND SUPPLY CO.

Oldest and largest dealers in the northwest.

726 National Ave. Milwaukee, Wis.

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

Classified Advertisements

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

EXCELSIOR MODEL SEVENTEEN with sidecar. Run less than five hundred miles. Outfit perfect. Price $250.00. Lock Box 180, Hammondsport, N. Y.

FOR SALE—1916 Powerplus Indian, 3-speed, electrically equipped; run about 250 miles; a bargain. Write P. O. Box 31, St. Thomas, No. Dak.

INDIAN, 1916 Powerplus twin; spring frame; full electrical equipment; perfect condition; price $210. Address E. F. Hallock, care of MOTOR CYCLE ILLUSTRATED.

SMITH MOTOR WHEELS—I have 3 Smith Motor Wheels, will sell cheap for cash. Who wants them? Bargains. Nearly new. Ralph L. Cowles, Canton, Conn.

FOR SALE—Motor Cycle and Bicycle; everything in sporting goods, also repair shop. Vulcanizing plant in connection. Agency for Indian Motorcycles. Will be sold very cheap. D. A., care MOTOR CYCLE ILLUSTRATED, New York.

FOR SALE—One 1915 three-speed electrically equipped Indian; bought new late in Fall of 1915; used solo only; everything in A1 condition; machine never been used hard; will sell for $185 cash money. Reason for selling: bought a new Ford. N. C. Hunt, 636 McKinley Ave., Salem, Ohio.

FOR SALE—POPE SPECIAL 7-H.P. RACING MACHINE. — Specifications: Wheel base, 52 inches; Bosch Magneto; Schebler Carburetor, with special air shutter; U. S. 28x2¼ corrugated racing tires; extra heavy ¼x⅝ Renolds racing chain; extra large hand-made gas and oil tanks; capacity of gas tank, 4 gallons; oil tank, 5 quarts; road clearance, 5 inches; speed, 80 miles or better per hour. C. L. SMITH, 1043 S. Olive, St., Los Angeles, Cal.

FOR SALE—1914 short coupled Excelsior Motorcycle, built special for racing; first-class condition, with crate. Good reason for selling. $100. Sandmann, Clay and Broadway, Louisville, Ky.

FOR SALE.—1916 Electrically Equipped Indian, 3-speed and side car, tandem and back rest, air cushion saddle, watch, etc.; looks like new. Cost $420.00, sell for $275.00. Ernest Anderson, Westport, Conn.

HELP WANTED

WANTED.—First-class, all around motorcycle repairman. Good opportunity for right man. Address A. H. Patterson, 1147 Bedford Ave., Brooklyn, N. Y.

POSITION WANTED

SALESMAN wants position with manufacturer or manufacturer's agent, well experienced in the motor and bicycle trade; commission or salary. F. S., care of Motorcycle Publishing Co.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—Pierce 4-cylinder; must be cheap. J. K., Haynes, N. Dak.

STOLEN

On the night of May 29-30, a twin Indian; 1915; 2-speed; engine No. 72 A 120; head light; Presto tank fastened on handle bars with leather straps; special air cushion saddle; large dent in front exhaust pipe; right hand grip cracked. No tail lamp or license plate. Suitable reward offered for information leading to arrest and conviction of party or parties and return of machine. Wm. Bonin, Babylon, N. Y.

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THOUSANDS OF PROSPECTS

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

MOTOR CYCLE ILLUSTRATED, 13 Park Row, NEW YORK

WORTH MORE Berling Magneto DOES MORE

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.

Mileage!

In the long run, everything simmers down to the question, "What mileage do you get out of your chain?" If mere mileage figures interest you, ask the man who uses "The Coventry" Chains. He will give you facts and figures that will explain why "The Coventry" costs $1 a foot to the rider.

HERBERT F. L. FUNKE CO.
112 Broad Street, New York

BENTON.

There are lots of good plugs on the market—it would be foolish to deny it. But the Benton, for perfectly simple reasons which are explained in our booklet, is just a little better than the rest. You want the best plug—your common sense will tell you why the BENTON is the best after you read our booklet. Get it.

L. F. BENTON COMPANY
Vergennes, Vt.

MASCO

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.
NEW CATALOG NOW READY
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .126 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

To Buy or Sell

USE

THE MART

3 Cents a Word

Dealers—Write us for rates for advertising in our Dealers' Directory.

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer, N.W. Cor. 9th and G Sts., Washington, D. C.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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They Say

Quinlan Says

"We have just contracted for our entire requirements of Bosch Magneto for the coming year, and this is the very best possible recommendation that we could give, indicating that we are willing to pay what appears to be a high price, in order that we may be assured of the very highest type of ignition.

"Our Service Department advises that they have experienced absolutely no trouble with the Bosch Magneto, and our Purchasing Department states that they are receiving satisfactory deliveries, and as representative of the Sales Department, the writer appreciates the value of Bosch equipment on the Cleveland."

O'Hare Says

"It is a matter of almost universal public record, that we spare no expense or effort in applying to Thor motorcycles the best that money can buy or scientific acumen can develop. Therefore, in order to be religiously consistent in this one great policy, we believe that our choice in the selection of 'BOSCH' equipment is following, to the fullest measure, the rider-interest policy of the house of Thor."

Theurer Says

"We have always considered quality first instead of quantity," writes E. Theurer, general manager of the Reading Standard Co., "and naturally we must equip our machines with the highest type of ignition, which we consider is the Bosch Magneto.

"When magnetos were first placed on motorcycles, we specified Bosch. During these seven or eight years we have had no trouble whatsoever, and this fact alone compels us to consider only Bosch equipment in the future.

"We do not know what ignition trouble is, our agents are satisfied, and the public demands Bosch."

Be Satisfied *When it's ignition, you can't have it too good — Bosch is good — they all say so* **Specify Bosch**

Correspondence Invited.

BOSCH MAGNETO CO. **206 W. 46th St., New York**

Service Stations in Every State

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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Can You Say the Same

THE collection of comments on the opposite page has been taken from communications from the trade since the 1917 announcement. These expressions will tell you better than we can what the trade thinks of the 1917 models.

It is general knowledge that Harley-Davidson dealers made a "clean-up" last year—that the popularity of the Harley-Davidson motorcycle was the talk of the trade.

For 1917 the Harley-Davidson line offers immeasurably more to the ambitious dealer who wants to sell something just a little better than the rest.

What are Your Plans

We believe that we have the best line on the market, and it is only reasonable for us to want to place the Harley-Davidson line with the best dealer in each town. In most places we have the right man now. In other towns we are planning to make changes. We want to hear from those who feel that they are equal to the occasion—those men who have enough faith in their own ability to want to tie up with the best.

Harley-Davidson Motor Co., Milwaukee, Wis., U. S. A.

—and now a Harley-Davidson Bicycle

(In the same Beautiful Military Drab that marks the 1917 Harley-Davidson Motorcycle)

FOR more than 15 years Harley-Davidson motorcycles have been successfully sold in constantly increasing numbers, until now enthusiastic dealers are handling the products of the great Milwaukee factories all over the civilized world.

The name Harley-Davidson has come to be associated with the very highest quality of material and workmanship. This is one reason why a very decided demand has sprung up for a bicycle of the same remarkable quality. Harley-Davidson dealers have pressed us time and again to market a bicycle that they could sell with the knowledge that it was up to the Harley-Davidson name and reputation—a bicycle which they would know would stand up as other Harley-Davidson products have stood up in strenuous service.

So for 1917 there will be a line of Harley-Davidson bicycles that will eclipse, we believe, in genuine value, any line now on the market. There will be men's bicycles, ladies' bicycles, boys' bicycles and girls' bicycles, and they will be absolutely the finest we can offer. That is saying a good deal, but the bicycles will back up the statement.

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or the Line You Handle?

"We have had crowds of riders calling day and evening to see the 1917 model. Everyone, as far as we can understand, is wonderfully well pleased with same."

"The writer has never seen a stock motor of anywhere near so much speed and power, as we have tried this machine on some of the worst hills that we could find. It really climbed the worst hills as though hills were not there. Apparently the machine is just as speedy as one of your racing models."

"A number of the boys whom we let try out the new machine do not understand how or where it gets so much more speed and power than the 1916 models."

"There has been a big crowd around the 17-J ever since it arrived."

"The new color takes the fellows' eyes."

"It sure has the 'pep' and 'speed.' "

"The new color will make quite a hit."

"Already we have received deposits for seven 1917 machines."

"We are pleased with the new color."

"We are highly pleased with the speed and power of the new motor."

"I feel sure that this motor will make 1917 a most successful year for the Harley-Davidson."

"The boys are tickled with the 'pep' the motor shows."

"We are enclosing orders for nine machines."

"Undoubtedly the most beautiful motorcycle that we have ever seen."

"Undoubtedly the color will make a great hit throughout the country."

"It is surely a beauty."

"The 17-J is the best machine I have ever ridden."

"I have let a bunch of the fellows ride it and they all say the same—'some boat.' "

"You can bet this will be another Harley-Davidson year."

"I am going to make a clean sweep this year if I can get the machines."

"Have just received the 1917 model and it is a beauty."

"I did not think you would ever be able to make a better machine than last year's model, but you surely have done so."

"Everybody is wild over the 1917 model and prospects are great."

"The new motor certainly is a wonder. Everybody who has tried it up to now wants to know how much I will allow for their old machine."

"I don't believe I ever rode a motor with the 'pep' that this one has."

"Since the new model arrived we have had a steady stream of admirers looking it over."

"We are more than pleased with the new model and after riding it we are sure it will sell very rapidly."

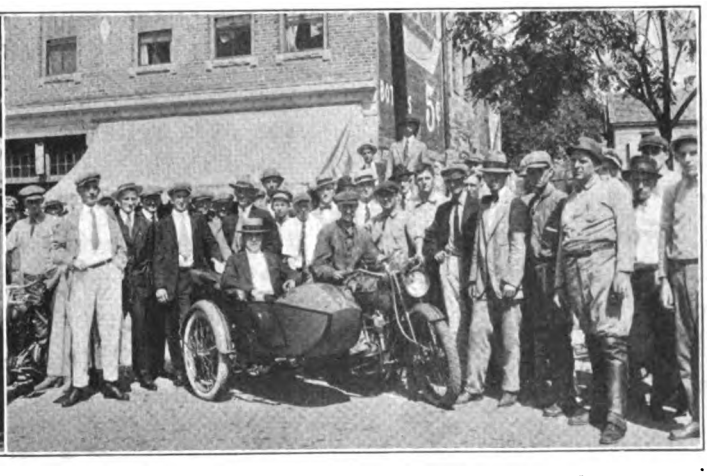
"Our demonstrator arrived yesterday and it is a beauty. We are more than pleased with the latest product of the Harley-Davidson Motor Company."

"The 1917 model arrived yesterday and I must say that I was more than pleased with the looks, and I was tickled to death with the performance on the road. I really believe this machine has more power in high than last year's model had in intermediate. The new color military drab is great. I think it adds vastly to the appearance of the machine."

"The 1917 model came in today. The new color is very striking and beautiful and is quite distinctive. All who have looked at it admire it very much. The new improvements will add much to its efficiency. It exceeds our highest expectations."

Harley-Davidson Motor Co., Milwaukee, Wis., U. S. A.

The enthusiastic reception accorded Happy Scherer, Harley-Davidson traveler, when he arrived in Detroit with his military drab Harley-Davidson, the first 1917 Harley-Davidson motorcycle to reach the city.



The crowd of admirers who gathered to inspect the 1917 Harley-Davidson upon its arrival in Columbia, S. C. Harley-Davidson dealers from all over the state placed their stamp of approval upon "the streak of military drab" by signing 1917 contracts on the spot.

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Cyclemotor

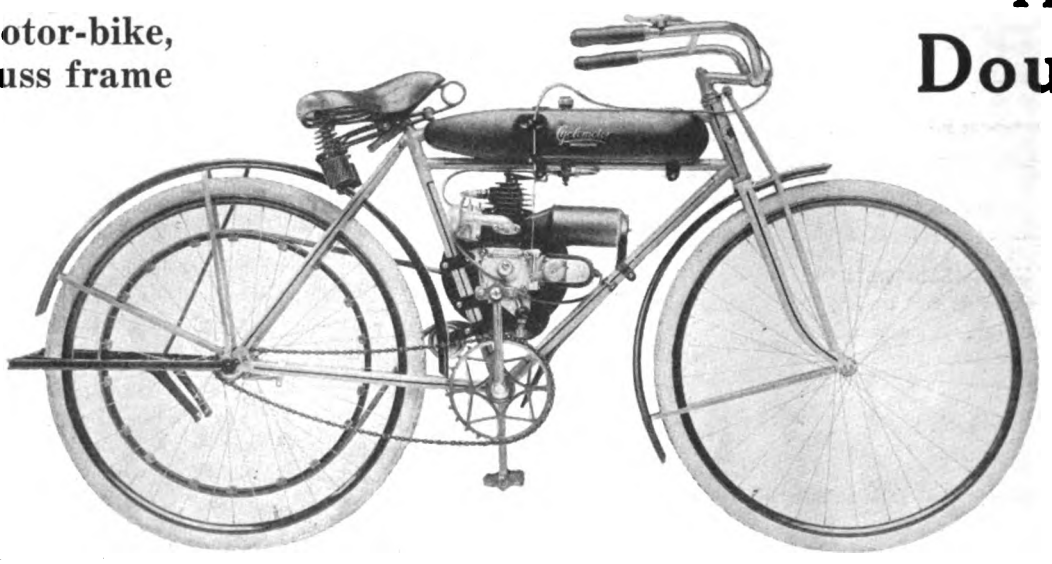
19

A Complete Lin

Announci

Double-Ba

DOUBLE BAR MODEL
fits any motor-bike, arch or truss frame



More Sales and Bigger Profits for Dealers

With this announcement of the new double bar frame model which completes the popular Cyclemotor line, dealers will be quick to see the immense *new sales possibilities* opened up to them and the unlimited opportunities afforded to build up a bigger and broader Cyclemotor business the coming season.

Each and every bicycle rider can now become the proud possessor of a reliable motor attachment and have it fitted to the *particular style bike frame* which he prefers. And, in harmony with our present product, the new model tank is strictly "Cyclemotor" in finish and workmanship. When attached to the motor bike type bicycles now on the market it gives a graceful, attractive appearance and makes an easy-to-handle, lightweight motorcycle which is a pleasure to own and ride.

We are safe in saying that even the predictions of the most optimistic dealers are sure to be surpassed with this "double-barrel, rapid-fire" sales line.

Improvements and Refinements

Improved Control Cable Casing
New Type Breaker in Magneto
Tickler on Carburetor
Improved Idler and Driving Pulleys
Bronze Main Bearings instead of Babbitt

Not only will the double bar model enable the dealers to greatly multiply their Cyclemotor sales, and more easily dispose of new bicycles and accessories, as well, but the *improvements and refinements in the motor itself* are sure to impress new customers and make every rider a booster.

For example: A new method of forging the crankshaft has been developed which entirely eliminates injurious internal stresses in the ma-

CYCLEMOTOR

Rochester

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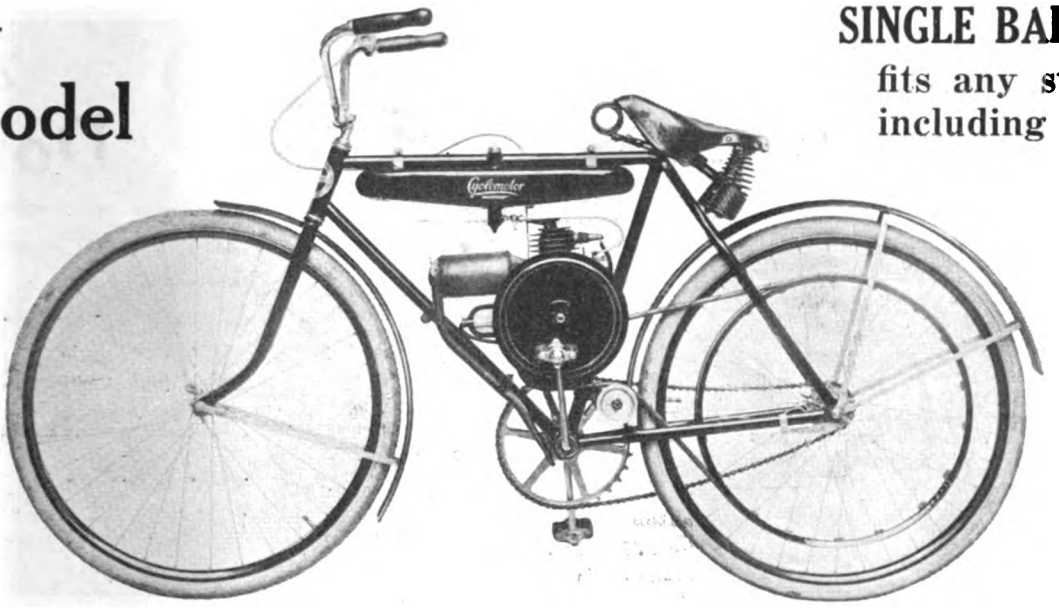
17

Cyclemotor

or Lively Dealers

ie New
rame Model

SINGLE BAR MODEL
fits any style bike, including 20″ size



55

Increased Mileage and Service for Riders

terial while increasing the strength of the shaft fully 50%, with no additional weight. A tickler has been placed on the carburetor; bronze main bearings replace babbitt ones in the crank case; a new type breaker, especially constructed to operate at high speeds, is built into the magneto; and improved control casing, idler pulley and driving pulley will be furnished with the 1917 models. And our present practice of testing *still continues.* Each and *every* motor is required to satisfactorily pass severe tests on the block, and under full load against electric dynamometers, before being accepted for shipment by our inspection departments.

But in spite of these additions and improvements the retail price *remains the same.* Hence, our dealers now have the entire field of bicycle riders to supply with a product *better than ever,* and with a more liberal selling policy to work on.

Regular Equipment

"National" High-tension Type Magneto
"Spartan" Round Twisted-leather Belt
"Renold" Roller Chain
"Benton Case-hardened" Spark Plugs
"Doehler" Aluminum Die-castings

Our old dealers will appreciate the big sales and profits in store for them the minute the new models arrive at the store, and all other motorcycle and bicycle dealers are invited to investigate our paying proposition before the few remaining good territories are closed out. Write at once for particulars, stating what bicycle lines you handle, and let us tell you of the progress other representatives are making.

We can show *you* how to multiply your sales and profits without increasing regular expenses.

CORPORATION
ew York

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"They have given universal satisfaction—"

Cyclemotor Corpo
ARLINGTON BUILDING
Rochester, N.Y.

Cyclemotor

OFFICE OF GENERA

WHERE THE CYCLEMOTOR IS MADE

CYCLEMOTOR ATTACHED TO BICYCLE

Sept. 15, 1916.

L. F. Benton Co.,
Vergennes, Vt.

Gentlemen:

In deciding to again use the Benton Plug, as standard equipment on the Cyclemotor for 1917, we merely confirm our previous experiences of the last three seasons with your plugs. They have given universal satisfaction with our customers, and spark plug troubles are unknown.

In this connection we may say, that we appreciate the uniformly excellent service you have given us, particularly in connection with deliveries during the past season when the matter of securing material has been a difficult one.

Wishing you every success, we are

Yours very truly,

CYCLEMOTOR CORPORATION

GENERAL MANAGER

Service on a high-speed motor

BENTON THE CASE-HARDENED PLUG

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS

The Cyclemotor Engineers Again Select the Spartan Belt

AFTER a year of close scrutiny of the parts and accessories that have helped to make the Cyclemotor so successful, Spartan Belts have again been selected as standard equipment.

When the problem of transmission was up for solution, the Cyclemotor engineers investigated widely and thoroughly. They found that the popularity of belt drive, the success of belt drive, the durability yet simplicity of belt drive could not be bettered—so belt drive was decided upon; and because the maximum in belts was desired, the belt selected carried the famous Spartan trademark.

That the 1917 Cyclemotor again will be equipt with Spartan Belts is important to every dealer—first, because it proves the correctness of belt transmission for Lightweights; second, because it proves the best belt is the

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made only by
THE GRATON & KNIGHT MFG. CO.
Worcester, Mass.

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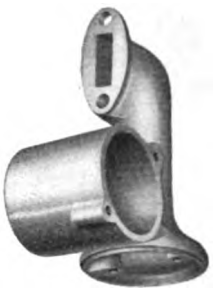
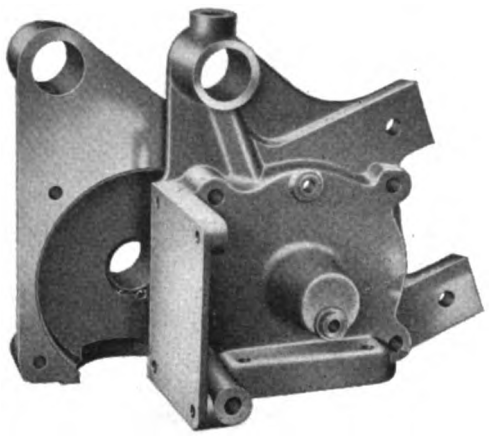
DOEHLER DIE-CASTINGS

in ALUMINUM

have been developed to a high state of efficiency. Cast by the "DOEHLER" process from an aluminum-copper alloy, they have a high tensile strength, an excellent finish, and being of like uniformity insure a perfect interchangeability of parts.





The essential requirements in the construction of the **Cyclemotor,** of strength coupled with lightness of weight, are amply met in the generous use of DOEHLER ALUMINUM DIE-CASTINGS.

The upper cut represents the carburetor body, and the lower cut the crank case used on the CYCLEMOTOR—both DOEHLER ALUMINUM DIE-CASTINGS.

DOEHLER DIE-CASTING CO.
BROOKLYN. N.Y.
NEWARK. N.J. TOLEDO. OHIO.

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BLUE STREAKS

Making Sales on Higher Costs

There is only one answer to rising selling costs—*get more turnovers.*

Therefore it is profitable to reduce the selling price of bicycle tires in order to increase the turnover.

This is the basis of the Goodyear Blue Streak Bicycle Tire Policy.

By concentrating all manufacturing effort on this one tire, we are offering the bicycle riders of America a higher quality tire at a lower price—$2.50 each, everywhere.

Although the margin of profit to the dealer may be smaller per tire, Goodyear Blue Streaks assure a larger volume of sales, and therefore a quicker stock turn and a larger net profit.

There is only one Goodyear Bicycle Tire—the single tube non-skid Blue Streak.

This *one quality* tire, at *one price* and *one guarantee* enables you to carry a smaller tire stock and yet satisfy every possible tire demand.

When you carry a miscellaneous tire stock of many colors, sizes and grades you are adding a stock expense and a selling expense without increasing your selling volume.

Bicycle dealers with an eye for future profits are selling Goodyear Blue Streaks in preference to carrying heavy stocks of high priced tires.

And they are making at the same time many more permanent satisfied customers.

The Goodyear Tire & Rubber Co.
Akron, Ohio

GOODYEAR
AKRON
BICYCLE TIRES
Guaranteed

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United States 'Chain' Tread Motorcycle Tires

STANDARD EQUIPMENT ON

1917 Henderson and Indian Motorcycles

Two more of the leaders have adopted United States Tires as standard equipment.

This because United States Motorcycle Tires have made good.

Do you ride them?

United States Tire Company

'Chain,' 'Nobby,' 'Usco,' 'Corrugated,' 'Studded' Motorcycle Tires

1790 Broadway, New York

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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MOTORCYCLE ILLUSTRATED

For the Trade and the Rider

13 Park Row
NEW YORK

Volume 12 • **September 28, 1916** **Number 13**

BICYCLES ARE COMING FROM HARLEY-DAVIDSON

Call for Quality Wheel by Many Harley-Davidson Dealers to Be Answered by Milwaukee Factory—Line, Which Will Be Complete, Will Be Made at Motorcycle Plant and Will Be Marketed Under the Factory's Nameplate.

MILWAUKEE, Sept. 27.—Like a bolt out of a clear sky comes the announcement that the 1917 line of motorcycles will be rounded off with a complete line of bicycles which will be made "in toto," so to speak, at the Harley-Davidson plant and will be marketed under the Harley-Davidson nameplate.

However unexpected the announcement comes to the trade at large, the decision to go into the bicycle field was made by the Harley-Davidson folk only after due consideration of the venture from every possible angle; consideration which lasted over several seasons. While those in the trade who can sense the trend of the times will not be backward in assigning as the underlying cause of the move the foresight on the part of the Harley-Davidson folk which prompts them at this stage of the business to line up a vast field of recruits who will eventually take to the motorcycle, undoubtedly the immediate cause of the decision is to be attributed to a continued and ever increasing call from Harley-Davidson dealers for a bicycle to match the motorcycle in quality.

A Complete Line

Quite as a matter of course, and consistent with the Harley-Davidson practice of the last 15 years with regard to its motorcycles, the bicycle line will be a quality line. It will be replete with men's, women's and juvenile models, each model embracing the best construction, and only the best, found in the bicycle industry today; linking up the simpler two-wheelers with the power driven Harley-Davidsons is the military drab color matching the color of the motorcycles exactly which has been adopted for the entire cycle line.

Aside from the beautiful lines and fine finish of the Harley-Davidson bicycles, every detail both seen and unseen has had the most careful consideration. Finely adjusted steering head bearings and properly designed front forks have resulted in unsurpassed light steering qualities.

Sturdy hangers, well supported on carefully ground bearings, insure very easy running.

Equipment is in keeping with everything else. Rims, spokes, hubs, coaster brakes, saddles and tires are of first water quality and finish.

CLEVELAND-FUNKE ARRANGEMENT OFF

Change in Sales Policy Eliminates Distributor and Puts Eastern Territory Under Direct Factory Supervision

NEW YORK, Sept. 27.—Announcement has just been made by Herbert F. L. Funke, until now Eastern distributor for the Cleveland Lightweight, that he will not handle the Cleveland in the future. Arrangements will be made by the Cleveland Motorcycle Manufacturing Company to deal directly with their representatives in this territory, which will be in charge of C. W. Waughop, who promoted the interests of that machine while connected with Mr. Funke's company.

A deal has practically been consummated whereby Waughop, who by the way is a dyed in the wool lightweight enthusiast and a full-fledged Cleveland booster, will establish headquarters in New York whereby he will be constantly in touch with every dealer coming under his immediate jurisdiction. Waughop has had a wide and varied motorcycle experience following a thorough coaching in motor vehicle salesmanship gathered when he was St. Louis agent for the Cadillac. He has traveled for motorcycle manufacturers in practically every quarter of the United States and is personally acquainted with most of the dealers from the Atlantic to the Pacific and from the Gulf of Mexico to the Canadian border.

(Continued on page 12)

ANY REASON WHY THIS COULDN'T HAPPEN IN YOUR CITY, MR. DEALER?

SOME time ago the Worcester, Mass., *Gazette* arranged with G. L. Clift, local Harley-Davidson agent, to hire fifteen motorcycle van outfits for a certain number of hours each afternoon. The machines were used in hustling the *Gazette* to news-stands. They did the work and pleased the *Gazette* folks. Liked 'em better every day. Finally said they couldn't be without them. So they bought them outright.

Yes, sir, the *Gazette* publishers planked down the money for those fifteen van outfits and did it smilingly. Going to buy a few more in the near future, too. They will be garaged near the newspaper office and Clift has been engaged to keep the whole flock in tune.

What about your local newspapers, Mr. Dealer? Are they going to overlook that winning hunch of the Worcester *Gazette?* Not after you get to 'em with your sales talk, eh? Well, today's the day. Go right after them. You have the goods. Talk speed and economy to a newspaper man and he's yours,—body, soul and bone-rimmed spectacles.

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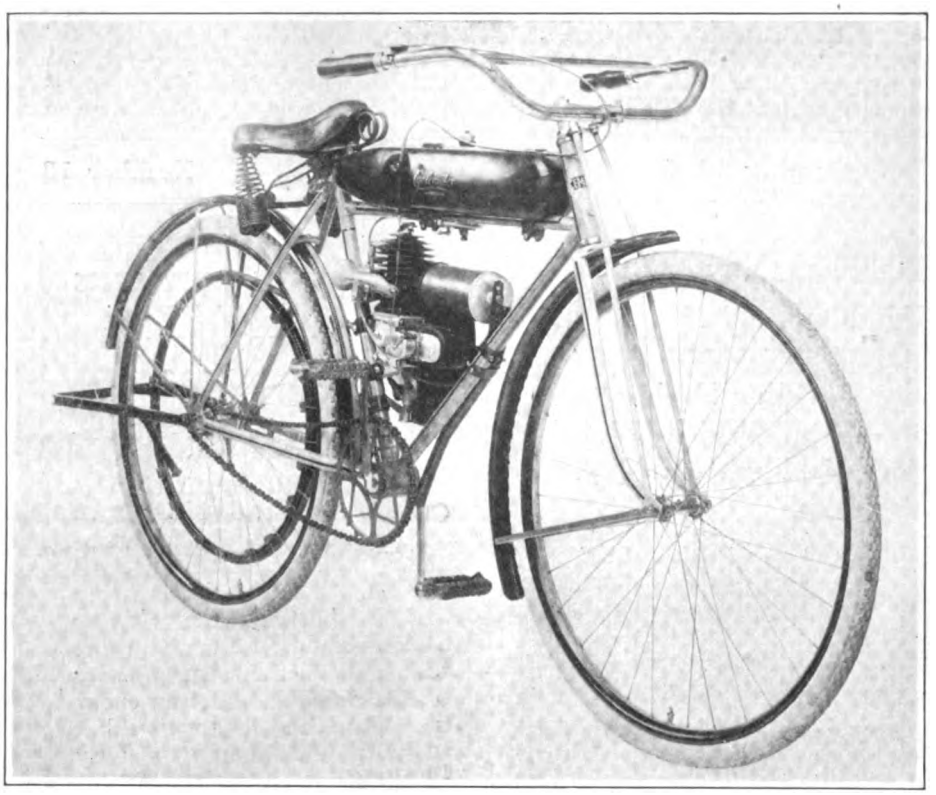
DOUBLE-BAR OUTFIT FOR 1917 CYCLEMOTOR

Bicycle Attachment Now Adaptable to Any Style of Frame—Two-Section Stream-Line Tank on New Model—Single-Bar Cyclemotor Continued for New Season—Motor and Magneto Construction Improved in Minor Details.



Double Bar Cyclemotor Outfit with Two-Section Tank on Motorbike Type of Bicycle

ROCHESTER, N. Y., Sept. 26.—Following the excellent reception accorded the Cyclemotor during the 1916 season, the maker—the Cyclemotor Corporation, of Rochester, N. Y.—has widened its scope to a greater degree by bringing out a double-bar outfit in addition to one very similar to that used in the season just passed. This double-bar outfit, with the single-bar outfit, enables the fitting of a Cyclemotor to any bicycle frame now made.

The addition of the double-bar outfit is, however, by no means the only improvement that has been made by the Cyclemotor folks. The crankshaft is now forged by a new method which greatly increases its strength without adding to its weight. Bronze bearings are used for the crankshaft in place of the babbitt bushings of 1916. The crankcase interior is grooved to facilitate the passage of oil to the main bearings. There is a new locking device on the driving pulley. The control has been re-designed to give smoother operation.

The carbureter is now fitted with a priming pin. The National magneto has now a specially constructed contact-breaker which operates perfectly at the high speeds of the Cyclemotor engine, and the windings have been reproportioned to the same end. The idler pulley has been made stronger.

The special tank for double-bar bicycles, referred to above as the double-bar outfit, is made in two sections to set down over the top of the two upper frame members on such models as the motorbike and truss frame. In this position it is securely held in place with special adjustable clamps which properly fit the frame no matter what the shape of these frame members may be.

Spacers are provided between the sections of the tank to prevent them from being squeezed together enough to cause damage in case the frame tubing is unusually small in size. The halves or sections of the tank are joined at the bottom by a piece of copper tubing so shaped that

(Continued on page 32)

CYCLEMOTOR MODELS AND THEIR EQUIPMENT

Double-Bar Outfit, Complete . . . $55
Single-Bar Outfit, Complete $55

EQUIPMENT

MAGNETO—National high-tension, National Coil Co., Lansing, Mich.
BELT—Spartan, leather, Graton & Knight Mfg. Co., Worcester, Mass.
CHAIN—Renold, Peter A. Frasse & Co., Inc., New York.
SPARKPLUG—Benton, L. F. Benton Co., Vergennes, Vt.

ARMSTRONG BREAKS THE SEATTLE-PORTLAND TIME

Makes 194-Mile Distance in Slightly Over Six Hours on 1917 Excelsior—Lost 30 Minutes by Arrest

SEATTLE, Wash.—Bud Armstrong, astride a 1917 three-speed Excelsior, has established a new record for the 194-mile distance separating this city and Portland. Armstrong covered the short double century in 6 hours and 5 minutes.

Leaving Seattle, he covered the 42 miles to Tacoma through fairly heavy traffic at nearly mile-a-minute pace, covering the distance in 50 minutes. At Chehalis he was held up a full half hour by a speed cop and fined $5 for exceeding the speed limit by something like 50 miles an hour. From Chehalis on, he encountered not the slightest trouble and is fairly certain that his new time will not be equaled for some time to come.

WEED ON THE JOB EVEN WHEN TAKING VACATION

KANSAS CITY, Mo., Sept. 23.—R. A. Weed, house salesman for the Saufley Supply Company, dealers in Excelsior motorcycles, Smith motor wheels and Pierce and Excelsior bicycles, has recently returned from a two weeks' vacation. Weed spent almost all of his time in the Missouri towns of Joplin and Springfield, but while there he could not remain away from the motorcycle business and brought back the reports that, while the business has been of a most high grade and excellent character at Joplin, the Springfield merchants have been having a great deal of difficulty. It is generally expected, however, that the business will begin increasing at Springfield very soon.

CLEVELAND-FUNKE ARRANGEMENT IS CALLED OFF

(Continued from page 11)

Mr. Funke has done a splendid business with the 1916 Clevelands, having appointed a considerable number of dealers throughout this part of the country, while they, in turn, have been furnished with a machine which is giving their customers splendid satisfaction. The change in Mr. Funke's plans and those of the company has come about as the result of inaugurating a new policy in handling Cleveland sales which, though splendid during the past year, already promise to be considerably larger in 1917.

BELL COUNTY MEET SLATED

TEMPLE, Texas.—Dan H. McKenzie, secretary of the Bell County Fair Association, announces that arrangements have been made for a series of motorcycle and bicycle races here during the Bell County Fair, October 3-7. Riders from Dallas, Houston, Galveston and other Texas cities will be present and participate in the races. Liberal cash premiums for the winners have been provided, and these are expected to attract some fast riders. Events will be arranged for both amateurs and "pros."

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CROLIUS HEADS ADMEN CLUB OF MILWAUKEE

Advertising Manager of Harley-Davidson Motor Co. Elected to Presidency at Annual Meeting

MILWAUKEE, Wis., Sept. 26.—Lacy Crolius, advertising manager of the Harley-Davidson Motor Co., and chairman of the publicity committee of the Motorcycle and Allied Trades Association, was elected president of the Advertisers' Club of Milwaukee at its annual meeting.

Mr. Crolius is a charter member of the ad club and for the past year served on the Board of Directors. The Milwaukee admen's organization is considered one of the livest in the country and has won numerous trophies offered by the national organization for its work in safeguarding the advertiser and the public by propagating sentiment advocating truth in advertising.

Frank Effinger, former publicity manager for the A. O. Smith Co., was elected secretary. Effinger now is engaged in free lance work in this city and is handling several advertising accounts.

WANTS AMERICAN MACHINES FOR EXPORT

NEW YORK, Sept. 27.—E. E. Schwind, representing the Normanna Co., 117 East 18th street, this city, is desirous of making connections with American motorcycle manufacturers not already represented in Norway, Sweden, Holland and Denmark. The Normanna Co. has suitable connections in each of the Scandinavian countries capable of doing the American machines full justice, according to Schwind. He also desires to make arrangements with accessory manufacturers for the same purpose.

CAMERON AND STILLWELL IN CHICAGO

CHICAGO, Ill.—Among trade visitors to this city during the last few days were W. J. Cameron, assistant sales manager of the Goodyear Motorcycle Tire Department, and E. R. Stillwell, in charge of the company's Bicycle Tire Department. Messrs. Cameron and Stillwell were as busy as usual in looking after Goodyear interests on their arrival here, but found time to state that Goodyear motorcycle tire orders point to big doings in the power bike industry for 1917.

LEE PLACED AGENCIES IN FIVE VALLEY CITIES

SAN FRANCISCO, Cal.—Tennant Lee, Henderson representative for California, passed through this city a few days ago, on his way home from a trip up the Sacramento Valley. He spent the time on this trip looking over the situation generally and placed agencies for the four-cylinder machine in San Jose, Chico, Sacramento, Tracy and Vallejo. He is now in the San Joaquin Valley on similar business.

TWO NEW MODELS IN DAYTON BICYCLE LINE

Both Are Juveniles and List at $30 with Coaster Brakes—Full Line Includes Seven Models Ranging in Price From $45 Down—Time-Honored Dayton Features Retained—Eleven Big Jobbers Give Country-Wide Service to Dayton Dealers.

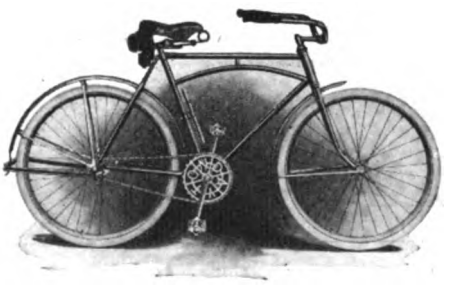
DAYTON, Ohio, September 27.—Quick to sense the trend of the times in the remarkable increase in the bicycle business of last year, and realizing full well the advantages accruing from placing its dealers and distributors in the enviable position of being able fully to take care of an even greater increase predicted and expected for the coming season, the Davis Sewing Machine Co. has rounded out and completed its already replete line of bicycles by the addition of two juvenile models which are bound to strike a note of keen approval throughout the trade.

The new machines are Model 145, Boy's Roadster, and Model 146, Girl's Roadster, and are identical save as to the frame design; both retail at $30, fitted with any standard coaster brake. Frames are of ⅞-inch seamless steel tubing and either model can be had in both 16-inch and 18-inch frame sizes. The handlebar is the 19-inch Schineer and the saddle is a Troxel No. 6 with Cumfort Cushion springs. The models are shod with Fisk Premier tires, with black treads and white side walls; drive is through the intermediary of Diamond No. 71 chain. Ideal Jr. pedals are standard equipment on both models.

Standard Carmine Color

In finish, the juvenile models compare in every way with the full size machines which have always been noted for their appearance and durability of finish. The color is the standard Dayton Carmine.

Five other models are included in the 1917 Dayton line, the leader being the Arch-Truss roadster, Model 144 put out in 20, 22 and 24-inch frame sizes to meet the requirements of the most exacting purchaser. The model, which is distinguished by virtue of the arch-truss double bar construction from which it takes its name, lists at $45, fitted with coaster brake.



Dayton Arch-Truss Roadster

Also of the double bar frame type is Model 142, the Dayton "Motor-Bike" model which takes its name from the fact that its lines follow closely those of the modern motorcycle. The machine lists at $42.50 with coaster brake. The Dayton Roadster Model 140, which is the most popular of the Dayton offerings is priced at $37.50 with coaster brake. It is built in three frame sizes, 20-in., 22-in., and 24-in., with front and rear mudguards. The cranks are the Dayton one-piece, with Ideal rubber pedals. The No. 6 Ideal adjustable handle-bar, 22 inches wide, with 2½-inch forward extension and stitched leather grips is used. There is a choice of Eagle Eazy or Motor-Bike No. 2 saddle and Continental Brigadier or Fisk Premier Gripfast tires, both with the popular black tread. No. 15-1 tool bag with good wrench, oiler and repair kit and nickel frame pump complete the equipment. Any standard coaster brake may be specified.

(Continued on page 33)

DONOVAN LAYS PLANS FOR 1917 COMPETITION

Chairman Recommends Rules for Lightweights and Motor Wheels, Also for Racing Circuit

CHICAGO, Ill., Sept. 25.—In referring to the subject of racing for the 1917 season, John L. Donovan, chairman of the Competition Committee, F. A. M., stated to a correspondent of **Motor Cycle Illustrated** that as soon as the committee met he would suggest that the trade rider class be restored. He also said that new rules would have to be drafted for lightweight machines and Motor Wheels and there would be many events for such machines this season.

A racing circuit of ten big events is to be formed to be run off on the leading tracks of the country, such as Sheepshead Bay, Dodge City, La Grande, Chicago and Cincinnati, the chairman said. Riders who had taken part in outlaw events would be barred from competing in these races. Mr. Donovan also expressed his intention of refusing sanctions to tracks not having proper safeguards for riders.

Laying Dust on Tracks

Another thing that the chairman will insist on for 1917 is adequate measures for laying the dust on tracks. Some preparation, such as calcium chloride, must be used so that riders will not be endangered by clouds of dirt, as has been the case on many of the tracks in the 1916 season. The form and location of the exhaust pipes on racing machines with regard to raising dust was also criticised by Mr. Donovan.

All racing machines must be under 61 cubic inches displacement, and at the conclusion of each big race the winning machines will be torn down and examined to see that the motor comes within the specifications. The chairman will

(Continued on page 24)

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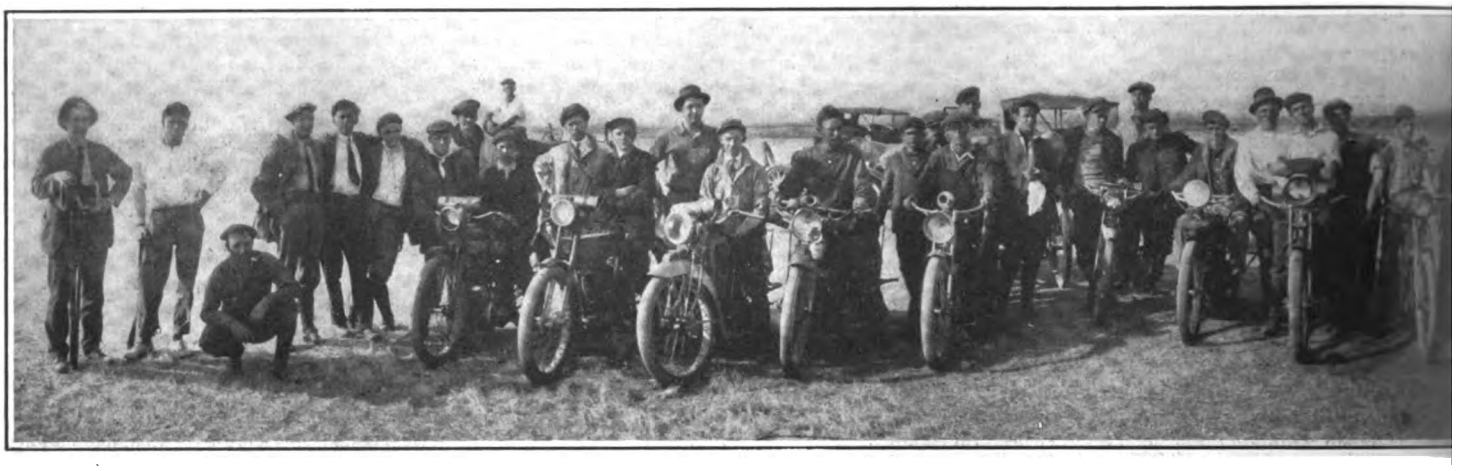
WANT A BRAND NEW THRILL? WELL, JUST TR

Bakersfield, Cal., Boys Invite Los Angeles Riders Over to Take a Whirl At It, and Fif Day and Spectacular Stunts Are Staged Aplenty; Bakersfield Crowd Entertains Visito



Line-Up of Bakersfield and Los Angeles Riders at Finish of Chase After the

LOS ANGELES, Cal.—Daybreak on the Lerdo Plain was an hour to strike terror to the hearts of the sheep-killing coyotes the day the Bakersfield motorcyclists gave their Los Angeles friends a chance to join in the most thrilling sport yet invented. Polo, aviation and catching swordfish on light tackle all have their devotees in Southern California, but let anyone who wants a new thrill in sportsmanship listen to the yelp of a pack of coyotes pursued to the death by fifty motorcyclists, mufflers open and roaring, horns crackling, and riders giving the roundup yell. Thrills! Man, it's a picture long to be remembered.

All night the husky lads from Bakersfield and Los Angeles had been enjoying a banquet royal that stamped the Bakersfield fellows as princely hosts. "Wienies," watermelon, pickles and buns—and, oh, you big, wide, long, deep box o' chicken! And coffee, you bet. It kept the crowd awake. They were still eating when Bert Gilmore yelled "Coyote there." In ten seconds half the crowd were mounted and roaring across the great plain, twenty miles long and twelve wide. Toward the foothills it roughened, and here the coyotes lay in hiding in little washes and gullies.

Captures the First

The first victim was brought in by E. J. Pourroy, of Bakersfield, riding a Harley-Davidson. Pourroy jumped his game a mile and a half away, and took the rough ground along with the smooth at a 35 pace. At that he rode seven miles before the game little runner blew up and lost his wind. Pourroy ran him to a standstill in a winding wash, jumped off and put his foot on Mr. Coyote's bean and held him until Sweeney rolled up with a sidecar. They brought him into camp with a strap tight around his neck.

R. H. Tucker brought in the second, dead. He ran him into a shallow hole, jumped off his Thor, yanked his nibs out by the hind legs and whanged him over the nut with his pump. Good-bye old pump—but what would you care if you brought a coyote up to a bunch of 50 rough riders hanging from your handle bars?

Back and fourth they rode, beating the plain clear to the foothills. This was no rolled field. There were fire breaks, irrigation ditches and squirrel holes; Eddie Tice with that unique loose saddle position of his bobbed over the prairie like a duck on the ocean waves. It tried the forks to the limit. Old Blick Wolters, of Los Angeles, tried to bite a hole in his handlebars when he bumped the other side of a squirrel hole, and came in with a lip his best girl wouldn't know for a week. Ray Little tried out his speed against a jackrabbit; the jack tilted back his long ears when he heard the roar of the motor, and started to get to Brooklyn to meet the Van Buren girls when they get home on the Santa Fe flyer.

Fifty Were Chased

At 9 o'clock 50 coyotes had been started and chased off the map. Then came more grub for the hungry; those Bakersfield fellows are liberal entertainers all right—then a jaunt back to talk it over, and the Los Angeles boys rolled home over the wonderful Ridge Route vowing that of all good times of the L. A. M. C. they were indebted to the Bakersfield crowd for the best.

Trade Doings in Los Angeles

CARL GOUDY JOINS HOFFER AS "X" DISTRIBUTOR

LOS ANGELES.—Carl Goudy has bought T. C. Girton's interest in the Girton-Hoffer Co., Excelsior distributors for the big territory extending from Bakersfield, Cal., to El Paso, Texas.

A new company has been formed in which Goudy is associated with Fred Hoffer under the name of the Goudy-Hoffer Co. The San Diego store which Goudy has been operating is taken over by this company, and will be operated as a branch. Girton's plans for the future have not yet been announced.

LUDLOW WINS IMPROMPTU MATCH

In a little race of friendly rivalry that has been the occasion for a lot of good-natured joshing and some side bets, Freddy Ludlow on a stock Powerplus cleaned up Blick Wolters on his big-valve Excelsior. It was a three-mile sprint out on the level highway in the San Fernando Valley, pulled off just before the crowd started to Bakersfield. Blick says Freddy must have been going 85 or he wouldn't have got away with it.

HENDERSON OUTLOOK IS BRIGHT

Roy Artley postponed his speed trip over the San Diego road to make a business trip to Calexico. When he returns there will be something doing. The Henderson agency is getting signs that point to a big year. They never before got so many letters inquiring for agencies. Secretary F. A. Sutphen gave the representative of **Motor Cycle Illustrated** a

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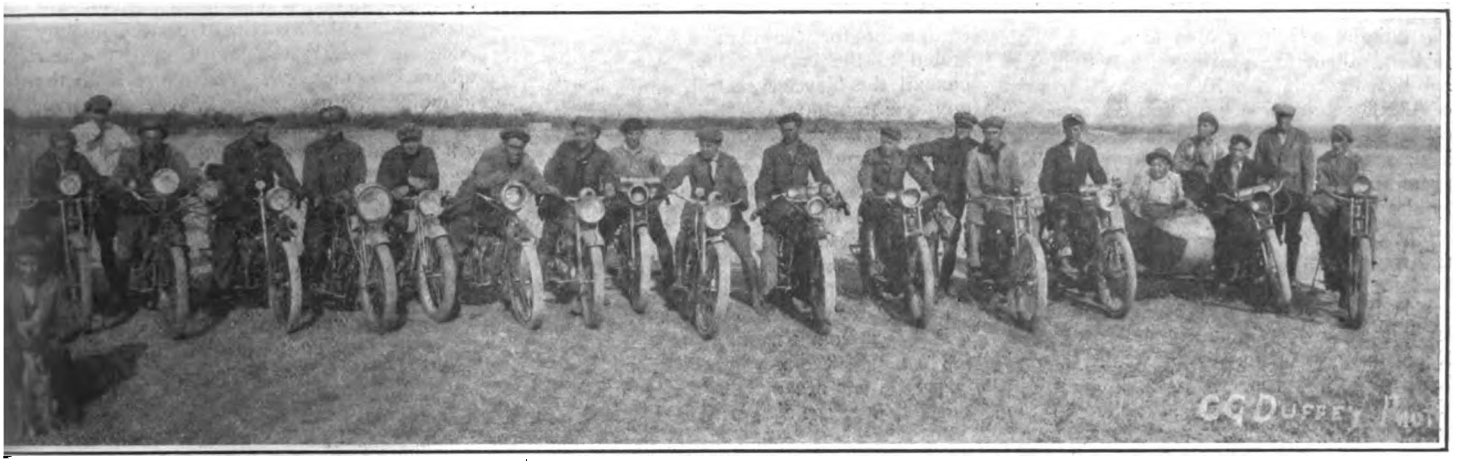
NING DOWN COYOTES ON YOUR MOTORCYCLE

ift-Footed Coyotes Are Rounded Up in a Big Drive; Rough Riding the Order of the y Fashion and All Hands, Except the Coyotes, Vote the Affair a Big Success



E. J. Pourroy and His Victim, the First One Bagged, Are in the Foreground

look at some of them, and they were written by men who mean business.

THEY'RE BUILT TO LAST

Tommy Butler has the cash in his pocket to prove that they build motorcycles good these days. He sold his 1916 Indian mount and sidecar that he had driven 17,000 miles for $340.

1916'S STILL IN DEMAND

Southern California boys are not hanging back for new models when they want motorcycles. Carriker & Crowl, of Orange, sold two Powerpluses last week, and Charlie Moist, of Long Beach, added one to his good score for the season.

BOOKING ONE A DAY

Passmore & Sayre have shown a deposit a day for a new Harley-Davidson for every day of the past two weeks since the olive drab demonstrator arrived.

BERRY'S THOR OPENING

Saturday evening, September 30, is the date set by T. E. Berry for his big Thor opening. Beer, punch and smokes for the crowd and the great motorcycle story-telling contest! Prizes—for the winning lady, a handsome sweater; for the winning gentleman, a shotgun warranted to be a game-getter.

AZUSA KNEW HOW TO CELEBRATE

The little town of Azusa called on the motorcycle boys to help get out the crowd for a celebration of an important event in local history. They had a thrilling race of local and nearby talent. Pomona supplied winners of first and second on Excelsiors, an Indian rider got third, and a Henderson fourth.

SEES FUTURE FOR LIGHTWEIGHT

W. G. Schack, president and general manager of the Emblem Mfg. Co., has been making his annual visit of business and pleasure, making headquarters with John T. Bill, Emblem distributor. Mr. Schack, after noting the continued improvement of the vast system of California good roads, and learning of the gradual improvement in employment conditions, prophesied a glowing future for the lightweight in this territory.

Newsy New Items From Tacoma

TACOMA, Wash.—W. P. Glasgow, Tacoma dealer in Harley-Davidson machines, has obtained the first demonstrator of the 1917 models, which was received here just 10 days after the 1916 season closed.

The early arrival of the new mount had been anticipated, however, by Glasgow, as he had his 1916 stock all sold and the shop all nicely cleaned up awaiting the new arrival. The factory decided to send the first demonstrator to Tacoma because the good sales record made by the Glasgow staff in Tacoma and the remainder of Pierce county this season seemed to warrant it.

Glasgow has taken space at the Western Washington Fair at Puyallup, 12 miles distant from Tacoma, where an eager crowd view the new model in the afternoon, while in the forenoon the machine is on exhibition at the "A" street salesrooms.

AFTER SCHOOL RIDERS

Elmer J. Bergstrom reports a nice season on the Miami Power Bicycle, and has also made numerous sales of Flying Merkel bicycles. He is making a bid for the school riders, and has a cozy salesroom and well-fitted repair shop near the Lincoln High School.

FULLER IS BACK

H. C. Fuller and party of the Fuller Cycle & Supply Co., local Henderson and Dayton motorcycle dealer, has returned from a four-days trip to Lake Crescent. The party consisted of Mr. and Mrs. H. C. Fuller and Mr. and Mrs. B. F. Gabriel, and the 400-mile trip was made on Hendersons equipped with sidecars.

The roads were found in excellent condition through Olympia, Shelton, Hoodsport, and 50 miles of the trip was made along the bluff above Hood's Canal. Two hills of between 30 and 40 per cent. were encountered on the way, but were negotiated in good shape.

HUNSACKER RODE 50 MILES WITH BROKEN LEG

POMONA, Cal.—S. P. Hunsacker, Harley-Davidson agent in this city, has just given a most remarkable exhibition of gameness in riding 50 miles back to Pomona after breaking one of his legs in a plunge off a mountain trail. Accompanied by several other riders, Hunsacker was ascending the side of Mt. San Gorgonio, in the San Bernardino range. At a turn in the road Hunsacker was crowded by an automobile and fell about 40 feet down the mountain side, breaking his leg.

The machine was hauled back to the trail and repaired; Hunsacker was given first aid and the return was made to Pomona. The plucky rider did not collapse until he arrived in this city. He will be round again in a few weeks, the doctors say, and is now doing well.

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N. Y. SPORTING GOODS IN LARGER QUARTERS

Metropolitan Indian Distributor Moves to Five-Story Building and Takes Extra Floors in Adjoining Structure to Properly Accommodate Increase in Cycle Business

NEW YORK, Sept. 25.—In order to properly care for the great increase of its motorcycle and bicycle business, the New York Sporting Goods Company, of 15 Warren street, this city, has taken over the entire building at No. 10 Warren street, just across the way and also two floors of the building adjoining, Nos. 12 and 14. This gives the firm five stories, a basement and sub-basement at No. 10, with a floor area of 17,500 square feet, and two floors in the other structure of 10,000 square feet, making a grand total of 27,500 square feet. The premises at No. 10 were formerly occupied by the Baker firm.

The New York Sporting Goods Company and its predecessor, F. A. Baker & Co., has held the Indian agency for New York for over ten seasons. The present distribution territory for the Indian includes Greater New York, Hudson County, N. J., and Long Island, but an additional county in New York will probably be added in the near future.

Well Lighted Showroom

The first or ground floor of the new cycle store of the company is arranged with a showroom at the front. The entrance is flanked by two extra deep windows with large single plate panes, each window being capable of holding a motorcycle and a sidecar combination or six bicycles. Down each side of the room in the rear of the salesroom are arranged shelves for motorcycle accessories with a desk for the chief of each section at the end. In the rear is the parts department, for Indian parts, and this, as in former quarters, is arranged on a most systematic basis. A skylight over the parts department gives ample daylight, while five large direct-indirect electric lights take care of artificial illumination.

The basement is devoted to the receiving and shipping department. In this department are long tables with deep and wide compartments underneath and also around the walls. In these compartments are placed the baskets loaded from the upper floors, and in turn the contents of each basket is wrapped for shipment. This system does away with losses in packing and ensures satisfaction to both the consumer and the firm.

Supplies in Sub-Basement

The sub-basement is given over to the storage of motorcycle supplies. Here may be seen compartment after compartment of lamps, speedometers and horns; racks of tires and other motorcycle fitments. The basements and all floors are reached by stairs and an elevator with a capacity for a whole sidecar or rear car combination.

On the second floor is the wholesale bicycle department. Here the parts, fitments and other goods for the Pierce and the firm's standard name plate wheels are kept. Like the other departments, arrangements for quick sorting, packing and wrapping of the goods are of the highest order. The third floor is devoted to the storage of bicycle tires, and the characteristic order of the whole establishment is again seen here.

On the fourth floor, still of No. 10 Warren street, is the bicycle assembly and storage department. In the front are benches and tools by means of which any wheel can be fitted up or altered as desired. The equipment for the firm's bicycles is here added to the crates. The storage section has all the bicycles crated on end so that any one machine can be taken out without disturbing any other. There are at present about 2,000 bicycles in storage.

On Fifth Floor

The fifth floor is given over to motorcycle assembling and storage of used machines. In the front portion of this floor is a first class shop, while the machines are kept in orderly rows in the center and rear.

Passing from this floor to the west the top floor of the new building is reached. On this floor are more bicycles stacked on end and here are also crates of sundries for bicycles. This floor and the one below it measures 50 x 100 feet within the walls. The floor immediately below is devoted to bicycle storage.

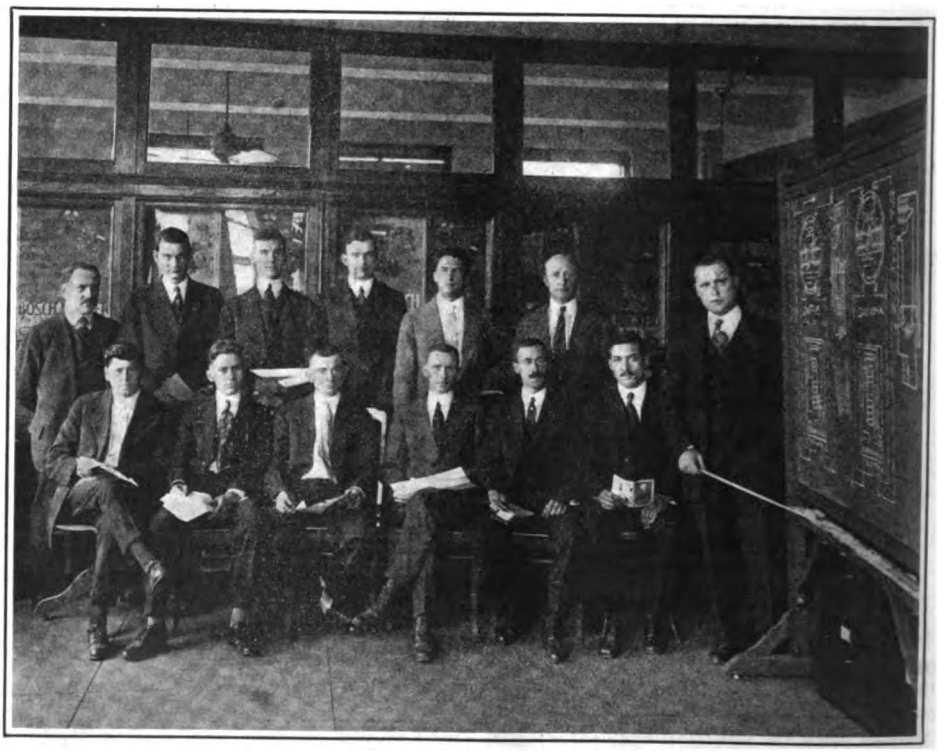
A Quick Move

The thoroughness with which things are performed at the Sporting Goods Company is demonstrated by the condition of the new building this morning. The move from the old motorcycle quarters at 15 Warren street was started late Saturday afternoon, and by noon today everything was moved to the new places and business was going on without interruption. Finishing touches in all departments were being made this afternoon.

The premises at 15 Warren street are now utilized exclusively for sporting goods, whereas they were divided between this line and the cycles up to last week. The removal of the cycles across the street will give the sporting goods the space which was greatly needed.

BOSCH OPENS SCHOOL OF INSTRUCTION

Country-Wide Educational Plan for Magneto Company's Employees in Branches and Service Stations Now Under Way—Scope of Work



Class in Session at New York Headquarters of Bosch Magneto Company

NEW YORK, Sept. 22.—The Bosch Magneto Company, of 225 West 46th street, this city, is now holding its school of instruction for service men of the Bosch distributors and service stations. The Bosch School, as it is called, is held at San Francisco, Chicago and New York, so that the Western, Middle Western and Eastern territory is covered. The instruction at these centers is by classes, although individual instruction can be given.

The Bosch School is a country-wide educational scheme for the purpose of teaching by lectures and practical work the functioning of Bosch apparatus, the how and why of construction and the methods of correcting the evil results of careless handling by the consumer. Installation work is also gone into thoroughly. School classes are held at least once a year and oftener as occasion demands.

One or more of the mechanics of each

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distribution center and service station can attend. The Fall sessions of the school are held in September and November—generally speaking, two classes in September and one in November. The classes will be followed by visits of the Bosch Special Engineering Service men to the establishments of the distributors and service stations for the inspection of these establishments as to their facilities for handling Bosch work and for an examination of the workmen engaged in giving Bosch service. Class education is held at the various Bosch branches, all of which are completely equipped in every way. It might be said that the branches are small manufacturing plants, so complete is their organization and machinery apertaining to high tension magneto work.

The class education is divided into four sections: general lectures, laboratory work, service work, installations, all as applied to Bosch ignition, starting and lighting systems. Sessions generally run for one week, but may be carried on longer if the students require further instruction. It should be noted, however, that in the first place each representative must be thoroughly acquainted and informed in the four divisions of education before he is permitted to handle repairs and adjustments in connection with old and new Bosch products.

This condition is compulsory, and in fact is part of the Bosch contract with the service station. The contract makes it necessary that every official Bosch service station have a complete service plant, a full set of Bosch tools and testing apparatus and that it has one or more mechanics educated at the Bosch Schools. It is recognized that this system of education is rather expensive, but it is logically correct and proper for the rendering of the service required for electrical apparatus as applied to the automobile, motorcycle, motorboat, etc. Real service has been the Bosch watchword and the education of the service men is probably more exacting than any other similar plan in the motor vehicle field.

INDIAN ORGANIZES AN ILLINOIS COMPANY

Headed by Jesse Edwards, It Will Supersede Present Chicago Branch Arrangement—Augurs No Change in Indian Policy but Will Expedite Matters for Trade Served by Chicago Branch

CHICAGO, Sept. 27.—Plans are all but consummated for the organization and incorporation of the Hendee Mfg. Co. of Illinois, which acting as an entirely separate company from the factory, will conduct the business of the Chicago branch of the Indian concern. Jesse Edwards, of the Edwards-Crist Mfg. Co. and Chicago branch manager for the Indian will assume the presidency of the new company; Frank J. Weschler, general manager of the Hendee Mfg. Co., will be vice-president and Frederick Secord will be secretary and treasurer.

In outlining the purposes of the new organization, Mr. Edwards makes it plain that the change does not forecast the slightest change in the policy of the Chicago branch, which, of course, will remain identical with the factory policy. In conducting the middle-west business as a separate institution, rather than a limb or offshoot of the Springfield plant, and vesting full responsibility in the officials, it is expected that Indian matters in the territory served by the Chicago branch will be expedited and that, all decisions being made right at Chicago for that particular territory, dealers as well as riders throughout it will benefit materially.

The territory served by the Windy City branch on Indian motorcycles, bicycles and sidecars, which formerly included the states of Illinois, Wisconsin, Michigan, Indiana, and Iowa has been enlarged for the coming season by the addition of Kentucky. In the matter of parts, the Chicago company will continue to serve the entire Middle west. Wilmar Reichert and F. B. McFadden will cover the territory for the Chicago company and will leave on their initial trips for the 1917 season about the first of October.

DE FALCO SHOWS BEST IN CRESCI'S SECRET RUN

Makes the 38 Miles From Vineland to Atlantic City in 1:38:07, Just 7 Seconds Off Set Time

VINELAND, N. J., Sept. 24.—John DeFalco today won the second annual secret time contest held by Anthony Cresci, Jr., Harley-Davidson dealer for this section of Cumberland County, from a field of 48 motorcyclists who competed solo, tandem and sidecar.

The route led from Vineland to Atlantic City and measured 38 miles. The time chosen by Benjamin Stevens, mayor of Vineland, was one hour and 38 minutes, and meant that the winner had to ride the course at the average speed of 24 miles per hour. Right here we might say that Mayor Stevens owns a car and appreciates the smooth gravel roads of this section of the state, then, too, he may have had in mind the fact that the boys like a little speed occasionally.

After the field had checked in on the outskirts of town Cresci headed a parade of motorcyclists through the main street of Atlantic City to the Inlet House where 80 men and women sat down to a shore dinner "on Cresci."

The dinner finished, the prize winners were announced as follows:

John DeFalco, 7 seconds difference, Goodyear Blue Streak Tire; Will Tracy, 1 minute and 50 seconds, Firestone Non-Skid Tire; Harry Jovenalle, 2 minutes and 48 seconds, United States Tire; Ceasar Raffo, 3 minutes and 10 seconds, Headlight; Dom. Cucino, 3 minutes and 25 seconds, Handphone; Alfred Nester, 4 minutes and 32 seconds, Set Splitdorf Plugs; Chas. Connery, 4 minutes and 35 seconds, Exhaust Whistle.

PROVIDENCE SEES FUTURE IN BRIGHT COLORS

PROVIDENCE, R. I., Sept. 20.—Prospects for a big season in the motorcycle trade are good, according to the local dealers, most of whom are getting in their 1917 lines. At one store, the motorcycle business has practically shut out the soliciting of new bicycle business.

William N. Burnett, manager of the local Harley-Davidson store on West Friendship street, has just disposed of a machine to the Post Office for the use of special delivery carriers. He is after the Providence fish dealers to put in sidevans. Burnett says that there is a big demand for machines on all sides from both old and new riders and that his repair forces are working overtime to catch up with business.

Only one machine is unsold at B. A. Swenson's, and this one came yesterday. Swenson says: "I can't keep up with my orders. I am way behind on Indians and could sell loads of them if I could get them. 1917 will be a great, big season."

W. F. Halliday, Henderson man, is going out after the commercial users and has lined several up. He is sure that he will land a number when the new Henderson demonstrator arrives.

KENTUCKY SCENE OF A "REVIVAL" MEETING

Boosters From Nearby Towns Meet at Adams and Form an Association—Plans Bright for Future Events

LOUISVILLE, Ky.—What promises to be a new era of motorcycle enthusiasm in this vicinity began with a meeting of about 70 riders recently at which a temporary association was formed in Adams, Tenn. Boosters from Adams, Springfield, Nashville and Clarksville, Tenn., and from points in Kentucky including Hopkinsville, Franklin, Elkston, Louisville, Russellville and other points were present. Many of the riders were accompanied by feminine enthusiasts and the meeting was one of the most interesting ever staged by advocates of the power two-wheeler in this part of the country.

Thirty-five machines made the trip to the meeting point, practically all of them being equipped with side-cars or tandems. Refreshments were carried in several of the side-cars, and following the dinner a program of amusements was enjoyed.

So successful was the gathering, that those present immediately began to lay plans for a big picnic to be held at Flemings, Ky., near Hopkinsville, July 4, 1917. Steps will be taken at once to interest all the motorcyclists from that section of the country, and there are strong indications that next year's turn out will break all records for such affairs in the south.

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VAN BUREN GIRLS MOTOR ACROSS MEXICAN LINE

Transcontinentalists Make Run to Tia Juana, and Finally Start for the East Again—Receive Special Medal at San Diego Exposition—Are Entertained Royally in Los Angeles

By FRANK REED

LOS ANGELES, Cal.—The Van Buren girls left Los Angeles by train at 9 a. m. September 18, for the East, via Grand Canyon, New Orleans and Washington, D. C., at which points their chief stops will be made.

Paul Derkum has shipped eastward the Indian motorcycles on which the girls made their transcontinental tour. "Beyond question the Van Buren girls have made one of the most noteworthy motorcycle trips ever accomplished," says Derkum, "chiefly because they have proved that the motorcycle is a universal vehicle. They have shown that it does not take a big husky man to handle a standard twin machine. When you consider that one of the girls weighs 105 pounds, and the other only 117, and that they made the whole trip without accident, motor trouble or any dangerous adventure, one has to admit that they accomplished their purpose with marked success."

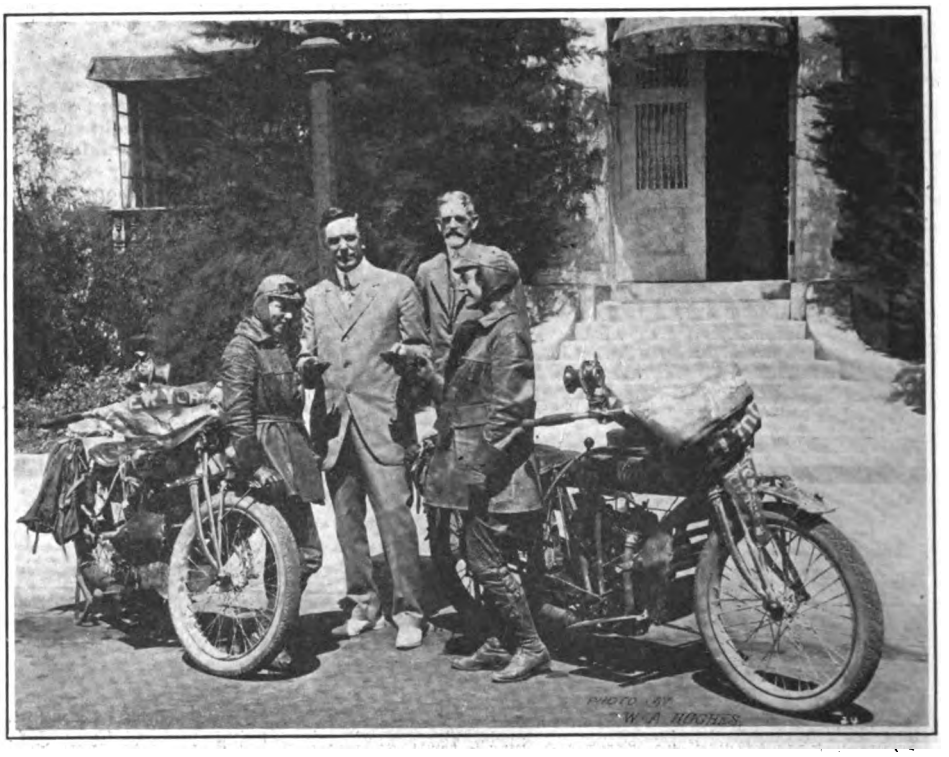
On Sightseeing Trip

While the Van Buren girls were in southern California they spent ten days in sightseeing. They were met by a reception committee, Paul Derkum representing the Indian factory and W. A. Rix and J. Y. Johnston of the Firestone Co. It will be recalled that one of the outstanding features of the trip was the faultless service of the Firestone tires with which the cross-country motorcycles were equipped. During their stay the girls were entertained by Derkum and Manager A. T. Smith, and by representatives Hobgood and Johnston of the Firestone staff.

To complete their tour to the southwesternmost quarter of the United States, the girls went over the road alone on their motorcycles to San Diego where they were congratulated by President G. A. Davidson, of the San Diego Exposition, and presented with a special medal commemorative of their tour terminating at the Exposition. From there they went over to Tia Juana, Mexico, thence back over the road to Los Angeles.

Riverside and Catalina

Their next trip was under the guidance of J. J. O'Connor and J. Y. Johnston to Riverside, where they had dinner at the beautiful Glenwood Mission Inn. They also visited Catalina Island and other beauty spots of the scenic paradise of the Southwest. Coming across the country, both of the girls carried a full kit of Firestone accessories, and the only use they were obliged to make of them was as Samaritans on the road, helping others. Miss Adeline changed a tire, chafed on the side by a water-bag, and repaired two punctures. Miss Augusta Van Buren came through with an absolutely perfect score. The photographs taken in southern California show the excellent condition of the Indian motorcycles, and of Firestone tires on which they have made their 5,000-mile trip over all kinds of road conditions.



Misses Adeline and Augusta Van Buren Receiving Medals from Officials at San Diego Exposition—President Davidson Is Making the Presentation

PIONEER RIDER COMMISSIONED CHAPLAIN

TORONTO, Ont.—The first rider of an Indian motorcycle in Canada has just enlisted for active service. This is Reverend J. D. Morrow, of Toronto, who has been appointed chaplain of the 180th Overseas Battalion with the rank of captain. Eleven years ago Chaplain Morrow surprised local citizens by riding into town on the two-wheeler and for a number of years he used the Indian in the performance of his parochial duties in the poorer sections of the city. The consistency with which Chaplain Morrow rode the first Indian gave American motorcycles such a boost that they have now almost completely ousted the British models.

CRESCI CLOSES HIS 1916 SEASON WITH 57 SALES

VINELAND, N. J.—Anthony Cresci, of this town, has closed his 1916 books after disposing of 48 Harley-Davidson motorcycles and nine sidecars of the same make. Although this is the flat section of the state, Cresci sold 45 twins and only three single-cylinder models. Twenty-two of the twins were three-speed models and but two of the sales were electrically equipped. About ten of the machines were kick-starters.

Cresci had his '17 demonstrator on the floor about six hours when along came one of his riders who has an ambition to get the first machine each year and who didn't want to lose his record, so now Cresci is waiting for another of the "Giant in Khaki" machines. He has an order for a three-speed Harley-Davidson for the local police department.

At the present time Cresci is planning organizing a motorcycle club among his riders and is erecting a two-story concrete block building behind his agency to house them. The first floor to be used as a storage and repair shop by the boys and the second floor as a meeting room.

HERMOSILLO-PHOENIX TO BE RUN AGAIN

PHOENIX, Ariz.—Announcement is made that the international race from Hermosillo, Sonora, Mexico, to Phoenix is to be staged again—over the 400-mile route. It is stated that the racers will leave Hermosillo November 9th, with a night control at Nogales, which town straddles the international boundary line. Nogales is about 185 miles north of the starting point.

From Nogales the route is through Tucson and Florence to Phoenix. The road race will be toped off by a speed program at the Arizona State Fair, November 13-18, including a desert race and the one hour National F. A. M. championship.

WILMINGTON WATERMELON RUN

WILMINGTON, Del.—Members of the Wilmington M. C. enjoyed an outing on Sunday, September 10, a trip being made to Augustine Beach, where a watermelon party was staged.

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PROVE HIGHLY DESIRABLE FOR COLLECTORS

LONDON, Ont.—The *London Advertiser,* one of the largest dailies in the Dominion of Canada, is using two motorcycles for its collectors. These machines have displaced two light automobiles and in turn are the successors of the horse and carriage system used up till about four years ago.

Mr. Frank Adams, the business manager for the *Advertiser,* in speaking of the superiority of the motorcycle over other vehicles for collecting and similar advice, stated that one of the big advantages of the power two-wheeler was that the collectors could—and would—go anywhere on their machines. "With the automobiles," said Mr. Adams, "the men found difficulty in going over narrow lanes and paths, and often did not traverse them for that reason. Using the motorcycles, they ride everywhere."

The machines used are a twin Indian and a single cylinder Pope, the former having been in service for two seasons. Both are giving excellent service.

COOLEY SOLD TWENTY-TWO

JOLIET, Ill.—A. B. Cooley, Indian man, reports the sale of 22 new machines during the past few months, which is twice the number he sold last season. He is featuring Goodyear and Goodrich tires in his sales. Cooley recently added the Indian bicycle lines as well as one bearing his own nameplate.

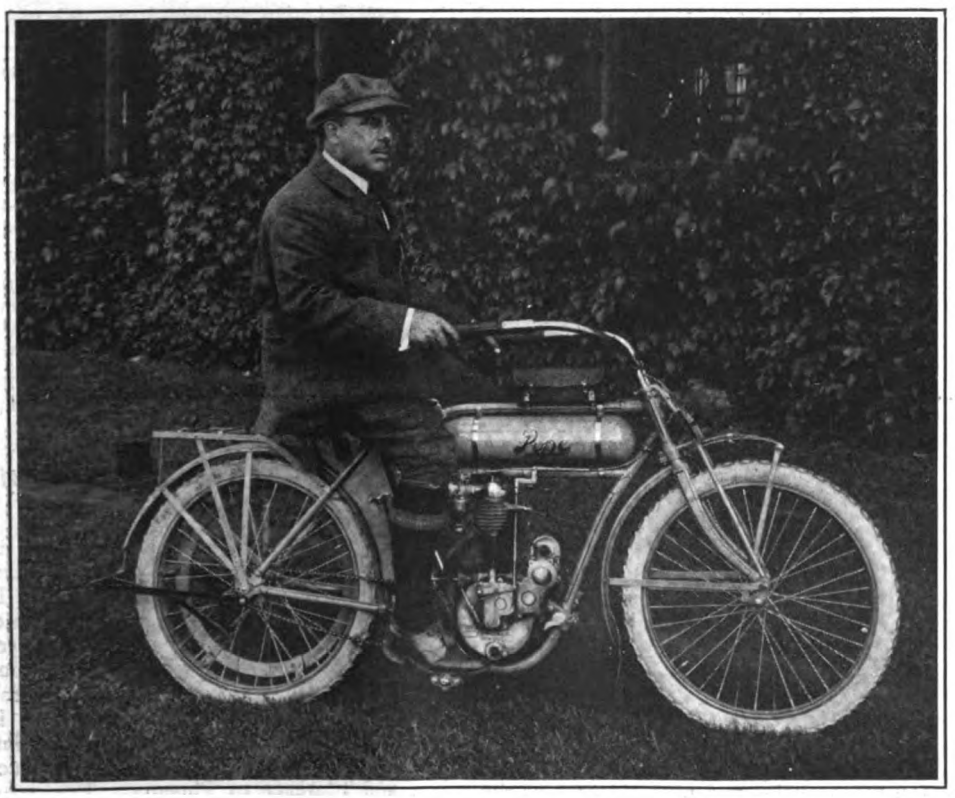
DON'T FORGET THE VALVE STEMS

THERE is a right and a wrong way of performing even so simple an operation as grinding in the valves of the motor. One of the little details which the average rider omits when he is grinding in his valves, for instance, is to examine the valve stems and remove from them all carbonized oil or other filth that is liable to cause the stem to bind in its guide; also to examine the stem carefully to see if it is bent or if, for any other cause, it has been binding in the guide. A little attention to these details will be found fully worth the time and trouble involved.

THINGS ARE FINE, SAYS RICE

CHICAGO, Ill.—A. C. Rice, sales manager of the Eclipse Machine Company of Elmira, N. Y., is in this city on a business trip. "How do I find things?" said Rice, "why, fine; never better."

ST. ONGE TAKES TO THE POPE LIGHTWEIGHT



WESTFIELD, Mass.—Fred St. Onge, of Montreal, has always been an enthusiastic booster for all types of bicycles and motor-propelled two-wheelers. He has ridden every type of bike from the "ordinary" to the modern bike-booster-fitted wheel. His latest acquisition is a Pope lightweight, which he got on his last visit to the Westfield Manufacturing Company's big plant.

Fred looked out in the yard while at the plant and saw an old Pope lightweight, one of the first of these Popes ever built. He at once saw possibilities in it and jumped on for a short ride. He bought the machine as soon as he came back from the spin and used it during his two week's stay in Westfield, afterward having it shipped to Canada for him. The picture shows St. Onge on his Pope in front of the Westfield factory ready for an early morning run.

HANSON AND LANDES BUSY ON 1917 PROSPECTS

KANSAS CITY, Mo., Sept. 23.—A great deal of excitement is now in evidence about the local wigwam of Albert Hanson. Little groups of riders and customers are to be seen almost any time during the day discussing things in general, but those things are those that pertain to the new '17 model Indian machines and the recent announcement of the Hendee Manufacturing Company. All through the excited bustle Hanson and Landes are working hard upon the new prospects and already have their field ready for the first demonstration.

SELLS THREE CLEVELANDS IN VINELAND

VINELAND, N. J., Sept. 24.—John Parsoner, Cleveland lightweight dealer in town, has disposed of three of the well-known two-cycle motorcycles and is planning a busy campaign for 1917, as the lightweight has attracted much inquiry because of its lightness, simplicity and ease of operation locally.

MADE GOOD IN SALES END

TORONTO, Ont.—One of Toronto's crack salesmen and racing men is Wilfrid Morrison, who is chief of staff for Walter Andrews, Harley-Davidson distributor for Ontario. Morrison broke into the motorcycle game before he was out of short trousers and in five years' time he has developed into a full-fleged sales expert. He has traveled the whole of Eastern Canada for the purpose of placing agencies for motorcycles. Morrison practically forsook the stage for the motorcycle, as he played leading juvenile parts until his voice developed a break.

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UNITED MOTORS BUY LOVELL-McCONNELL

Maker of Klaxon Warning Signals Passes Into Hands of Concern Controlling Remy and New Departure

NEWARK, Sept. 18.—The Lovell-McConnell Mfg. Co., maker of Klaxon warning signals, at least one model of which is designed for use on motorcycles, has been purchased lock, stock and barrell by the United Motors Corporation of New York, simultaneously with the purchase of the concern the name has been changed to the Klaxon Company.

As a result of the change, F. Hallett Lovell, Jr., for many years principal owner and president of the concern retires from active connection with the company, although he still retains his directorship.

The United Motors Corporation, by the purchase of the Klaxon interests, adds a sixth concern to its line of accessory factories specializing in automobile and motorcycle parts. Aside from a couple of plants making automobile fitments alone, it now controls the Remy Electric Co., the New Departure Mfg. Co. and the Klaxon Co., all of which are well known in the two-wheeler trade.

PITTSBURGH TO HAVE BIG SPEEDWAY SOON

PITTSBURGH, Pa.—J. B. Callahan, president of the Pittsburgh Speedway Association, announces that there is to be constructed in this city a speedway for motorcycle and automobile racing in the near future. The cost, Mr. Callahan says, is to be close to $1,000,000.

A deal for 600 acres of land was closed last Wednesday by the association and work on the course will begin within a short time on this property. The speedway will consist of a two-mile track for motor races and a horse oval inside. It will be located a short distance southeast of this city.

DOMINIE LAUDS CYGNET

WALLINGFORD, Conn.—George M. Stockdale, M.A., pastor of the Methodist Episcopal church in this city, has just returned from a trip through the Adirondacks with a Cygnet Rear Car outfit. The Rev. Mr. Stockdale is very enthusiastic over the trip and particularly over the performance of the Rear Car, which he considers an ideal vehicle for touring.

IS THIS A DELIVERY RECORD?

ROCKFORD, Ill.—That the days of the horse delivery vehicle are numbered was demonstrated a few days ago in this city by Earl Bengston, who runs a motorcycle rapid delivery service. On a wager, Bergston delivered 17 packages to different parts of the city in 21½ minutes. He rides a Harley-Davidson with side-van attachment.

ELIZABETH MOTOR-COPS NAMED

ELIZABETH, N. J.—Two motorcycles have just arrived here for the use of the local police. Chief Mulcahy announces that he will assign Patrolmen Joseph Sattler and Frank Brennan to the machines. Elizabeth is on the line of much heavy automobile and motorcycle traffic between Newark and southern Jersey, and speed fans have given the local authorities much trouble.

TAUNTON INDIANS IN FINAL RUN

TAUNTON, Mass.—The Indian M.C. of this city held its final club run of the 1916 season on Saturday and Sunday, September 16 and 17. The members left Taunton on the 16th and rode to Portland, Me., stopping there over night and returning the next day. The total distance travelled was 367 miles. Sixteen started and all finished. Alfred Beauvais, Indian man, was tourmaster.

MOTOR-COPS BUSY IN WACO

WACO, Tex.—One of the chief features of Waco's recently inaugurated campaign for greater public safety is a highly efficient squad of motorcycle police. The officers have almost entirely eliminated motor speeding from the list of city ordinance violations and have assisted with many other branches of police work.

WORCESTER NOVELTY RUN

WORCESTER, Mass.—The Worcester M. C. has completed arrangements for a novelty endurance run to be held Sunday, October 1. The plans for the contest have been worked out in secret, and the riders have no knowledge of the kind of a road contest they are to participate in. The only point announced is that the run will cover 100 miles.

POWELL WITH FIRESTONE

SPRINGFIELD, Mass.—George M. Powell, formerly a member of the sales department of the Hendee Mfg. Co., has resigned to join the sales force of the local branch of the Firestone Tire & Rubber Co.

SHIPPED ONE TO WEST AFRICA

LOUISVILLE, Ky.—The Century Motorcycle Company, of this city, shipped a machine a few days ago to Lagos, West Africa. The purchaser is E. J. McLain, who is now in this country on a visit. McLain will return to West Africa shortly and expects to find his new motorcycle awaiting him on his arrival.

WANTS MOTORCYCLES FOR COPS

PARIS, Ill.—Sheriff Ray McAllister has been so favorably impressed by the results obtained in police departments which used motorcycles, that he will petition the Board of County Supervisors at their next meeting for authority to obtain one or more motor patrols.

BACK FROM CANADIAN TOUR

NEW BEDFORD, Mass.—Milton S. Brown and Herbert A. Casavant, two local motorcyclists, have just returned from a tour through Canada in which they covered 1,281 miles in eleven days. Their only trouble on the long trip came in the form of punctures. Although many of the roads covered were in a poor condition, they experienced no motor trouble. Both riders used 1916 Power-plus Indians, and struck an average daily schedule of 100 miles.

SCHERER AVERAGES 42½ TO GRAND RAPIDS

Harley-Davidson Traveler Is Delayed by Tire Trouble in Trying for Record Between Fort Wayne and Grand Rapids

GRAND RAPIDS, Mich.—"Hap" Scherer, on his Harley-Davidson, set out Thursday last, September 20, to beat the time made by the "Northwestern Limited" between Fort Wayne and this city. Scherer left Fort Wayne at 7:30 and arrived here at 12:30, having followed the route of the G. R. & I. Railroad through Kendallville, La Grange, Vicksburg and Kalamazoo. His average was close to 31 miles per hour, elapsed time.

Scherer lost 70 minutes en route by changing three tubes, taking on gas and several involuntary halts of short duration. This makes his actual running time 3 hours and 50 minutes, or an average speed of 42.52 miles per hour for the 154 miles. The "Northwestern Limited" makes the trip in 4 hours.

The attempt to set a record by Scherer was rather an impromptu affair, and no advance arrangements had been made. The roads between the two cities are about as follows: Twenty miles of good surface, 80 miles of fair going and the balance rough and sandy. The Fort Wayne *Journal-Gazette* recorded the start and the Grand Rapids *Herald* checked him in at the finish.

INDIAN OUTING CLUB HOLDS ANNUAL CLAMBAKE

SPRINGFIELD, Mass.—On Saturday afternoon the Indian Outing Club, composed of Indian factory men, held its annual clambake at Goslin's Grove, Agawam. A regular old-fashioned clambake, with all the fixings, was served by a local caterer, and a bounteous plenty of eats served to put the gathering in its best of merry humors. Sports were arranged, and entertainment was provided, and a royal good time was enjoyed by all.

As guests of the Indian Outing Club, there were present all of the Indian Travelers who gathered at the factory for the annual convention.

WOODRUFF IN MILWAUKEE

MILWAUKEE, Wis.—Lee S. Woodruff, of the Okay Motor Mfg. Co. of Brooklyn, N. Y., is now in Chicago in a swing around the Middle West. He is signing up agents for the Okay in the larger cities and expects to exhibit the little motor attachment at the Chicago show if proper space accommodations can be had.

FINNEY CHANGES POSITION

AKRON, O.—W. E. Finney, St. Louis manager for the Goodyear Tire & Rubber Company, has been appointed to take charge of the mechanical goods department in western territory. He is to be succeeded in St. Louis by W. G. Cameron, recently manager of the Dallas, Tex., branch.

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MORE PICTORIAL EVIDENCE OF THE MOTORCYCLE'S UNIVERSALITY

Timely Slants at Motorcycle Men and Doings From Many Sources

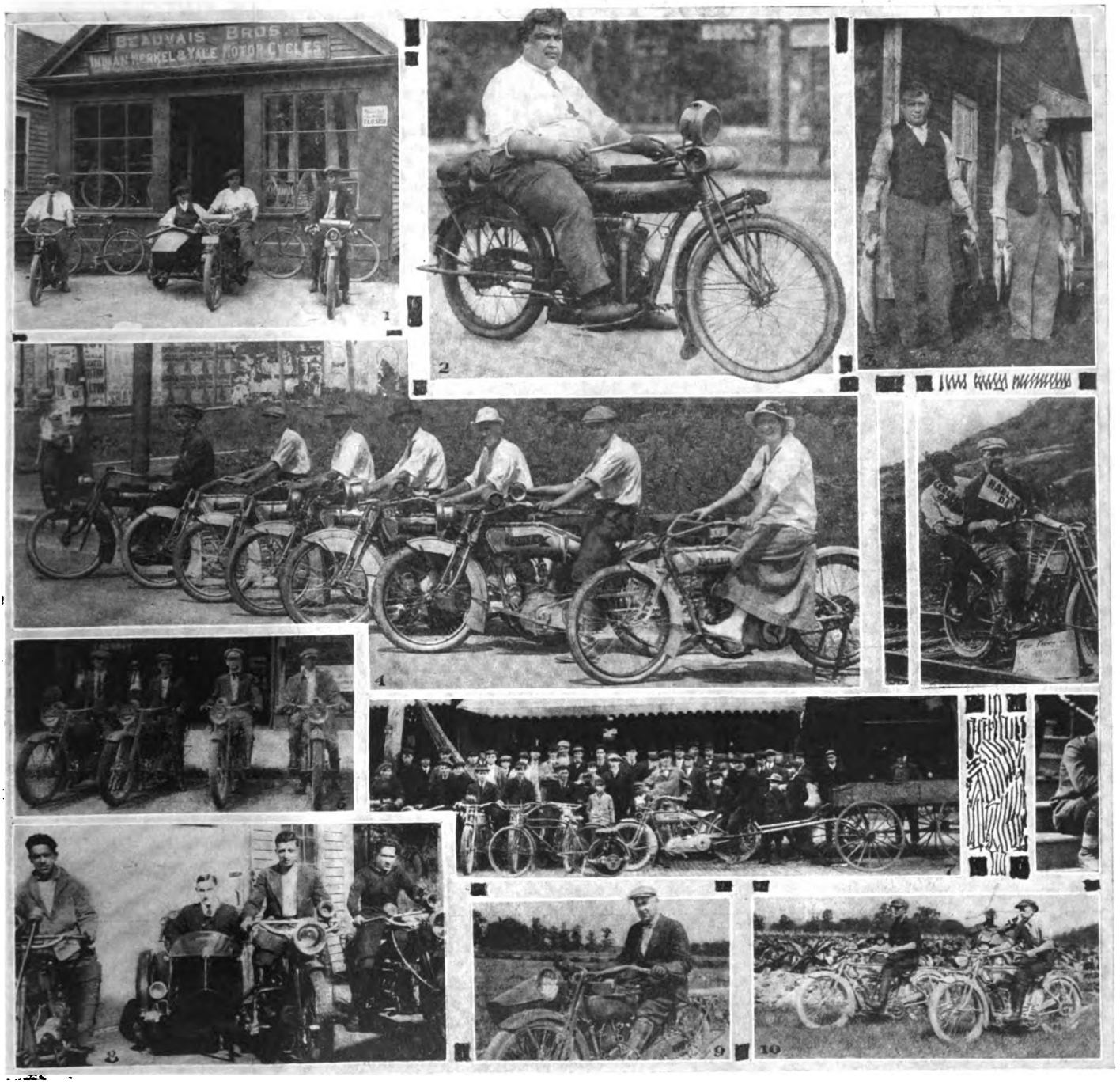

PHOTO No. 1 shows the agency of Beauvais Bros. in Taunton, Mass. Indian and Flying Merkel Machines are handled. 2. Sam Froelich, of Harrisburg, Pa., who tips the scale at something like 250 pounds, astride an Indian. He uses the machine almost daily, and says it is 100 per cent comfortable. 3, Bill Davidson and a neighbor, Simon Volz, at the Davidson camp. "'S easy to get fish like these," says Bill, "if you know how—and where."

No. 4, a few of the Emblem riders in Kansas City lined up for inspection preparatory to a Sunday outing. 5, J. E. Cassuben and William Christoph, with the Harley-Davidson on which they recently made the first motorcycle trip across the Isthmus of Panama. 6, Four motor cops of Washington, D. C., with their new mounts. 7, How the S & S Sporting Goods Store, in Coshocton, O., proved the pulling power of a Harley-Davidson.

8, W. F. Halliday showing off the new Henderson in Providence, R. I. Halliday is in the saddle of the sidecar combination. 9, Salesman of the Akron Motorcycle Co., Akron, O., giving the new model a road try-out. 10. Pope machines used in connection with tobacco harvesting in Connecticut.

EXTENT OF GOODYEAR BUILDING PLANS

AKRON, Ohio.—Twelve hundred and fifty men are now engaged in the work of erecting new buildings for the Goodyear Tire & Rubber Co. Not many years ago, it is pointed out, there were fewer men than that on the entire factory payroll. In sixteen years the company grew up to a point when it can point to a 47-acre floorspace factory. Now, in two years, it is practically doubling what it took sixteen years to achieve.

HILLYER RENEWS CONTRACT FOR HENDERSON

BROOKLYN, N. Y.—The Central Motorcycle Supply Company, of 1407 Bedford avenue, has signed up again to represent the Henderson in Brooklyn and Kings County.

W. A. Hillyer, head of the company, states that he is putting in a complete stock of parts and accessories for the 1917 season. "It will be a big one," says Hillyer.

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A Few Spare Links

By E. B. HOLTON

IF there is any one thing that "gets my Angora," it is to stop and make an adjustment or patch a tube in the busy section of a city.

It is then that you are the center of attraction; also the recipient of much advice from the interested ones in the crowd. But what is worse is to hear a lad tell another all about his cousin's or uncle's motorcycle, a machine that never fails.

Rather a complete overhaul in peace along the roadside in the country than a fouled spark-plug in the big towns!

Met a fellow with a 29 by 3½ shoe on the rear wheel of a sidecar outfit recently who claimed remarkable mileage for it. Wonder why the tire people have never brought out a little heavier casing for sidecar use. To drag a load of 900 to 1,000 pounds on one tire is some little strain on the 28 by 3s and they are standing up nobly, but there is a distinct field for a shoe that is designed especially for sidecar drive wheels.

Isn't it the limit how some of us will abuse a motor, the transmission and clutch just to say we made this or that grade on "high." Time and again you will see a rider climbing a stiff grade with a multispeed twin outfit, with full knowledge he is racking things, hanging on in "high," retarding his spark and easing his clutch in and out, until the whole sheebang is ready to stall, just to crow to his pals that he came up from Topamville all the way without shifting once. The same applies to rounding corners with the clutch out, then easing it in without dropping to second.

What's the use of toting round three speeds if you aren't agoin' to use 'em, hey?

Saw a lad the other day shave his margin of safety down too close for comfort. He was bowling along up the avenue, when a painter's wagon, with ladders projecting over the tailboard crossed his path. He had it all judged to a nicety, figuring on just clearing the outfit, when the horse stumbled and pulled up slightly. Then you should have seen Mr. Solo Rider swerve to the right. He cleared it, but had there been anything on that side to prevent the quick move—well, we'll draw the curtain on the rest. And it all came from not making enough allowance for the unforeseen. This time the rider got away with it. Will he have the break with him next time? Aw, what's the use of talking. We all take too many chances, and preach to the other fellow too much.

Another thing, fellows, that is dead wrong is to take a passenger on his first motorcycle ride, either sidecar passenger or tandem, and scare him half to death with a wild burst of speed. 'Taint right, and it sometimes queers the motorcycle for keeps with some of your victims. Many a time you hear a young fellow say, "Gee, I wouldn't ride a motorcycle if you gave it to me." And when you quiz him as to his prejudice out comes a tale of a wild ride on the back of a friend's machine or a spill due to "grandstand stuff."

It's all wrong, Brodie, it's all wrong! And it loses recruits to the best sport in the world, the royal sport of motorcycling.

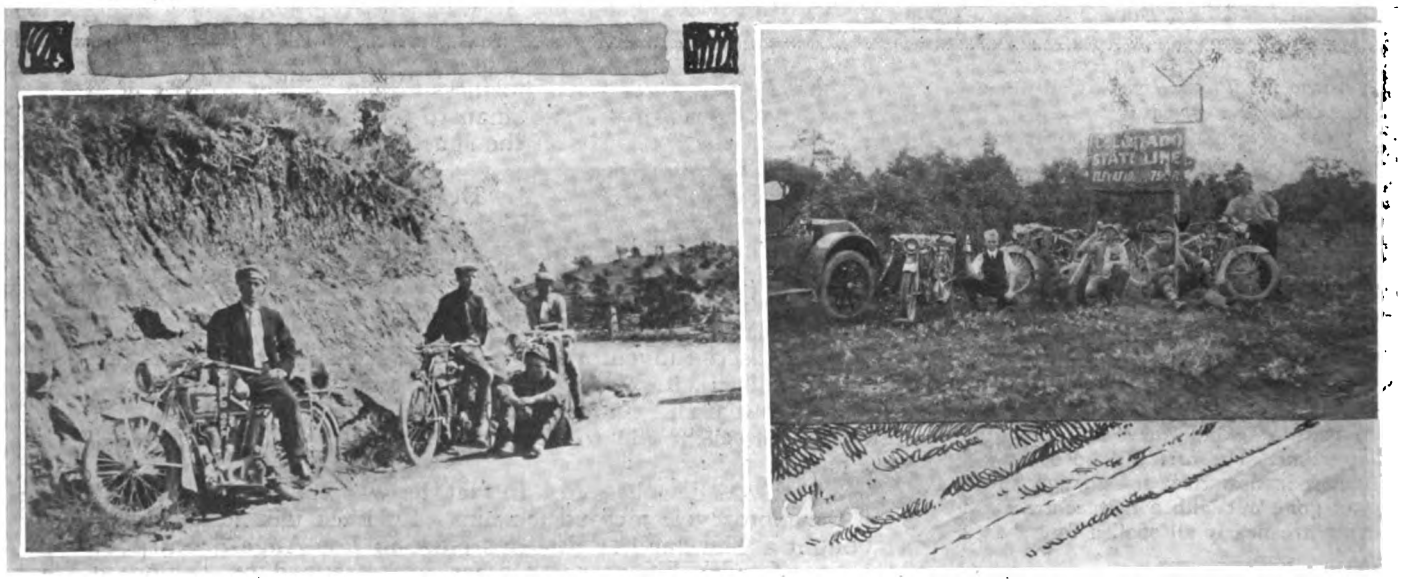
Here's one from the other side, and as it is good, I hope we adopt it into our own lingo. It is the English appellation for the double-opposed motor and is "flat-twin." The beauty of it is that it fully describes the type and at the same time is short. By the way, the "flat twin" has had a thorough tryout on the other side, the English Douglas being far and away the most popular mount on the market in England, price and weight considered. There are several other successful makes of the 180 degree twin in use on the other side.

"INTERNAL BATH" FOR THE MUFFLER

HERE'S a season's-end trick which in many cases will much improve the running of the motor. Inject about half a pint of a mixture of wood alcohol or denatured alcohol and kerosene into the muffler while it is still warm after the day's run and allow it to remain in the chamber overnight; that is, as much of it as does not leak out or evaporate.

In the morning gently tap the sides of the muffler with the handle of a screwdriver and it will be found that practically all of the carbon deposit has been scaled from the sides and plates of the silencer and will be blown out with the exhaust immediately the motor is started. A clean muffler makes for a smooth operating motor, and a season's run, especially if overmuch oil is used, will generally result in a liberal deposit of carbon on the baffle plates and sides of the device.

PUEBLO ROADSTER ON TRIP OVER RATON PASS, 9,000 FEET ABOVE SEA LEVEL



PUEBLO, Colo., Sept. 22.—Pueblo motorcyclists recently rode their machines to Raton, N. M., a distance of 123 miles from Pueblo. To traverse the distance they had to cross Raton Pass, approximately 9,000 feet above sea-level. They traveled over a superb road built both in Colorado and in New Mexico by convict labor, taking three days for the complete journey.

Despite the comparatively low elevation of the pass the party went through a cloud on the way to the summit. The difference in temperature between the bottom and the top is surprisingly pronounced. Frequently snow drifts remain nestled in shaded spots almost all summer.

The completion of hundreds of miles of convict-built roads in the Rocky Mountain region has rendered motorcycling more enjoyable than ever before. It now is possible for a rider to ride long distances without dismounting.

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FRISCOMEN ENJOY MERCURY MINE RUN

San Francisco M. C. Members Have Fine Trip to Quicksilver Deposit Near New Almaden on September 17 Outing

SAN FRANCISCO, Cal.—The official run of the San Francisco M. C. to the quicksilver mine near New Almaden, Santa Clara County, on Sept. 17, proved an unusually pleasant outing and was well attended. The weather was fine and rather cool while the route was over practically perfect roads. About eight of the members left the clubrooms at 8 a. m. and picked up as many more at Colma, just south of the city. They then rode to San Jose.

Here they were met by a number of members from Oakland. Learning that the mine was reached either by a climb up a trail or a three-mile ride on a rather poor road, the party selected to climb the trail and there examined the mine. Returning to San Jose about 3 p. m., they tucked away a fine chicken dinner and returned home the way they came.

The club is considering a clambake, which will probably be held on Oct. 15, at a point near Richmond. This will be one of the two club feeds which are held each year, the first for 1916 having been at Half Moon Bay. A committee has been appointed to work up initiation stunts for the new members and other forms of entertainment.

DOINGS OF AN ACTIVE SAN FRANCISCO QUARTET

SAN FRANCISCO, Cal.—W. H. Jackson, Coast representative for the Davis Sewing Machine Co., is calling on the trade at all important points while on his way home from the factory at Dayton. He has closed an agency in Denver, Colo., and another in Salt Lake City, Utah.

Z. BARTON, manager of the local Thor branch, returned for a short time from the road last week. He stayed for two days and then was off on his whirlwind sales campaign.

EDWIN F. MERRY, distributor for the Excelsior, has just returned from a three weeks' outing in the mountains. He is making things hum even more than when he left for his holidays.

JACK FRASER, San Francisco manager for the Appeal Manufacturing & Jobbing Co., has his first 1917 Harley-Davidson demonstrators and they are being worked overtime. His first carload of the new machines is now due, and though he has not yet gone out with a new contract, the contents are nearly all spoken for.

BUY OUT RISDEN BRANCH

RIVERSIDE, Cal.—Hanson & Nelligan, a hustling young firm in Riverside, have bought out Risden's branch and moved in. Clyde Hafer, manager for Risden, has been transferred to a still better position at Risden's headquarters in Los Angeles.

Commercial Possibilities? Why, Listen: Here's a Chap Who Increased His Sales 300 Per Cent. in One Month With a Motorcycle!

Lockett and His Outfit.

EVERYBODY connected in any way with the motorcycle industry knows that there are a thousand and one methods of adapting the power two-wheeler to commercial service—that it is a time and money saver and a business-builder par excellence—but it is not always easy for a salesman to give specific data—names, figures and all the rest of it, on the spur of the moment, to back up his claims. Therefore—

It is strongly suggested, Mr. Dealer, that you mark well the significant experience of B. S. Lockett, of Hot Springs, Ark., who is just now hitting the highroad to prosperity in the vicinity of Los Angeles, Cal., with his Cleveland lightweight. Here's his story. Remember it the next time you are talking commercial motorcycle sales:

Lockett is the inventor of a patent clothesline. He manufactures and sells it himself. He plugged along afoot, in street cars, and sometimes with a horse and buggy and had to scratch gravel pretty hard to clear $14 to $15 a week. It was hard work, with poor pay.

Lockett was discouraged. In fact, he was about ready to quit. Then the motorcycle idea struck him. Luckiest idea he ever had. He bought a Cleveland at Risden's place in Los Angeles and took to the road, with his patent clotheslines strapped on behind as shown in the photo. In a short time he had boosted his income to $50 a week. His business increased 300 per cent. the first month and the increase has now reached 500 per cent. Lockett is banking $30 to $50 a week and is steadily extending his scope. He carries about 80 pounds on the rear of his mount and covers 75 to 100 miles a day, calling on hardware and grocery stores.

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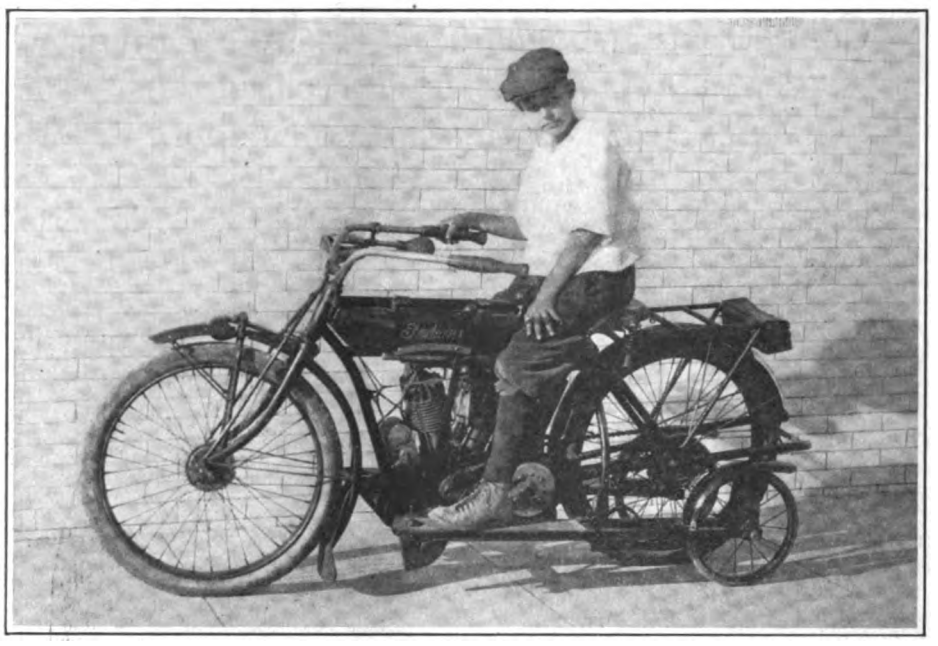
JUST FROM LOS ANGELES—A MOTORCYCLE STABILIZER



LOS ANGELES, Cal.—Joseph A. Blondin of this city, has invented the stabilizer for motorcycles, shown in the illustration herewith. The stabilizer consists of a frame incorporating footrests and small wire wheels, one on each side, and each side-frame is pivoted at the front end. At the middle portion it is resiliently connected with the upper end of the rear frame of the motorcycle close to the seat, thus allowing yielding movement of the stabilizer on the roadway.

A piston and cylinder with a spring beneath the piston afford an efficient combined pneumatic and mechanical springing device.

The stabilizer is readily attachable to and detachable from the motorcycle and is compact and durable. Mudguards are fitted to each of the stabilizer wheels which are in permanent contact with the road. Patent No. 1,117,476 has been granted to the inventor.

MURRAY TAKING ORDERS

KANSAS CITY, Mo., Sept. 23.—Jack Murray got through the first bit of advertising of the new Harley-Davidson model now ready for demonstration at Kansas City. Murray has booked a nice bunch of orders for early delivery, but is only bemoaning the fact that he is as yet unable to get his advertisements ridden. The reason is that the factory has not shipped the machines for his customers as yet.

DONOVAN SAYS A WORD ON 1917 COMPETITION RULES

(Continued from page 13)

also insist on a stricter classification of riders who take part in such events.

For 1917 the rider classification will be: A—eligible to any event from one to 300 miles; B—eligible for any event up to 100 miles; C—for any event up to 50 miles; D—eligible for any event up to 10 miles on one-mile tracks and five miles on half-mile tracks. The trade rider and amateur classes complete the list. The ownership of the machine he rides is required of each amateur and merchandise prizes only must be competed for by him. No alteration of machine from standard make by an amateur is allowed.

In conclusion, Chairman Donovan stated that the 1916 season had been a most successful one and the accidents of the season have been on small tracks and at unsanctioned meets.

TO HOLD ENDURANCE RUN

PHILADELPHIA, Pa.—Arrangements have been made by the Motorcycle Club of Philadelphia for an endurance run of 260 miles into the mountains, and the date will be either October 8 or 15. Applications for entry blanks should be addressed to the Motorcycle Club of Philadelphia, 1703 N. 33rd St.

MANCHESTER CLUB FORMED

HARTFORD, Conn.—About 75 riders of this met in Cheney Block on September 20 and organized a club to be known as the Motorcycle Club of Manchester. The following officers were elected: W. J. Atwood, president; Thomas Raby, vice-president; Michael Donaghue, secretary; E. J. Ryan, treasurer; Messrs. Madden, Schultz and Edgar, managers.

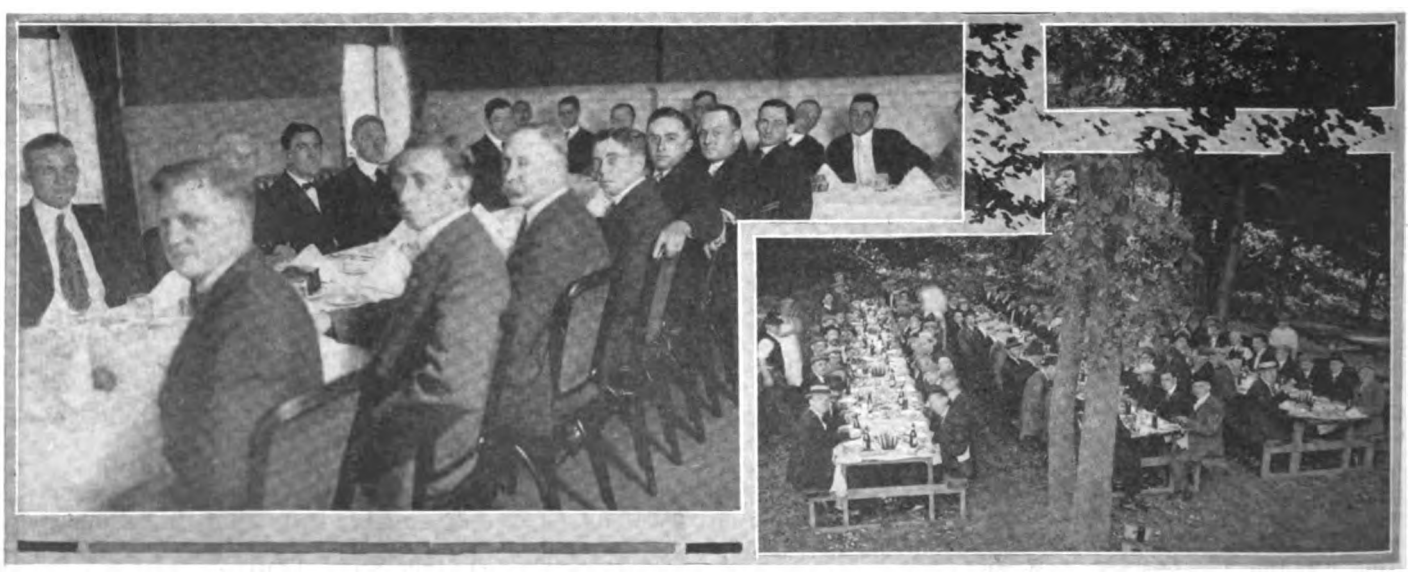
WARNER BOOSTS STOCK

LOUISVILLE, Ky.—The Ray E. Warner Company, Firestone Tire distributors in this city, has just boosted its capital stock from $2,500 to $3,000. The company also handles motor accessories.

HUTCHINSONITES ON RUN

HUTCHINSON, Kan.—A party of fifteen Hutchinson motorcyclists made a run to Nickerson a few days ago. Regular Sunday trips will be made by the riders until the cold weather intervenes.

HERE'S WHERE INDIAN TRAVELERS STAND ON THE "EAT" QUESTION



At the Left Is a Glimpse of the Special Banquet Extended to the Salesmen at the End of Their Annual Convention, While on the Right Each and Every One of Them Is Recognizable Among the Group Attending the Picnic of the Indian Outing Club. Item Covering Both Events Appears on Another Page of This Issue

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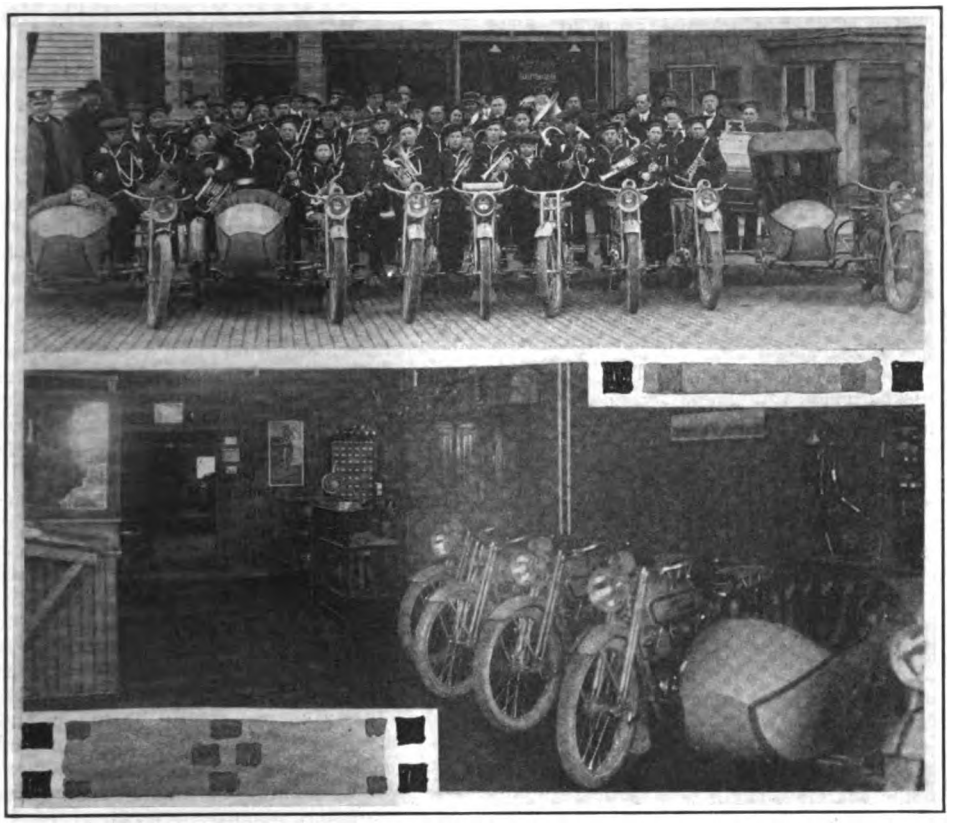
HERE'S A BUSINESSLIKE AGENCY—SCOTT'S IN MARION, IND.



Above Is the Boy's Marine Band Which Lent Distinction to the Opening of Glen A. Scott's New Salesrooms, While Below Is Just a Glimpse of Their Interior

MARION, Ind.—Glenn A. Scott, handling the Harley-Davidson in this city, believes in doing things on a modern business basis. He has his bookkeeper's office and cashier's desk enclosed in glass and a private office to transact business in. His repair department is a model one and it goes without saying that order and cleanliness are insisted upon all over the place.

Scott says that the cashier and bookkeeper section as he fits it is valuable in that not only is it neater than the usual way of placing these departments, but also it automatically gives more confidence to customers and insures prompter payments. "The private office," says Scott, "is where all leases and contracts are drawn up. I lost several sales before putting this office in by outsiders overhearing the conversation of my prospects and customers and trading their information to others. Now I can hold the undivided attention of my man."

When Scott opened his new salesroom at 307 South Branson street, he hired the Boys' Marine Band of 30 pieces for the occasion. As a preliminary he hauled the band around town in sidecars and then had it play at his store. The illustration at the top shows the band in front of Scott's place, while below is a corner of his salesroom.

ARMY TAKES 2 EXCELSIORS FROM GIRTON-HOFFER

LOS ANGELES, Cal.—An order for two Excelsiors has been received by the Girton-Hoffer Company, distributing the Excelsior in the Southwest, from Lucero Brothers, El Paso, Texas agents, for the use of the regular army. The two machines will be ridden by Quartermaster Sergeant Scott and First Sergeant Stehman at Sierra Blanca, Texas.

Business is very active on the Excelsior in Los Angeles. Girton-Hoffer received another carload on the 14th and at noon on the day following had sold four on new retail orders placed at their store.

THANKSGIVING RACES OFF

PHILADELPHIA, Pa.—The Motorcycle Club of Philadelphia has decided to cancel its Thanksgiving race program, owing to the death of Bill Brier, who was injured recently on the Belmont track. According to present plans, the club's next speedway at Hatboro.

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MACHINE WEATHERS TORNADO

Boatswain's Mate Had It on U. S. Destroyer Terry When Latter Sank in West Indian Storm—Machine Ran as Well as Ever When Recovered

THERE are all kinds of stories of motorcyclists battling with muddy roads, sand storms, mountain grades and even fording rivers, but to Charles Clegg, of the U. S. torpedo boat destroyer Terry, goes the honor of being the first to take a motorcycle through a West Indian hurricane. Mr. Clegg is a boatswain's mate in the U. S. navy, serving on the destroyer Terry.

Everywhere the Terry goes, with it goes Boatswain's Mate Clegg and also his Harley-Davidson motorcycle. In each port the machine furnishes its owner a lot of pleasure, but on board ship it travels lashed to one of the funnels. This is necesary because the hatches on a modern torpedo boat destroyer are so small that there is no room for a motorcycle. Much of the time while at sea the decks are awash and the seas even pile up around the funnels.

Exposed to Weather

"During several voyages we have encountered severe storms," said Boatswain's Mate Clegg in a recent letter. "The Harley-Davidson, lashed to one of the funnels, has been exposed to all kinds and conditions of weather. When on duty in Dominican waters we were ordered from Monti Christi, Republica Dominicana, to Puerto Plata, Republica Dominicana. When entering Puerto Plata we struck a submerged wreck and the Terry sank before I could save my machine.

"Our decks were wholly submerged, and I was unable during the first day to save my machine, but on the second day I finally, after considerable trouble, got it clear and sent it ashore. After clearing the engine and all parts of salt water and sand and cleaning the magneto with gasoline I kicked off the machine and she ran in fine shape.

Terry Is Raised

"The Terry was finally raised, and while being towed back to Charleston, S. C., we truck a terrific West Indian hurricane while off the Bermuda Islands, which, by the way, was the same in which the U. S. S. Hector was lost. We encountered mountainous seas for three days and my machine was again almost constantly under water.

"We finally won safe to Charleston and I got my machine on terra firma once again, and after a little cleaning, had a run of about ten miles. Magneto trouble developed and I had to have my magneto repaired by the Bosch people in Atlanta, Ga., having been thoroughly saturated by salt water. A few days ago I discovered a small hole in the gas tank, but it was easily repaired, and apart from that and the magneto the machine is in excellent condition."

MONTREAL TO HAVE ONLY DOMINION MOTOR SHOW

MONTREAL, Que.—Probably the only motor show in Canada during the next six months will be the exhibition which has been planned for Montreal next January. As usual motorcycles, bicycles and accessories will form a strong feature of this display which will be staged from January 13 to 20. The manager of the show will be T. C. Kirby, who has handled the exhibits during previous years here. An application for space has already been received from the A. E. Bregent Company, distributors for the Smith Motor Wheel.

KEYSTONE MEET AT LEBANON ON SEPTEMBER 30

LEBANON, Pa.—An attractive race program will be held at the track here on September 30 by the Keystone M. C. of Harrisburg. The card will include a 25-mile State championship event, and several five and ten mile races. Seventeen entries have already been received, among which are C. Johnston, the Cyclone speeder, of Wellsville, O., and Bill Lineaweaver, Indian rider from this city.

The Lebanon track is a half-mile oval, but is well banked and high speeds can be had on it.

FIRST 1917 MODELS ARRIVE IN CANADA

TORONTO, Ont.—The first of the 1917 models to arrive in Canada were received in Toronto on Saturday, September 23. They were the first of the new Harley-Davidson and Henderson families. The stores of both Percy A. McBride and Walter Andrews, two of the local distributors, were crowded for the occasion of the uncrating of the two latest creations.

H. M. Kipp, in charge of the Toronto Wigwam, has just returned from a visit to the Springfield factory of the Hendee Mfg. Co., where he looked over the entire new range of Indian models.

FUERST IS THOR RETAIL MANAGER IN CHICAGO

CHICAGO, Ill.—H. F. Fuerst has been appointed retail sales manager of the Chicago headquarters of the Thor, at 1307 South Michigan avenue. He was formerly with the service department of the Aurora Automatic Machinery Co. factory.

RELIEF IN SIGHT FOR CANAL ZONE RIDERS

Former Legal Action Chairman Johnson of the F. A. M. Has Secured Favorable Action by Congress to Reduce Fees

CHICAGO, Sept. 27.—There are at least 105 members of the F. A. M. who have no need to ask "What do I get for my dollar?" They all are located in the Panama Canal Zone, and have been suffering for the past several seasons under a $10 license fee, besides a $1 tag fees and a $2 reciprocal tag fee to permit them to ride in the Republic of Panama. In other words, it cost the Canal Zone rider $13 to navigate 58 miles, for that is the extent of the rideable roads in the Zone.

Through the efforts of the former chairman of the Competition Committee of the F. A. M., William M. Johnson, however, the immediate prospect of relief from this obviously unfair state of things is in sight.

Chairman Johnson presented the matter in person to the Isthmian Commission at Washington; the boys asking that the fee be fixed at $5. The commission apparently agreed that a change should be made, and the police department in the Zone approved a change in the speed regulations, which was then 8 miles in the city and 15 miles in the country, permitting a speed of 15 miles in the city and 25 in the country. It was found that no relief could be secured except through Congress. It was also found that in other respects the ordinances concerning license tax, sanitation and other matters of regulation should be changed.

Honorable Fred A. Britten, of Chicago, introduced in Congress House Bill No. 15,955 to enable the commission and the executive to recommend the appropriate changes. Honorable James A. O'Gorman, of New York, introduced the same bill in the Senate. Favorable action has been taken in the House and the Senate, which will result in new regulations more favorable to the motorcyclists.

SILVEX MOVES ITS OFFICES

BETHLEHEM, Pa.—Following out a policy of strict concentration, the offices of the Silvex Co., maker of Bethlehem spark plugs, have been consolidated with the factory in South Bethlehem. Formerly the offices were located in New York City.

FOR YOUR SAKE, "L. H.," WE SINCERELY HOPE

Peekamose, N. Y., Sept. 3, 1916.

CONTEST EDITOR:—

"What do I know about motorcycles?" you ask. I may be mistaken, but that little piece of a picture looks like it came from a Thor. Am I not right? This is my third copy of **Motor Cycle Illustrated**, and I certainly enjoyed it and lay everything aside till I finish it.

Yours truly,

L. H. CODDINGTON.

THE MAIL DOESN'T ARRIVE JUST BEFORE SUPPER

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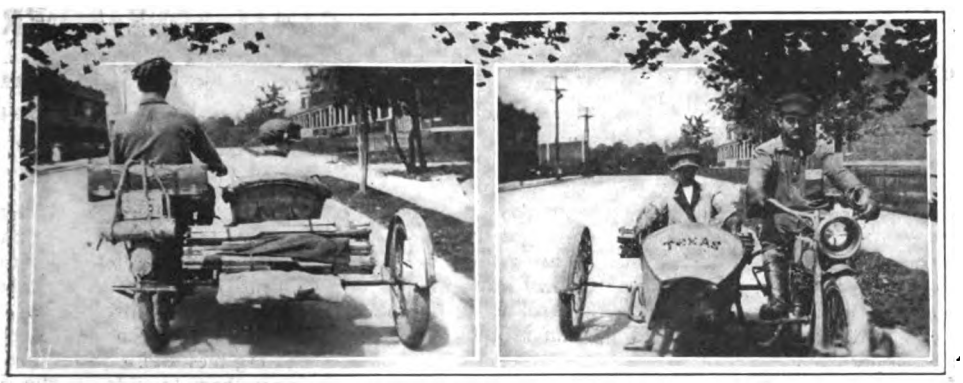
CAMPED OUT ON TOUR FROM WACO TO NEW YORK



Mr. and Mrs. Meyers and Their Harley-Davidson Outfit

NEW YORK, Sept. 19.—Mr. and Mrs. S. D. Myers, of Headley, Tex., dropped in at the office of **Motor Cycle Illustrated** a few days ago on the completion of a motorcycle and sidecar journey from their home town to the city of white lights and dark subway excavations. They left Headley on August 12 and made their tour on a leisurely schedule, covering 2,300 miles in all, owing to side runs and a rather circuitous route. The couple carried a complete camping outfit, and experienced only one night when a rainstorm drove them to the shelter of a barn. Every other night they slept in their tent.

Starting from Headley with a 1916 Harley-Davidson machine, which already had seen 18,000 miles of running, the tourists passed through Amarillo, Tex.; Dodge City, Kansas City, St. Louis, Terre Haute, Indianapolis, Keystone, Ind.; Dayton, Akron, Columbus, Cleveland, Buffalo, Niagara Falls and Albany to New York City.

Mr. and Mrs. Myers state that they made the trip simply for the fun of it, and that they have enjoyed every mile. Their motor gave them no trouble, and there was only one puncture to bother them. After giving New York the double-o for a week they will aim their combination in the direction of the Rio Grande once more.

GLAD TO O. K. YOUR ANSWER, GLEN, AND

Saybrook, Pa., Sept. 11, 1916

CONTEST EDITOR:—

The answer to this week's question is "Reading-Standard," unless I have missed my guess.

I think this contest will be very interesting and will show some of us how little we know. I have been a rider for four years and am supposed to know most machines from A to Z, but this will undoubtedly show that there are some things that I don't know about the new models.

I also like your magazine, as it is full of "pep."

Yours very truly,

GLEN E. CARLSON.

GLAD YOU RECOGNIZE A "PEPPERY" PAPER

LENDING GINGER TO MILWAUKEE CLUB TOURS

MILWAUKEE, Wis., Sept. 26.—Sunday tours are getting to be a feature of the activities of the Milwaukee M. C. The club's annual fish fry at West Bend was held with Wallace Wrede, president of the club, as tourmaster. On the following Sunday the club went to Racine with Elmer Owen as tourmaster. A different T. M. picked for every run lends variety and has been found very successful in increasing interest in the weekly runs. Sheboygan and Whitewater are down on the schedule as objective points for the next runs.

Miss Lillian Hauerwas is head of a committee which is arranging for a Halloween party on Oct. 30 for club members and their friends.

CALL FOR VOTE ON FISK CAPITAL INCREASE

Meeting of Stockholders Set for October 2 to Consider Increase of Capital Stock by $12,500,000

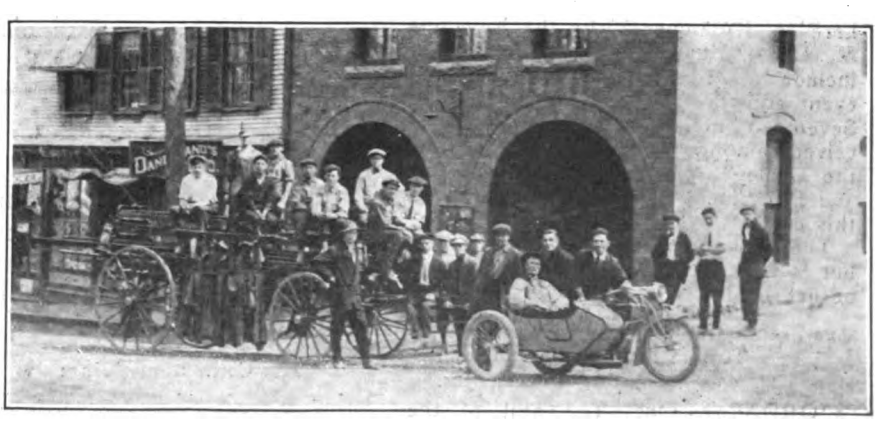
CHICOPEE FALLS, Mass.—October 2 has been set as the date for a stockholders' meeting of the Fisk Rubber Co., to vote on the matter of increasing the capital stock by $12,500,000. Of the new stock, $7,500,000 would be first preferred convertible, and $5,000,000 second preferred. At the same time the stockholders will vote on increasing the common stock by an amount sufficient to take care of the conversion of the present outstanding second preferred stock, and the proposed new preferred issues. The adjustment of Fisk stocks is to be completed by reducing the amount of the authorized capital stock by $5,000,000, the amount of second preferred stock, Series B, authorized a few months ago but not issued.

The new first preferred stock, if authorized, is to be convertible into common stock prior to January 1, 1922, in the ratio of four shares of common to five of preferred, and between January 1, 1922, and December 31, 1926, at $150. There is now outstanding $2,000,000 second preferred stock that is convertible into common up to November 1, 1917, and the stockholders will be asked to approve an extension of this period to November 1, 1923. Holders of the present first preferred will be offered pro rata $5,000,000 of the new first preferred at par and accrued dividends, while holders of the present second preferred will be offered $2,500,000 of new second preferred on the same terms.

BROWN WINS AT PARIS

PARIS, Texas.—Motorcycle races proved one of the main attractions on the closing day of the Lamar County Fair here on September 16, and riders from all parts of Texas were here to participate. Only two events were staged, both free-for-all, the first over a four-mile course, and the second over a five-mile course. Pete Brown, riding a twin Indian, won both events, in which there was a $100 cash purse to the winner of each event.

MOTORCYCLE SCORED HIT BY TOWING FIRE TRUCK



The Machine Is an Excelsior and After the Demonstration Shown in the Photo the Fire Department Officials Changed Their Opinions About Motorcycle Efficiency

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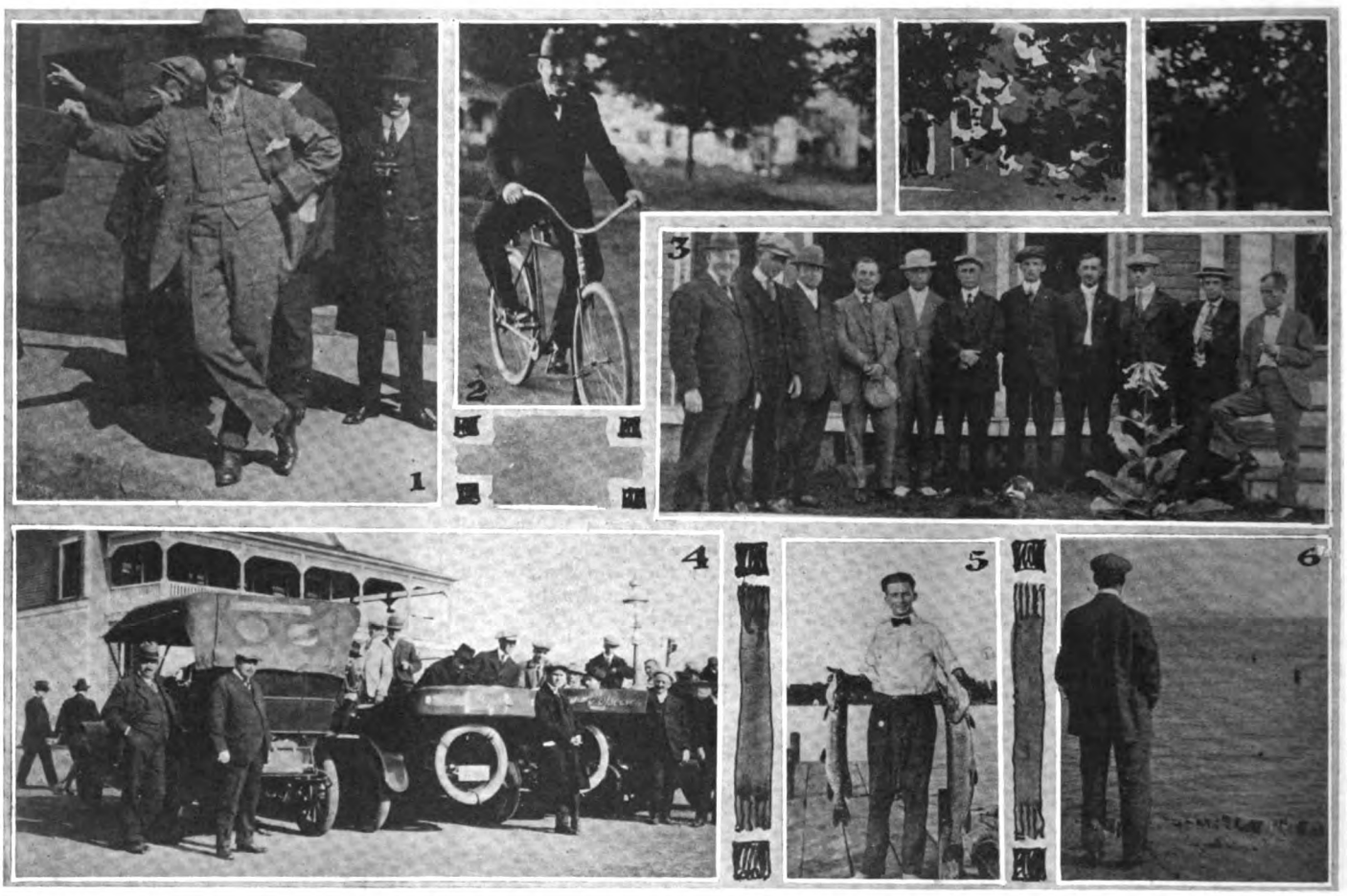
WHEN THE 11 POPE TRAVELERS INVADED WESTFIELD

There Was Much Ado Besides Cut and Dried Business Conventions, as These Camera Views Will Attest—All Keyed to a High Pitch of Enthusiasm



1, General Manager J. P. Fogarty Ready to Start; 2, Special Representative B. A. Edgar in the Saddle; 3, Pope Salesmen at the Factory; 4, At Cox's Hotel, Savin Rock, New Haven, Conn.; 5, How Jack Yates Spent Part of His Vacation; 6, Stillman Watching the Water Nymphs

WESTFIELD, Mass.—Some additional sidelights on that annual salesmen's convention at the Westfield Manufacturing Co.'s plant were given out by Publicity Manager Porzer today.

There were a dozen less one of the Pope enthusiasts who gathered at the plant and throughout the two weeks of the convention, there was peace for no one in and around the Pope plant. After hours, they seemed to be everywhere at once in search of excitement but always venting genuine Pope enthusiasm.

Who's Who in the Photo

In the lineup photograph of the conventioners, which was taken in front of the home office, reading from left to right, the first man in line is B. A. Edgar—he likes Westfield so well that, with his family, he spends his vacation there. C. A. Leander next in line, spent most of his summer riding around Chicago. M. G. Littlefield, the dean of Pope salesmen, hails from Freeport, Ill., where he is one of the leading golf enthusiasts. O. J. Oberwegner comes from Toledo, and by the smile on his face he seems happy to get back. Jos. Redlinger, standing right next to him, probably spent his summer farthest away of all, as he was busy superintending the erection of his new home in Mobile, Ala. D. G. Ryan spent his vacation by the sea at Block Island. Jack Yates came from his home in Minneapolis, Minn., where he found a great deal of pleasure in riding his pet Pope motorcycle on the home track. D. L. Marshall, on left of Mr. Yates, found his summer interests in the hills about Philadelphia, while Frank R. Swayne and Thomas B. Hallbourg, the next in line, were content to enjoy the summer pleasures in their home town of Westfield. Charles T. Quinn, at the extreme right, spent his vacation between Matunuck, R. I., and Providence.

The first week of the convention, through some unknown channel, the local newspaper obtained a lot of personal data about each of the Westfield representatives, and presented it, apparently without the least reserve. That night the circle at the hotel was complete, and was as busy as a sewing bee. Bets were offered to disprove some of the printed statements, and many threats of libel suits were made by the men, but they finally calmed down and admitted that the joke was on them.

The Convention Doings

During the convention, a number of sessions were held in various parts of the factory, where the salesmen became more familiar than ever with the work of making Pope products. There were sessions also in which the men were made acquainted with the work, and plans of each of the various departments.

"Ad" Plans Make a Hit

Of the many points of interest the one that appealed to them strongest was the plans for the 1917 advertising campaign, which promise to eclipse anything that the Westfield company has ever done. Saturday and Sunday of the first week were devoted by the salesmen and the office sales force, to a motor trip to Savin Rock, Conn., the night stop being made at New London.

As the convention days passed, the men became more and more enthusiastic over the proposition which they have to offer the trade this year, and each one left for his territory convinced that the 1917 line of Columbia bicycles and Popè motorcycles is the finest it had ever been his fortune to sell.

THIS PAIR MADE RAPID TRIP

ALTOONA, Pa.—Messrs. Harold James and Claude ("Snake") Walker, both of this city, but who have been located with the Eddystone plant of the Baldwin Locomotive Works at Philadelphia, Pa., made a hurried trip to this city last Saturday, completing the distance of 243 miles in eight hours and twenty minutes.

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PICTURE CONTEST AROUSES COUNTRY-WIDE INTEREST

But the Pictures Prove Easy for Most Riders—Promise of Harder Views to Come—Ten "Motorcycle Experts" to Date—But Many Have 750 Per Cent Average

HERE comes a big slump in "motorcycle experts"! So far in this contest they have been sort of a drug on the market, so to speak, but beginning right here, right now, on this very page there is going to be a change. The four pictures preceding the one appearing in the next column have proven easy for quite a few riders; but this week's little puzzler requires some real motorcycle knowledge—and that lets that Newark (N. J.) bunch out at any rate.

But seriously speaking, or writing, we earnestly believe that the picture given this week will prove the hardest of those that have appeared to date. And that, we might add, is going some, for, while the number of correct answers to the contests of weeks gone by have far exceeded the number of incorrect ones, it must be remembered that unless a contender is absolutely sure that he is right, he will not commit his answer to paper. That this is the case can be gathered from the fewness of contenders who have perfect 1,000-point scores to date.

Last Week's Returns

The returns from last week's picture show that the number correct on all four pictures is just ten; there are, however, about a score of contenders whose batting average to date is 750, while a full half hundred have hit in the four preceding weeks to an average of 500, having come in with the correct answers on half of the pictures.

The full "box scores" and batting averages for all of the better than 100 contenders will be given in the next issue; we are holding it off until then in order to see if we cannot trip up some of the winners.

Now then, Friend Wansleben, of Washington, out with your draughting tools and scale off this picture and see if you

WHAT DO YOU KNOW ABOUT MOTORCYCLES ?

WHAT MAKE OF MOTORCYCLE IS THIS TAKEN FROM?

cannot retain that 1,000-point average you have to date; and Elwin Safford, of Corry, Pa., better get all the club boys together so that you will not lose caste as the local "motorcycle expert." And the same thing applies to each and every other of the ten high score men. The pictures from now on are going to be much harder, and it behooves you to spend an hour or two sizing up and familiarizing yourself with every make of motorcycle that passes you on the street or road.

Title Will Be Earned

Yea Bo! Anybody who gets that title of "Motorcycle Expert" and manages to retain it throughout this contest is going to earn it and no mistake.

There were nine more correct answers to the Reading-Standard picture which came in too late for mention in the last issue; this brings the total number of correct answers to that particular picture up to 103. So far there have been 73 correct answers to the Indian picture, which evidently proved a bit harder for most fellows; but Indian answers from the coast, from Havana and other distant points are still coming in so that before the final word is said on that picture undoubtedly the answers will also total over the 100 mark.

But by the way the Pope answers are coming in—there are 76 to date, of which 75 are correct—the Pope picture bids fair to eclipse all the others. But our guess is that there will be very few correct answers to the picture this week.

CORRECT POPE ANSWERS

Abbott, F. S. ..... Newark, N. J.
Adams, Mrs. Douglas .... Keene Valley, N. Y.
Adams, Maude E. ..... Rutland, Vt.
Alfieri, Michael ..... Brooklyn, N. Y.
Armentrout, J. C. ..... Washington, D. C.
Archer, Frank S. ..... Fort Scott, Kans.
Bagwell, Frank ..... Newark, N. J.
Battamini, Albert ..... Brandon, Vt.
Ball, Donald ..... Chittenargo, N. Y.
Bongiorno, Charles ..... Hoboken, N. J.
Brown, R. D. ..... Detroit, Mich.
Burdick, Russell ..... Detroit, Mich.
Campbell, T. E. ..... Mammoth Spring, Ark.
Campe, "Cyclone" Frank ..... Utica, N. Y.
Carlisle, A. ..... David City, Nebr.
Carlson, Glen E. ..... Saybrook, Pa.
Charles, C. A. ..... Newark, N. J.
Clifford, R. N. ..... Dixon, Ill.
Coddington, L. H. ..... Peekamose N. Y.
Dombach, Charles ..... Newark, N. J.
Drummond, Percy ..... Newark, N. J.
Edwards, W. J. ..... Springfield, Mass.
Fehr, J. Fred ..... Naperville, Ill.
Ferris, Miss Jennie ..... Port Jervis, N. Y.
Fry, Edward ..... Shamokin, Pa.
Gilmour, R. H. ..... Ridgewood, N. J.
Gulesian, E. G. ..... Dorchester, Mass.
Haviland, J. G. ..... Newark, N. J.
Heiss, M. W. ..... New York City
Henssler, John ..... Philadelphia, Pa.
Henssler, Herman, Jr. ..... Philadelphia, Pa.
Hedler, Frank P. ..... Brooklyn, N. Y.
Higgins, Bert ..... Newark, N. J.
Hetland, A. S. ..... Newark, Ill.
Holland, Lincoln, Jr. ..... Newark, N. J.
Hill, Geo. M. ..... Long Branch, N. J.
Holton, E. B. ..... Newark, N. J.
Hysler, M. A. ..... Springfield, Ill.
Hoyer, Paul ..... Dover, N. J.
"Krazy Duck" ..... Chicago, Ill.
Le Manquais, H. E. ..... Bound Brook, N. J.
Leathe, W. ..... Larchmont, N. J.
Levenick, Floyd ..... Madison, Wis.
Lone Subscriber ..... Van Voorhis, W. Va.
Mader, H. J. ..... Park Ridge, N. J.
Mann, Crocker ..... Dover, Mass.
Minandi, A. T. ..... Norwalk, Ohio
Moore, Grant R. ..... Monticello, N. Y.
Mudgett, Geo. A. ..... Royalton, Vt.
Mulliner, Miss Millicent ..... Chicago, Ill.
Most, Sam ..... Bronx, N. Y.
Moss, Albert ..... Brooklyn, N. Y.
Paul, Walter G. ..... New York City
Pink, R. H. ..... Bronx, N. Y.
Pelezzare, Victor C. ..... Bronx, N. Y.
Pugsley, J. E. ..... Irvington, N. J.
Platt, Anthony ..... New York City
Reikel, George ..... New York City
Rogers, Rex. B. ..... Glens Falls, N. Y.
Rothweiler, Robt. W. ..... Bronx, N. Y.
Safford, Elwin ..... Corry, Pa.
Schatzmann, S. P. ..... Maysville, Ky.
Silsby, G. W. ..... Littleton, N. H.
Siegel, Harry ..... Brooklyn, N. Y.
Schlanger, M. H. ..... Newark, N. J.
Sierk, L. W. ..... Brooklyn, N. Y.
Spear, W. R. ..... Newark, N. J.
Stedman, Wm. E. ..... Wakefield, R. I.
Stevens, P. Wilmer ..... Newark, N. J.
Strauss, Walter ..... Bronx, N. Y.
Stevens, O. W. ..... Newark, N. J.
Wansleben, T. O. ..... Washington, D. C.
Williams, Chas. ..... Pittsfield, Mass.
Williams, Wm. ..... Newark, N. J.
Yonge, Laurie ..... Ocala, Fla.

CORRECT INDIAN ANSWERS

Allton, Jos. M. ..... Columbia, Mo.
Archer, Frank ..... Fort Scott, Kan.
Brown, R. D. ..... Detroit, Mich.
Burdick, Russell ..... Detroit, Mich.
Campbell, T. E. ..... Mammoth Spring, Ark.
Carlisle, A. ..... David City, Mich.
Carlson, Glen E. ..... Saybrook, Pa.
Carpenter, Orion L. ..... Chicago, Ill.
Coddington, L. H. ..... Peekamose, N. Y.
Cole, Fred E. ..... Atlantic Mine, Mich.
Darnell, R. C. ..... Detroit, Mich.
Dexter, Ebbett ..... Brooklyn, N. Y.
Enell, W. H. ..... New York City
Fullerwood, E. L. ..... Tucumcari, N. Mex.
Hill, Geo. M. ..... Long Branch, N. J.
Henssler, Hermann, Jr. ..... Philadelphia, Pa.
Hysler, M. A. ..... Springfield, Ill.
Leathe, W. ..... Larchmont, N. Y.
Lesher, Chas. W. ..... Harrisburg, Pa.
Logan, W. W., Jr. ..... Meridian, Miss.
Lone Subscriber ..... Van Voorhis, W. Va.
Maggini & Perkins ..... San Francisco, Cal.
Mann, Crocker ..... Dover, Mass.
Marti, Emilio ..... Havana, Cuba
Meyer, Chas. ..... San Francisco, Cal.
Minandi, A. T. ..... Norwalk, Ohio
Muckle, Theo. ..... Waterbury, Conn.
Niemen, L. L. ..... Chicago, Ill
Olson, Harold ..... Elsie, Nebr.
Phillips, John ..... Dayton, Ohio
Porter, Nelson ..... Brownsville, Pa.
Ries, Joe H. ..... Carroll, Ia.
Riticher, Henry J. ..... Wauseon, Ohio
Rivenbrugh, Mrs. Albert ..... Hudson, N. Y.
Safford, Elwin ..... Corry, Pa.
Salo, O. J. ..... Red Lodge, Mont.
Service, Chet ..... Kirkland, Ill.
Sheukle, J. C. ..... Du Bois, Pa.
Shepard, Tracey ..... Bradford, Pa.
Vokali, James ..... Poughkeepsie, N. Y.
Wells, J. W. ..... Columbus, Ohio
Yakie, August ..... Port Arthur, Tex.
Yonge, Laurie ..... Ocala, Fla.

CORRECT R-S ANSWERS

Darnell, R. C. ..... Detroit, Mich.
Kannowski, Walter ..... Alena, Mich.
Nieman, L. L. ..... Chicago, Ill.
Olson, Harold ..... Elsie, Neb.
Pollard, Mrs. Anne ..... Miami, Ariz.
Ross, A. W. ..... Erie, Pa.
Schmidt, Jess ..... Tracy, Cal.
Smith, H. J. ..... Derby Line, Conn.
Thomas, Dewey ..... Fellores, Cal.

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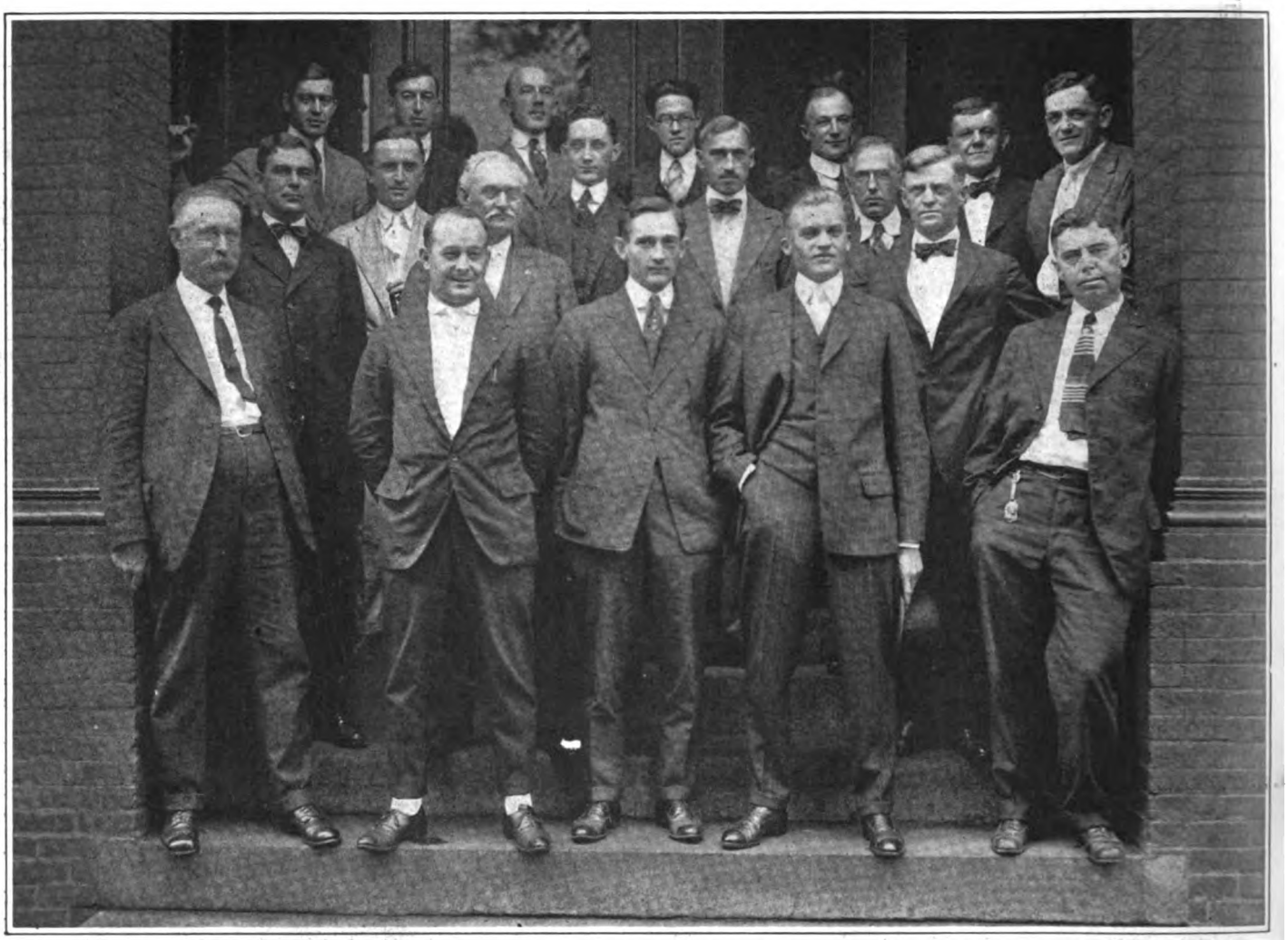
FIRST LINE VETERANS OF THE HENDEE MFG. COMPANY'S SALES SQUAD



These Indian Travelers, with Several Department Heads, Were Snapped During a Conference at the Factory in Springfield, Mass. Front Row, Left to Right—Towle, Bernard, Jacobs, Gilbertson and Godin; Second Row—Seidell, Atwood, MacDowell, McCann, Kipp, Advertising Manager Priest, Stevens; Top Row—Parts Manager O'Brien, McFadden, Henderson, Publicity Assistant Metcalfe, Maslen, Edwards and Shomo

JEANROY SELLS 57 DAYTON MOTOR BICYCLES

NEW YORK.—Louis Jeanroy, of Driscoll & Jeanroy, Dayton distributors at 209 West 126th street, has been enthusiastic about the Dayton Motor Bicycle since it first came out and his books to date show that his enthusiasm was not a vain one. No less than 57 of the little front-wheel drive machines have been sold by him and he has orders on his books for six more at the present writing.

"It's hard for me to keep one in the window," says Jeanroy. "I settle one there and pretty soon I have to take it out and deliver it. On several occasions I have had to use a placard in the window in place of the machine. Four times this season I have been stripped of Motor Bicycles and had to wire in a rush order to the Davis people to keep up with the demand."

ZUCKER TAKES THE INDIAN IN CLEVELAND

CLEVELAND, O.—John Zucker, one of the most progressive dealers of the middle west, has taken over the distribution of the Indian for Cleveland and adjacent territory, formerly held by L. J. Mueller of Cleveland. The territory comprises 11 counties in Ohio.

Zucker is located at Sixth-eighth street and Superior Avenue. He will carry a large stock of 1917 machines at all times together with a most complete line of Indian parts, enabling him to give factory service in both retail and wholesale trades throughout the entire territory.

THOR FOR NAVY STATION

NASHVILLE, Tenn.—W. E. Davis, handling the Thor in this section, has just delivered a 12 horsepower twin Thor to the U. S. Navy Recruiting Station in Nashville. The machine will be used to cover all middle Tennessee territory.

TO IMPROVE CLUBROOMS

FREEPORT, Ill.—The Freeport M. C. is about to improve its quarters. The treasury now contains several hundred dollars, and a committee has been appointed to obtain additional equipment for the rooms without delay. The committee are M. W. Barkman, Dell Cole and Joe Kegel. The winter program of the club will be opened next month, and a very attractive indoor season is planned.

TRIO OF TRADERS VISITS INDIAN WIGWAM

SPRINGFIELD, Mass.—Traders from New Bedford, Chicago and Newark, N. J., paid a visit to the Indian factory last week. From the Massachusetts village came H. L. Thomas with a passenger on his Powerplus tandem machine.

Thomas reports the same good sale of Indians in his territory as of yore and testifies to a big increase in the sale of Indian bicycles. He has used successfully a quantity of imitation dollar bills in his bicycle sales plans, each bill printed with an advertisement of his line and giving the holder the value of $1 in the purchase of an Indian bicycle. The idea has worked excellently, particularly among school children, who often find their first impetus to save money is in this contribution of $1 from the Thomas Cyclery.

Jesse Edwards, the big Chicago distributor—Edwards Crist Mfg. Co.—spent several days at the Wigwam looking over the new models and discussing booster plans for 1917.

Walter Goerke, the Indian man from Newark, N. J., was up the first part of the week making arrangements for the new season.

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Bicycle Section

FLORAL GIFT NO JINX TO McNAMARA

Strong Australian Received Gifts and Floral Piece From His Lodge and Upset Old Tradition—Kramer Wins Match From Spears

NEWARK, N. J., Sept. 25.—Yesterday at the Velodrome was termed "McNamara Day," and when the races for the day had finished there was no doubt that the day was a truly McNamara day. The strong Australian was presented with a handsome watch and fob by members of the Knights of Columbus, of which he is a member, and then dolled up in a new shirt and decorated with a big floral ring he paraded once around the circuit leading the fife and drum corps of that lodge.

As a rule in sporting circles the gift of a floral piece is generally looked upon as a jinx. There may be a jinx to some of the sporting celebrities, but in McNamara's case it proved to be the opposite. McNamara went out and beat the pick of the Velodrome stars in the two-mile invitation, a race having 18 starters, and then met and defeated Oscar Egg, the Swiss in a 10-mile tandem-paced race.

Kramer Forgets to Count

In the two-mile invitation Frank Kramer, the champion, who earlier in the day had taken Bob Spears' scalp in a match race, evidently thought he was stronger than he really is, or has forgotten how to count laps, tore to the front at two laps to go, but at the bell showed signs of tiring fast. McNamara made his bid on the back stretch and breezed home a winner by a half-length over Alfred Grenda, and Jake Magin followed Grenda by a like distance.

The tandem-paced race was spoiled by the fact that McNamara had the best teams and made a runaway race of it. Floyd Krebs and Norman Anderson, two "vets" who are candidates for superannuation, were pacing Egg when Grenda and Corry, with McNamara in tow, jumped away, and before Egg could get another team on the track McNamara soon had a big lead, which before the termination of the race was stretched to a lap. It was evident that Egg had splenty of speed and strength left and had he had ample pace would have given McNamara a battle, but he was forced to trail the strong Australian home.

Champion in "Come Back"

Frank Kramer must have tired of having Bob Spears beat him in match races, for the champion rode with more desperation than he has shown in the past two months. Kramer won the first heat from in front, doing the last eighth mile in 11⅕ seconds, While Spears accounted for the second, he also riding from in front. Kramer, in the third heat, went to the front and in about as strenuous a tussle as has been seen at the track in many a day managed to hold Spears off and win. It was a popular victory and Kramer was quite elated when Spears shook him by the hand in a congratulation stunt after the third heat.

Spears Shares in Glory

Spears was not without his share of glory when the day was finished, and he was made welcome at the pay window by beating Alfred Goullet, now of Newark, in the weekly running of the Brassard. An "Alternance" match at a mile saw Eddie Madden, the local lad, win two heats and score 25 points to 23 for Marcel Dupuy, the Frenchman, 13 for Francesco Verri, the Italian, and 11 points for Jake Magin, another localite. Fred Hill accounted for the "miss and out."

A surprise was sprung on John Staehle, the amateur champion, by Harry Hoffman, the 'Frisco rider. Staehle looked to have the two-mile open for that class well in hand when Hoffman came with a fine burst of speed and just nipped Staehle at the tape. The amateur handicap at a half-mile resulted in a win for Tom Bello, the strong Italian, who won the road race of the Harrison Pleasure Club, in the morning. Summaries:

Half-mile handicap, amateur.—Won by Tom Belle, Brooklyn, 30 yards; second, Nelson Johnson, New York, 65 yards; third, Bennie Clark, Newark, 55 yards; fourth, Al Krushel, Buffalo, 80 yards. Time, 55⅕ seconds.

Two-mile open, amateur.—Won by Harry Hoffman, San Francisco; second, John Staehle, Newark; third, Fred Taylor, Newark; fourth, Ed Byron, Australia. Time, 4:11⅘.

Half-mile handicap, professional.—Won by Menus Bedell, Long Island, 40 yards; second, Arthur Spencer, Toronto, 15 yards; third, William Spencer, Toronto, 50 yards; fourth, Alfred Grenda, Australia, 15 yards. Time, 54⅘ seconds.

One-mile "Alternance" match, professional.—Won by Eddie Madden, Newark; second, Marcel Dupuy, France; third, Francesco Verri, Italy; fourth, Jake Magin, Newark. Dupuy beat Verri and Magin in first heat. Madden won from Verri and Magin in the second. Dupuy won third heat from Madden and Verri. Madden won last heat from Magin and Dupuy. Madden scored 25 points to 23 for Dupuy, 13 for Verri and 11 for Magin.

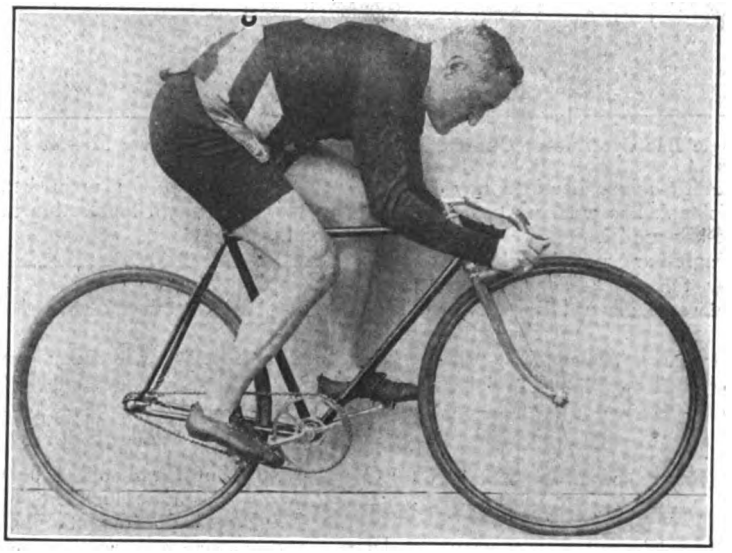
One-mile Brassard race, professional.—Bob Spears, Australia, the holder, vs. Alfred Goullet. Won by Spears. Time for last eighth-mile, 12⅕ seconds.

One-mile match race, professional.—Bob Spears, Australia, vs. Frank Kramer, East Orange. Kramer won first and third heats. Times for last eighth-miles, 11⅘, 12⅖ and 12⅕ seconds, respectively.

Miss and out, professional,—won by Fred Hill, Boston; second, William Hanley, San Francisco; third, Frank Corry, Australia; fourth, Percy Lawrence, San Francisco. Time, 6:42⅖. Distance, 3⅕ miles.

Two-mile invitation, professional.—Won by Reggie McNamara, Australia; second, Alfred Grenda, Australia; third, Jake Magin, Newark; fourth, Alfred Goullet, Newark; fifth, Frank Kramer, East Orange. Time, 4:04⅗.

A CHAMPION WHO "CAME BACK"



Frank Kramer, the American Title Holder, Who After Numerous Defeats by Bob Spears Finally Defeated the Australian

Ten-mile tandem paced match, professional.—Reggie McNamara, Australia, vs. Oscar Egg, Switzerland. Won by McNamara. Time, 18:42⅘.

BRODY TAKES B. V. W. BRASSARD

HARRISON, N. J., Sept. 25.—On account of the race of the Harrison Pleasure Club, in which several members were entered, the regular weekly "cork" race of the Bay View Wheelmen scheduled for yesterday was called off. Instead the Brassard race was run on the River road and Peter Brody defeated Richard Schlee for the armlet. The race was at a mile and the time was 3:55.

B. V. W. THANKSGIVING DAY RACE

NEWARK, N. J., Sept. 27.—On Thanksgiving Day, Nov. 30, the two-hour team race of the Bay View Wheelmen will be held and all the star amateurs now competing at the Velodrome will be in the line-up. The race will be run at Weequahic Park and a rain date has been set for Sunday, Dec. 2.

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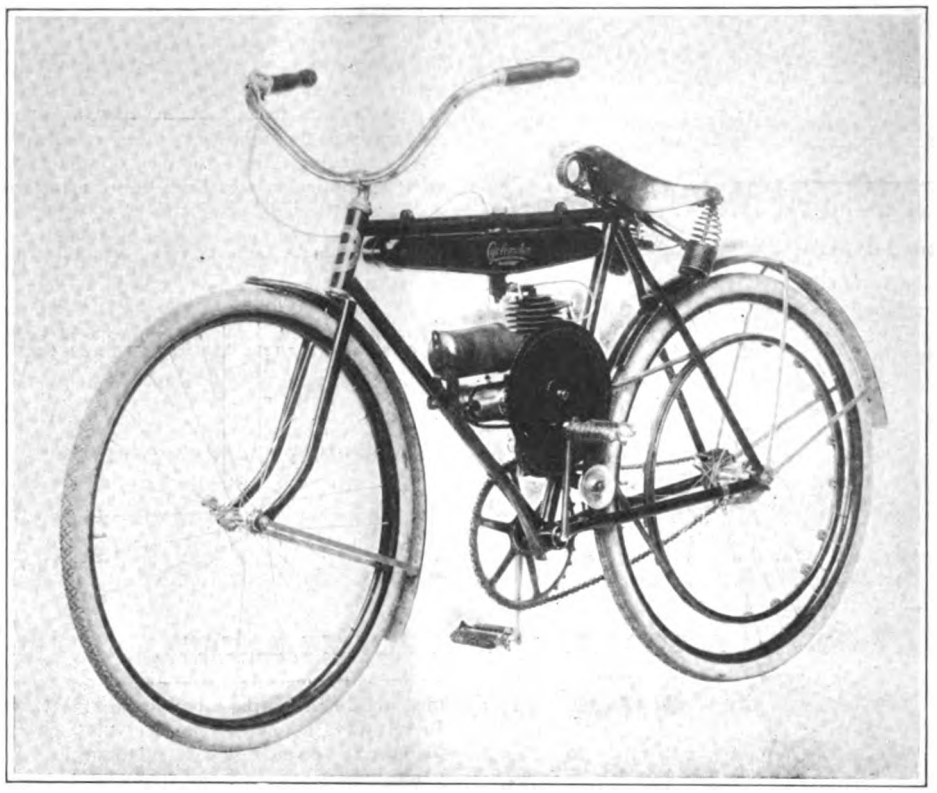
DOUBLE-BAR OUTFIT FOR 1917 CYCLEMOTOR

(Continued from page 12)

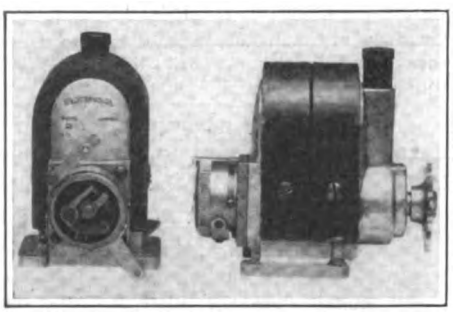


Single Bar Cyclemotor Outfit Seen From Flywheel Side; Note Muffler Position

it will readily adapt itself to any size of bar. This tank has a larger capacity than the single-bar model.

The single-bar model, which is continued for the new season, carries practically the same general lines and appearance as in 1916. The motor assembly, supplied with both models, has been slightly reduced in weight, but the design and construction has not been altered. Both the single-bar and the double-bar tanks are of true stream-line form.

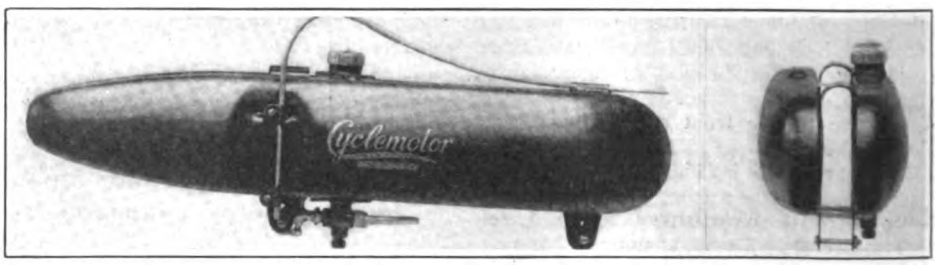
There are numerous structural changes



Improved Type of National Magneto

in the motor which add to its serviceability. A new method of forging the crankshaft has been developed which entirely eliminates injurious internal stresses in the material while increasing its strength 50 per cent with no additional weight. Bronze main bearings are fitted to the crankcase in place of the babbitt used heretofore, in order to increase the life and give superior service.

The 1917 driving pulley is fitted with a new locking device which prevents loosening on the shaft. Special alloy steel is used for the pulley to give greater strength. The crankcase interior is grooved to conduct the oil to the main bearings, thus assuring thorough lubrication at these vital points.



Two-Section Tank in Side and End Views; It Fits Any Two-Bar Bicycle

Smoother and easier operation is a feature of the 1917 control. A part of the wire casing is made from tubing, one end of which is accurately machined to receive a new type of control rod guide entirely contained within the casing. This arrangement does away with the former type of control rod guide, which was applied underneath one of the carbureter screws on the 1916 model.

No Carbureter Changes

The recesses in the control handle are made to such a shape as to conform exactly to the natural curve of the control wire. These improvements result in a much smoother-working mechanism and allow the use of a stranded cable without broken strands or sticking.

The National magneto for the 1917 models is especially adapted to the high speed of the Cyclemotor. The contact-breaker is constructed to operate perfectly at the highest as well as at the lowest speeds, and the windings have been reproportioned to meet with absolute satisfaction the conditions imposed by the high-speed motor.

No radical changes have been made in the carbureter's working parts, but a primer has been added to facilitate easy starting. This primer is so designed that when the pin is depressed it causes the float to act like a piston, forcing the fuel to the tip of the jet, where it will be readily drawn out by the suction of the motor.

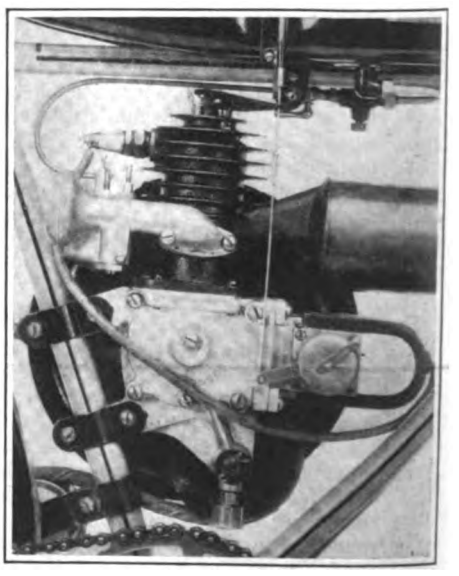
The idler pulley remains practically the same in appearance as before, but is of more rigid construction.

The single-bar outfit lists at $55, while the new double-bar Cyclemotor is quoted at the same figure. The belt is a Spartan round section and twisted. The sparkplug is a Benton.

Dealers Not Overlooked

In conjunction with the increased 1917 production, the factory tool equipment has been greatly increased to produce Cyclemotors to the highest degree of mechanical perfection. A new section of the factory has been completed and special machinery is already installed for this work. Each individual motor will be required to undergo the usual severe final test, so that the Cyclemotor rider will be assured of a very smooth running machine.

While extending every possible effort to develop the Cyclemotor engine and parts to a higher plane of efficiency, the company has not overlooked the dealer and the co-operation which should be had with him in sales helps. Realizing that the two-stroke motor has opened up a comparatively new field of prospects, the Cyclemotor folks have prepared a complete instruction book containing a detailed description of the two-stroke motor, and helpful information concerning the care of the Cyclemotors in his territory.



Cyclemotor Power Plant From Right Side

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A new and more liberal selling policy will be extended to dealers, the Cyclemotor folks say, enabling them to receive bigger profits on sales. This in turn permits better service to customers and promotes more intense satisfaction to everyone associated with this progressive bicycle attachment line.

Realizing the value of the die-casting in an outfit of this kind and that such work is best performed by specialists, the Cyclemotor Corporation has had the crankcases made up from aluminum alloy die-castings by the Doehler Die-Castings Company, of Ninth and Court streets, Brooklyn, N. Y. The carbureter body and the throttle lever are also die-cast, the same firm furnishing these parts.

TWO NEW MODELS IN DAYTON BICYCLE LINE

(Continued from page 13)

In addition to these there is the Dayton Racer, Model 143, which sells at $40 without coaster brake.

The reputation for careful, painstaking construction in frames and parts which the Dayton bicycle has enjoyed for so many years will not be lowered during the 1917 season. The large smooth-running bearings which feature the Dayton will, of course, be continued as well as the Dayton one-piece crank. The frames are all reinforced with fish-mouth sections with double reinforcement at the crank-hanger, which has long been a source of satisfaction to Dayton riders.

The distinctive Dayton Carmine finish will prevail in 1917 and the heavy bronze monogram D which has been known to the cycle trade for twenty-two years will naturally be as much in evidence as ever.

In fact, the name Dayton is to be brought home to millions of prospective customers this year where the story has been told to tens of thousands before, according to the announcement of advertising plans which the Davis company will shortly make public. It is understood that details are now being worked out for a campaign that will run through national magazines and trade papers all during the early bicycle buying season.

The eleven big jobbers who have distributed the Dayton for several years past will continue to handle the line this season.

The Dayton Roadster

They are: J. W. Grady & Co., Worcester, Mass.; Haverford Cycle Co., Philadelphia, Pa.; W. H. Grover, Norfolk, Va.; Walthour & Hood, Atlanta, Ga.; H. A. Testard, New Orleans, La.; The Sutcliffe Co., Louisville, Ky.; Beckley-Ralston Co., Chicago, Ill.; The Pettee Cycle Co., Denver, Colo.; The Washington Cycle & Supply Co., Tacoma, Wash., W. E. & W. H. Jackson, San Francisco, Cal.; and Wm. H. Hoegee & Co., Los Angeles, Cal.

NEWARK YOUNGSTERS EMULATE THE STAR PROS.

NEWARK, N. J., Sept. 24.—Living around the professional stars at the Velodrome has put the speed bug into a number of youngsters in the neighborhood of the famous track. Their ambitions are seemingly to be numbered among the future stars of racing, and a number of them had an opportunity to try speed here yesterday.

A 15-mile team race was run around the Orange Terrace, near the track, and the changing of partners and the speed shown by some of the youngsters would give credit to the more experienced and older riders. John Walsh and Tom Hand, two 15-year-olds, accounted for the race, with Alfred Rolf and Louis "Dip" Kengott in second place.

EVERARD WINS A DOUBLE

HOBOKEN, N. J., Sept. 18.—A. L. Everard won both the two-mile open and the two-mile handicap races staged by the New Jersey Division, Century Road Club of America, on the Hudson County Boulevard, yesterday. In the two-mile open F. Peterson finished second; H. Bell, third; J. Schmidt, fourth; E. Fraysee, fifth, and F. McMillan, sixth. Everard was scratch man in the handicap and he beat H. Bell, 10 seconds; J. Schmidt, 15 seconds; F. McMillan, 25 seconds, and F. Peterson, 5 seconds, in the order named. In the Brassard race E. E. Fraysee defeated F. McMillan.

BOYS' RACE FOR SALEM, O.

SALEM, O., Sept. 17.—One of the features of the Homecoming Harvest Festival, early in October, will be a bicycle race for boys under 15 years of age. A number of valuable prizes have been donated.

CURTAINS DRAWN ON BOSTON RACING SEASON

Linart and Madonna Won Last Paced Race From Wiley and Carman—Tim Sullivan Takes 5-Mile

Tim Sullivan, the New Havenite, wound up a successful season by taking first honors in the five-mile professional open from Pat Logan, Fred Herbert and "Saucy" Paul Suter.

A half-mile handicap for the same class was accounted for by Charles Turville, Jr., who had 85 yards handicap. The quarter-mile handicap for the amateurs went to W. R. Greenquist, a 90-yard man, while the two-mile open for the simon pures was won by Fred McKenzie.

Summaries:

Quarter-mile handicap, amateur—Won by W. R. Greenquist, Revere (90 yards); second, John Carruthers, Beachmont (90 yards); third, Clem Robinson, Boston (70 yards). Time, 28 seconds.

Two-mile open, amateur—Won by Fred McKenzie, Revere; second, Elmer Duncan, Everett; third, William Cupit, Roxbury; fourth, John Fardig, Orient Heights. Time, 4:28⅗.

Half-mile handicap, professional—Won by Charles Turville, Jr. (85 yards); second, Hugh McPartland, Boston (85 yards); third, Dennis Connolly, Everett (65 yards); fourth, Hardy Jackson, Revere (110 yards). Time, 57⅘ seconds.

Five-mile open, professional—Won by Tim Sullivan, New Haven; second, Pat Logan, South Boston; third, Fred Herbert, Fall River; fourth, Paul Suter, Switzerland. Time, 12:02⅕.

GENDRON WHEEL LINE IS COMPREHENSIVE

Comprises Score of Adult Models and Eight Juveniles as Well as a Trio of Commercials—The Features Described

TOLEDO, O., Sept. 25.—An even twenty adult models are listed in the 1917 catalog of the Gendron Wheel Co., which has just been issued, the models ranging in price from $25.50 to $63.75. Eight juvenile models are also listed, the boy's models ranging from $17.25 to $25, while the girl's models run from $18.75.

The three leaders of the 1917 line will be the Defender motor-bike model, which will sell for $36; the Gendron Highway, selling for $33.75 and the young men's special motor-bike model at $28.50. For cyclists desiring a higher priced model the Gendron Climax motor-bike, which is fitted with three-speed hubs, luggage carrier, tire pump and with mirror attachment besides being electrically equipped with front and rear light and horn reflector, is offered.

Three Commercial Models

Three special models for commercial and delivery purposes are the Handy "Carry-All" model, at $32.25; the Ideal, at $56.25, and the Buckeye model, which is listed at $40.50. A Speedway racer is offered for $30, and is guaranteed to give the speed riders entire satisfaction. The ladies' models are the Reliance Roadster, listed at $30, and the Queen Ladies' Roadster, which sells for $32.25. The other models in the Gendron line will take care of the wants of the cyclist in almost any line, pleasure, touring or commercial.

The Equipment

Almost any equipment can be secured on the various models. Standard coaster brakes, the Atherton, the New Departure, Corbin or the Sturmey-Archer three-speed can be supplied according to the specifications, the three-speed hub being on the De Luxe model. Fauber crank hangers are also a strong point in the Gendron line for 1917.

Troxel saddles, Crescent wood rims, Diamond E spokes and roller chains are also included in the models.

The frame construction on all Gendron models calls for special notice. The frames are made of 19-gauge Shelby seamless steel tubing. All brazed connections are strengthened by resilient fish-mouth reinforcements. The forks are braced and are as strongly built as the frames. An optional list of colors can be had according to the specifications, while rear stands and carrying baskets can be secured on the commercial models. The finish is as fine as can be turned out.

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TOM BELLO OF BROOKLYN WINS HARRISON RACE

Defeats Field of Over 70 Riders in Hard Contest — Unione Sportiva Italiana Takes Team Honors

HARRISON, N. J., Sept. 25.—Over 70 cyclists started in the road race of the Harrison Pleasure Club, held over a course that measured about 17 miles, yesterday morning. Tom Bello, the strong Brooklyn Italian and star of the Unione Sportiva Italiana, won from the big field, beating Lawrence Gaffney, of the Empire City Wheelmen, by a length, while John Marquart, a C. R. C. A. rider, finished third and Jerry Nunziata, also from the Unione Sportiva Italiana, ran fourth. Bello was timed in 43 minues and 55⅗ seconds.

Race a Scratch Event

The race was a scratch affair, and it was a pretty sight as the big field got away. Thousands of people lined the triangular course, and there was a large turnout at the start and finish. A few riders suffered spills while going over trolley tracks, but they fortunately escaped with nothing more serious than bruises.

In the team competition the Unione Sportiva Italiana carried off first honors in the B. F. Goodrich trophy contest. The New York Italian club scored first, fourth, fifth, eighth and eleventh, scoring a total of 29 points. The Century Road Club Association, with a total of 25 points, finished second.

How They Finished

The first 25 of the 50 or more that finished the race follow: First, Tom Bello, U. S. I.; 2, Lawrence Gaffney, E. C. W.; 3, John Marquart, C. R. C. A.; 4, Jerry Nunziata, U. S. I.; 5, Louis Hiban, U. S. I.; 6, Eugene O'Mara, B. V. W.; 7, Chris Dotterweich, National Turn Verein; 8, Rene Braet, U. S. I.; 9, Edwin Jensen, C. R. C. A.; 10, Arthur Niemenski, H. C. W.; 11, Charles Jensen, U. S. I.; 12, Anthony Attardi, E. C. W.; 13, Robert Henderson, B. V. W.; 14, George Harvey, U. S. I.

Fifteenth, Carmine Fontana, U. S. I.; 16, James Alfonso, U. S. I.; 17, F. Kuddler, Maple A. C.; 18, D. E. Lands, unat.; 19, Vito Cestone, C. R. C. A.; 20, Ray H. Nester, B. V. W.; 21, N. Aglietti, U. S. I.; 22, Edwin Kain, U. S. I.; 23, Steve O'Panowicz, B. V. W.; 24, Harry Aron, B. W.; 25, George Steppelo, C. R. C. A.

Clubs—C. R. C. A., Century Road Club Association; U. S. I., Unione Sportiva Italiana; B. V. W., Bay View Wheelmen; B. W., Brooklyn Wheelmen; H. P. C., Harrison Pleasure Club; C. R. C. of A., Century Road Club of America; H. C. W., Hudson County Wheelmen; E. C. W., Empire City Wheelmen.

ALTOONA BICYCLISTS ON SPIN

ALTOONA, Pa.—A score of local bicycle enthusiasts, constituting a club of all good fellows, on Sunday took a spin to Williamsburg, Pa., and return. Old Sol extended a helping hand in the enjoyment of the riders by making his appearance in the early morning and warming the cool mountain air.

The spin was a delightful one, and each rider returned to this city with many tales of speed and spurts and incidents occurring on the trip. The entire distance covered 35 miles.

CARLOAD OF DAYTONS FOR PETTEE CYCLE CO.

DENVER, Colo.—The Pettee Cycle Co. will continue to handle the Dayton bicycle line throughout Colorado. The firm has found that these machines are giving remarkable satisfaction and a big business is expected for the 1917 season. A carload order has been entered with the Davis Sewing Machine Co.

CRESCENTS TAKE FINE TRIP

BALTIMORE, Md., Sept. 25.—Members of the Crescent Bicycle Club staged a run to Pumpbreys Station, situated on the Annapolis Short Line R. R., yesterday. The trip was an interesting one and led the tourists over a 30-mile stretch, carrying them through the fine Anne Arundel county. The start was made at 9:30 a. m. and the trip finished at noon. Next Sunday the club will hold their annual fall century run to Washington.

KELLER WINS B. V. W. RACE

NEWARK, N. J., Sept. 25.—William Keller accounted for the two-mile open "cork" race of the Bay View Wheelmen held yesterday morning. Robert Benwell finished second and Fred Knoller third. Larry Smith, Ray Nestor, Eugene O'Mara and Alfred Andres trailed in the order named. The time was 6:58. A one-mile Brassard race was won by Richard Schlee, who defeated Chris Boehn in 4:02.

SCADTEN SCORES A WIN

BROOKLYN, N. Y., Sept. 25.—A one-mile bicycle race run in three heats was one of the features of the Brooklyn Athletic Association games at the Parkway race track yesterday afternoon. H. Scadten won the first and third heats, D. Feinburg, finished second, and J. Milbauer, third. The times were, 3:10, 3:11 2/5 and 3:09 1/5, respectively.

NEW EASTERN HEADQUARTERS

HARTFORD, Conn.—The Eastern Cycle Co., D. Marholin, proprietor, handling the Excelsior and Henderson in this city, is moving to a handsome new building directly opposite the old headquarters on Main street. The new establishment is one of the finest of its kind in this part of the country.

LORENZ CLEANS GERMAN CARD

NEW YORK, N. Y., Sept. 27.—Willie Lorenz, the German sprinter, who has appeared in the Madison Square Garden six-day races, won all three races at the Dusseldorf, Germany, track Aug. 20, according to information just received. Lorenz defeated Willie Arend, a former world's champion, and Brehmer and Ahlborn in the 1,200-meter scratch race; captured the 2,000-meter handicap from scratch and won the 3,200-meter lap race.

GERMAN CYCLIST A WAR VICTIM

NEW YORK, N. Y.—Sept. 27.—Word has just been received that Bruno Demke, one of Germany's premier paced stars, has been killed while serving in the aviation corps of the Kaiser's forces. Demke, who had volunteered for the aviation end of the service, met his death at the military aviation field at Doberlitz, Wednesday, Aug. 23.

TO FEATURE CHICYCO BRANDS

JOLIET, Ill.—John Woodman, proprietor of Woodman's Sporting Goods House, states that the 1916 season has been the best that his store has yet had in the bicycle line. He will feature the Chicyco Cycle Co.'s brands for 1917.

Motorcycle News Continued

ANOTHER CLIMB SLATED AT METEOR ROCK

SAN JOSE, Cal.—Hill-climbing events at Meteor Rock, at Alum Rock Park, near this city, aroused so much interest early in the season that the San Jose M. C. has arranged to hold another climb up this big grade. Riders from all around the Bay are expected to participate. H. T. Manchester, president of the club, has been in San Francisco discussing the matter with riders. The date is set for Oct. 8.

RENFRO AND PICOKE WIN AT ARDMORE MEET

ARDMORE, Okla.—The Ardmore Motorcycle Club conducted some excellent motorcycle races during the Carter County Fair here September 15 and 16. The races were run on a one-mile circular track and some good time was made. Only two events were staged, both five-mile races. In the first race, Renfro, riding an Indian, was first; Picoke, riding a Harley-Davidson, second. Time, 7:27.

In the second event, also a five-mile race. Picoke, riding an Indian, was first, with Renfro, riding a Harley-Davidson, second. Time, 7:55.

AWAITING ARRIVAL OF 1917 READING STANDARDS

SAN FRANCISCO, Cal.—Hopkins & Alzina, the Reading Standard distributors, have sold the only machine they had as a demonstrator, and are now staying close to the store pending the arrival of the new machines, the first of which are expected early in October. Before letting the old demonstrator go, they did quite a lot of spectacular hill-climbing, with a 180-lb. passenger in the sidecar, which got them a number of inquiries.

They are greatly pleased with the improvements in design in the '17 R-S, and will start an active campaign as soon as they can show the machine.

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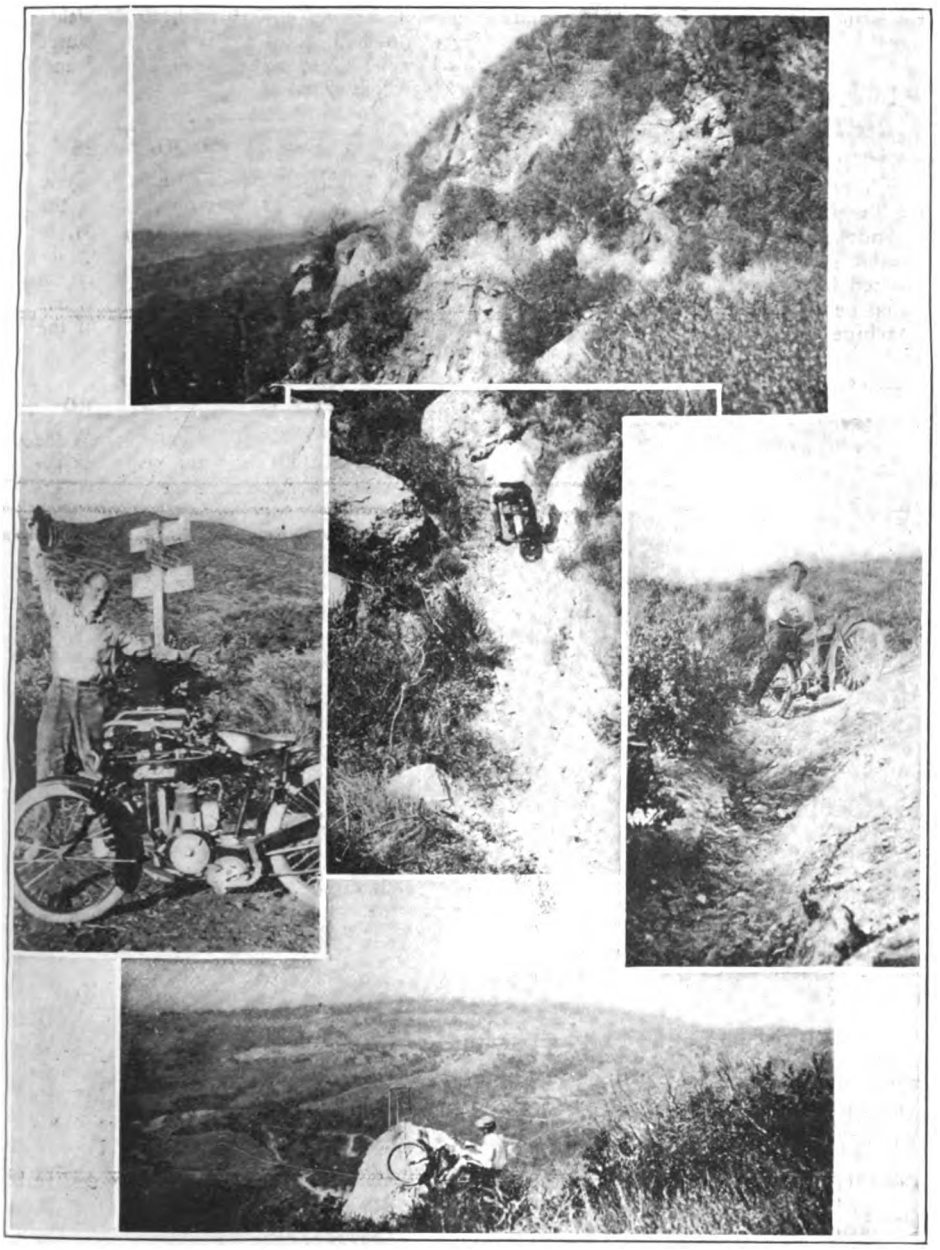
HENDRICKS FEATHERWEIGHTS OVER LA CUMBRE TRAIL



A Quintet of Views Showing Hendricks Climbing the La Cumbre Trail With His Indian Featherweight; Note the Grades and the Desolate Character of the Country

SANTA BARBARA, Cal.—The famous La Cumbre Trail near here has at last been covered by a motor vehicle, and the honor of being first over the trail goes to the Indian Featherweight. R. A. Hendricks, of Santa Barbara, is the man who drove this difficult passage, and not a little of the credit for the performance goes to the rider's skill.

Barely more than a poorly marked footpath, the La Cumbre Trail winds up from Santa Barbara for a distance of over five miles form the foot of the mountain. At points the trail drifts out to the very edge of a precipice, where an inch to the right or left would mean a plunge to the valley 2,000 feet below.

This creditable performance of the Featherweight caused considerable enthusiasm among the motorcyclists of Santa Barbara. It led also to the issuing of a challenge by the Santa Barbara Indian dealer in which he offered $50 to any man who could drive a lightweight of any other make over the same trail. So far he has had no occasion to make out any 50 dollar checks.

HALF A CARLOAD BOOKED FOR DALLAS RIDERS

DALLAS, Texas.—An immediate demand every late model Harley-Davidson that can be had, is the report that comes from the sales manager of the Harley-Davidson Sales Company of Dallas. This company is expecting to receive a carload of new Harley-Davidsons in a few days in preparation for the rush of business during the Texas State Fair here October 13-29, and already orders have been booked for fully half of the machines that will come in that car.

The new three-speed electrically equipped machine is in greatest demand, and the orders are booked far ahead. Riders are universal in their praise of this machine, declaring it is the most nearly perfect motorcycle yet put out. The Dallas county motorcycle squad, who are to chase automobile speeders on the Dallas county roads, have adopted this as their machine, and they claim that not one speeder has yet got away when the "Big Harley" got behind him.

ENGINEERS PREDICT FUEL SHORTAGE FOR 1917

GLOBE, Ariz.—Speakers at the convention at the American Institute of Mining Engineers, held in this city a few days ago, predicted that a more serious shortage of gasoline than that now existing would soon make itself felt throughout the country. The engineers believed that the first effects of the shortage would be felt on the Pacific Coast and that a near-famine would extend to most other parts of the country.

W. R. Hamilton, of San Francisco, presented the gasoline data to the engineers. He asserted that the only possible way to increase gasoline production was by the increased production of light oil or casing-head gasoline, also the grade of market gasoline, or by successful innovations in refining methods.

BURROUGHS SIGNS FOR 100

BOSTON, Mass.—W. J. Burroughs, Harley-Davidson dealer in Bridgeport, Conn., visited Boston a few days ago and signed up with Jes Campbell, district manager of the Harley-Davidson here, for 100 of the 1917 machines, to be equipped with Firestone tires throughout.

PORT ARTHUR TIRE FORMED

PORT ARTHUR, Texas—The Port Arthur Tire Company of Port Arthur has been organized here with a capital of $2,000. The incorporators are: A. F. Hughes, C. M. Dismukes and J. R. Campbell. The company will handle automobile, motorcycle and bicycle tires and accessories.

A ROCHESTER LIVE-WIRE

R. Towner, of Towner Bros., Agents for the Dayton Lines in Rochester, N. Y.

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Why the *Pope* Motorcycle Satisfies

The rider who delights in the thrill of speeding smoothly along the open road—

Who gets real pleasure from feeling in his mount the urge of almost unlimited power—

And who finds real contentment in possessing an absolutely dependable piece of mechanism that instantly responds to every command, and sturdily takes him on any road where fancy leads—

He is the rider who is absolutely satisfied with the

Pope Three-speed Twin

Manufacturers everywhere build overhead valve motors for motorcycle racing, but in the Pope alone is the overhead valve standard construction in the stock models.

This construction is proving its value every day in maintaining the Pope reputation for power and speed.

It permits absolutely round cylinders that are machined outside as well as inside—resulting in thin, deep and accurately made flanges which rapidly and evenly cool the motor.

Some manufacturers use spring forks or springs directly beneath the rider, but the Pope is the only motorcycle that has not only a spring fork but a suspension which springs both machine and rider as in automobile construction.

Pope dependability is maintained by the continual refinement of detail and the ever-increasing safety-factors worked out by Pope engineers — by making every part stronger than necessary, using heavier chains than are found in any other motorcycle, and continually strengthening every detail.

Write for a catalog and see the latest Pope at your dealer's

Westfield Manufacturing Company

11 Lozier Avenue, **Westfield, Mass.**

Makers of *Columbia* Bicycles

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Chatter, Chin, Comment

By E. F. HALLOCK

The Columbus Meet in Its True Significance

THE Columbus F. A. M. meet, which was promoted for the express purpose of raising funds to relieve the somewhat tangled financial situation which confronts the new administration, netted the organization just $18 and some odd cents.

Which news, of course, will prompt most of us who live and ride far enough east to get an occasional whiff of the salt sea air of the good Old Atlantic, to smile slightly and say to ourselves, in good old American fashion, "I told you so!" For just about every fellow within riding distance of the Seaside track felt that the "ten-per-cent.-of-the-gate" offer made by the Sheepshead Bay track for the meet was much to be preferred to Columbus with its uncertainties and risks.

But pause a minute, fellows, and consider. Certainly $18 is not the only return that Columbus netted the F. A. M. For one thing, the meet proved that the F. A. M. itself could and can promote a meet and at least not lose money. And listen, boy! Many is the professional promoter with plenty of time and a fund of experience at promoting racemeets, who has come off much worse than the raw novices who worked up the details of Columbus affair in less than two weeks. If anything, the officials are to be congratulated for the showing they made on the first attempt.

Will the Experience Be Used to Advantage?

THERE is not a doubt in the world but what those chiefly interested in the venture have learned much that is useful about race promotion, and I for one will be sorely disappointed if the knowledge gained is not applied to good advantage at a series of F. A. M. racemeets for next season. And I firmly believe that each of these meets can be made a source of financial gain for the body.

Even that is not all. The sale of the "Booster Badges" was not as great as had been anticipated, but at that the scheme brought in close on to $500 and proved conclusively that there are at least half a hundred trade men possessed of an eagle's worth of interest in the well being of the body. And fifty boosters of the sort who do not shy at digging down in their own jeans to the extent of ten dollars are worth a whole lot to the national riders' organization at the present time.

Here's a New Twist for the Sunday Club Run

SPEAKING of the F. A. M., its trials and tribulations, we are all agreed that what the Federation needs most at the present moment is members. Each of us knows this perfectly, yet we all sit down and wait for the other fellow to go out and bring in the new blood.

And why? Simply because we are left to work independently; there is no concerted effort on the part of the whole body to interest the thousands of riders now without the pale of the organization and convert them to membership. And most of us who are not traveling salesmen hesitate to ask a stranger to part with two dollars, even though we know in our own hearts that it is to his own interest to be included in the ranks.

While that sort of thing is distasteful to us as individuals, however, when we travel in a body are we not bolder? Supposing then, we lend a new twist to the Sunday run of the club and call it an F. A. M. membership run. Suppose we ride along in a body and tackle in a body every rider we meet on the road. Suppose we go primed with facts and figures; with arguments of the convincing sort; fully prepared, in other words, to answer that eternal question, "What do I get for my dollar?" It is almost inconceivable that many of the fellows thus "held up," to put it bluntly, who are possessed of the cash will shy at joining on the spot, and certainly many a fellow who never heard of the F. A. M. and many who now look upon it with scant respect will begin to feel that it is a worth-while progressive organization after all.

How About an Annual F. A. M. Membership Day?

ONCE again. If we were to apply the same scheme on a nation-wide scale; if we were to inaugurate an "F. A. M. Membership Day" annually, a day on which all clubs and all riders would go out on the highways and byways and preach the doctrine of federation goodness to every rider they meet, would the body not profit immensely by it? Would it not, for instance, be possible to collect, in short order, that $500 offered by the Excelsior folk and an equal amount offered by the Harley-Davidson factory when the membership reaches 20,000? Perhaps two or three such days a season would be even more beneficial than one.

If there be doubters, they are respectfully referred to the results obtained in the way of sales made and publicity obtained by the annual exploitation of "Indian Day"; again, they are asked to glance over the report of the "Million Bicycles" Committee and see what results were obtained by concerted action on the part of the entire cycle trade by the exploitation of "Bicycle Day." If concerted action of this sort can be turned into financial profit by the Indian factory and exploitation of "Bicycle Day" can be made to redound to the benefit of the bicycle trade, there is not a reason under the sun why a "Membership Day" cannot be made a source of profit to the F. A. M.

And don't forget, fellows, that soliciting membership by the roadside in this manner will lend divergence to the run and can be made a real sporting event loaded to the muzzle with interest for the individual participant.

A Word on the Standardization of Controls

ON THE matter of suggestions to the manufacturers, a word anent the matter of controls might be in order. It is a fairly difficult feat for the average rider, accustomed to riding one make of machine, to straddle another and feel instantly sure of himself. He has to learn all over again every time he changes from one make of machine to another.

Of course, there are arguments in favor of each type of control and each arrangement of the control elements. It would seem well worth while, however, for the manufacturers to get together in their association, determine once and for all which is the best all around arrangement, and then standardize on it, even as the automobile trade, with a mere handful of exceptions, has standardized the control of the automobile.

And while on the subject of automobiles, I might point out that it would work to advantage to have motorcycle controls as similar as they can be made to the automobile controls.

I cannot help but feel that such a course would work out for the benefit of the trade at large in that it would, for one thing, lessen the chances for accident and thereby work to eliminate the unfavorable publicity which always follows a smashup involving a motorcycle.

SORRY, ELWIN, TO CAUSE ANY TROUBLE

Corry, Pa., Sept. 11, 1916.

CONTEST EDITOR:—

My guess of the picture in the September 7 issue is that the picture was taken from a Reading Standard. You sure have got everybody guessing. The riders here nearly had a fight to get the September 7 issue to see what it was.

Yours truly,

ELWIN SAFFORD.

BUT THEN, YOU KNOW, A CONTEST'S A CONTEST

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The Attainment of An Ideal

To make the bicycle easier to ride—to make it safer to USE—to make it easier to SELL—that has been our goal in the building of the MORROW Coaster Brake.

The mere fact that a brake that could do these things, and do them better than any other brake, would mean a fortune to the makers, was not the main impelling motive in the building of the MORROW.

The vital issue was that we were dedicated,—it was our life work,—to building a brake that would serve best the bicycle industry; to make smoother the sales road between the manufacturer and the rider; to properly protect the rider and lighten his pedalling task. The reward was SURE to come.

Morrow

And we have succeeded—as thousands upon thousands of riders are ready and eager to attest. Eighteen years of ripened experience have gone into the present MORROW—the most perfect, the strongest and simplest bicycle brake ever made.

We can convince you.
Give us a chance.

Eclipse Machine Company, Elmira, N. Y.

Licensed Coaster Brake Manufacturers

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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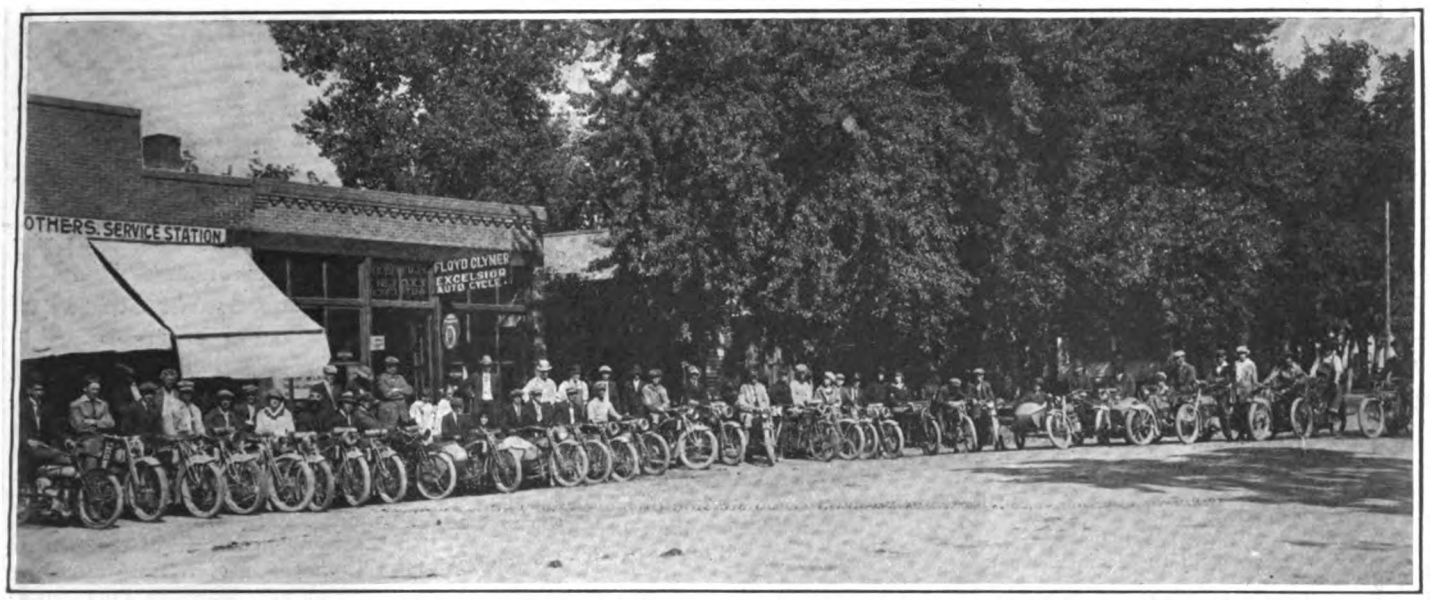
THE SNAPSHOP ARTIST GOT THIS AT FLOYD CLYMER'S PICNIC



Some Seventy-Five Riders, Many of Them Accompanied by Their Wives or Sweethearts Attended the Picnic to Montrose Inn, Which Was Staged by the Greeley, Colo., Excelsior and Harley-Davidson Dealer Recently

WE SHOULD HAVE SEEN A "CHAMP" IN CLYMER!

YE gray-uniformed mail man brought in the following epistle from the Mead Autocycle Co., Denver, which sheds much light on a situation which quite evidently was somewhat beclouded in the mind of our "Mile-High-Town" correspondent:

"Enclosed please find clipping from page 19, fourteenth issue, where you state Frank Kunce is Colorado State champion on a Harley-Davidson. Frank Kunce is not, and as far as we can find out, never was Colorado State champion. For 1915 this honor was won by Vard Rose on an Excelsior at Overland Park track. On August 12, 1916, Floyd Clymer, also on an Excelsior, won the Colorado State championship, Vard Rose not competing.

"We believe credit is due Floyd Clymer, and would ask, in justice to Mr. Clymer, that proper correction be made in the next issue of **Motor Cycle Illustrated.**"

DINNER WINDS UP INDIAN TRAVELERS' SESSION

SPRINGFIELD, Mass.—Sunday evening the annual dinner given by the Hendee Mfg. Co. to its salesmen marked the close of the 1916 salesmen's convention. The dinner was given at the Highland Hotel, covers being laid for thirty.

The 1916 Indian salesmen's convention proved one of the most successful salesmen's gatherings in the history of the company. Meetings were held daily at which talks were given by General Sales Manager Frank J. Weschler, Domestic Sales Manager E. M. Jackson; Oscar Hedstrom, mechanical engineer; J. B. MacNaughton, of the Promotion Department, and Jesse Edwards, Chicago distributor of the Indian line.

Those travellers who were present were: John MacDowell, New England; Harvey A. Bernard, Pennsylvania; J. W. Henderson, Colorado; Ivan Jacobs, Central States; O. V Atwood, South Atlantic States; Robert Gilbertson, Minnesota; F. D. Shomo, Texas; E. H. Towle, Oklahoma; F. B. MacFadden, Chicago, and Arthur Stephen, Kansas.

MOORE IS STOCKING SAN DIEGO WITH CLEVELANDS

C. WILL RISDEN has developed a remarkably successful selling system for Clevelands. He signed a contract giving the San Diego agency to H. R. Moore, and coached him on the system. Moore has followed it to the letter, and in one month has jumped to the front as the most successful Cleveland agency in the West. He sold his first machine August 5; it arrived the 8th, and from then to September 7 he sold 29 machines.

GOODYEAR FALL WINDOW DISPLAYS READY

AKRON, O., Sept. 25.—The change of the season is given due consideration in the handsome window displays now being sent out by The Goodyear Tire & Rubber Co. for appearance October 1 in show windows all over the country.

The design has already attracted much favorable comment, and will give a combination of the pictorial and floral in well-balanced effect.

Wistaria vines and flowers are used in the festooning that accompanies the grouping of tires in the first Fall display. There will also be a painting and other placards—all used as an artistic and interest-compelling setting for sturdy All-Weather Trade fabric tires.

EQUIPMENT USED ON ALL-DESERT TOUR FROM LOS ANGELES TO RENO AND RETURN

SEVERAL readers have requested information concerning the equipmen used on the 1916 Harley-Davidson motorcycles ridden by Messrs. Peterson, Martin, Guthrie and Maydole in the Los Angeles to Reno all-desert tour, which was described in **Motor Cycle Illustrated** for September 7. For their benefit the following details, obtained by our Los Angeles correspondent, are given:

All four machines were fitted with Bosch magnetos and Schebler carbureters, the mounts used by Martin and Guthrie being stock models and the other two what are known as "semi-stocks." Peterson's machine was equipped with Firestone tires, New Lite generator, S & M lamp, Stewart-Warner speedometer, Indian standing light with Radio dry cell lighting a 3-volt bulb,—also seven feet of extension cord with a trouble lamp; Renold extra heavy chains.

George Martin used Diamond Black Tread tires, K & W light generator, S & M lamp, Indian standing light with Ever Ready battery supplying a 3-volt light, Stewart-Warner speedometer and Duckworth chains.

Guthrie had his mount equipped with Firestone tires, Solar bicycle lamp, Jones speedometer and Duckworth chains. Maydole used Firestone tires, K & W light generator and Duckworth chains.

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Varied Activities of the Dealers

LANG HAS ORDERS FOR 48 NEW MACHINES

Chicago Harley-Davidson Distributor Has 43 Twins and Five Singles of 1917 Models on His Books

CHICAGO, Ill.—With three 1917 models and a commercial van on his sales floor at 1704 Michigan avenue, C. H. Lang, the Harley-Davidson distributor for this city and Cook County, is all set for the Fall selling season. To date he has booked orders for 43 twins and five singles, the machines to be turned over immediately they are received from the factory.

The past season has been the most prosperous for the Lang agency since it was opened 15 years ago. Over 900 machines have been delivered from the Michigan avenue store during the past year, of which 165 were singles and the balance twins. All of the singles with but one exception were for commercial service, as Lang has been boosting the single for commercial work. He recently delivered 45 singles to the People's Gas Light & Coke Co., making a total of 117 singles used by this firm. All are equipped with sidecars. Eighty per cent. of the twins delivered by Lang last season were electrically equipped and the outlook for 1917 is that a greater percentage will be so equipped.

J. F. Bright, formerly with the Edwards-Crist Co., is the new manager for C. H. Lang and is in complete charge while Lang is on his vacation down south.

William Kramer has taken the sub-agency for the Harley-Davidson from C. H. Lang and has opened an up-to-date repair shop at 7444 Madison street.

S. T. Kubachi has taken the Harley-Davidson agency for East Chicago and has opened at 4857 Magoon avenue.

SYKES IS INVOICING HIS COLUMBUS PURCHASE

COLUMBUS, O.—John Sykes, Jr., of Trenton, N. J., who recently bought out the motorcycle business of the Belt Motor Co., arrived in this city a few days ago and started to invoice the stock on hand. The location of the Sykes Indian distributing agency in this city will be announced later.

The Belt Motor Co., having disposed of its motorcycle interests, is to devote its attention to the sale of automobiles exclusively.

CHICAGO HENDEE SELLS TO BLUE ISLAND POLICE

CHICAGO, Ill.—Wilmar Reichert, of the Chicago branch of the Hendee Manufacturing Co., has just closed a sale with the Blue Island police department of Blue Island, Ill., for a Powerplus for immediate delivery.

The first 1917 demonstrator has been received at the branch and is the center of much interest. The orders for the '17 Powerplus are piling in, too.

CAMPBELL ADDS BICYCLES AND MOTOR WHEEL

LA CROSSE, Wis.—Campbell's Cycle Agency, at 225 North Third street, handling the Harley-Davidson, has sold an electrically equipped twin to the La Crosse police department, and commercial outfits to the Ickley Sausage Co. and the Langdon Meat Market. The firm has taken the agency for the Smith Motor Wheel also and added a complete line of bicycles. The Princeton and Miami lines are the bike leaders for Campbell's this season.

Kansas City and Thereabouts

KANSAS CITY, MO., Sept. 27.—Arthur Stephens, factory representative of the Hendee Manufacturing Company, who has been in Kansas City taking the place of Al Crocker, who has been visiting the factory, says that the Joplin, Mo., Indian agent, the Hafer Auto Co., has brought the total of their sales in Joplin up to the four carload mark for this season.

Albert Hanson has lately taken his place at the head of the local Wigwam, following the recent death of his father, C. Hanson. Mr. Hanson has outlined his plans for continuing the business as following directly in business getting and the business holding footsteps of the late manager.

The Kansas City M. C. and a large number of Kansas City, Mo., motorcyclists will head one of the largest business parades ever witnessed in Kansas City, Kan., Saturday next. The parade will be a dress affair and the local riders are planning some very unique decorations for their machines. It is expected that the riders will form a procession of more than a mile in length. The parade is under the auspices of the Knights of Pythias.

R. A. Weed, salesman for the Saufley Supply Co., is now enjoying his annual two-weeks vacation. Mr. Weed is somewhat missed from the local cycling fraternity, as he was one of the potent factors in the establishing of the Kansas City Bicycle Dealers' Association.

News has reached Kansas City that Frank Archer, foreman of the repair department at Hanson's Indian agency here, who is now at his home near Fort Scott, Kan., suffering from a broken ankle, is now rapidly recovering and is expecting to resume his work at the local Wigwam within a short while.

GENERAL SALES BUYS HUB CO. INTEREST

Boston Firm Purchases De Long Brothers' Business in Providence and Moves Stock to Own Stores

PROVIDENCE, R. I., Sept. 23.—An important deal in the motorcycle trade was put through here this week when the General Motorcycle Sales Co. took over the stock, fixtures and good will of the Hub Motorcycle Co., as well as the agency rights from De Long Bros.

Ben C. Straube, manager of the General Motorcycle Sales Co. of Boston, came here Thursday, and with W. F. Halliday, manager of the Providence Branch, took an inventory of the stock and moved it from the Providence branch of the Hub company on Empire street to the purchasers' branch on Broad street.

As a result of the General company taking over the agency for the Excelsior machine which was handled by the Hub, additional room will be taken on, as considerably more room will be required because of the company just becoming agents for the Reading-Standard.

Halliday announced that two floors in the building he is now occupying would be added, and these will be used as stockrooms. The first floor will be used for a showroom and repair shop.

KERRIGAN TAKES ON MOTOR BICYCLE

NEW YORK.—William Kerrigan, of 1133 Park avenue, this city, recently signed up to represent the Dayton Motor Bicycle at retail in Deal Beach, N. J., and also in the upper East Side of the metropolis. Kerrigan reports a most successful season at Deal Beach, having disposed of nine of the little front-wheel drive machines, several of which were ladies' models.

Kerrigan occupies the New Jersey quarters from May to November and spends the rest of the year in New York. His business card embodies the chief points of the Motor Bicycle on the reverse side, so that it acts as a catalog as well as an address medium.

TAKES HARLEY-DAVIDSON IN FORT WAYNE

FORT WAYNE, Ind.—Herman L. Daler has signed up to represent the Harley-Davidson in this section for 1917. He got the agency through Hap. Scherer, the factory traveller, on the latter's last trip through this section with his 1917 olive drab Harley-Davidson.

Daler will shortly locate in a modern store with well-equipped shop. His demonstrator is now on the way from Milwaukee, and he has obtained orders for five of the new models already.

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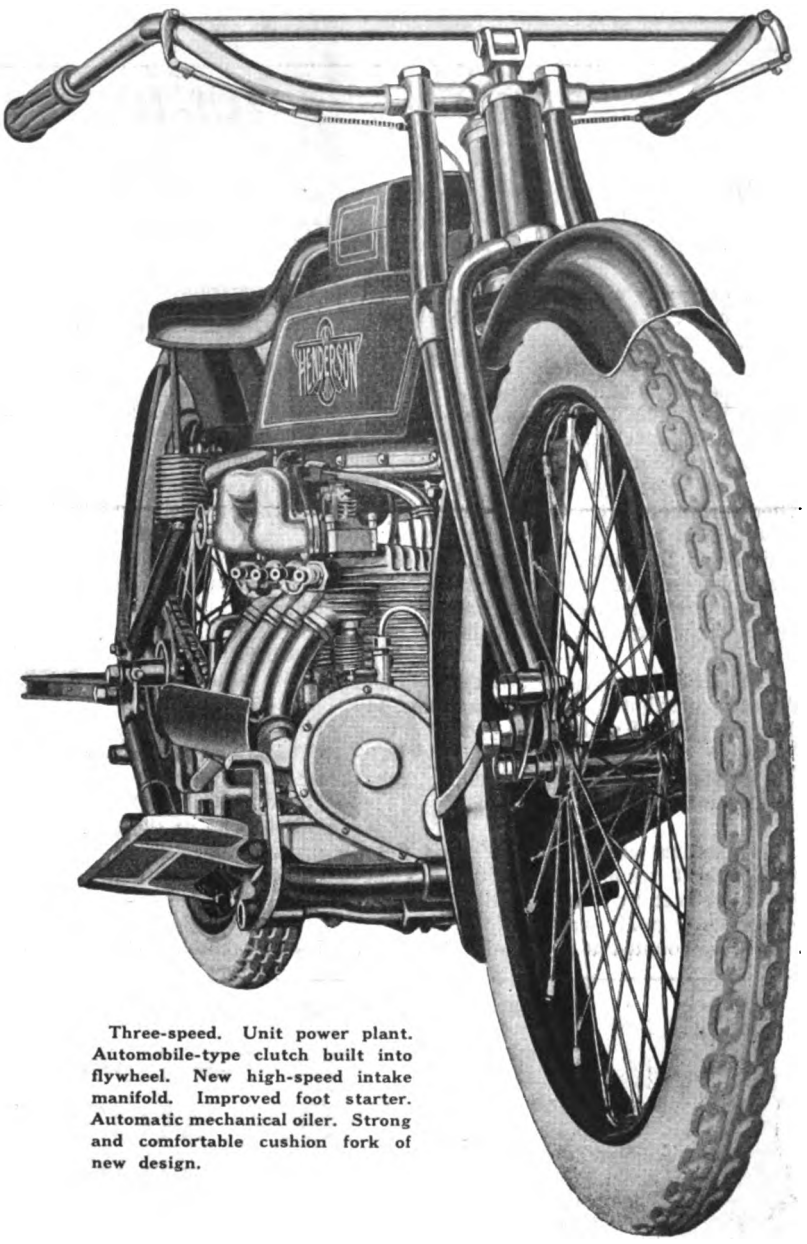

Three-speed. Unit power plant. Automobile-type clutch built into flywheel. New high-speed intake manifold. Improved foot starter. Automatic mechanical oiler. Strong and comfortable cushion fork of new design.

The 1917 Henderson four-cylinder motorcycle is being chosen by the most critical and exacting buyers in all parts of the world. Its features of advanced construction naturally bring preference.

HENDERSON MOTORCYCLE COMPANY, Detroit

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Denver Motorcycle Jottings

DENVER, Colo., Sept. 25.—Walter W. Whiting, of this city, and Western distributor for the Harley-Davidson motorcycle, narrowly escaped death or serious injury one evening last week while returning from a motorcycle trip to Northern Colorado with his wife. While riding on the road north of Fort Collins, Colo., an automobile made a careless attempt to pass the Whiting machine and as it did so the driver lost control of his machine which forced the motorcycle riders into a ditch where the motorcycle turned turtle.

Both Mr. and Mrs. Whiting sustained bruises and the machine was slightly damaged. No serious injuries were received by the motorcycle riders, however, and they consider themselves very fortunate.

The Mead Autocycle Co. of this city and Western distributors for the Excelsior, say that the 1917 Excelsior is creating very favorable comment here. They are looking forward to a very good selling season for this machine.

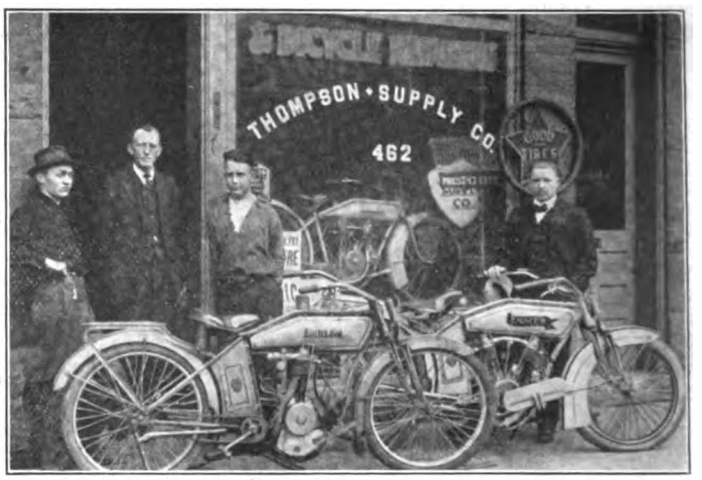
One day last week the Fort Collins, Colo., M. C. held its second annual picnic at Bellevue Park near that city. Five hundred motorcyclists from all parts of Northern Colorado were counted at the picnic. The Fort Collins club invited every motorcycle rider within a radius of 50 miles and the affair was a success in every way. The club at Fort Collins furnished the picnic dinner and also had the juvenile band of its city on the grounds to furnish music. In the afternoon a program of sports and fancy motorcycle riding was given. No accident marred the occasion and even repairs were out of the order of events.

The affair will have lasting effects as it will do a whole lot toward increasing the popularity of the motorcycle, and the dealers of Northern Colorado see in it a means whereby sales of their machines will be increased.

In connection with the Frontier Day celebration that is to be held at Grand Junction, Colo., Oct. 4-6, motorcycle races will be one of the chief attractions. Many of Colorado's fastest riders have already made known their intention of taking part.

County Clerk Francis Beckwith, of Boulder county, Colo., announces that he has already issued over 2,000 automobile and motorcycle licenses since the first of the year and he expects to issue 250 more before next January. He issued 1,200 licenses last year and ordered supplies for a 25 per cent. increase this year, but there has already been more than a 50 per cent. increase. This record speaks well for the motorcycle popularity in Boulder county, and the same is true in greater and lesser degrees in other parts of the State. Boulder County members are looking forward to an even greater increase in 1917.

EMBLEM QUARTERS IN INDIANAPOLIS



Store and Staff of the Thompson Supply Company

The Non-Acid, Steel Encased

EDISON MOTORCYCLE SPECIAL

ALKALINE STORAGE BATTERY

Built Like a Watch, but as Rugged as a Battleship

Positive and negative grids are stamped out of sheet steel and heavily nickel plated; the positive active material, nickel hydrate, is held in tubes; the negative active material, iron oxide, is held in pockets—each made of perforated, cold-rolled carbon-steel ribbon, nickel plated. The container is made of nickel plated sheet steel, with side seam, bottom and cover all welded by the oxy-acetylene process, making it practically one piece of steel.

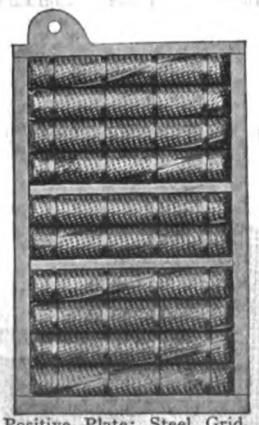
Nothing can bend, buckle, crack or jar loose, no matter how rough the going, and no amount of vibration or concussion can cause the active material to "shed" and form sediment.

The solution is non-acid—does not dissolve the active materials, is not corrosive, cannot cause sulphation, deterioration or attack the parts of the cell in any way.

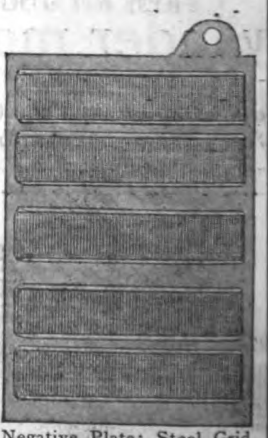
The top of the cell is specially constructed to prevent spilling.

The safe, efficient, long-lived, economical, always reliable storage battery is the Edison Nickel-Iron-Alkaline.

WRITE FOR BULLETIN 883.



Positive Plate: Steel Grid Holding Round Tubes of Nickel Hydrate There are Two Such Plates in the Motorcycle cell.



Negative Plate: Steel Grid Holding Flat Pockets of Iron Oxide. There are Three Such Plates in the Motorcycle cell.

Edison Storage Battery Company

Factory and Main Office

242 Lakeside Ave. - - - ORANGE, N. J.

DISTRIBUTORS IN

NEW YORK, BOSTON, CHICAGO, DETROIT, WASHINGTON, SAN FRANCISCO, LOS ANGELES, SEATTLE, NEW ORLEANS

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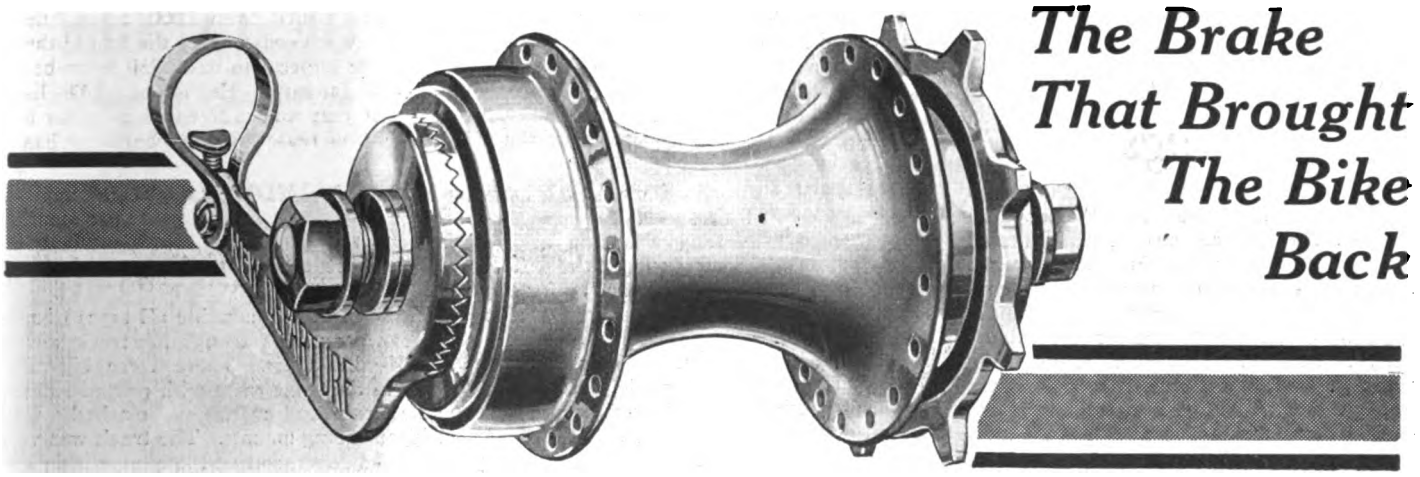

The Brake That Brought The Bike Back

You sell Bicycles for every purpose

The worker buys it to save car fare. It carries him home in time for dinner—back in time for work.

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Thousands of Bicycles are bought as a source of health-giving pleasure.

Whatever the use to which a Bicycle is put

The NEW DEPARTURE COASTER BRAKE

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Sure and easy because millions of riders know by experience the absolute reliability of the Brake that Brought the Bike Back.

The Brake these riders use they recommend and thus it is that New Departure reliability has become the Dealer's key to the prospective buyer's confidence.

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DUNNVILLE RACES STAGED IN SPITE OF TANGLE

C. M. A. Called Off Ontario Championships But Ten Speedsters Gathered at Annual Fair and Raced Without Formal Sanction; All Types of Machines Were Used on the Half-Mile Track

DUNNVILLE, Ontario.—What had been advertised as the Ontario Championships of Canada were held at Dunnville on Friday, September 15, but without the sanction or auspices of any recognized governing association. Ten speedsters from all parts of Ontario gathered for the competition and these riders went ahead with the races, although a notification had been sent out by the C. M. A. that the events had been called off. The races were held on the local half-mile dirt track on the occasion of the annual Dunnville Fall Fair, and the prizes were provided by Secretary Fry of the Fair Association.

The championship races here were first planned early last spring, and the Dunnville Fair Association and the Canada Motorcyclists' Association agreed to co-operate in making the arrangements. A tentative program was announced, and the motorcycle racers prepared to take part. Late on Thursday, September 14, the day before the meet, President F. A. O. Johnston of the C. M. A. notified the Toronto riders that the meet had been cancelled. The riders got into touch with the Dunnville promoters by long distance telephone, however, and agreed to put in an appearance regardless of the action of the C. M. A. No less than ten of them showed up at the track, and three very exciting races were held before an enthusiastic throng of over 5,000 persons. In view of the attitude of the governing association, nothing was said at the track regarding championship titles. The C. M. A. had not issued a sanction for the meet, it is declared, with the result that the Dunnville management has no comeback at the association. No word was spoken between the Dunnville Fair people and the C. M. A. regarding a license for the meet during all the weeks that the races were in contemplation.

Unfair Dealing Alleged

The reason given by President Johnston of the C. M. A. for the unfortunate situation is that the Dunnville Fair management was not dealing fairly with the motorcyclists in the matter of prizes. The riders themselves declare, however, that they were satisfied with arrangements, and they, therefore, ignored the C. M. A. Further, the riders announced that they had arranged to race at several other fall fairs in Ontario during the next two or three weeks, and that plans had been made for a race meet in Toronto on Thanksgiving Day, Monday, October 9. This will be the only racing that the speedsters will have this season, and the hope is expressed that the C. M. A. and the riders will get together before another meet is held. On account of the war the C. M. A. has made no attempt to secure members during the summer months, but the racing men still in Canada have wanted just a little track sport—for old time's sake.

In the meet at Dunnville all types of machines were used, although the track is only a half-mile affair. There were big-valve twins in the same races with ported singles, while touring machines clashed with stripped racing mounts. The track was very heavy, however, so that the competition was surprisingly close and the finishes were exciting. One accident happened when Woods was thrown over the outside fence in practice before the first race. He was crowded into a corner by a big-valve machine ridden by Cupola of Niagara Falls. Woods is one of Toronto's racing men. He sustained an injured arm as a result of the spill and could not take part in the contests.

The summary of the three races is as follows:

One mile—Macdonald, Toronto, Excelsior twin, first; Wilfrid Morrison, Toronto, Excelsior single, second; Joe Russell, Toronto, Excelsior twin, third. Time, 1:13.

Two-mile—Won by Morrison; second, Macdonald; third, Russell. Time, 2:21.

Five-mile—Won by Macdonald; second, Russell; third, Morrison. Time, 6:35.

No. 4 STANDARD RAT TRAP PEDAL

THESE STRONG SUBSTANTIAL MOTORCYCLE TYPE PEDALS

have that sturdy look that comes only from correct design and first class construction.

THE NO. 4 STANDARD is a new type of rat trap pedal added to our line this year, making it the most comprehensive line of rat trap pedals offered to the trade.

THE NO. 5 PIRATE has such big, soft, easy rubber cushions! It minimizes the jars and bumps. Try a pair and find out for yourself.

Our cycle parts and accessories appeal to the mechanical expert. They have been standard from the beginning, and mark the utmost in the industry.

Our products comprise: Diamond "E" trade mark brand, Spokes and Nipples for Bicycles, Motorcycles, Tricycles, Velocipedes, Invalid Chairs, Sulkies, Carriages, Cyclecars and Automobiles. Pedals for Bicycles, Tricycles, Velocipedes and Motorcycles. Toe Clips for Bicycle Pedals. Emergency Axles for Pedals.

THE STANDARD COMPANY, TORRINGTON, CONN.

We are boosters for "One Million Bicycles in 1916"

200 X

No. 5 PIRATE PEDAL

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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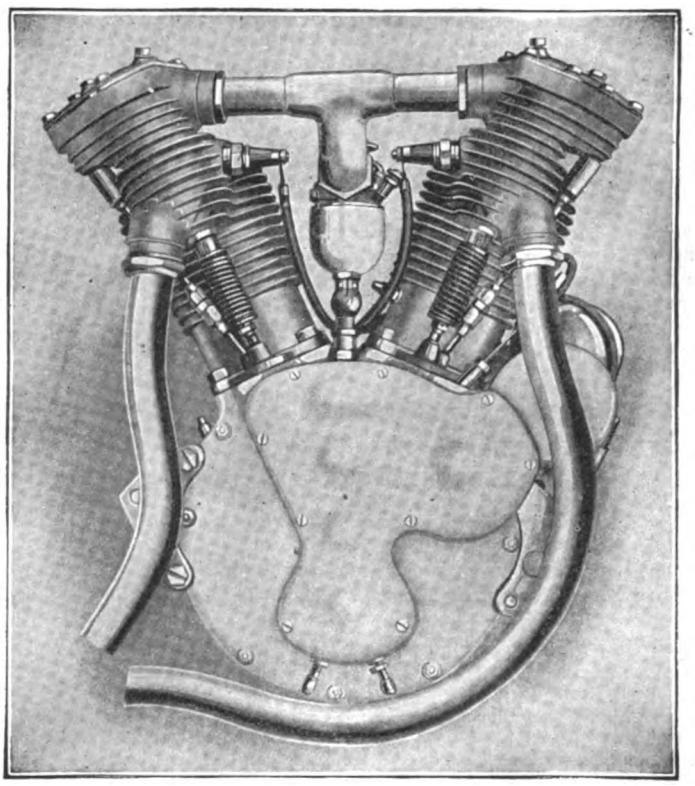

She's a Peach! *She's a Thor*

The opinion that counts is the rider's. We feel safe in saying that more admiration has been expressed by riders for the clean-cut 1917 THOR than for any other make.

The THOR is a collaboration of common-sense, far-in-advance features! That's why the THOR is forging ahead, each year, in popularity.

Secure the THOR Agency. You have the king-pin motorcycle then, with a model to fit every purse. THOR 1917 prices range from $200 to $325. Every model has been built to be a leader.

Get the Brand New Thor Catalogue—Today!

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Oldest Motorcycle Manufacturers in the World

General Offices, Thor Bldg., 1307 Michigan Ave., Chicago **Sales Offices and Works, 361 W. Superior St., Chicago**

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DERLETT MADE RAPID PROGRESS FROM MODEST START

MADISON, Wis.—Herman Derlett, of the East End Cycle Company, is building a new garage and salesroom at 604 Atwood avenue, and when the work is completed he will have one of the most up-to-date establishments of the kind in Wisconsin. Derlett started in a small salesroom near his present location two years ago, and has since enlarged his store steadily. He handled the Excelsior during the past season and has delivered 32 twins and three lightweights.

Derlett recently added a bicycle department to his store and has taken on the Miami and Excelsior lines. For 1917 he will cover the whole of Dane county and the southern half of Columbia county for the the Excelsior.

PECKS DISSOLVE PARTNERSHIP

ELGIN, Ill.—Peck Brothers, Indian dealers at this place, have dissolved partnership. Earl Peck is now in charge of the motorcycle agency, while his brother has gone into the taxicab business. Peck has just delivered a sidecar outfit to Carl Austin, who will use it for milk delivery.

HOUSE EMPLOYES' MOTORCYCLES

DENVER, Colo., Sept. 18.—The Colorado Fuel & Iron Company has just finished building sheds at its steel plant in Pueblo, Colo., in which motorcycles can be parked and be protected from bad weather. A large number of the employes of the company at the plant ride motorcycles to and from work and it is their machines that will be housed in the sheds.

ALLIANCE INCREASES STOCK

ALLIANCE, O.—The Alliance Tire Co. has decided to increase its capital stock $500,000, for the purpose of taking care of improvements designed to give it a 200 per cent increase in capacity. A three-story addition will be built, which will double the size of the present plant, and give room for 300 more men. The company's capital stock is now $150,000.

OKLAHOMA HAS 1,629 RIDERS

OKLAHOMA CITY, Okla.—The report of State Highway Commissioner A. N. Leecraft shows that there are now 1,629 motorcycles in Oklahoma, as shown by the number that have taken out state licenses and have been issued an annual tag by the state highway commissioner. Under the recently enacted law all motor-driven vehicles in this state must take out a state license by payment of a tax to the state highway department.

TWO MORE STATES RECIPROCATE

OTTAWA, Ont.—Two more States of the American Republic have agreed to recognize the licenses of Ontario motorcyclists in return for similar action by the Ontario Government. The two States are West Virginia and Kentucky. The period of the free touring privilege in each instance is twenty-one days.

BURNETT HAS CARD INDEX SYSTEM NOW

PROVIDENCE, R. I., Sept. 19.—William N. Burnett, manager of the Harley-Davidson Sales Company, West Friendship street, is busily engaged installing a card index system in his plant. Since securing the services of Lewis J. Knight, as head of the repair department, a plan has been started to formulate a system such as is used in one of the big machine shops here for the handling of parts.

While not yet complete, Burnett said yesterday: "When I get this system complete, we will do away with invoicing. We will take one last invoice before we transfer the bookkeeping department to the card index system. Then we will be able to tell at a glance what we have in stock, at any time, when we ordered last, with data pertaining to the parts we carry."

FISKE ADDS HUDSON BICYCLES

BELOIT, Wis.—L. C. Fiske, Indian dealer at Beloit, has just added the Hudson line to his stock of bicycles. Fiske handled Indian bicycles during the past season and will continue with them, in addition to the Hudson line, for 1917.

FREESE TAKES AGENCY

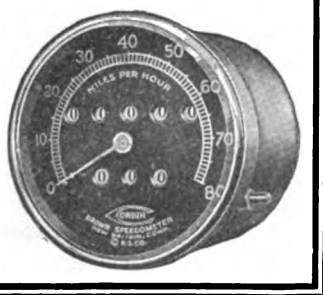
ELGIN, Ill.—Henry Freeze has taken on the Harley-Davidson at Elgin and has already delivered a number of machines. He has opened a repair shop in the rear of his home at 1201 Larkin street, and reports a lively business.

THE
CORBIN-BROWN SPEEDOMETER

This instrument professes to be no more than a thoroughly reliable and durable mileage recorder. It is accurate as far as engineering skill can attain mechanical accuracy. Its principle is correct, its construction sound. Thousands upon thousands of them are now in use and, without exception, they are returning highly efficient and satisfactory service.

Those that have had experience with speedometers in general, equip, the Corbin-Brown—among them being the U. S. Government.

You could make no better choice. Investigate for yourself. Catalog on request.



THE CORBIN SCREW CORPORATION
The American Hardware Corporation, Successor
NEW BRITAIN, CONN.
BRANCHES:
New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

"INFALLIBLE" Spark Plugs

"Quality"—that's the keynote of the "Infallible" Spark Plug's construction. We offer the "INFALLIBLE" Plug to the trade as the highest example of spark plug perfection. Deep-combustion chamber, giving a spark of remarkable depth and strength—heat-proof electrodes that are proof against all action of oil and carbon, mica insulation as enduring as time itself. Sold at a price all can afford to pay —75c.

Furnished in Metric and 7/8-18 Threads

Write for our net price list, No. 60.

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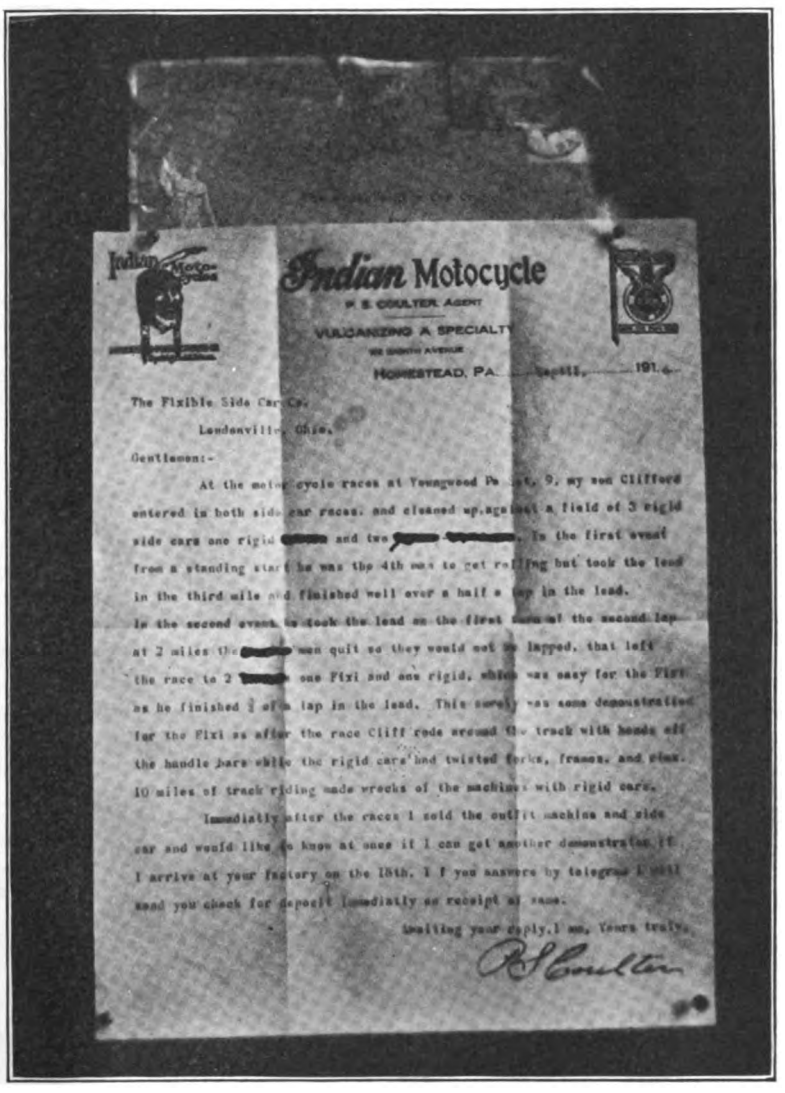
A WINNER

The New 1917


Indian Motocycle
H. S. COULTER, AGENT
VULCANIZING A SPECIALTY
HOMESTEAD, PA.
The Flexible Side Car Co.
Loudonville, Ohio.
Gentlemen:-
At the motor cycle races at Youngwood Pa ...t. 9, my son Clifford entered in both side car races, and cleaned up against a field of 3 rigid side cars one rigid [redacted] and two [redacted]. In the first event from a standing start he was the 4th man to get rolling but took the lead in the third mile and finished well over a half a lap in the lead.
In the second event he took the lead on the first turn at the second lap at 2 miles the [redacted] men quit so they would not be lapped, that left the race to 2 [redacted] one Flxi and one rigid, which was easy for the Flxi as he finished 3 of a lap in the lead. This surely was some demonstration for the Flxi as after the race Cliff rode around the track with hands off the handle bars while the rigid cars had twisted forks, frames, and rims. 10 miles of track riding made wrecks of the machines with rigid cars.
Immediately after the races I sold the outfit machine and side car and would like to know at once if I can get another demonstration if I arrive at your factory on the 18th. I f you answere by telegram I will send you check for deposit immediatly on receipt of same.
Awaiting your reply, I am, Yours truly,
R S Coulter

FLXICAR

The Side Car that tilts and turns and doesn't upset

PROMPT DELIVERIES NOW

We are too busy getting ready to move into our new factory to have full description ready for this issue.

Write for our literature

THE FLXIBLE SIDE CAR CO.

338 North S. St. **Loudonville, Ohio**

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DEALERS VISIT DAYTON PLANT FOR BICYCLES

DAYTON, O.—H. B. Retz, representing the Dayton in Muncie, Ind., was at the Davis Sewing Machine Co.'s plant this week arranging for a large order of bicycles. Retz reports that the Dayton is the standard make in his city.

OTTO RICHTER, head of the Washington Cycle & Repair Co., of Tacoma, Wash., spent part of the week at the Dayton plant. Richter placed a big order for 1917 as a preliminary to a trip through the factory. He has sent out travelling salesmen through Montana, Idaho, Colorado and Washington in preparation for a big season in bicycles.

BUSINESS-BRINGING BULLETIN

PROVIDENCE, R. I.—The General Motorcycle Sales Co., Boston, with a branch in this city, W. F. Halliday, manager, issues each week an attractive weekly bulletin. The paper is devoted largely to giving prospective customers an idea at all times what the company has in stock in the way of rebuilt and used motorcycles and used motorcycles with sidecars. The circular gives a description of each machine, with its price. The bulletin also tells how to order.

HAYNES SHOWING NEW VAN

COLUMBUS, O.—The P. I. Haynes Co., North Fourth street, central Ohio, distributor for the Harley-Davidson, is showing a new delivery van, which is attracting attention. The van is constructed to be used for all light delivery work. C. E. Roth, a salesman for the concern, has been demonstrating the van on the streets of Columbus.

FRISCO BOYS' BAND VISITS INDIAN FACTORY

SPRINGFIELD, Mass.—The Columbia Park Boys' Club Band, of San Francisco, Cal., which has been playing in Riverside Park, near this city, for a short time, paid a visit to the big plant of the Hendee Manufacturing Company on September 19. The full strength, 37, came to the works and all went through the various factories. They were keenly interested in each step of the process and asked many questions of the guides who took them through the plant.

The boys range from 11 to 20 years of age and are making a tour of the east, paying their own way with money earned at fairs, parks and other entertainments. The band is managed by Sidney Piexotto, who is accompanying the boys.

MAEDEL TAKES ON DAYTON MOTOR BICYCLE

DENVER, Colo.—L. A. Maedel, of 1754 California street, this city, has taken the agency for the Dayton Motor Bicycle. The arrangements were made through W. H. Jackson, of W. E. & W. H. Jackson, of the San Francisco office of the Davis Sewing Machine Co., on his return from Dayton.

TEN BROECK ISSUES NOVEL FOLDER AND SAMPLE

LOUISVILLE, Ky.—The Ten Broeck Tyre Co., of this city, is sending out an attractive folder to users of motorcycle and automobile tires. With the folder is a sample of the firm's tread stock. The folder says: "Our new tread stock combined the necessary qualities of resiliency, toughness and wearability. Try to break it. Pull it. Jerk it. Give it every conceivable test, as on a grindstone or emory wheel, and you will find it the acme of tread material."

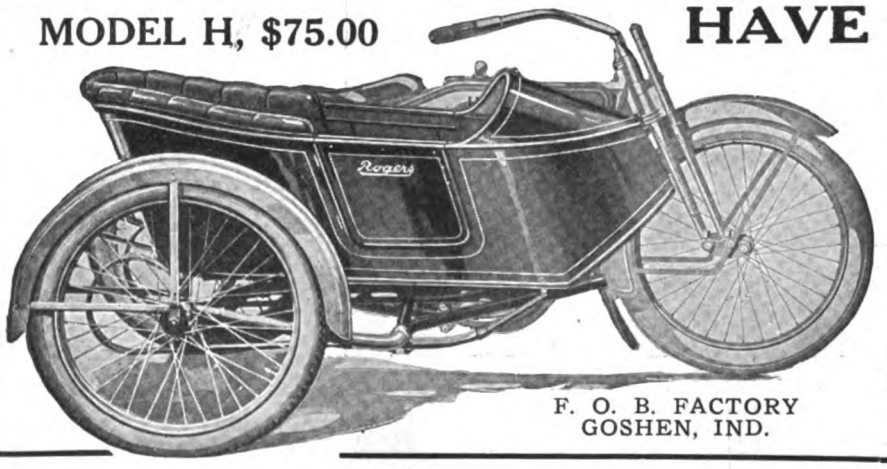
MOTOR WHEEL SHIPMENT TO PHILIPPINE AGENT

MILWAUKEE, Wis., Sept. 25.—The A. O. Smith Company has just made a large shipment of motor wheels to F. H. Thompson & Co., Manila, P. I. Dealers in the Philippines have a rainy season to contend with which puts a damper on riding of all sorts for two months. The rainy season is nearly over and the A. O. Smith Company has a standing order from F. H. Thompson & Co. for motor wheels each month.

FLUKE PAYS ALTOONA A VISIT

ALTOONA, Pa.—Clyde Fluke of the recent firm of Fluke & Davis, local agents for the Excelsior and Henderson, has just returned to this city for a short visit. Mr. Flufle is widely known in Pennsylvania as a motorcyclist, having earned considerable prestige as a mechanical expert.

MODEL H, $75.00



F. O. B. FACTORY
GOSHEN, IND.

HAVE YOU NOTICED

that on practically all of the 1917 model motorcycles, special attention has been given to sidecar attachment?

It is an open acceptance of the sidecar as a part of the complete motorcycle.

ROGERS Sidecars have always fitted all standard motorcycles.

Now, motorcycle manufacturers are fitting their machines to ROGERS Sidecars.

THERE IS A REASON.

Think it over and send for catalog.

ROGERS MANUFACTURING CO.
IRVING BECK (Service Station)
1691 Park Ave., New York
337 West Madison St., Chicago

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad. to the classified department—THE BIG RESULT GETTER.

MOTOR CYCLE ILLUSTRATED 13 PARK ROW NEW YORK

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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NATIONAL MOTORCYCLE BICYCLE

AND

ACCESSORY SHOWS

Coliseum **Chicago**

NOVEMBER 13th TO 18th

Madison Square Garden **New York**

DECEMBER 4th TO 9th

Sanctioned by the Motor and Allied Trades, Cycle Parts and Jobbers' Associations

The great opportunity of the year to place your product directly before the Jobbers, Dealers and the Public at Large.

Full Attendance of the Cycle Trade Is Assured

All 1917 Models and latest Accessories under one roof.

Write A. B. Coffman, Manager, 945 Ohio Building, Toledo, Ohio, for full information and space application blanks.

ACT TO-DAY

ARTHUR DAVIDSON, T. W. HENDERSON, F. J. WESCHLER, F. T. CHASE, F. W. GRUBB, Show Committee

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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Cut Price Talk Aimed at Buyer

Assistant Sales Manager Mueller of the Harley-Davidson Motor Company Points Out That the Cut-Rate Purchaser Is Really a Poor Business Man and Hardly Worth Catering to

MILWAUKEE, Wis., Sept. 25.—While, of course, the last word to the dealer on the subject of price cutting still remains to be said, according to E. J. Mueller, assistant sales manager of the Harley-Davidson Motor Co., the dealer who cuts prices is, in the last analysis, hardly more open to criticism as a poor business man than the fellow who buys at the cut rate. And tackling the subject from that angle, Mr. Mueller has this to say to the fellow who is looking for "bargain prices" on new motorcycles, or bicycles either, for the matter of that, although with characteristic modesty he admits that not all of the discourse is his own:

"What is a 'Cut Price?' Of course you think you know, but do you? It sounds like buying something for less than you were supposed to pay for it—but it isn't. It is simply making you believe that it is. It is trying to make you think you are getting something for nothing, but as a business man you know this is neither logical nor possible.

"Strip this 'Cut Price' proposition of all its veneer and finery and it simmers down just to two things; two reasons for its existence. One is that the article is not worth the price at which it is catalogued or listed, and the other is that the seller needs the business so badly that he is willing to sacrifice his profit in order to get rid of his product.

"Let us analyze the first reason. If a motorcycle is falsely listed in order that the dealer may cut off part of the price and still get all that it is worth, are you justified in doing business on that basis? Can you afford to own a machine on which the seller is forced to resort to such means to get you to buy it, and even if you should buy such a motorcycle at the 'confidential inside' price, are you quite sure that you got all the cut that was obtainable? If you buy that machine, can you eliminate from your mind the ever-recurring question: 'I wonder if Smith got his for less than I got mine,' or 'I wonder if I could not have got more off if I had waited another day?'

The Second Reason

"Then analyze the second reason: If the dealer needs the business so badly that he is willing to concede his profit, what is his reason? Is there not sufficient demand for his machine to create business at a legitimate profit? If, through some mental sidestepping, you can overcome those two questions, there still is this to think of: Can that dealer afford to sell you a motorcycle and concede any or all his profit and remain very long in business?

"It is a law of commerce that continuance in business depends on a fair profit. If he gives you the profit he must get out of business sooner or later. Then you own a machine without a home, and to whom are you going for service?

"There is only one kind of a dealer from whom you can afford to buy a motorcycle, and that is the dealer with the permanent investment in his business; a large enough volume of business to insure the profitable maintenance of that investment by the return of sufficient interest on it; the most modern facilities and equipment for giving you service and an organization of able, efficient men to see that business and service are properly handled.

"Such a dealer with a business of that character cannot and will not cut price to you or any other man; and the buyer who is deceived into the belief that his 'influence' or his 'shrewd buying ability' has obtained for him a 'concession,' has failed to apply to the buying of his machine the common judgment necessary in any business transaction in which an amount of money equal to the price of the motorcycle is involved.

"When you buy a motorcycle you are buying a commodity from which you must expect certain things—satisfactory service, comfort, quality and resalability—and the

(Continued on page 52)

Another record for Splitdorf Spark Plugs

A Size and Type for Every Engine

Splitdorf Plugs are made in all sizes and in types to suit every motor cycle, motor car, motor boat, tractor and aeroplane. Upon request we will send you a complete directory, which specifies the correct type to use with each make of engine.

SPLITDORF ELECTRICAL CO.
Newark, N. J.

Rear View

(Patented)

Have you seen the
LARGE OIL LAMP
For
MOTOR CYCLES
Burns 20 Hours
The Neverout
REG. U.S. PAT. OFF.

Has special bracket for handle bar
Write Today for Complete Description
ROSE MFG. COMPANY
933 Arch St. Philadelphia, U. S. A.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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The SCHEBLER CARBURETOR

America's Standard Supreme through Merit

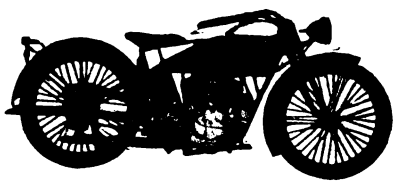
THE HEART OF THE MOTORCYCLE

WE EQUIP

THOR
POPE
MERKEL
INDIAN
EMBLEM
DAYTON
SPACKE
MILITAIRE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER-SCHEBLER CARBURETOR CO. INC
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

The 1917 R-S



It's worthy of your inspection.

A quality proposition throughout.

Three models for 1917.

Model 17 T, 12 H.P. Twin Cyl. $275

Model 17 T E, 12 H.P. Twin Cyl. (Equipped with Bosch Electric Lighting System), $30 net plus . . 275

Model 17 S, 6 H.P., Single Cyl. 240

Good Territory Still Available.

Write for agency proposition

Reading Standard Company

501 Water Street, Reading, Penna.

ELISCO

Light Gauge, Cold Rolled

Steel Tubing

Unequalled for Mechanical Accuracy and Finish

Made under the "Elisco" process by automatic machines which combine six operations in one, and ensure a degree of uniformity and finish hitherto unobtainable.

We are still able to make reasonably prompt delivery of 18 and 20 gauge tubing in most sizes from ⅜ inch to 2 inch outside diameter.

Let us submit samples and quote prices.

The Elyria Iron & Steel Co.

East 131st Street Cleveland, Ohio

Chicago Office, 1243 Peoples Gas Building
Atlanta, Georgia, Office, Candler Building

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CUT PRICE TALK AIMED AT BUYER

(Continued from page 50)

only way in which you can be sure of getting all of these things is by making the same careful investigation you would before undertaking any other financial investment.

"Here is one more point: It is not what you 'get off' that makes the difference, it is what you 'pay out' that interests you. It should not make any difference to you whether you get a 5 per cent. or 55 per cent. cut. It is what you have to give for the machine and what you get for your money.

"And here is still another point: Is it a good buy if your motorcycle depreciates 10 per cent. before you get it? The fact that you can get a cut on a machine—that should not have depreciated one cent—that its rate of depreciation thereafter will be proportionately more than the machine which is always sold for list price.

"Think it over!"

CANADIAN ROAD CONGRESS AT WINNIPEG

WINNIPEG, Man.—The annual congress of the Dominion Good Roads Association will be held in Winnipeg next February, according to an announcement made by the association recently. Great interest will be taken in this convention, it is expected, because of the government and municipal proposals throughout Canada to arrange for highway projects immediately after the war in order to provide employment for the tens of thousands of soldiers who will be returning after the termination of hostilities.

If all the plans are carried out, Canada will have not only a trunk road extending from coast to coast, but a network of improved highways will be found in every corner of the country.

CHILD TRAFFIC POLICE AT SCHOOL CROSSINGS

TORONTO, Ont.—For the first time the Toronto authorities have resorted to juvenile assistance for the maintenance of law and order. Through the adoption of a recent plan, one hundred and forty school children of an apparently responsible type have been chosen as traffic policemen for the regulation of traffic in the vicinity of schools. These young traffic cops ride bicycles. They are on duty at certain posts before and after school hours and their work includes the handling of school mates in crossing streets and the reporting of dangerous conditions as well as accidents. The juvenile patrol system has been adopted for fourteen schools.

MANY ENTRIES FOR DUNLOP TEAM HANDICAP

TORONTO, Ont.—Although the date has not been set for the annual Dunlop bicycle team handicap road race, scores of entries have been received for the Canadian classic. The MacDonald Bicycle Club of Toronto has turned in about forty entries, while ten members of the 180th Overseas Battalion have also signed entry forms. Many young cyclists are in training for the event, while a number of old-timers have decided to turn out once more in order to swell the number of starters.

The race will be a sixteen-mile affair and will be staged on the Markham road, one of the main highways leading out from Toronto. The only American rider who has won this race is Hans Ohrt, who captured the time prize last year. The race has been an annual fixture for Canada for more than twenty years. The competition will probably be staged on a Saturday early in October.

MILES IN KHAKI

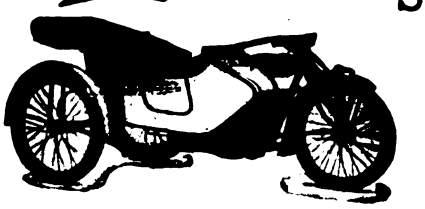
CAMP BORDEN, Ont.—Fred Miles, one of Toronto's veteran motorcycle racers, has exchanged civilian clothes for the uniform of a Canadian soldier. He has enlisted with the Mechanical Transport branch of the Army Service Corps, in which he will continue to straddle a two-wheeler. Miles was one of the real champions in the exciting track days before the war.

NEW SVENSGAARD QUARTERS

DETROIT, Mich.—The Flint, Michigan, business of the Harry Swensgard Corp. is now located in its new building, directly across the street from its former store. The new establishment is of brick, two stories high and 25x150 feet in size.

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT.

This Name Guarantees Satisfaction



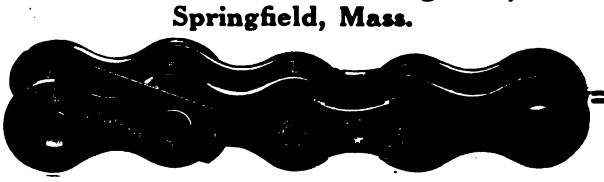
See that it is on the sidecars you sell in 1916!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan

STANDARD EQUIPMENT MEANS DUCKWORTH

Watch the specifications of the big manufacturers—invariably it's Duckworth. Why? Because conscientious efforts to serve the industry to the best of our ability have found their inevitable reward.

Duckworth Chain & Mfg. Co., Springfield, Mass.



MIAMI-MADE BICYCLES

are sure trade winners

RACYCLE, HUDSON, MIAMI, FLYING MERKEL

Send Today for Catalogs and Proposition

Miami Cycle & Mfg. Co., Middletown, O., U.S.A.

Two-thirds actual size.

Brilliant Burners

THE PERFECT HEADLIGHT

have opened a new era in gas lighting by combining **Electric Brilliancy** with **Prest-O-Lite Reliability.** They are guaranteed to give **three times** the light of the ordinary burner. The thousands in use demonstrate their practicability. Price $2 per set.

DEALERS: Full details and our proposition will be sent on request

The Monosmith Brothers Co.

Spencer, Ohio, U. S. A.

The H. M. Kipp Co., Ltd., Toronto, Distributor for Canada

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NATIONAL Motorcycle and Bicycle Spokes

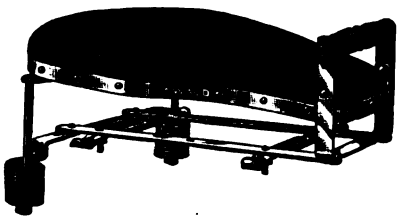
We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.082 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

WORTH MORE **Berling Magneto** DOES MORE

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.



No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price
$6.50
Complete

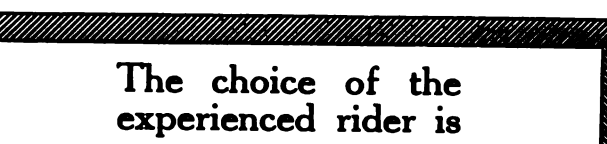
WALD MANUFACTURING CO.
Dept. F SHEBOYGAN, WIS.

H R

7143	7144
⅝" pitch ¼" wide	⅝" pitch ⅜" wide

Watch the racing returns and see how uniformly the winners use Renold chains. They *know* from experience that they're best.

PETER A. FRASSE & CO., Inc. 419 CANAL ST. NEW YORK



A Little Goes a Long Way

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS AND **GREASES**

And Every Drop Counts

Friction's Deadliest Enemy

Better lubrication, smaller upkeep expense, less wear on the motor results from the use of Harris Oil.

We produce a special oil for Motorcycles. Ask your dealer or write.

A. W. HARRIS OIL CO.
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

The choice of the experienced rider is

PREST-O-LITE

The Only Practical Light for Motorcycles.

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc. 246 SPEEDWAY INDIANAPOLIS, IND.
The World's Largest Makers of Dissolved Acetylene
Prest-O-Lite Exchange Agencies Everywhere

Satisfaction guaranteed with each

HANDPHONE

for the life of the instrument.

Price $3.25

Automobile Supply Mfg. Co., Inc.
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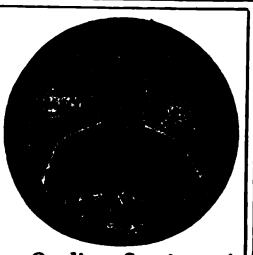
MASCO



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THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

NEW CATALOG NOW READY
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

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National Dealers' Directory

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Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
200 W. 125th St. New York
'Phone, 3352 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2050 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3066 Chelsea

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 540

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Berckheimer, Prop. V. C. Pelezzaro, Mgr.

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1691 Park Ave. Telephone, Harlem 2337

T. J. SIXSMITH
283 W. 100th Street
Expert Repairing. New York Agent for the EXCELSIOR
Telephone, 8861 Riverside

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

BROOKLYN

HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1680-1682 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

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IN THE
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Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 2066 East N. Y.

Distributor
EXCELSIOR — CLEVELAND
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

THOR MOTORCYCLES
Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN
1631 Bedford Ave. Brooklyn, N. Y.

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 496J Flush.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop. College Point.

NEW JERSEY

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
102 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1060 Hackensack, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

NEW YORK

Mt. Vernon Motorcycle and Bicycle Shop
Agents for HARLEY-DAVIDSON. Reg. F.A.M.
Opp. Proctor's Thea.
Mt. Vernon, N. Y. Phone 2275
"WE FIX EVERYTHING"

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated

THE BIG RESULT GETTER

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Special Service Department

Motorcycle Tires

Parts and Supplies

Also

BICYCLES and SUPPLIES

WHOLESALERS and JOBBERS

CITY SUPPLY CO.

56 Warren Street New York

MISSING

Excelsior motorcycle, model 16-3 regular, Engine No. 83174, was fully equipped with Prest-O-Lite tank, etc. The party riding this machine is about 5 feet seven in height, fairly thick set, has light hair and light blue eyes, and when talking to anyone has a tendency to avoid looking in your eyes. Information to be sent to Stanley T. Kellogg, Bridgeport, Conn.

MOTORCYCLE AGENTS

Get our monograms for motorcycles. 500% profit. Motorcycles plentiful everywhere. Thousands sold daily. Samples 10c. Write for particulars.

Western Motorist Accessories Co.
Cheyenne, Box 150 Wyoming

28 x 3 Guaranteed Standard Brand, Non-skid Tires, $8.25.

Special Price to Dealers

E. J. WILLIS CO. 85 Chambers St. New York City

EXCELSIOR - SERVICE

Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

STANLEY T. KELLOGG Eastern Distributor
Bridgeport Conn.

Rogers **SIDECARS**

NEW YORK SERVICE STATION

Sidecars and parts in stock for all machines. Special attention to dealers.

IRVING BECK
1691 Park Ave. Phone Harlem 7063

CYLINDER GRINDING

Motor-Cycle Exclusively

New pistons and rings accurately fitted.

MUNCIE PISTON CO., Muncie, Ind.

ARRIVED

THE GIANT 1917 HARLEY-DAVIDSON

It Is a Beauty

COME AND SEE IT

Demonstrations Cheerfully Given

"BOB" BRAZENOR

1157 BEDFORD AVE.,

Phone Decatur 1764 BROOKLYN, N. Y.

Largest Stock of H-D Parts in the East

BARGAINS IN USED MOTORCYCLES

Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.

MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

Classified Advertisements

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

SPECIAL INDIAN POWERPLUS, guaranteed condition, spring frame, fully equipped. Price $225. William Vom Lehm, 1317 New York Ave., Brooklyn, N. Y.

FOR SALE—1916 Powerplus Indian, 3-speed, electrically equipped; run about 250 miles; a bargain. Write P. O. Box 31, St. Thomas, No. Dak.

INDIAN, 1916 Powerplus twin; spring frame; full electrical equipment; perfect condition; price $210. Address E. F. Hallock, care of MOTOR CYCLE ILLUSTRATED.

SMITH MOTOR WHEELS—I have 3 Smith Motor Wheels, will sell cheap for cash. Who wants them? Bargains. Nearly new. Ralph L. Cowles, Canton, Conn.

FOR SALE—Motor Cycle and Bicycle; everything in sporting goods, also repair shop. Vulcanizing plant in connection. Agency for Indian Motorcycles. Will be sold very cheap. D. A., care MOTOR CYCLE ILLUSTRATED, New York.

FOR SALE—One 1915 three-speed electrically equipped Indian; bought new late in Fall of 1915; used solo only; everything in A1 condition; machine never been used hard; will sell for $185 cash money. Reason for selling: bought a new Ford. N. C. Hunt, 636 McKinley Ave., Salem, Ohio.

FOR SALE—POPE SPECIAL 7-H.P. RACING MACHINE. — Specifications: Wheel base, 52 inches; Bosch Magneto; Schebler Carburetor, with special air shutter; U. S. 28x2¼ corrugated racing tires; extra heavy ¼x⅝ Renolds racing chain; extra large hand-made gas and oil tanks; capacity of gas tank, 4 gallons; oil tank, 5 quarts; road clearance, 5 inches; speed, 80 miles or better per hour. C. L. SMITH, 1043 S. Olive, St., Los Angeles, Cal.

FOR SALE—1914 short coupled Excelsior Motorcycle, built special for racing; first-class condition, with crate. Good reason for selling. $100. Sandmann, Clay and Broadway, Louisville, Ky.

FOR SALE.—1916 Electrically Equipped Indian, 3-speed and side car, tandem and back rest, air cushion saddle, watch, etc.; looks like new. Cost $420.00, sell for $275.00. Ernest Anderson, Westport, Conn.

FOR SALE—Rebuilt motorcycles. We have a large line of second-hand motorcycles, all thoroughly rebuilt and warranted in A-1 condition, consisting of up-to-date models; Indians, single, 2- and 3-speed; Harley-Davidsons, 2- and 3-speed; also Excelsior in fine condition. Also Indian and Harley-Davidson sidecars and second-hand Cygnet rear cars. Write for description and prices. New York Sporting Goods Co., 15-17 Warren St., New York, N. Y.

SELL CHEAP—Twin Excelsior and twin Yale, both extra fine. Also swell single Harley. Take good shotgun or bike as part pay. Enclose stamp. Be quick. Lee Howell, Jr., 217 Chestnut, Evansville, Ind.

1916 THOR demonstrator in perfect condition, just overhauled, for sale cheap. Also one 1914 Harley two-speed twin. H. A. Denbroeder, So. Braintree, Mass.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—Pierce 4-cylinder; must be cheap. J. K. Hunt, Haynes, N. Dak.

STOLEN

STOLEN—Excelsior 15.3 Model, No. 75648, Ohio State license No. 9925. Had 6,400 miles registered. Had dent in tool box where kick starter hit it. Muffler was badly dented. The Bowden wire for brake had piano wire instead stranded. Firestone tires with red tubes; home made clutch cover. $25.00 reward for information leading to the return of machine. Wm. T. Bott, 4855 Guernsey St., Bellair, Ohio.

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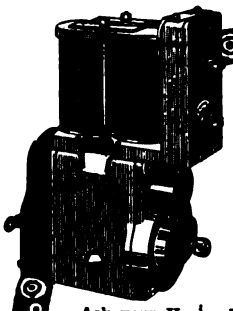


A BIG FAT SPARK

At every speed you get a good, live spark if your motorcycle is equipped with the

REMY
Lighting-Ignition System

Strong, steady ignition that never fails. A strong brilliant flood of light at the turn of a switch. Simple, trouble-proof, 100% efficient.

Ask your Harley-Davidson dealer to demonstrate

REMY ELECTRIC CO.
Factories: Anderson, Ind.
Sales & Engineering Offices: Detroit, Mich.

Wherever Ball Bearings are used you will find

THE STAR

STAR Ball Retainers

Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

F-N Tandems
are unequalled for comfort.

Five full inches of free spring movement keeps the rider floating all the time.

Price, $11.00 Each
Your dealer stocks it

FENTRESS-NEWTON MFG. CO.
Detroit Michigan

FREE

The Oldest and Largest Supply House

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO.
Hammondsport, N.Y.
3664 S. Main
LOS ANGELES, CAL.

Lists of Motor Cycle Owners

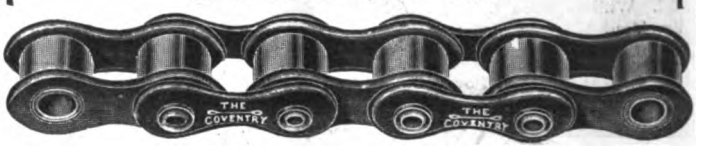
For any State in United States We copy official automobile and Motor Cycle records in the Capitol here and can compile a list of the auto owners or motor cycle owners for your section of the state at lowest rates, sending you supplements, regularly, the balance of the year. We can compile a list of Ford owners or owners of any other automobile or motor cycle you wish a list of.

HALF PRICE AUTO LIST COMPANY
68M State St. Albany, N. Y.

Mileage!

In the long run, everything simmers down to the question, "What mileage do you get out of your chain?" If mere mileage figures interest you, ask the man who uses "The Coventry" Chains. He will give you facts and figures that will explain why "The Coventry" costs $1 a foot to the rider.

HERBERT F. L. FUNKE CO.
112 Broad Street, New York



Special Delivery!

For quick deliveries this **Stevens Side Car** is just the thing. Light construction, but tough—carries 100 pounds. Not unwieldy—only 26 inches wide over all.

Well hung and well sprung—equipped with non-skid, studded tires.

Easy to detach, leaving bicycle for other use.

Hamper furnished in wicker or enameled wood, with lid.

PRICE, complete with fittings for attaching..... $20

Get discounts from your jobber

STEVENS & CO., 375 B'way, New York
Manufacturers of Accessories

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer
N.W. Cor 9th & G Sts., Washington, D. C.

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The Purpose of this advertisement is to help us locate a few energetic dealers, or men not now dealers who know that the retail motorcycle business offers an opportunity for a very profitable investment of time and money, for *those who get started right.*

FOUR times as many early season Harley-Davidson shipments have been made to date as were made a year ago. This is one indication of the reception the 1917 Harley-Davidson has had at the hands of motorcycle dealers and riders.

We have open about 15 splendid towns where opportunities exist for an excellent business. We are looking for the right men for the places.

The Harley-Davidson contract is a money maker for those who are out for big business. If you are interested, it will pay you to get our proposition—and get it at once.

Harley-Davidson Motor Co.

Manufacturers of Harley-Davidson Bicycles, Motorcycles, Sidecars and Delivery Vans.

Milwaukee, Wis., U. S. A.

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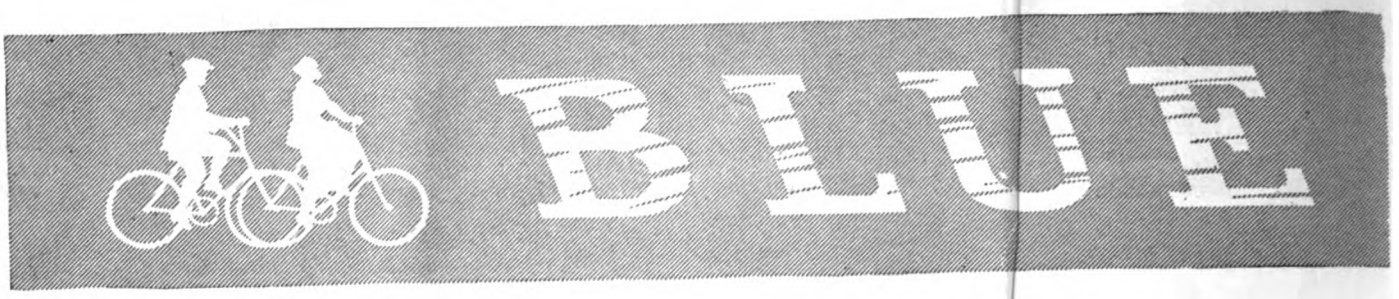

GOODYEAR
AKRON
Bicycle Tires
Guaranteed

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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STREAKS

Holding the Tire Market

IT is quite true, as you have probably suspected, that big profits are offered you on high price bicycle tires in order to make tire sales possible.

You have even figured—and correctly—that these big profits were offered you in order to gain your tire business.

Goodyear Blue Streak Tires have demonstrated that they are their own best salesmen and therefore do not require the inducement of a large profit in order to stock the dealer.

The Goodyear dealer is satisfied with a lower profit on the $2.50 Blue Streak Tire because he believes in a small margin on a bigger volume of business and a quicker turn-over.

Goodyear Blue Streaks have held their market by giving the longest mileage at the lowest mileage cost.

And because the Blue Streak is the only bicycle tire Goodyear makes, it is made better and yet is sold for a lower price.

You can profitably accept the judgment of over 10,000 dealers, who are now enjoying the larger sales that Goodyear Blue Streak Bicycle Tires have brought them.

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
AKRON
Bicycle Tires
Guaranteed

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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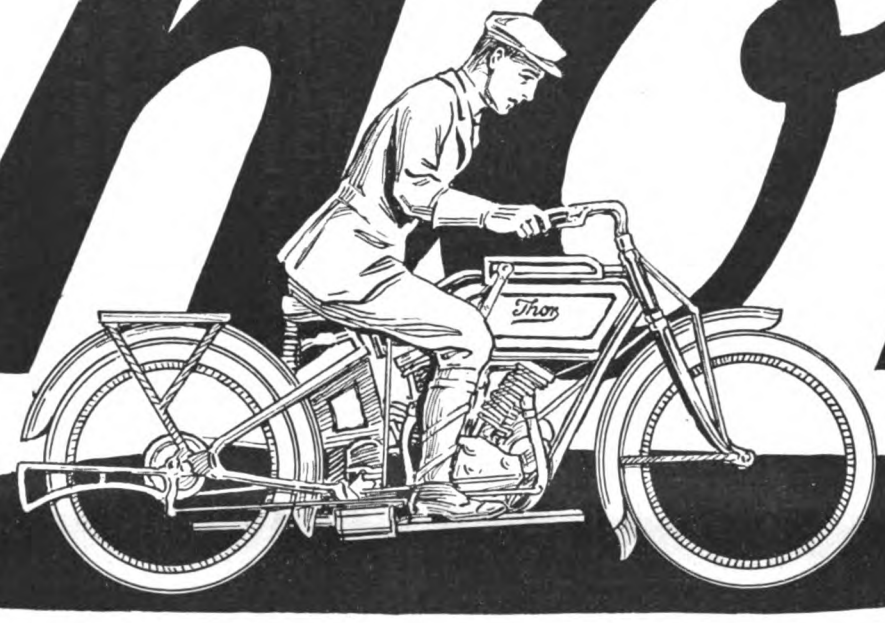
The WISE MOTORCYCLIST RIDES A

1917 Thor



BECAUSE— Well—Get Our New Catalogue

AURORA AUTOMATIC MACHINERY CO.

Oldest Motorcycle Manufacturers in the World

General Offices: Thor Bldg., 1307 Michigan Ave., Chicago **Sales Offices and Works: 361 W. Superior St., Chicago**

Pacific Coast Branch: 61 Fremont St., San Francisco

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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It's never too late to sell more bicycles

October is here.

A glorious month for cycling.

Now is the time to put new life into your sales campaign. Now—as in every other month of the year—you will find

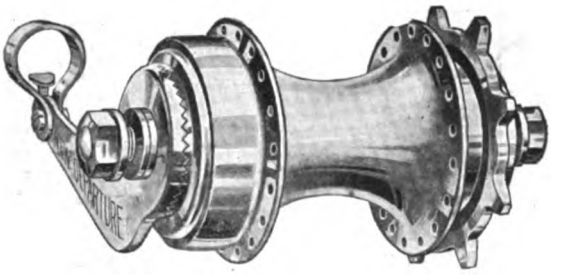
The NEW DEPARTURE COASTER BRAKE

makes a big hit with prospective cyclists. It lands the sale.

Stock a few more New Departure equipped bicycles—A few more New Departures for the customers who come for repairs and replacements.

Be prepared for a grand clean-up in the boost for a Million Bicycles in 1916.

Write us today for the New Departure Sales Helps that are putting so many dealers face to face with new customers.



The New Departure Mfg , Co.

BRISTOL, CONN., U. S. A.

The Brake that brought the bike back

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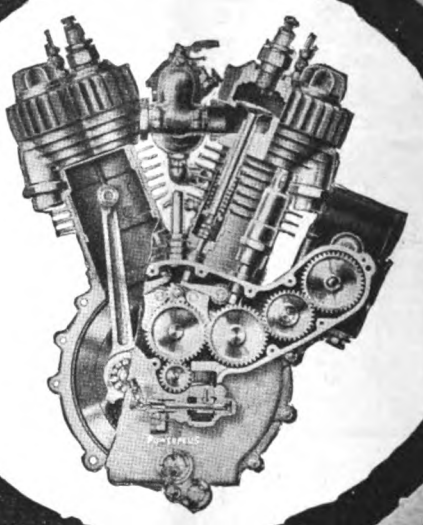
The 1917 *Indian* and the DEALER



One Hundred Per cent Perfect!

That is the sum total of the 1917 Indian line and the 1917 Indian Dealer Plan.

With the greatest string of two-wheeled thoroughbreds ever brought together under a single nameplate, the 1917 dealer is equipped to round up a volume of sales that will make previous records comparatively insignificant.

That's a pretty sweeping statement when you consider the vast numbers of Indians sold in past seasons.

But it's warranted by facts—by the Big Twin with the big refined Powerplus Motor—the great powerplant that, in 1916, annexed every endurance contest worthy of the classification.

And that's not all. There's the Indian Lightwin with its vibrationless Indian Four Cycle Opposed Motor—the only motor of its type in this country.

Here, at last, is what a multitude of riders have waited for—mechanical simplicity, low first cost, light upkeep, and modified power and speed.

Then, finally, the commanding line of Indian Bicycles, with its flexible range of prices and the snappy motorcycle-style Indian Motobike with Electrical Equipment.

With a line like that—Indian all the way through, mind you!—there isn't a man or boy in your territory who can't be induced to become Indian enthused.

And you can sell him practically on his own terms—we've arranged for that. That's a part of the 1917 Selling Plan, particulars of which we want to hustle to you the minute you make up your mind you need them. If your territory's open, why not ask us all about the Big Drive Plan TODAY and start the ball a-rolling?

Hendee Manufacturing Company

(Largest Motorcycle Manufacturers in the World)

SPRINGFIELD, MASS.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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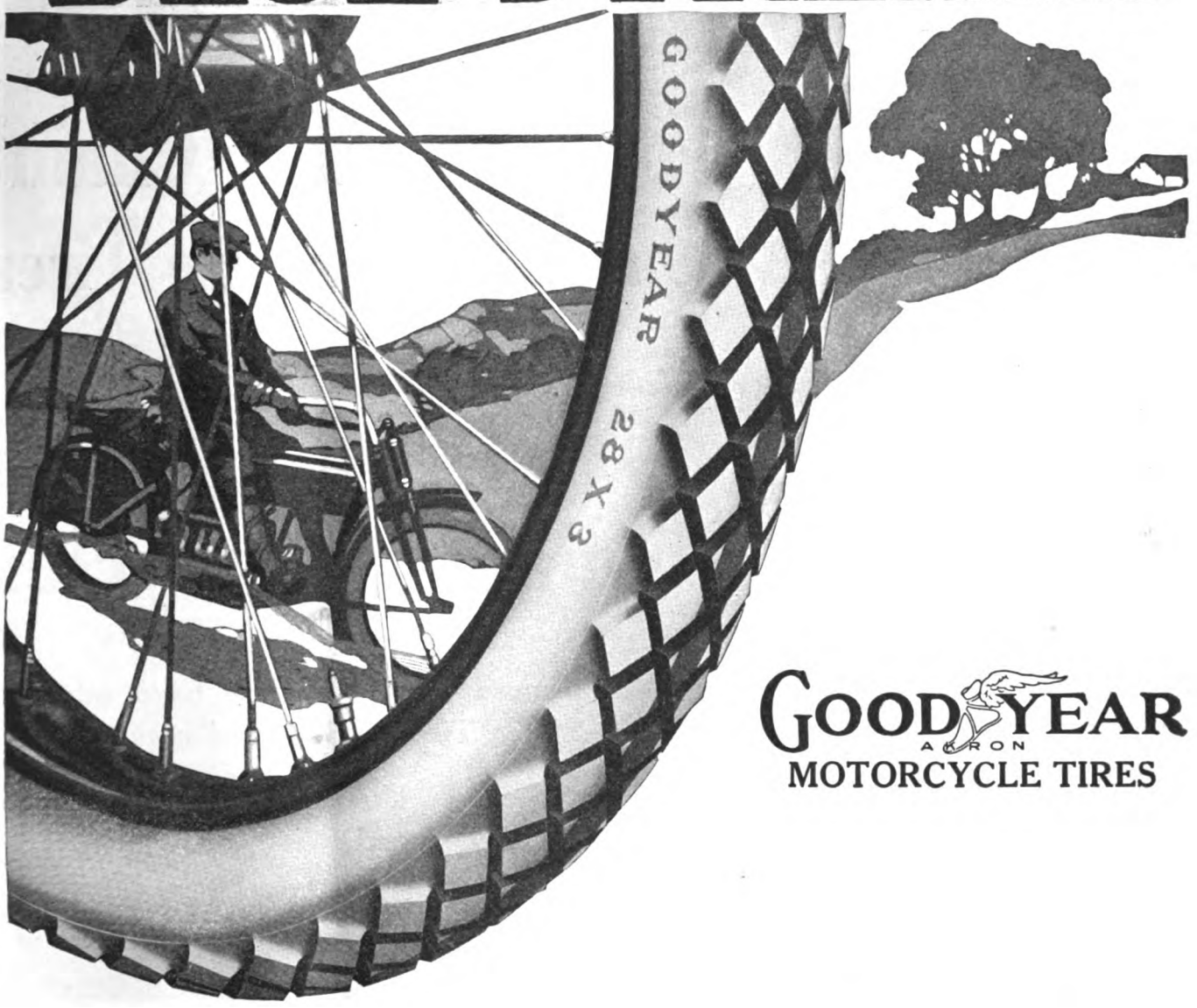
BLUE STREAKS



GOODYEAR
AKRON
MOTORCYCLE TIRES

Predictions Proved Profitable

We told you last January that to be a Goodyear Service Station Dealer meant to have public opinion on your side.

We told you that it meant a nation-wide state of mind friendly and favorable to Goodyear Blue Streaks.

We told you that it meant pulling with the stream instead of pulling against it.

We told you to be a Goodyear Dealer because it meant the swifter and easier selling which is the shortest road to permanent profit.

Goodyear Blue Streak sales so far this year have broken last year's record for the same period many times over.

Blue Streaks have been the tire choice on 75 per cent of the new motorcycles sold this year.

Blue Streaks have been the tire choice of the U. S. Government—over 50 per cent of the machines on the Border being Goodyear-equipped.

Blue Streaks hold the vast majority of race track and endurance run records.

In the face of this nation-wide preference for one tire, don't you agree that you can get a larger volume of sales, quicker turnovers, and more permanent satisfied customers in selling Goodyear Blue Streaks?

We can ship you a stock immediately.

The Goodyear Tire & Rubber Company
Akron, Ohio

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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United States 'Chain' Tread Motorcycle Tires

STANDARD EQUIPMENT ON

1917 Henderson and Indian Motorcycles

Two more of the leaders have adopted United States Tires as standard equipment.

This because United States Motorcycle Tires have made good.

Do you ride them?

United States Tire Company

'Chain,' 'Nobby,' 'Usco,' 'Corrugated,' 'Studded' Motorcycle Tires

1790 Broadway, New York

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MOTOR CYCLE ILLUSTRATED

For the Trade and the Rider

13 Park Row
NEW YORK

Volume 12 **October 5, 1916** **Number 14**

ANOTHER CALL ISSUED FOR ARMY MOTORCYCLES

Bids to Be Opened October 10 Call for Ten Motorcycles, One Forecar, One Rear Car and Two Sidecars—Are for Service at Fort Bliss on Mexican Border—Quartermaster Official Just Back from Mexico Calls Motorcycle Indispensable.

NEW YORK, N. Y., Oct. 3.—Confirmation of the motorcycle's indispensability to the U. S. Army in the shape of a call for bids for more machines; and confirmation also of the power-driven two-wheeler's real worth by an official high up in the Quarter Master's Department to a **Motor Cycle Illustrated** representative, accompanied by at least a hint of more orders to come, mark the rapid strides the motorcycle is making in wending its way into the good graces of U. S. Army officials.

In speaking of the latest call for bids on motorcycles, which calls for an even ten machines for Battery C 25th Field Artillery, Camp Fort Bliss, Texas., the official in question, who, because of departmental reasons, asked that his name be withheld, states that the utility of the motorcycle where roads of any sort whatever are prevalent, is unlimited. Where roads are lacking, however, he is frank to state that the usefulness of the vehicle practically ceases.

First-Hand Experience

When it is added that the official in question returned only yesterday from a sojourn of many months in Mexico, where he had active charge of provisioning the punitive expedition of the U. S. Army located there for the purpose of capturing the bandit Villa, it will readily be appreciated that his words of praise for the motorcycle carry great weight.

The latest call for bids for motorcycles issued today, calls for six twin, three-speed machines fitted with tandem attachments for carrying two passengers, the machines to be fitted with kick starter and to be complete with saddle, mudguards, tools and tool boxes, the color to be olive drab.

One motorcycle answering the above description but fitted with a "pusher" car or forecar; one with a rearcar; and two with sidecars are also required. The order calls for ten motorcycles in all.

Each machine must be equipped with a Prest-O-Lite tank, head lamp, tail lamp and the necessary tubing; a Seiss mechanical horn or other make of warning signal of equal quality; an oil lamp of Neverout quality but not necessarily that make, and a Corbin-Brown speedometer or another make of Corbin-Brown equal. Bids will be opened October 10.

SCHACK SEES GREAT BICYCLE POSSIBILITIES

Head of Emblem Mfg. Co. in New York at Completion of Coast to Coast Trip Is Greatly Enthused

NEW YORK, Oct. 3.—Greatly enthused by business prospects as revealed by a very extensive trip which has carried him to the Pacific Coast and back through the New England States, W. G. Schack of the Emblem Mfg. Co. arrived in New York today.

Mr. Schack laid great stress on the bicycle possibilities for the coming year, which he characterized as unbounded. Coming from a trade man of Mr. Schack's standing, who is known to lean toward conservatism, this view of the situation is one to carry a message of good cheer and enthusiasm to cycle dealers the country over.

Mr. Schack will go south as far as Richmond before he again heads for Angola, and after a few days spent at the factory getting things lined up for the new season will again head out toward Atlanta and other points south.

There's a Sales Punch in This Box for You, Mr. Dealer

ON pages 18 and 19 of this issue will be found a striking cartoon dealing with the Long Arm of Motorcycle Service, with some equally interesting text, but just by way of breaking into the subject let us introduce D. J. Haynes, Excelsior agent in Kansas City, Mo., who reports that a Special Delivery postman to whom he sold a machine a week or ten days ago is now able to deliver from 75 to 115 letters and packages a day.

¶When you consider that Uncle Sam pays eight cents apiece for the delivery of these letters, and that a postman on foot cannot hope to distribute more than 40 letters per day, even when all his trips are short, it will be seen that the Excelsior motorcycle used by the Kansas City postman is giving the Missouri city a fine demonstration of the Long Arm of Motorcycle Service.

¶Incidentally, it will be noted that the Special Delivery carrier is enabled, through the use of his Excelsior, to earn from $6 to $9 a day, as compared with the $3 a day that a foot postman considers himself lucky to earn. Multiply the Kansas City carrier's average income per day by six and you will see what the motorcycle is doing each week for his bank account. His work is pleasant, and he is also gathering the simoleons.

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FREED HANDLES INDIAN FOR ALL CALIFORNIA

Pacific Motor Supply Company, Which Became Northern California Distributor for Hendee Lines in 1915, Now Takes Over Southern District Also, and Is Perfecting State-Wide Sales Organization—Freed Predicts Unprecedented Activity.

LOS ANGELES, Cal., Oct. 2.—President A. Freed, of the Pacific Motor Supply Co., announced today, in connection with the formal opening of the Los Angeles store, that his company is now in charge of Indian distribution for the entire State of California. The Pacific Motor Supply Co. became Northern California distributor for the Indian in 1915 and immediately launched a sales campaign which has had far-reaching results. It was hinted at that time that the company might ultimately arrange to handle the Hendee lines on a State-wide basis, but definite indications confirming this development did not come until recently and the official announcement of the change was held off for various and sundry reasons until today.

Heretofore the Indian lines have been handled in southern California by C. Will Risden, of Los Angeles, who also is distributor for the Cleveland lightweight. Risden retains the Cleveland representation in the large territory he has been covering for several years past.

President Freed has been at work with Manager Lebell in Los Angeles for the past week or ten days on plans for a rapid-fire agency campaign throughout southern California, and arrangements have been made to carry in Los Angeles a large stock of Indian motorcycles, bicycles and parts so that the service to Indian dealers in this section can be placed on a par with the excellent service system now operative in northern California.

It is expected that it will be possible to announce the full list of Indian agents for southern California in two weeks. It is understood that quite a few of the present sales representatives will be retained, but that a number of new ones will be signed up at strategic sales points.

In an interview with the correspondent of **Motor Cycle Illustrated,** President Freed stated today that in his opinion 1917 will be the best year California has ever known for motorcycle business.

"Big crops, good prices for all products and the State's wonderful system of roads combine to offer opportunities that are without precedent," said Mr. Freed, "and our company has left nothing undone to make the most of the situation. We now feel that we have a first-class sales organization, one in which everyone fully appreciates his responsibilities, and as we also feel that the Indian line for 1917 is the most attractive ever offered by the company, it is easy to understand why we confidently expect to break sales records during the coming twelve months."

OGDEN MAKES A NEAR RECORD RUN

Drives His Indian Cygnet Combination from Buffalo to New York in 16½ Hours—Averages 28.7 M. P. H.

NEW YORK, Oct. 1.—Leadley Ogden of the Cygnet Rear Car Co. arrived in Gotham at 5.30 this evening after an impressive, if not actually a record-breaking run from Buffalo on an Indian Powerplus motorcycle fitted with Cygnet rearcar. Ogden made the distance, which totaled 473 miles with the detours made necessary by road repairs, in 16 hours and 30 minutes, not including time out for taking on gasoline and oil and other short stops.

He left Buffalo at 7.30 a. m. yesterday morning, and striking fine roads, "opened her up" and maintained a steady pace throughout the forenoon and afternoon, reaching Utica that afternoon. He stopped over at Utica last night and took to the road again this morning. He encountered fine roads all the way to Albany, but from that point down to New York detour after detour retarded his progress. Despite this forced slowing up of pace, however, Ogden averaged 28.7 miles an hour for the actual time he was on the road, which is a remarkable showing.

As to the consumption, and Ogden took accurate account of both his gas and oil, he made an average of 43 miles to the gallon of the fuel, covering the distance on just 11 gallons, while three quarts of lubricant sufficed for the trip. He came through without the slightest trouble and claims to have made a full 60 miles an hour at one point, but he is frank to admit that he was going down hill at the time.

GETS ONLY PERFECT SCORE IN AUSTRALIAN TRIAL

READING, Pa.—The Reading Standard Company, maker of R-S motorcycles, has received word from Sydney, N. S. W., that W. E. McCarthy, riding a 10 h. p. Reading Standard twin was the only sidecar competitor to get a perfect score in the recent New South Wales M. C. reliability trial.

The route of the trial was over Spit Pass, through French's Forest, Rocklily and Narabeen and return, a distance of 28 miles. The circuit had to be made several times and there were many entrants on British solo and sidecar combinations, as well as the brown American rig. This was the first time that a Reading Standard entered in a contest in New South Wales and its performance aroused a lot of interest.

INTEREST RUNS HIGH IN NEW YORK SHOW

Manager Coffman Tells How It Will Be Made to Dovetail with the Chicago Exhibition—Expect Big Returns

NEW YORK, Oct. 4.—Supplementing his recent announcement to the trade concerning the Chicago Show, Manager A. B. Coffman is now rushing out literature which calls the attention of prospective exhibitors to the equal importance of the New York exhibition. As has already been stated in these columns, the Chicago Show dates are November 13-18, and the New York Show will be staged December 4-9.

Last year's excellent showing at the independent show in New York proved beyond question the demand of the trade for the big Eastern exhibition, in the opinion of Manager Coffman and his coworkers, and they look forward confidently to even bigger business returns from the coming display program. The outstanding feature of New York's 1915 show was the bed-rock business basis on which it was conducted, the order and contract books of all exhibitors being pretty well filled before the doors closed at the end of the show week.

As in the Chicago Show, the display spaces at New York will average 12 square feet, although some of the booths will be 10 by 12. The rental will be the same as at Chicago, 75 cents per square foot.

At the close of the Chicago Show all the exhibits to appear at New York will be loaded on special cars and rushed through by fast freight. This cuts out excessive express charges and assures the exhibitor that his goods will be in New York in perfect condition for the opening of the big exhibition on December 4.

Manager Coffman reports much interest in both shows, and calls attention again to the advisability of making applications for space without delay.

LONG TEST PROVES STURDINESS OF R-S

READING, Pa.—The 1917 demonstrating machine with electrical equipment and sidecar sent out by the Reading Standard factory recently returned to the Water street plant after a test covering approximately 14,000 miles. The outfit was in operation in all kinds of weather, and the driver took care to travel over the roughest roads possible during the test. Although the motorcycle was drenched several times, there was no difficulty experienced with the Bosch G1EV generator and the Exide battery which was its equipment.

Particular care was taken to check the performance of the electric outfit, continuous readings being taken for rate of discharge and charge. The report was excellent for the entire distance. On tearing down the motor and other parts it was seen that the 1917 changes were most satisfactory. The R-S with electric equipment has a horn, headlight and tail light in addition to the Bosch generator and the battery.

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BARNARD JUMPS TO EXCELSIOR STAFF

Well-Known Metropolitan Salesman Leaves New York Sporting Goods Co. to Travel for Chicago Co.

NEW YORK, Oct. 2.—Irving W. Barnard,, well known as salesman, road and track racer, has severed his connection with the New York Sporting Goods Company, of this city, and is traveling for the Excelsior Motor Manufacturing & Supply Company in Eastern territory. Barnard takes up the work of Arthur Rochow, who left the Excelsior forces to go with a motor truck firm recently.

Barnard entered the motorcycle business in 1910, with the old metropolitan firm of F. A. Baker & Co., handling the Indian at 10 Warren street and 2104 Broadway, and was also with the Bidwell-Conklin Company, uptown Indian agents at a later date. He returned to the Baker firm later and continued with the New York Sporting Goods Company when the Baker company merged with that house.

Barnard has competed in all the big Eastern endurance runs during the last three years, and has won a number of medals and prizes in these contests. He was recently active in promoting races.

McBRIDE CANADA SALES HEAD FOR HENDERSON

Well-Known Toronto Agent Contracts to Cover the Whole Dominion for the Four-Cylinder Machine and Is Ready for Coast-to-Coast Tour to Confer with Dealers and Line Up New Ones—Will Make Strong Western Circuit of Agents.

TORONTO, Ont.—Percy A. McBride, a captain of the motorcycle industry in Canada, has made an important territorial gain as a result of a recent trade move. For the past several years McBride has been the Eastern Canadian distributor for the Henderson. As a result of a conference with the Henderson people, McBride has been appointed the Canadian sales representative for the Detroit-made motorcycle.

He has already made arrangements for a coast-to-coast tour for the purpose of appointing agents to serve all communities in every Canadian Province. The first leg of the trip will be an inspection of the trade in all cities and towns between Toronto and Quebec. These places include Kingston, Belleville, Brockville, Ottawa, Prescott, Trois Rivieres, Sherbrooke, St. Hyacinthe and Valley field. McBride announces that it is his intention to place a Henderson agency in every important centre in the Dominion. He intends to spend considerable time, he declares, in selecting representation for the Henderson in Western Canada, which he will probably visit immediately after the New York motorcycle show.

McBride also reports that he has already placed orders for frames and parts for 2,500 bicycles which will be assembled on his Toronto premises before spring. Considerable of this material is being imported from the United States, the frames, for instance, being purchased from the Excelsior Cycle Co., Michigan City. The McBride wheels will have Hercules brakes, made by the Canada Cycle & Motor Co., while the tires will be Goodyear or Dunlop. McBride could not get enough bicycles from the factories last summer, and he intends to protect himself next season by the establishment of an assembling plant.

If present negotiations are carried through to a successful termination McBride will also be the direct representative in Canada for the Excelsior Motor & Mfg. Co.

McBride reports that in both motorcycle and bicycle lines his business for 1916 was 75 per cent. greater than in 1915, and three times as great as in 1914, which was a poor year for almost everybody in the Canadian trade. He has in mind an increase in his staff of employes, and expects to secure the services of a salesman who will travel on the road continuously. McBride himself expects to be much on the road during the coming winter months. Next year's business will eclipse the volume of trade in any previous season to a considerable degree, he expects. 1917 will be a great year for everybody.

MOTORCYCLE EXPORTS SLACK OFF IN JULY

Commerce Bureau Figures Show Decline of 21 Per Cent. Over Exports of July 1915—Bicycle Exports Soar as Well as Imports of Cycle Parts—Figures Show Average Price of Exported Motorcycles on the Increase.

WASHINGTON, D. C., Oct. 3.—That our motorcycle export business for July of the present year was not so good, by 21 per cent., considering value, as it was for the seventh month of 1915, is revealed by the latest issue of the monthly summary of commerce and labor gotten out by the Bureau of Foreign and Domestic Commerce. Considering the number of machines shipped during the respective months, the falling off was even greater, amounting to a full 36 per cent.

During July of the present year there were shipped 1,157 motorcycles, valued at $228,813, as against a total of 1,806 machines of an aggregate value of $304,801, the figures for July of 1915. This falling off in exports during the month of July, however, is somewhat offset by the fact that our motorcycle exports for the seven-month period terminating with July, 1916, were better by 23 per cent., as to value, than for the seven-month period ending with July, 1915. Considering the number of machines shipped for the respective periods the increase was just 19 per cent.

During the seven-month period terminating with July of this year we shipped 10,437 motorcycles, valued at $1,976,433, across the "pond" as against only 8,432 machines, valued at $1,506,597, for the seven-month period ending with July, 1915.

An interesting feature of the export figures is revealed by the fact that the average price of the motorcycles exported during the month of July, 1915, was only $168, as against an average price of $197 for the machines exported during July just past.

Bicycle Exports Jump

As for the bicycle export situation, the increase in the past twelvemonth has been phenomenal, reaching 79 per cent. in valuation. During July of 1915 we exported bicycles and parts to the valuation of $43,735, as against $78,573, the valuation of the bicycles and parts shipped during last July. None the less impressive are the figures dealing with the seven-month period terminating with July, which shows that for that period the increase in valuation of bicycles and parts exported amounts to an even 100 per cent. The valuation of the bicycles and parts exported during that period ending with July, 1915, was $281,028, as against $571,038, for the same period ending with the month of July of the present year.

The very healthy state of our domestic bicycle trade is reflected in the figures bearing on the imports of motorcycles, bicycles and parts; these figures are not separated by the commerce department, but it is a fact that the motorcycle imports are next to negligible so the figures therefore bear almost "in toto" on bicycles and bicycle parts.

Sixty Per Cent. Increase

They show that during July of 1915 our cycle imports amounted to only $2,712 in value, as against $4,316, an increase of 60 per cent., for July of 1916. Almost as great a percentage increase is represented in the figures bearing on the seven-month period ending with July of the respective years. For the period ending with July, 1915, we imported bicycles and parts to the amount of $27,060, while for this year the imports were valued at $42,417, an increase of 59 per cent.

Hawaii took motorcycles and bicycles and parts from the States to the value of $10,343 during July last year, as against only $3,507 for the same month of the present year.

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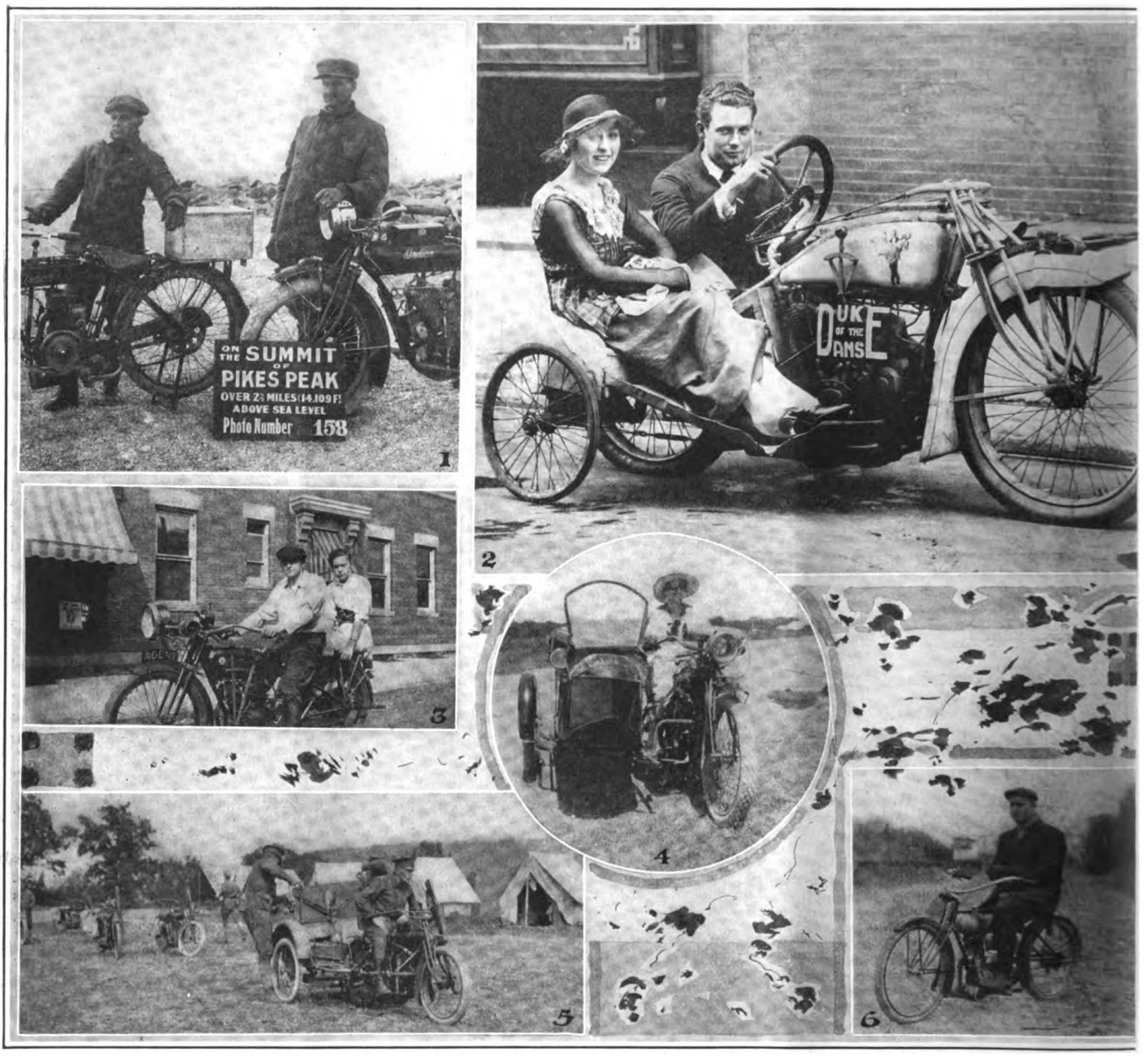
The Weekly

NEWSY EXPLOITS OF THE CAMERAMAN



THE curtain rises on a mountain setting, the first scene depicting Lloyd Mayer and Charles Swacker, a pair of intrepid motorcyclists of Colorado Springs, Colo., at the finish of a little Indian trip to the summit of Pikes peak. With the second scene, the setting shifts from Colorado's rugged mountain peaks to Gotham's stately skyscrapers, the camera man doing his best to catch the smile which illuminates the face of the "Duke of the Danse"—also the Duchess—of cabaret fame, who gathers both utility and publicity from his oddly modified Excelsior. Just across the river from New York lies Gutenberg, N. J., a former home of exciting track racing and road contests, where the third scene gives us a glimpse of the sort of sport that brightens up the dull moments in the life of Charles Freund, Reading Standard agent.

Here comes the movie star in the fourth scene which is laid way down in Texas. She is Miss Mary Davidson of San Antonio, and her mount is not a broncho but a Powerplus Indian sidecar combination. No moving picture plot is complete without a battle scene, so the fifth scene in the first reel discloses the "rookie" encampment at Plattsburg, N. Y., where the First Artillery Motor Battery is learning the ins and outs of the Cygnet Rear Car machine gun outfit. You might think that the sombre-looking gentleman astride the Cleveland in the sixth scene is the villain—but you are wrong. Before the operator changes the reels let's inform you that he is W. J. Schmitz of Madison, Wis., secretary of the Madison Motorcycle Racing Association, and an all-round booster in behalf of the power two-wheeler, particularly the lightweight.

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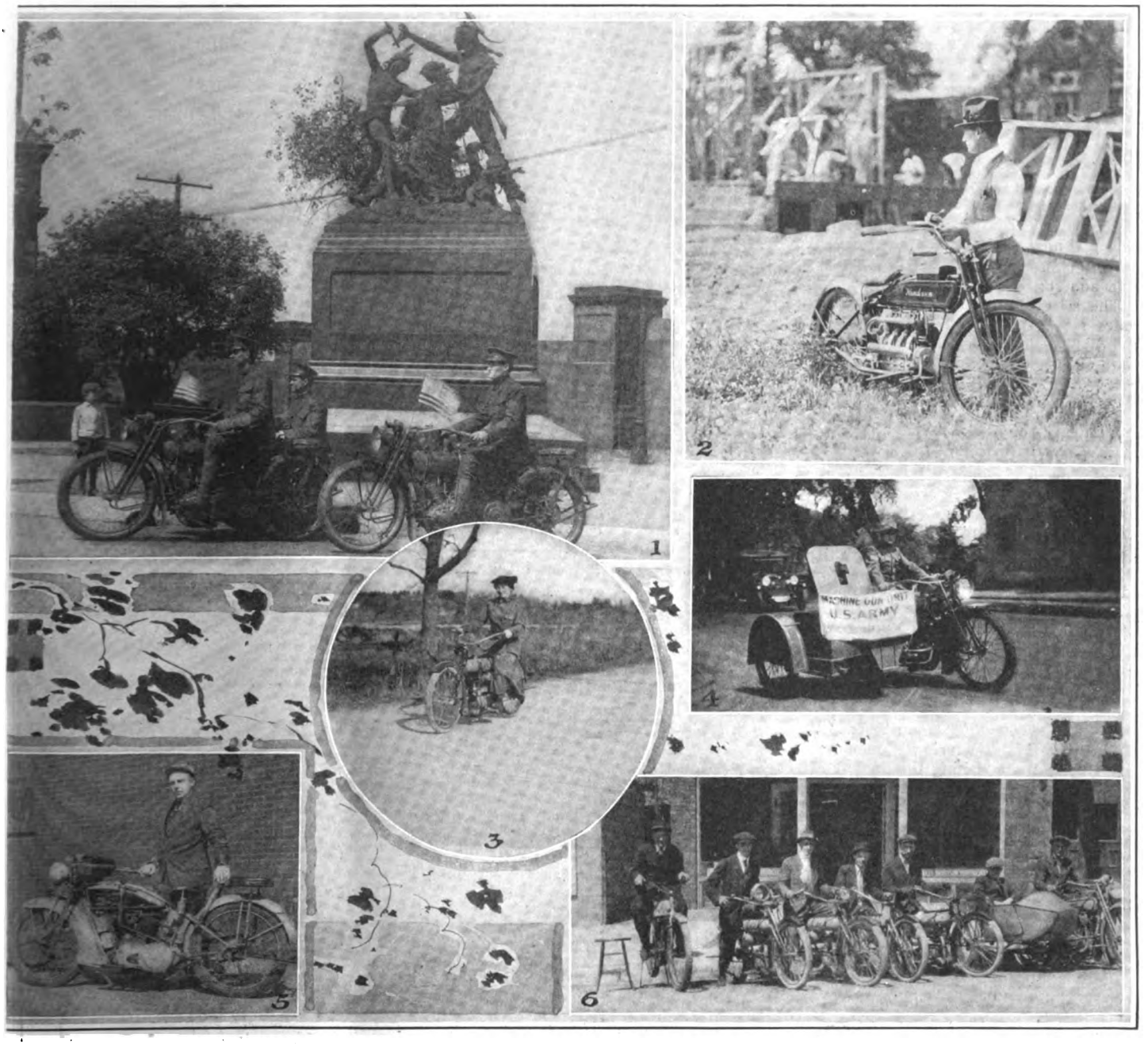
Motograph

PRESENTED IN TWO REELS ~ ~



SCENE 1 in the second reel also has a military aspect, although taken far away from either Europe or the Mexican border. It shows J. F. Bright, manager for C. H. Lang, Chicago Harley-Davidson dealer, with Sergeant S. B. Gibson of the U. S. Army, and W. J. Bowen parading before the Fort Dearborn statue in the Windy City. The machines are fitted with auxiliary oil and fuel tanks and are olive drab finish.

Scene 2 discloses a hard-working Detroit carpenter and contractor who finds his Henderson of the greatest aid in his work. Back to Madison, Wis., the third scene carries us where the fair damsel occupying the center of the screen is Mrs. W. J. Schmitz, a Cleveland enthusiast. Once more we are reminded, in the fourth scene, that these are war times, the scene depicting the exploits of W. N. Burnett of the Harley-Davidson agency in Washington, D. C., on a machine gun outfit.

Back in Brooklyn, N. Y., just across the East River from Gotham we are brought, in the fifth scene, face to face with J. O. E. Dietrich, an Excelsior booster, and local F. A. M. commissioner. Again the scene changes and the last episode is enacted in Madison, Wis., once again. The scene discloses the store of the Capitol Cycle Co., Harley-Davidson and Cleveland dealers with a few customers lined up in front of the establishment just to give a touch of local color.

The proprietors of the Capitol Cycle Company report unusual interest in the lightweight machines and state that the standard Harley-Davidson line, with the Cleveland lightweight to supplement it, has kept the store busy throughout the past season. The company continues with both these lines for the coming season.

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NEW JERSEY M. C. TO HOLD 200 MILE JAUNT

Newark Organization Announces First Goodfellowship Run Over Good Roads on October 8

NEWARK, N. J., Oct. 2.—The first annual Jersey Jaunt of the New Jersey M. C. will be held on October 8, starting from the clubhouse on Broad street, this city. It will be over a 200-mile course, covering the best roads in the State. The object of the run is to promote goodfellowship and sport.

The schedule of the Jersey Jaunt is 22 miles per hour, and all entrants must be F. A. M. members. The run will, of course, be a sanctioned one. The route will be from Newark to Asbury Park (56 miles) via Perth Amboy and Red Bank; thence across the State via Freehold and Hightstown to Trenton (101 miles). Trenton will be the dinner stop.

Leaving Trenton, the route goes via Flemington and Clinton to Washington (145 miles) where the return to Newark will be made through Morristown. Riders will be allowed 15 minutes' leeway at check stations, after which they are automatically eliminated. Departure may be made from Newark between 7 and 7:30 A. M. Bronze medals will be awarded all riders who check at all stations according to the rules laid out. Entry fee is $1.50, the closing time being October 5. Post entries are charged $2 each.

CANADIAN CHIEFTAINS VISIT THE WIGWAM

TORONTO, Ont.—Representatives of the Hendee Manufacturing Company in Canada have been visiting the Indian factory at Springfield, Mass., during the past few weeks. These visitors from the Dominion include Ed. Buffum, manager of the Hendee factory in Toronto, Herb. Kipp, the traveling representative and H. M. Kipp, the Toronto agent.

There will be practically no changes in the personnel at the Hendee plant at Toronto, it is announced, and the expectations are that another fine year will be experienced. The 1916 season for the Indian in the Dominion was exceptionally prosperous and the prospects are very satisfactory. The first of the new models will be placed on display in Canada about October 15, it is declared.

Herb. Kipp, the veteran roadman and track flier, will again take to the rails in a few days for the purpose of calling on the entire trade of the Western Provinces—right out to Vancouver. Kipp came off this route only last April after which he shot down to the Eastern centres by motorcycle. As a technical expert, Kipp has much to say regarding the new light opposed-engine model of the Indian family. This will, he believes, arouse considerable interest among the mechanical cranks of English origin.

The Canadian Hendee Company have supplied a great number of "war horses" to the Government for fighting purposes. The size of the several contracts or orders is veiled for obvious reasons.

SIDECAR STORAGE SPACE

WHEN storage space in the sidecar becomes too congested a little more room may be found by utilizing the space directly under the lower extremities of the passenger and close to the seat. By screwing straps to the floor and under the seat the ponchos and rain-shirts may be carried with no inconvenience to the passenger, for they may be securely strapped there well out of the way.

RIGANTI WINS HOUR ARGENTINA CLASSIC

Harley-Davidson Rider Victor in Buenos Aires Race—Second and Third Men on Similar Machines

NEW YORK, Oct. 2.—Cable advices from Buenos Aires, Argentina, give the victory in One-Hour Championship of Argentina to Raul Riganti, one of the Harley-Davidson entrants from the Club Motociclista Nacional. Angelo Traverso, also on a Harley-Davidson, took second place, while H. Comino, also of the same club, came third. Comino rode a similar machine to that of Riganti.

The Hour Championship is one of the six classics run off by the Club Motociclista Nacional, of Buenos Aires, an organization composed of the leading motorcycle bodies of Argentina and Paraguay.

ST. LOUIS POLICE AND THE NEW EXCELSIOR

Squad of Motor Cops in Missouri Metropolis with Latest Model of Machine Used. The Excelsior Was Sold by Knight Motor Co., Local Agent

CANAL ZONE LICENSE FEE REDUCED TO $2

Zone Commission Passes New Ordinance Cutting Costs From $13—Feather in F. A. M.'s Cap

CHICAGO, October 1.—Here's good news for Panama Canal Zone riders! The Canal Zone Commission having been empowered by Congress to do that little thing, has framed a new motor vehicle ordinance which goes into effect today and cuts the license fee and other costs to the rider from $13 annually to $2.

As was told in the last issue of **Motor Cycle Illustrated,** through the efforts of Former Legal Action Chairman Johnson of the F. A. M. bills were put through both houses of Congress at the last session as a means of bringing about this result. The former license fee was $10 a year; besides which it cost the Canal Zone rider another dollar for a tag and $2 for a license to ride in the Republic of Panama.

Provision is made for reciprocity with Panama under the new ordinance and the dollar charge for a license tag is done away with.

The new ordinance also provides for less stringent speed rules, a speed of 25 miles an hour now being permitted in the country and 12 miles an hour in the more congested districts. The former speed rules permitted only 15 miles in the country and 8 in the cities.

The principal provisions of the new ordinance are:

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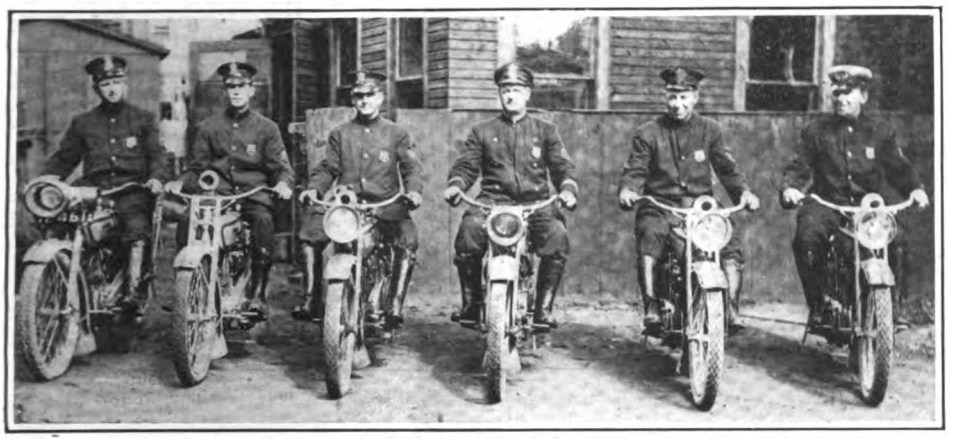
TERROR OF LAW-BREAKERS IN BRIDGEPORT, CONN.



Mounted on Their New Harley-Davidsons, This Sextet of Hard Riding Policemen Directs Traffic and Rides Patrol Daily

The licenses expire annually. Motor Cycle license $2.00. The Governor may issue short term licenses in special cases. Reciprocity with Panama is provided.

Flare lights are prohibited in city, town or village.

Speed. In the country on straight roads the rate is twenty-five miles per hour. Traversing curves, forks or cross roads, or within a city, town or village rate twelve miles per hour.

SAVANNAH M. C. SETS NEW MEETING RECORD

Georgia Organization Holds Three in One Month with Full Attendance — Thanksgiving Race Planned

SAVANNAH, Ga.—Three meetings in one month is the record just passed by the Savannah M. C., and at each meeting the attendance was 100 per cent. At the last meeting it was voted to hold a race meet here on Thanksgiving Day, with three events, a five, ten and fifteen-mile constituting the program.

Harry Glenn, Edward Wilcox, of Atlanta, and Demontmollin, of Macon, will engage on that date, as well as Castle, of Columbia, S. C. A field day and Dutch lunch will be held the first part of next month. The program for this affair is being gotten up by the entertainment committee. This field day is an annual affair and has been held during the past three years.

The Savannah M. C. is the oldest and probably the most progressive motorcycle organization in the South and its members take pride in its organization. It has pulled off one of the biggest annual classics in several past seasons—the 300-mile Savannah race, which was held each Thanksgiving Day.

McCHOM WINS TEN-MILE

OKMULGEE, Okla.—MeChom of Cleburne, Tex., a well-known motorcycle race rider, won the 10-mile motorcycle race here during the Okmulgee County Fair over Bowling of Tulsa, Okla. MeChom, riding a twin Indian, took the lead on the first lap and held it throughout the race.

FLAGG LEAVES THE STANDARD WELDING CO.

Veteran Sales Manager Is Succeeded by P. W. Gilbert— C. E. Miller Also Out— Quayle Is Promoted

CLEVELAND, O.—H. A. Flagg, sales manager for the Standard Welding Company, and Charles E. Miller, manager for the Detroit office of the same firm, have resigned. P. W. Gilbert, who has been assistant manager of sales for the Stanweld interests, succeeds Mr. Flagg, while Walter C. Voss, formerly in charge of the Cleveland district, will handle the firm's Detroit affairs in connection with Ted Palmer. Messrs. Flagg and Miller have not yet announced their plans for the future.

Bert Quayle has been promoted from the Chicago district to the position of general factory representative. Willis Stutson comes from Indianapolis to succeed Quayle. H. A. Brandt will assist Stutson and will handle Indianapolis still. The Cleveland district has been placed in the hands of Otto Miller, formerly of the order department of the Standard Welding firm. Benton L. Dodge, who has had charge of the company's advertising and publicity for more than five years, is now manager of sales promotion.

Bert Quayle, the Link That Binds the Standard Welding Co. to the Motorcycle Trade

EASING UP ON PUMPING

WHEN pumping up a tire you can save yourself much labor and language if you give the pump a few preliminary strokes before attaching it to the valve stem. Often a small particle of dirt jamming in the valve seat means a lot of additional pushing of air into the tire. Get into the habit of pushing the plunger in the valve stem down as well.

LA GRANDE CLUB PLANS FOR 1917 "SPEED 'EM UP"

Boosters, 500 Strong, Attend Pendleton Round-up to Advertise Next Year's Far West Motorcycle Classic

LA GRANDE, Ore., Sept. 25.—There is no use denying that the La Grande "Speed 'Em Up" Club, sponsor for the annual far-western championship motorcycle races at La Grande, does things on a big scale. Last Saturday was the closing day of the Pendleton Round-up — mecca for thousands and thousands of people. To be exact, there were 30,000 present that day.

On such an occasion, the club felt, was a good day to advertise the 1917 races. Bedecked with yellow ribbons bearing the "Speed 'Em Up" slogan, 525 La Grande people went to Pendleton on a special train.

It was a grand showing, and when the special pulled into Pendleton the thousands visiting there, and those who live there, realized to a marked degree that the motorcycle fellows at La Grande do big things. At last year's races Pendleton sent 100 people to the races here, and the club members were determined that the compliment should be repaid, and they repaid it fivefold. In between jumps of the bad horses and bucking bulls, the "Speed 'Em Upers" put in some good licks advertising the show in La Grande in 1917.

IMP CARBON CHASER ENTERS EXPORT FIELD

NEW YORK.—The Imp Carbon Chaser Corporation, of 1465 Broadway, this city, is broadening its field of activity and is now planning to distribute its product in Europe in addition to this country. "The high price of fuel in all of the warring countries," says an official of the Imp Corporation, "has placed it beyond reach of many users, and since our product reduces the consumption of fuel at least 25 per cent. we see a fine foreign market ahead of us."

The maker states that in addition to reducing the consumption of gasoline, the Imp Carbon Chaser also eliminates carbon deposit and gives greater power and speed to a motor.

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FIRST LOS ANGELES CLEVELAND OUTING BRINGS 100 PARTICIPANTS

Lineup of Lightweights in Front of Risden's Place Ready to Start on Run to Seal Beach—The Procession Attracted Widespread Attention

LOS ANGELES, Cal.—C. Will Risden, western distributor of the Cleveland, gave the first outing for Cleveland riders at Seal Beach on September 24. Over 100 machines were ridden in a big procession over the 30 miles from Los Angeles through Wilmington and Long Beach to Seal Beach, where the management treated the crowd to swimming tickets and bathing suits.

Tommy Butler pretty near "blew his cork" swimming out to the big raft against the incoming tide. There was a lively time on the shore indulging in jumping and running contests in bathing suits. George Corum, head mechanic of the Cleveland service, won the 75-yard dash and Freddie Ludlow got the standing broad jump, with a distance of better than 10 feet to his credit. The whole Cleveland contingent, in their bathing suits, got together in a lockstep parade that amused the crowd. Every so often they would line up in company front and salute the pretty girls on the beach. The last stunt of the day was an elimination motorcycle race in which Freddie Ludlow was again the winner. The Seal Beach Co. was so pleased with the motorcycle guests that it proposes to invite them for another outing and turn the beach over to them and put up a gold cup for the fastest Cleveland.

ARTLEY PLANS ANOTHER RECORD TRIAL

LOS ANGELES, Cal.—Ray Artley is planning another speed dash to San Diego on his Henderson. The Orange County speed squad is reported to be especially active just now and fines for speeding are making the district unpopular with automobile and motorcycle tourists. If they adopt a lenient attitude Artley will make the dash within the next few days. Artley is also planning to go up to the hill climb of San Jose Motorcycle Club on October 8.

Trade Doings in Los Angeles

HOLLAND IN NEW STORE

Lincoln Holland, the veteran of Motorcycle Row, has moved from the location he has occupied for eight years on South Main street, below Eleventh. He is now to be found one block east and north, at 1011 South Los Angeles street.

WHOOPING FOR DEMONSTRATORS

H. A. Lillie, the Harley-Davidson missionary, keeps busy these days on city work, and dodges all his old agent friends. There's a reason. Everyone in the Appeal organization is being led off into a corner three times a day and buttonholed and begged for "just one to deliver" out of the first carload. Nearly every agent has machines sold "sight unseen." Each is to have a demonstrator out of the first carload, and that is as far as the car will stretch.

SHEPPARD HAS MANY PROSPECTS

C. A. Sheppard, the Henderson agent at San Diego, is full of "pep" and enthusiasm and preparing a big sales campaign for the 1917 model. He says inquiries are the best he has ever known.

GOUDY MOVES TO LOS ANGELES

C. F. Goudy moves to Los Angeles this week to take up actively his duties of handling the Excelsior as a partner in the Goudy-Hoffer Co., southwestern distributors. Carl leaves the San Diego branch in the capable hands of Ray Smith, as branch manager. Smith was one of the two winners on the Excelsior in the Los Angeles endurance run of over 900 miles through mountains and deserts.

FOUND CREDIT SALES O. K.

Playing safe on credits has been a good policy for the Henderson Motorcycle Sales Corporation. Secretary F. A. Sutphen has been going over his records of the past year's business and finds that only three sales, considerably less than one per cent. of the year's business, broke down so they had to take the machine back.

COOK TIES THE BIG CAN

Traffic Officer Cook, who has the hardest corner in Los Angeles, Ninth and Main, chased a rider into one of the stores last week, said those three sad words: "Nine o'clock tomorrow," and remarked that this was the second fellow he had

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got with "one of these big cans, and he was watching for two more." Someone got the notion that riders want to make a noise, and got up a muffler horn that chatters like an Australian Dihookikatchinkum. Result: Officer Cook gets into the silent riding promotion society.

VAN ORDER'S LIST IS GROWING

A. F. Van Order, of the Harley-Davidson local store, is rolling up a list of orders for the 1917 model "when delivered." Climbing boards placed against the wall and climbing the curb are two stunts which Van works fo get a crowd together.

ANOTHER NEW MODEL

L. E. Reed, of the Excelsior agency, blew in with an excited look on the morning of September 26. Another little side car passenger arrived at his home that morning. Reed already had one youngster, a boy, who is stepping along toward the tandem seat age.

MOTOR-COP A VISITOR

Ray Weigle, the Ventura motorcycle officer, has been visiting in Los Angeles for the past four days. Wells Bennett, of the Excelsior agency, entertained him with tours to most of the important points of interest.

NEW CALIFORNIA ROAD MAPS

LOS ANGELES, Cal.—C. J. Gray, 580 Twenty-third street, Oakland, Cal., has got out a map showing the principal roads in California with mileages between cities. Copies of this map are being distributed by the Henderson Motor Sales Corporation in Los Angeles and are finding high favor with the touring crowd.

RISDEN TRANSFERS LUDLOW

LOS ANGELES, Cal.—Fred Ludlow has been transferred by C. Will Risden from his Indian to Cleveland division.

HOW BERRY TOLD PUBLIC OF NEW THOR'S ARRIVAL

The Huge Sign Over T. E. Berry's Door Brought Prospects in Right Away. Trio in the Picture Are Starting Off on Run Into Hills to Try Out the Twins

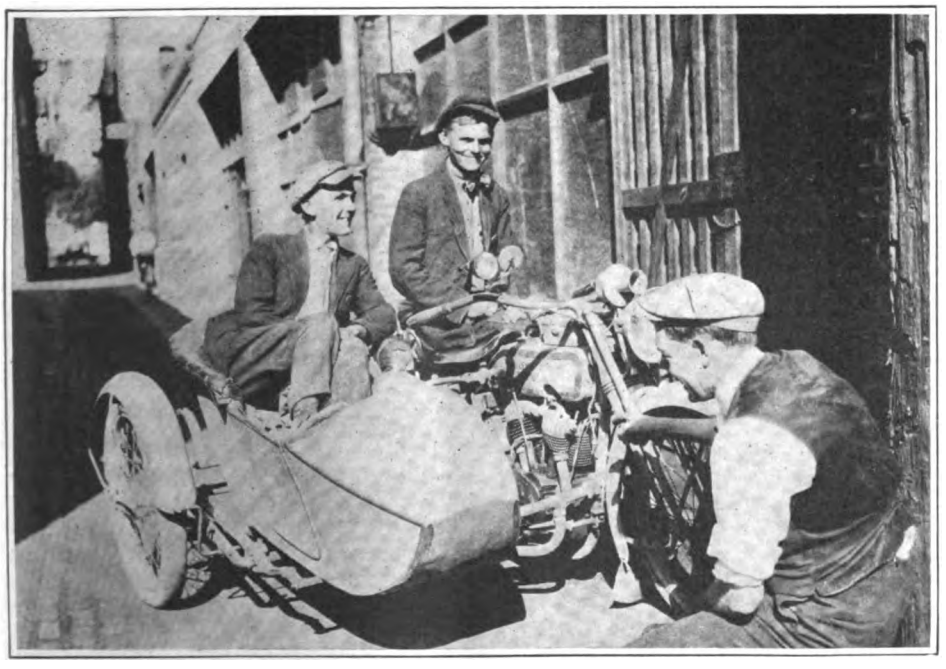
SHACKS MAKE COAST TRIP FROM CHICAGO

LOS ANGELES, Cal.—Vincent J. Shack and his brother, Allo Shack, two lightly built young fellows, have just made the trip from Chicago to Los Angeles on their Harley-Davidson 1916, three-speed, with side car. Before making their tour across the mountains and desert, their longest motorcycle jaunt had been a 600-mile trip to Ohio.

They followed the Lincoln Highway to Denver, then the Old Trails route into Southern California via Kingman and Needles, Ariz. Vincent says they were not scared when they struck the desert, but if they had been in an automobile the skeletons of the old four-wheelers they passed would have thrown a fright into them. They made the tour leisurely, camping out all the way, and since August 17 covered 2,849 miles.

Their tire equipment was Goodyear for the front tire and side car and the rear tire of the motorcycle was a Firestone. The worst experience they met on the road was when they had to push five miles after some scalawag had sold them kerosene instead of gasoline. Vincent says that they got tired in places, but they expected the tour would be a whole lot worse to make than it was.

AT FINISH OF THE SHACKS' TOUR FROM CHICAGO



Chicago Boys with Harley-Davidson Outfit on Which They Rode from Windy City to Los Angeles. Photo Taken in Latter City. Item Above

GOUDY-HOFFER SELLING CARBON REMOVER

LOS ANGELES, Cal.—The Goudy-Hoffer Company is building up a fine business with a new carbon remover which comes in the form of pellets, 100 to a can. The can sells for $1, and will reduce the accumulation of carbon to the mimimum for 5,000 miles of running, it is stated. The tablets are used one to a gallon of gasoline.

Several riders who have tried the tablets assert that, unlike some previous chemicals used for the same purpose, they do not interfere with the oiling, but seem to assist in the lubricating system. Uniformly good reports have been received from a half dozen experimental cans of the tablets which were distributed among experienced riders. The tablets are made by Fred M. Giddings, Galesburg, Ill., and are sold under the trade name of "Gidz."

WHEN THE BATTERY SPILLS

SOMETIMES your battery will slop over and the spilled acid begin corroding the metal in the case. A layer of bicarbonate of soda in the bottom of the battery-box will neutralize the action of the acid. Ordinary baking soda, the kind that mother uses, will turn the trick.

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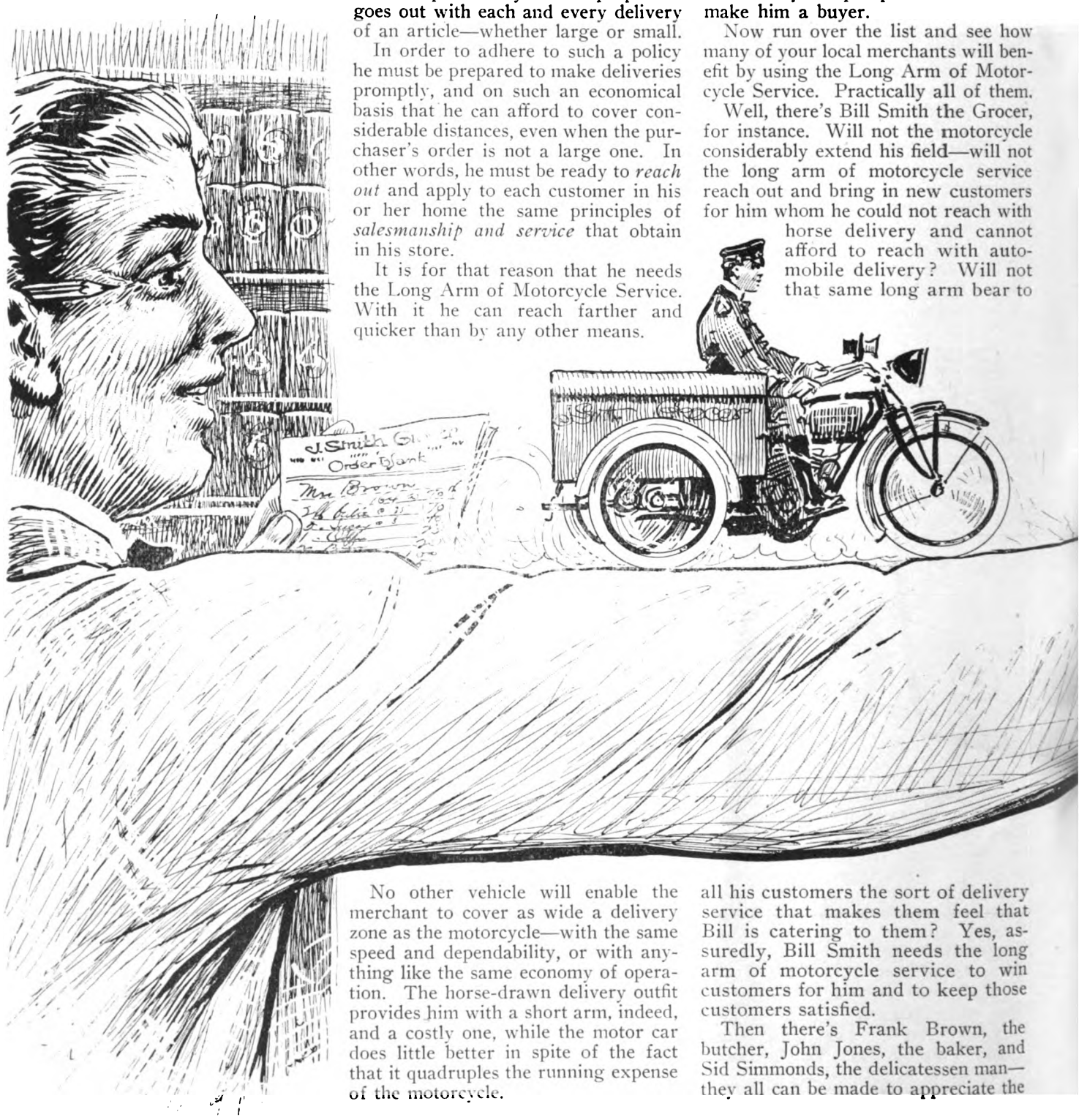
THE LONG ARM OF MOTORCYCL

It Enables the Merchant to Reach Out and Extend His Personality and His Policy o
Why the Motorcycle Van Is an Essential of the Modern Retail Store—A Few Sugge
Dealer) Concerning Those Who Need "the Long Arm."

THERE is no gainsaying the fact that the biggest problem of retail merchants, and of many wholesalers, is the application of the personal service idea to every transaction with a customer. It is the aim of the successful merchant to maintain a feeling of intimacy between his store and its patrons; to convince the latter that there is a dependable service bond holding them close to the store at all times—that the personality of the proprietor goes out with each and every delivery of an article—whether large or small.

In order to adhere to such a policy he must be prepared to make deliveries promptly, and on such an economical basis that he can afford to cover considerable distances, even when the purchaser's order is not a large one. In other words, he must be ready to *reach out* and apply to each customer in his or her home the same principles of *salesmanship and service* that obtain in his store.

It is for that reason that he needs the Long Arm of Motorcycle Service. With it he can reach farther and quicker than by any other means.



No other vehicle will enable the merchant to cover as wide a delivery zone as the motorcycle—with the same speed and dependability, or with anything like the same economy of operation. The horse-drawn delivery outfit provides him with a short arm, indeed, and a costly one, while the motor car does little better in spite of the fact that it quadruples the running expense of the motorcycle.

The Long Arm of Motorcycle Service!

Those are talismanic words, Friend Dealer. They express a big idea—the only idea, in fact, that you need drive home to your prospect in order to make him a buyer.

Now run over the list and see how many of your local merchants will benefit by using the Long Arm of Motorcycle Service. Practically all of them.

Well, there's Bill Smith the Grocer, for instance. Will not the motorcycle considerably extend his field—will not the long arm of motorcycle service reach out and bring in new customers for him whom he could not reach with horse delivery and cannot afford to reach with automobile delivery? Will not that same long arm bear to all his customers the sort of delivery service that makes them feel that Bill is catering to them? Yes, assuredly, Bill Smith needs the long arm of motorcycle service to win customers for him and to keep those customers satisfied.

Then there's Frank Brown, the butcher, John Jones, the baker, and Sid Simmonds, the delicatessen man—they all can be made to appreciate the

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SERVICE

ion to Every Patron—
k 'Em Over, Friend

strength of that arm for each and everyone of them needs the long arm of motorcycle service even as Bill Smith needs it.

And there's the Parisienne Millinery Shop on Main street, the Model Department Store, the Rex Shoe Company, Fred Meed, the haberdasher, and his brother George, the tailor. Their cases are a little different. They need practically special delivery service for each package delivered; that is the way for them to extend the long arm of motorcycle service to their customers and reap profits for themselves therefrom.

Gosh, when you come to think of it, how many merchants and how many customers this long arm does embrace. When you get right down to brass tacks, there probably is not a person in town, man, woman or child, beyond

the scope of the long arm of motorcycle service.

Think of the tire service stations, the automobile service stations, the confectioners, florists, hardware and sporting goods dealers, all within its scope and ready to profit through its use. Messengers, collectors and local salesmen, film exchanges, picture framers, piano roll dealers and a half a hundred other merchants rise to reap profits from the extended arm of motorcycle service.

Each and everyone of them needs the motorcycle and can be made to appreciate its far-reaching usefulness; carry home to them the long arm of motorcycle service idea. They are business folk, sensible to every opportunity to create new business and hold the old; susceptible to plain every-day business logic, which is the logic of dollars and cents.

And be sure that in carrying home the story of the long arm of motorcycle service you avail yourself of that service—ride around and make your calls on the motorcycle. And don't be backward in telling folks of how many calls you can make in a day.

HERE ARE TWO COMMERCIAL SALES OF NOTE

NEW YORK.—Two sales of commercial Cygnet outfits of more than ordinary interest have been consummated by the New York Sporting Goods Co., during the past week.

Perhaps the most significant of the two was completed with the wholesale drug concern of Lehn & Fink, of William street, which intends to use the outfit primarily for carrying special orders out to druggists in every part of the Greater City. Lehn & Fink have been using automobiles for this service in the past, but have found the cost of operation prohibitive. But it is pointed out that if the Cygnet with motorcycle makes good, more of the machines will be put into service in the near future.

The second commercial sale was made to Anthony Rossi, an Italian grocer of Brooklyn. Rossi pointed out that he preferred the Cygnet rear car to any other vehicle, not alone because of its low upkeep cost and wide circle of activity, but because its novelty made it an advertising asset and drew customers to his store.

HUMANE SOCIETY'S VAN SERVICE

TORONTO, Ont.—Secretary R. C. Craven, of the Toronto Humane Society, has been deeply impressed by the dependability and time-saving features of an Indian motorcycle and Parcel Car attachment which has been in use by the Society for some time past. He calls attention to the fact that the Society is obliged to use the outfit in all kinds of weather, and over all kinds of roads, and states that perfect service has been obtained.

BLISS PLANS MOTORCYCLE SIGNAL CORPS

LOS ANGELES, Cal.—Ralph Bliss, of the South Main street Risden store, is trying to get up a signal company under the new army reserve act. At a recent meeting of the Los Angeles M. C. he talked to the boys about the proposition and interested a number of them. He plans to get 100 people to sign a petition which will obtain equipment for a National Guard Signal squad in which opportunities for enrollment will be afforded.

COSTUMERS FIND VAN O. K.

ST. JOSEPH, Mo.—One of the most enthusiastic users of the motorcycle van in this part of the country is the firm of Miller & Berkley, costumers, of this city. This company reports that it has obtained unfailing efficiency and economy from the Indian motorcycle van outfit which it is using, although the combination is driven in all weathers.

SIMPLE MEANS OF LOCKING NUT

IT is not always possible, for want of sufficient room, to put an ordinary lockwasher under a bolt. In such a case, if a locking device is really essential or desirable, a coat of quick drying paint applied thickly to the bolt or nut will prove efficacious; an alternative method is to moisten the nut or bolt with salt water so that the parts will rust together.

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WELLS VISITS WIGWAM; NEW HENDEE TRAVELER

Left, William H. Wells, London Indian Man; Right, L. C. Wilson

SPRINGFIELD, Mass.—W. H. Wells, manager of the London branch of the Hendee Manufacturing Company, is now in Springfield, looking over the new Indian models and discussing plans for next year.

While owing to war conditions the motorcycle industry in the British Isles is absolutely at a standstill, Mr. Wells and his organization are doing their utmost to keep motorcycle interest alive. Mr. Wells states that present motorcycle regulations require all motorcyclists to obtain permits to buy petrol which at present are limited to two gallons per month per machine. Moreover, no petrol permits may be issued to owners of motorcycles who have purchased their machines since August 1.

Mr. Wells has expressed great satisfaction with the new 1917 models, and is pleased to find the opposed motor in the Indian family. The new Indian Lightwin, while of a type not familiar to American motorcycles in England. Knowing the smoothness and flexibility of this type of machine, Mr. Wells predicts a wide sale of the Lightwin here in America as soon as riders become familiar with its principles and see a Lightwin in action.

L. C. WILSON JOINS THE HENDEE SALES FORCE

L. C. WILSON of Asheville, North Carolina, recently with J. M. Hearn & Co., Indian dealers in Asheville, has joined the Hendee Sales Department, and will begin his duties next week as traveler for the Indian. His territory will be that of his home state and Virginia.

Mr. Wilson is thoroughly experienced in the motorcycle game, and his many acquaintances throughout the South Atlantic states will be glad to learn of his recent appointment. Mr. Wilson was formerly a traveler for the Harley-Davidson Motor Company.

BUSINESS OPENINGS FOR MANUFACTURERS AND JOBBERS

MAYVILLE, N. Y.—The I. L. Davis hardware firm has purchased the hardware department of the Mayville Hardware & Garage Company. Catalogs are requested on automobile accessories, bicycles, small tools, oils and enamels.

FOREMAN, Ark.—The Foreman Hardware Co., Inc., has just been incorporated. The firm will handle automobile accessories, bicycles, small tools and oils.

CHICAGO, Ill.—The W. H. Grimm Hardware Co. has just been incorporated with a capital of $5,000. Catalogs on automobile accessories, lubricating oils and small tools are desired.

HENDERSON, N. C.—The Watkins Hardware Co. has opened a new store on Breckenridge street. Catalogs and quotations on small tools and lubricating oils are desired.

BARABOO, Wis.—O. G. Wheeler has become the owner of the Blachly Hardware Store at 143 Third avenue. Catalogs on small tools, oils and lubricants are desired. Wheeler will continue business under his own name.

BEATTIE, Kan.—Naaf & Bachoritch are the new owners of the hardware stock of Max Adamson. Catalogs are requested on bicycles, automobile accessories, small tools and oils.

CAINSVILLE, Mo.—J. A. Bebee requests catalogs on bicycles, lubricating oils and small tools.

OPHEIM, Mont.—H. Ben Thoreson desires catalogs on bicycles, small tools, lubricating oils and colors. He has just opened a store in this city.

WESTFIELD, N. Y.—Bell & Crandall have opened a hardware store here to deal in small tools, oils and colors, etc.

TO HOLD RECEPTION

READING, Pa.—The Reading M. C. of this city elected two new members and made arrangements for a reception on October 8 at the last meeting. The reception will be given to the Motorcycle Club of Philadelphia. The latter club will make a run to Tamaqua on that date and will stop in Reading a while en route.

HERE ARE SEVERAL EXPORT OPPORTUNITIES

Folks Across the Water Are in the Market for Our Motorcycles, Bicycles and Accessories

NEW YORK, Oct. 1.—Indicating clearly the shortage of motorcycles and bicycles in foreign lands as a result of the war, which has cut short the British, French and German supplies, and pointing out to the American manufacturer the possibilities of this field, are the following calls for American cycle goods which have come in in the past week from across the Atlantic:

Chr. Gottschalck, Frederiksholms, Kanal 4, Copenhagen, Denmark—Old established dealers in automobiles, etc., said to have a good business and to be well regarded, are interested in securing agencies for Denmark of American motorcycles not now represented in that country. English is understood.

Hermann Raffel, 2 Kejsergade, Copenhagen, Denmark — Danish concern, well spoken of and said to do a large business, is in the market for auxiliary motor wheels for transforming bicycles into motorcycles. English is understood.

G. & C. Fratelli Picena, Corso Pincipe Oddone 17, Turin, Italy—Italian house corresponding in the French language, well established and reputed in first-class standing, representative for Italy of one of the best known French manufacturers, would like to hear from American motorcycle and accessory makers.

F. Xavier Martins & Cia., 7 Rue da Padaria 2 D., Lisbon Portugal — Portuguese importers, said to do a considerable trade in Africa, are desirous of hearing, in the Portuguese language, from makers of motorcycles and bicycles, as well as accessories.

George M. Smith, 451 Eglinton St., Glasgow, Scotland—Agent and dealer in motor accessories in Great Britain wishes to hear from manufacturers of high tension magnetos.

Schiller Lighting Co., P. O. Box 4972, Johannesburg, South Africa—Firm in South Africa is interested in hearing from makers of portable and garage vulcanizers with proposition for exclusive agency control.

The Service Idea Is Carried All Through MotorCycle Illustrated; This Page Is a Fair Sample

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WINQUIST PAYS VISIT TO AMERICAN S. K. F.

Swedish Inventor and President of Parent Ball Bearing Co. Drops In On New Hartford Establishment

HARTFORD, October 1.—On Saturday September 23, 1916, Sven Winquist of Gothenburg, Sweden, inventor of the S. K. F. Ball Bearing, visited the new American factory of the S. K. F. Ball Bearing Company at Hartford, Conn.

Winquist is president of the Swedish Company and a trustee of the Connecticut Company. After inspecting the factory Winquist expressed himself as very much pleased with the splendid start made. The American factory is already producing more bearings than its rated capacity and Winquist stated that large additions to the present buildings would soon be necessary.

Winquist was very much gratified to see that the product of the American factory is of the same high quality for which S. K. F. Ball Bearings have always been justly famous. The raw material for the bearings—Swedish crucible steel—is imported and the same manufacturing methods are used at Hartford as in Sweden.

As soon as Winquist and his party had finished their inspection of the factory Winquist posted a notice stating that in appreciation of the excellent work done by the Hartford factory during the past few months, Saturday, September 30 would be a holiday with full pay.

BOSCH SCHOOL IN SESSION IN NEW YORK

NEW YORK, N. Y.—The second section of the fall class of the Bosch Magneto Company, which is being conducted to perfect Bosch representatives in service and repair work, as described in the September 28 issue of **Motor Cycle Illustrated,** is now receiving instructions in New York. This section of the class is made up of eleven representatives of companies handling the Bosch products, and the visitors come from Atlanta, Ga.; Baltimore, Md.; Richmond, Ky.; Chattanooga, Tenn.; Allentown, Pa.; Pittsburgh, Pa.; Long Branch, N. J.; New Haven, Conn.; New Bedford, Mass.; Toledo, O., and Reading, Pa.

KENNINGTON LEAVES REMY

DETROIT, Mich.—W. O. Kennington, chief engineer of the Remy Electric Co., has resigned and will shortly sail for England where he will enter in business for himself. He recently returned from a European trip in the interests of the company.

RENEWS WITH GOODRICH

CHICAGO, Ill.—William Rankin, president of the Mahin Advertising Agency, of this city, has just signed a renewal of the advertising contract with the B. F. Goodrich Company, of Akron, O. The same policy regarding the issuing of Goodrich copy will be followed as in the 1916 season.

Wouldn't This Outfit Catch Your Eye? You Bet! Well, It's Only One of Many Advertising Stunts for the Motorcycle Van

COMPARATIVELY little has been said or written about the advertising possibilities of the motorcycle delivery van, but there is no doubt that as a consistent eye-getter the clean-cut and capable-looking van outfit has both the motor car and the horse-drawn vehicle beaten to a Rooseveltian frazzle. Many keen merchants throughout the country have already discovered that fact. Others are wising up to it daily. It's a point worth remembering when you are talking commercial motorcycle sales, Friend Dealer. Tell your prospect how it works out. He'll be interested.

When he asks for actual proof of your advertising argument, tell him about Emanuel Blout, the New York dealer in musical instruments, for example. The Blout firm uses the Henderson van outfit shown in the above photo (with several similar ones), and take it from Mr. Blout—the advertising value of that motorcycle van with the little tableau, His Master's Voice, depicted on top cannot be too highly estimated.

Experience has shown that one trip through the streets with the motorcycle van outfit wins more attention for the name of Blout and the talking machine than could be obtained in any other way at fifty times the cost.

All merchants haven't musically inclined canines and talking machines to set on top of a motorcycle van—you're right, you're right; but there's not a business in the length and breadth of the land that cannot be hooked up in some way with the motorcycle van so as to deliver a real advertising punch. And wherever the van goes, that punch goes with it.

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DRIVES SIDECAR UP MOUNT WASHINGTON

Orrie Steele, of Paterson, N. J., Ascends Noted White Mountain Peak with Indian Combination

PATERSON, N. J., Oct. 1.—Orrie Steele, the young Indian rider, son of Agent John Steele, of this city, has added another scalp to his belt. The latest is a sidecar ascent of Mount Washington, the famous White Mountain peak in New Hampshire. Natives state that Steele was the first to drive a sidecar combination to the summit, and Orrie is naturally very proud of the fact.

Steele, with Charles Versele as passenger, was on his vacation in Vermont and New Hampshire, and on arriving at Bretton Woods ,decided to try out Mount Washington on his stock 1916 Powerplus outfit. He covered the eight miles of the climb to the summit in two hours and ten minutes. Orrie judges that the average grade was between 25 and 30 per cent. and that the height was 1,900 feet from the base.

Orrie Steele's 1916 winnings include the Sidecar Cup in the Crotona M. C. run, the Lightweight Trophy in the New Brunswick, N. J., elimination run and a silver medal in the New Jersey M. C. run.

BARCLAY TAKES THREE AT LEBANON MEET

LEBANON, Pa.—Bob Barclay, riding the Indian used by Shorty Mathews on Decoration Day, captured the 10 and 25 mile pro. events and one of the five mile races at the Keystone M. C. meet on September 30. Charles Sellers, of Harrisburg, Indian, took the five mile sidecar event. Barclay cleaned up about $135 as his winnings for the day. Riders from nearly a dozen cities witnessed the races.

MAKING PREPARATIONS FOR 1917 SHOW

MILWAUKEE, Wis.—Local dealers are already making preparations for the 1917 Motorcycle and Allied Industries show for this city. It is probable that the latter part of February will be selected and that the exhibition will be run under the auspices of the Milwaukee M. C. again. The success of the last two annual shows has brought promises of exhibits from numerous national producers, so the show will be well supported aside from the local exhibitors. It will be a two-day show, as before.

POPE USES WICO BATTERY

WESTFIELD, Mass.—The Westfield Manufacturing Company, maker of Pope motorcycles, will use the Wico storage battery as standard equipment on the 1917 electric models of Pope machines. The contract with the Witherbee Igniter Company, making the Wico battery, was signed a few days ago.

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ALL THE NEWS—

The doings of American motorcycledom, treated with pep and punch and stripped of palaver—and pictorialized in the manner that has made Motor Cycle Illustrated the accepted pacemaker of the publications in its field.

PLUS SERVICE

Constructive articles by the highest paid writers on motorcycle subjects; timely hints for the rider, the salesman and the repairman; personal co-operation of our Technical Editor on all motor matters; photos and sketches that put across valuable sales ideas; suggestions for window displays; data on both domestic and foreign business openings for manufacturers and jobbers, and dozens of other helpful features from week to week.

FAREWELL DINNER TO RUHLE AND KOCH

Harley-Davidson Men Desert the Traveling Ranks to Take Long Island Territory—Missed at Milwaukee

MILWAUKEE, Wis., Oct. 5.—Willard J. Ruhle and Walter N. Koch, who are leaving the Harley-Davidson sales force to become the Harley-Davidson dealers in Long Island, N. Y., under the name of the Koch-Ruhle Company, were honored by some of the fellow workers in the Harley-Davidson organization at an informal banquet in the Maryland hotel Saturday night.

The press of business attendant on getting the new concern started in Long Island made it necesasry for Koch to be there in the spirit only, and Ruhle carried away the best wishes of his friends in Milwaukee for himself and Koch. E. J. Mueller, assistant sales manager of the company, in a happy little speech as toastmaster, expressed the regrets of the firm over losing two of its best salesmen, but stated that the feeling of sorrow was more than compensated for by the fact that Messrs. Ruhle and Koch were taking up a rich territory for the retail sales of motorcycles, and, no doubt, would make themselves felt in eastern motorcycle sales circles as a pair of progressive merchants.

In attendance at the Koch-Ruhle farewell banquet were Arthur Davidson, sales manager; F. B. Rodger, publicity manager; T. A. Miller, eastern correspondent; Frank Egloff, Wisconsin traveling representative; Arthur Herrington, commercial correspondent; Dan Dresser, New York; E. J. Mueller and W. J. Ruhle.

SCHNEE BECOMES LEGAL ACTION CHAIRMAN

AKRON, O., Oct. 1.—C. F. Schnee, of this city, has been appointed chairman of the Legal Action Committee of the F. A. M. to fill the vacancy created when Wm. M. Johnson resigned last month.

Schnee is one of the rising young attorneys here and is thirty years old. He has been practicing law for about seven years and is specializing on organization work. He is highly thought of in this community and should, and no doubt will, be of valuable assistance to this organization.

Schnee will assume his duties at once. His address is 607-8 First Second National Building, Akron, O.

STARTS NEW SEASON WITH ORDERS FOR 15

DETROIT, Mich.—W. E. Wandersee Company has closed its 1917 contract with the Harley-Davidson Motor Company and already has orders for 15 of the new olive drab machines. Mr. Wandersee speaks in enthusiastic terms of his 1916 business, and counts upon placing 500 Harley-Davidsons in Detroit during the coming year.

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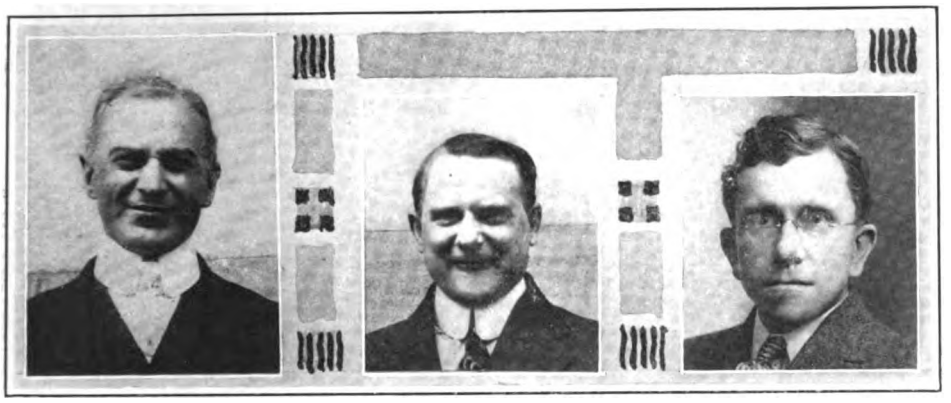
HUSTLER SYKES AND HIS TWO LIVE-WIRE MANAGERS



Left to Right, John Sykes, Jr., C. H. Beebe and John P. Hooper

TRENTON, N. J.—John Eykes, Jr., local agent for the Indian, who recently purchased the business of the Belt Motor Company in Columbus, Ohio, announces that his manager for the Columbus agency will be C. H. Beebe, Mr. Sykes, accompanied by Mr. Beebe, is now in Columbus arranging for the opening of the new store. The Sykes establishment in Trenton will hereafter be under the management of John P. Hooper, who has been with the store for the last twelve years.

Sykes has been very successful in Trenton and the same progressive policies that have made the store in this city a prosperous one will be applied to the operations of the Columbus headquarters. The Indian will of course be handled.

PRIMING SPARK PLUG IN NEW STYLE

TOLEDO, Ohio.—Jacob J. Bottlander has invented and patented a spark plug which is novel in the extreme. It combines in the one device both a spark plug and a priming cup and is said to facilitate starting to a marked degree.

The arrangement comprises a porcelain insulated plug of the orthodox chamber type with a hollow central electrode which opens into a diminutive priming cock positioned just above the plug terminal. The central electrode is extended somewhat past the grounded electrode and the duct extends all the way down to the end, as is plainly shown by the accompanying sectional view, the end, however, being sealed.

Provision for the injection of the gasoline into the cylinder is made by the use of a small orifice placed adjacent the grounded electrode. It will be seen that this arrangement results in the formation of a reservoir in the end of the central electrode, which not only makes provision for firing the cylinder a second time on a single priming charge, but materially aids in keeping the "business parts" of the plug clean and in working condition.

The illustration shows the automobile type of plug, but it is stated that when the device is placed on the market it will be made in motorcycle size as well. The patent is No. 1,194,703.

WESTON BACK WITH UNITED STATES TIRE

NEW YORK.—Joseph C. Weston, who recently resigned as general sales manager for the United States Tire Company to enter the automobile field, has reconsidered his resignation and will remain with the organization with which he has been identified for so long a time.

In line with the policy of increasing sales efficiency in the organization, certain changes which have been contemplated for some time are now being put into effect, whereby the post of sales manager is done away with, Mr. Weston assuming the newly-created position of director of sales.

O. S. Tweedy is now general branch sales manager, having direct charge of all branches of the United States Tire firm.

WITHERBEE IGNITER IN NEW BUILDING

SPRINGFIELD, Mass.—The Witherbee Igniter Company, maker of Wico storage batteries, is now installed in its new headquarters on Liberty street, this city. The building, combining office and factory, is within one block of the New Haven railroad station and but a short distance from New street, so that it is most conveniently located for business purposes.

Both outside and in, the building is of the most modern type of construction and affords the maximum of lighting and ventilation. The Witherbee folks extend a cordial invitation to all motorcyclists to visit them.

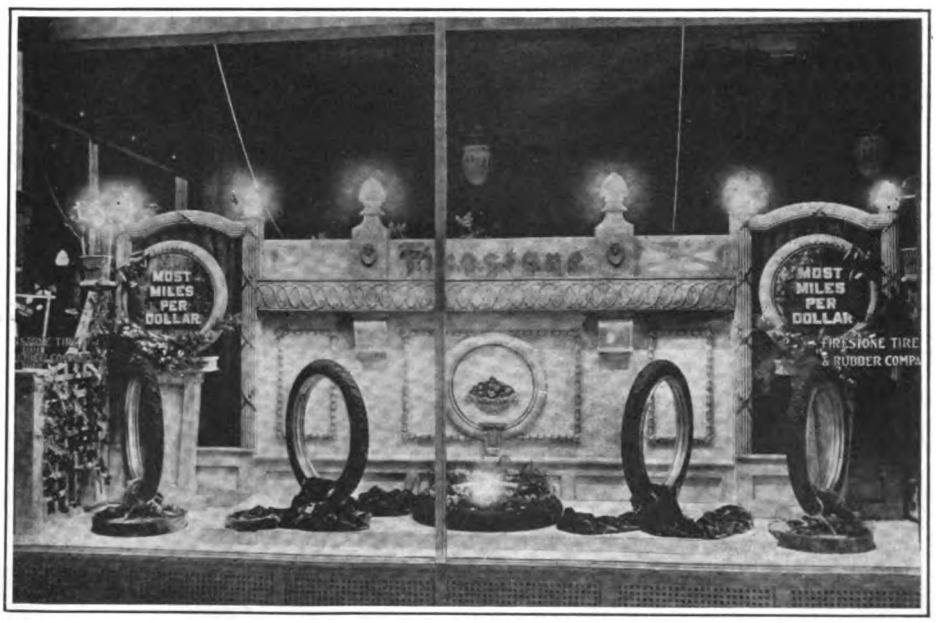
WANTS MOTORCYCLE TIRES IN LARGE QUANTITIES

NEW YORK, N. Y.—A representative of one of the best known European motor and accessory companies is now in this country with a view of obtaining large quantities of motorcycle tires to be sold under the company's own brand. This representative is desirous of obtaining quotations without delay, and is prepared to close contracts as soon as his requirements are met. Manufacturers who are interested in this announcement can obtain further details by communicating with the Export Bureau of **Motor Cycle Illustrated.**

HAS R-S IN SAN DIEGO

SAN DIEGO, Cal.—C. M. Worsham, of 1225 Market street, has signed up with Hopkins & Alzina, of San Francisco, to handle the Reading Standard in San Diego for the 1917 season.

UNUSUAL WINDOW DISPLAY AT FIRESTONE BRANCH



KANSAS CITY, Mo.—Some idea of the scale on which Firestone boosters of this city assisted in celebrating the formal opening of the Firestone Tire & Rubber Company's new branch on September 14 will be gained from the accompanying photo which shows the striking display in the main window of the branch. Other window displays, not quite so elaborate but still very impressive, were arranged by many of the motor and tire dealers throughout the city.

As has already been stated, the new Firestone branch is an eight-story building of imposing architecture and fitted out with every modern facility for handling the vast business which the company will direct from this center.

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MORE MOTORCYCLE COPS FOR SAN ANTONIO

SAN ANTONIO, Tex.—The police force of San Antonio is to have more motorcycle patrolmen, according to Commissioner of Fire and Police, R. F. Uhr. He intends to dismount one horseman from each sub-station and give him a motorcycle, holding him for emergency duty in preventing speeding.

The motorcycle officers will work in addition to the motorcycle squad of seven members who are on patrol service on the streets, watching for speeders, etc.

BROWN OPENS OWN STORE AT DETROIT

DETROIT, Mich.—R. D. Brown, formerly with the Harley-Davidson Motor Company, and more recently with the W. E. Wandersee Company, has opened an up-to-date motorcycle and bicycle store at 220 Gratiot avenue and is preparing for lively 1917 business. Brown has many friends in Detroit and vicinity and is already well equipped by experience to make a success of his new undertaking. He reports that his machine sales are already satisfactory, and that his shop is busy with repair work.

NEW INCORPORATION

NEW YORK, N. Y.—The Dayton Tire Sales Company has just been incorporated to handle tires and motor accessories; capital, $10,000; incorporators, B. C. Elliott, J. A. Pontolillio and E. R. Detable. The headquarters are at 1764 Broadway.

PORTLAND, ME., INCORPORATION

The General Motorcycle Sales Company of Maine, with headquarters in Portland, Me., has just been incorporated to deal in motorcycles and accessories. The capital is $10,000. One of the incorporators is W. H. Wetsell, of Portland.

FINDS HIS CLEVELAND A BUSINESS-BUILDER

J. H. Hinckley, 250-Pound Los Angeles Real Estate Agent, Covers Most of Southern California on His Lightweight and Says It Widens His Sales Scope

CYCLE AFFAIRS ARE BOOMING IN WESTFIELD

WESTFIELD, Mass., September 27.—Interest in motorcycle and bicycle affairs is on the increase locally and one local dealer, F. P. Rouette, of Church street, has sold more than 100 bicycles this season and fully a score of motorcycles.

The headquarters of the Westfield Motorcycle Club are over his store and he generously gives the club the use of the room. About 35 members are now connected with the club, but next season it is hoped to boost the membership up to more than 50.

There are now nearly 90 motorcycles owned and ridden in Westfield against 63 owned a year ago. September 17 the club had a run over the famous Mohawk Trail through Berkshire, Franklin and Hampden counties, a distance of nearly 160 miles. October 8 the club is planning to have a run to Albany, N. Y., a total of 180 miles.

BURNETT ORGANIZES FIRST HARLEY-DAVIDSON RUN

PROVIDENCE, R. I.—The first motorcycle run ever arranged by the Harley-Davidson agency in this city was held Sunday, there being over 50 participants. The ride, a pleasure trip, was arranged by William N. Burnett, the local agent, on West Friendship street.

The party left this city at 10 o'clock and went to Plymouth for dinner. Here a considerable stop was made to give the riders an opportunity to look the city over.

From Plymouth the party went to the Cape Cod Canal and Buzzard's Bay and then returned to this city by the way of Onset, Taunton and Middleboro, arriving here at 7 o'clock after covering about 130 miles.

INJURED RIDER SUES FOR $3,000

Westfield, Mass.—Clifford Belden, of Dresden Station, N. Y., who broke his leg two weeks ago when run into on Elm street by an automobile owned by a West Springfield man named Dana Moore, is still in Noble Hospital and the local boys are looking after his needs. He has brought suit against Mr. Moore for $3,000 and the case will be tried in the Superior Court, Springfield, if a settlement is not effected outside of Court.

21,572 MACHINES IN OHIO

COLUMBUS, Ohio.—W. H. Walker, Ohio Registrar of Automobile in a report covering the year up to Sept. 29 reports the registration of 21,572 motorcycles. That number includes both owners and dealers and manufacturers, as there is no provision in the Ohio law dividing dealers from owners. Next year licenses will be issued to dealers and manufacturers containing the letter "D" in addition to the number.

FLAHERTY IN DETROIT

DETROIT, Mich.—T. A. Flaherty, manager of the Seattle, Wash., branch of the Prest-O-Lite Company, is now in charge of the firm's branch in this city. W. E. Darden succeeds Flaherty in Seattle.

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FIFTH WEEK SEES A SLUMP IN 'MOTORCYCLE EXPERTS'

Last Week's Picture Proved a Stumbling Block for Many of the Contenders—Scores to Date Show There Are Only Three Perfect Men and a Dozen with 800 Per Cent.

WELL, sir! That little Schickel picture which we ran last lived up to our predictions. Had 'em all guessing, from the Atlantic to the Pacific—some of 'em are still guessing, according to the returns. Anyway, there were only 20 who came through with the correct answer before press-time this week, as against 75 perfect on the Pope at this time last week.

Even our old friends Wansleben, of Washington, who always gets his beautifully-lettered postal in on Tuesday morning, failed to come through with an answer this week, and Elwin Safford, of Corry, Pa., has also dropped from grace among the "Motorcycle Experts." And that Newark bunch—if you don't think we had them worried, just read Holton's letter here which explains itself:

"Newarkers" Had Trouble

"Ye gods and little fishes, Mr. Contest Editor, where in the hotel-bill did you dig the picture of that one up, that seat-post cluster that we pore experts must identify this week.

"First glance and we Newarkers knew it wasn't a Pope or a Harley, they have split-tanks that cover the frame; it didn't show a side-car lug, so we eliminated the R-S Thor and the Ex; it wasn't the Emblem or the Henderson, nor was it the Indian, either spring or rigid frame model, or the Cleveland, either; they are structurally different under the saddle.

"What's left? Let's see. Oh-h-h, yes; how about the Dayton. Where is the Dayton agent? No one knew. Look for a cut in the trade papers. No luck. The Dayton ad could not be found. Link then recalled the Dayton has a spring seat post and that bolt thru the post in the photo worked against it. That's all. No it ain't.

WHAT DO YOU KNOW ABOUT MOTORCYCLES ?

WHAT MAKE OF MOTORCYCLE IS THIS TAKEN FROM?

There is the Schickel lightweight left. Who has one? Silence reigns supreme. Bill Spear has catalogs of all the makes on the market. All down to his store.

"Bill gets out his precious store. There's the identical layout as is in **Illustrated's** photo—there on the Schickel. So here we go, Mr. Editor; it goes down in black and white that we Newarkers say 'Schickel' for our answer to the past week's photo.

"And on the level, if we're wrong, do you know what it is yourself?

"E. B. HOLTON."

But at that, not all the Newarkers who answered the last two weeks dared to vouchsafe that it was a Schickel, preferring to stay out rather than to risk a wrong answer.

We promised full box scores this week; it was some job to "dope 'em out," but the Contest Editor did his worst. There are only three perfect score men—fellows with a batting average of 1,000 per cent for five weeks. They are T. E. Campbell, Mammoth Springs, Ark.; Grant R. Moore, Monticello, N. Y., and Charles Williams, Pittsfield, Mass.

Dozen "Near Experts"

There are an even dozen "near-experts" with batting averages of 800, their names appearing in the score box below, while there are scores of fellows who have managed to win for themselves an average of 600 per cent.

Several more correct Pope answers came in before the "dead line" was drawn this week and one reached us from Ernest Anderson, of Westport, Conn., who thought it was an Excelsior.

Indicating clearly that the last picture was a "hum dinger," and all the rest of it is the number of incorrect answers. Five bad ones have come in to date. They are from J. C. Armentraut, Washington, who mislabeled it a Miami; Harry Buchanan, of Newark, who thought it was an Emblem; A. F. Dexheimer, of Philmont, N. Y., and E. S. Gulesian, Dorchester, Mass., both of whom credited the section to a Harley-Davidson, and Hermann Henssler, Jr., of Philadelphia, who was certain that it was an Emblem.

FULL BOX SCORE OF THE CONTEST AT A GLANCE

CORRECT SCHICKEL ANSWERS

Campbell, T. E.	**Mammoth Springs, Ark.**
Charles, C. A.	**Newark, N. J.**
Goerke, Walter	**Newark, N. J.**
Gorfin, I. S.	**Hartford, Conn.**
Hysler, M. A.	**Springfield, Ill.**
Holland, Lincoln, Jr.	**Newark, N. J.**
Hetland, A. S.	**Newark, Ill.**
Holton, E. B.	**Newark, N. J.**
Hoyer, Paul	**Dover, N. J.**
Krazy Duck	**Chicago, Ill.**
Leathe, W.	**Larchmont, N. Y.**
Lone Subscriber	**Van Voorhis, W. Va.**
Mackey, A. R.	**Newark, N. J.**
Moore, Grant R.	**Monticello, N. Y.**
Spear, W. R.	**Newark, N. J.**
Stevens, P. W.	**Newark, N. J.**
Tyler, A.	**New York City**
Williams, Chas. B.	**Pittsfield, Mass.**
Wells, J. W.	**Columbus, Ohio**

CORRECT POPE ANSWERS

Alling, Gerald E.	**New Haven, Conn.**
Anderson, Ernest	**Westport, Conn.**
Buchanan, Harry	**Newark, N. J.**
Campaw, Joe.	**Detroit, Mich.**
Cole, Fred E.	**Atlantic Mine, Mich.**
Darnell, R. C.	**Detroit, Mich.**
Dexter, Geo.	**Brooklyn, N. Y.**
Ennico, William	**New York City**
Fenrich, Paul	**Evansville, Wis.**
Fronheiser, H. C.	**Quakertown, Pa.**
Fullwood, E. L.	**Tucumacari, N. Mex.**
Gorfin, I. S.	**Hartford, Conn.**
James, J. L.	**Madisonville, Ky.**
Johnson, W. B.	Somers, N. Y.
Keirsey, L. S.	Ada, Okla.
Kopp, Chas.	Bronx, N. Y.
Krotzer, R. W.	Sandpoint, Ida.
Little, L. S.	Mankato, Minn.
Mangin, Eugene	Biloxi, Miss.
Marti, E. Sanchez	Havana, Cuba
Morris, Geo. D.	Belleville, Pa.
Nelson, Christ	Racine, Wis.
Olson, Harold T.	Elsie, Neb.
Page, Arthur N.	Portsmouth, N. H.
Pfeiffer, Edward C.	Dorchester, Mass.
Phillips, John	Dayton, Ohio
Rathbun, Bruce J.	Orland, Ind.
Reticher, Henry J.	Wauseon, Ohio
Rieper, Chas.	Altoona, Pa.
Salo, O. J.	Red Lodge, Mont.
Seth, John Herbert	Albuquerque, N. Mex.
Service, Chet.	Kirkland, Ill.
Smith, Henry J.	Derby Line, Vt.
Surber, Milton, L.	Center Point, Texas
Towle, H. E.	So. Portland, Me.
Vokali, James	Poughkeepsie, N. Y.
Wells, J. W.	Columbus, O.
Yakie, Aug.	Port Arthur, Texas

PERFECT SCORE MEN

Campbell, T. E.	**Mammoth Springs, Ark.**
Moore, Grant R.	**Monticello, N. Y.**
Williams, Charles	**Pittsfield, Mass.**

800 PERCENT MEN

Carlisle, A.	**David City, Neb.**
Carlson, Glen	**Saybrook, Pa.**
Coddington, L. H.	**Peekamose, N. Y.**
Ennico, Wm.	**Bronx, N. Y.**
Fullerwood, L. H.	**Tucumcari, N. Mex.**
Hoyer, Paul	**Dover, N. J.**
Hysler, M. A.	**Springfield, Mass.**
Leathe, W.	**Larchmont, N. Y.**
Lone Subscriber	**Van Voorhis, W. Va.**
Safford, Elwin	**Corry, Pa.**
Wansleben, T. O.	**Washington, D. C.**
Yonge, Laurie	**Ocala, Fla.**

600 PERCENT MEN

Anderson, Ernest	Westport, Conn.
Archer, Frank S.	Kansas City, Mo.
Ball, Donald	Chittenago, N. Y.
Brown, R. D.	Detroit, Mich.
Burdick, Russell	Detroit, Mich.
Cole, Fred E.	Atlantic Mine, Mich.
Darnell, R. C.	Detroit, Mich.
Kopp, Charles	Bronx, N. Y.
Krotzer, R. W.	Sandpoint, Ida.
Mader, H. J.	Park Ridge, N. J.
Moss, Albert	Brooklyn, N. Y.
Olson, Harold	Elsie, Neb.
Pelezzare, Victor	Bronx, N. Y.
Phillips, John	Dayton, Ohio
Schlanger, M. H.	New York City
Vokali, James	Poughkeepsie, N. Y.
Yakie, August	Port Arthur, Tex.
Charles, C. A.	Newark, N. J.
Goerke, Walter	Newark, N. J.
Henssler, Hermann, Jr.	Philadelphia, Pa.
Holton, E. B.	Newark, N. J.
Salo, O. J.	Red Lodge, Mont.
Wells, J. W.	Columbus, Ohio

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MOTORCYCLE CIRCUS DELIGHTS SEATTLE

Combination of Sprints on Old Machines, Pie Race and Other Events Affords Much Amusement and Advertising

SEATTLE, Wash.—Ted White, a dealer of this city, claims the credit of introducing the "Motorcycle Circus" into the United States. The circus, which was a combination of sport and fun, made its debut at Madison Park, Seattle, on August 17, and was witnessed by a crowd of more than 900 people.

The gymkhana or circus was opened by a bicycle race for one-half a mile on the three-mile oval at the Park. This race was followed by a contest on high-wheeled bicycles. In this event, only those who were able to maintain their balance finished, while the contortions of all contestants furnished much amusement to all hands. A pony race followed and then came the motorcycle events.

The first motorcycle event was a time trial for machines of model prior to 1910. Next came a lightweight race, with machines of 1916 model as participants. The third feature was a pie race, each competitor having to mount and ride a half mile at full speed; then stop and eat half a pie.. After having finished the pie, he had to ride another half mile at speed, then stop and eat five dry crackers. A third half mile spurt followed and at the end of this the riders had to drink a bottle of pop. The final leg of the race was a speed run to the finish.

A jumping contest was next held, a take-off being built on the track and the riders hitting it at 55 miles per hour. As much as 35 feet was made in this event. After the show was over, complimentary tickets for a bottle of pop and frankfurters were passed around. The affair was a huge success and dealers all around the Northwest believe that it was one of the best advertising stunts ever pulled off.

"MUCH VALUABLE INFORMATION"

Enclosed find express money order for two dollars to renew my subscription for Motor Cycle Illustrated.

Yours truly,

G. W. Gabriel.

Milwaukee, Wis.

P. S.—I have been riding a motorcycle two years before subscribing to your paper, and did not know what real enjoyment there was in the sport until after reading Motor Cycle Illustrated, from which I gained much valuable information.

SHEID GETS MEMBERSHIP PRIZE FOR SEPT. 25

SECRETARY G. B. GIBSON, of the F. A. M., announces that H. D. Sheid, of Detroit, Mich., is the winner of the Federation membership prize for the week of Sept. 25. Mr. Sheid sent in seven applications, and is, therefore, entitled to select one of the articles which the national body is awarding to those who help to swell its roster.

Another winner of a membership prize is H. E. Sechrist, of Harrisburg, Pa., who forwarded the names of ten new club members.

FIRST MOTORCYCLE ELOPEMENT FROM WOOSTER, O.

WOOSTER, O.—The first couple in this city to make a motorcycle elopement are Lloyd Braden and his wife, née Ethel Bruce. Miss Bruce, who is the daughter of John R. Bruce, local Harley-Davidson agent, was engaged to Braden, and relatives were looking forward to the wedding, when the news appeared in a Covington, Ky., paper that a marriage license had been issued to both the young folks. The Bradens then owned up to their marriage.

Miss Bruce and Lloyd Braden left with Braden's sidecar on Wednesday for a visit to relatives in Marion, O., but evidently went to Covington en route and got married.

DRESSER SAYS BORDER LIFE IS NO CINCH

MILWAUKEE, Wis., Oct. 5.—"Some club you fellows got in this town." said Dan Dresser, who is on his way home for a thirty-day furlough from Fort McAllen, headquarters of the New York divisional companies on the border, as he stood in the club rooms of the Milwaukee M. C.

From what could be gleaned, life with the soldier boys in Texas is far from being a picnic. "You should see me dig trenches. I can qualify as the best 100 per cent. efficiency ditch digger you ever saw in action." Dan says the motorcycle contingent was far from being exempt from any of the duties attendant on the regular routine of camp life. "All we did was break camp all the time. We would barely get settled when the orders would come to break camp. Oh, it's great stuff, though; I will be glad to go back."

GOVERNMENT MAY REGULATE GASOLINE PRICE

WASHINGTON, D. C., October 3.—Announcement is made that the price of gasoline may be regulated by the Federal Government in the near future, as a result of an investigation being made by the Department of Commerce.

S. W. Stratton, director of the Bureau of Standards, is gathering data for the purpose of ascertaining the precise scientific ingredients of gasoline so that the Bureau will be enabled to handle intelligently the problem of fixing prices if that step is finally decided upon.

The Geological Survey announced a day or so ago that 65,364,665 gallons of raw gasoline were extracted and sold during the last year. That was a gain of 22,712,033 gallons, or 53 per cent. over 1914. An average price of 7.9 cents per gallon for the unblended product was received at sources of production, and the entire market value of the year's output was $5,150,823.

THE NEW EXCELSIOR COMBINATION IN LOS ANGELES

Carl Goudy, on the "X," and Hoffer, His Hustling Team-Mate, Snapped in Front of Their Agency. It Was Formerly the Girton-Hoffer Co.

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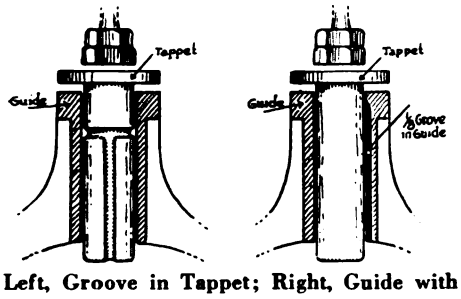
Repair Kinks and Shop Wrinkles

Correcting Leakage at Tappets

By Grooving Either the Guide or the Tappet, Overflowing of Oil Will Be Done Away With and Motor Will Be Kept Clean

By JOHN O'BANNON

NEATNESS is one of the main things to be desired in a rider these days, and one of the first things to be done in this direction is to prevent oil leakage from the motor. Such leakage will soil the shoes and leggings of the rider, no matter how careful he may be otherwise and thus spoil the general neat effect in addition to making him uncomfortable.



Left, Groove in Tappet; Right, Guide with Groove to Return Oil to Case

The usual places for leakage on many motors in their second season—and some in their first, too—is at the valve tappets. The oil, forced from the crankcase into the gearcase, seeks an outlet and this is usually through the tappet guide. You can see this on motors with effective breather-pipes as well as on those without, but in a lesser degree. The first thing to do is to see that the breather-pipe is working properly and then get at the tappets. The trick is to form a channel in the tappet guide or on the tappet itself to let the oil drain back into the gearcase.

Grooving the Tappet

Take out the tappet and fix it in a lathe chuck. At a point slightly above the center turn a groove about ⅛ inch deep all around the tappet. Remove the tappet from the chuck and fix it in the vise. File or mill a similar groove from the first groove all the way to the lower end of the tappet, being careful to remove any burrs set up by the filing or milling. On replacing the tappet it will be found that the oil leakage is done away with, provided that the breather is working properly. The surplus oil alongside the tappet will rise to the groove and descend through it to the gearcase once more.

If the tappet is too hard to touch with the file or cutter, a lengthwise groove of about ⅛ inch depth and width can be formed in the guide. This groove should not reach to the upper part of the guide when in place, but should reach the lower end. This will give the same action as the groove in the tappet itself.

Much can also be done to prevent leakage by forming the upper part of the guide with a countersunk or tapered opening, to form a puddle for collecting the oil and carrying it to the groove or channel referred to.

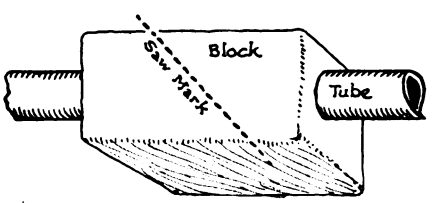
PRACTICAL VULCANIZING SUGGESTIONS

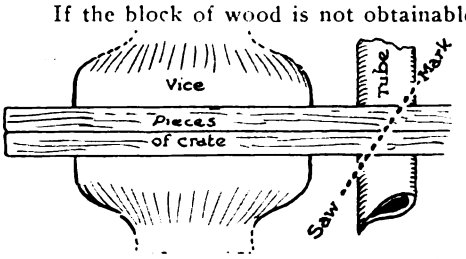
SAVE your scrap gums. You can return them to the factory for credit. The value of this material when returned depends largely upon its condition. The gums should be kept separate and free from foreign material.

When unrolling gums or fabrics for cutting, unroll them so the holland is on top, then roll the holland back. Do not destroy the holland, as it comes in handy to cover a tube plate, etc. Always cut gum along length of the roll.

Quick-cure vulcanizing cement is excellently adapted for repairing molded goods and other rubber articles which would not stand prolonged exposure to the heat of vulcanization. Hot water bottles, rubber boots, bands on date stamps, etc., are examples of articles that can be repaired with this 5-minute-cure cement.

Bulky-looking repairs are often caused by the overlapping of the new plies of fabric on the old. When a piece of fabric is inserted it should lap just one-eigth of an inch all around. During vulcanization the air pressure and the expansion of the tire will draw the fabric down so that it joins exactly with the old fabric without overlapping.





Left, Tube in Block Ready for Sawing; Right, Using Crate Pieces; Note Saw Marks

Much has been said about the lifted-tread method of making a sectional repair, but many vulcanizers are still following the wasteful practice of cutting off the old rubber and throwing it away. Cut across the tread well to one side of the injury and peel it back. After the section has been built in, you cement the tread and lay it back in place.

Why waste a big patch on a little nail-hole puncture? You can get just as good results in a much more economical way. Pick out the hole until you have a nice clean perforation; roughen with sand paper; apply cement, allowing it to dry 25 or 30 minutes; then roll up a small plug of tube stock just large enough to fill the hole. Cure five minutes on the flat plate. The pressure will form the rubber plug into a sort of rivet on the inside and the repair will hold just as well as a large bulky patch. This can be readily performed in much less time than when patching.

Trouble is often experienced in getting the tread to stick on small repairs. This might be due to any one of several reasons, the most common of which is applying cement over wet fabric. The moisture in the fabric, even if very slight, will blow the tread loose from the fabric. Another common cause for loose treads is the failure to roughen up the old carcass sufficiently. In this case the cement will not hold properly and after a few miles of running the repair will separate. It is also well to make sure that proper pressure is being applied to the repair when it is curing.

SAWING TUBES ACCURATELY WITHOUT BURRING

IN sawing tubing at an angle, say of 30 or 45 degrees, difficulty will often be found, even when the tube is held in a vise. However, the following method will permit of accurate sawing at any angle and will at the same time ensure a clean and neat job.

Procure a block of wood, longer than three inches. Bore the long way of the block a hole which will be a snug fit for the tube. Insert the tube and lay off the angle desired on the block. Saw along the line laid off, cutting through the block and tube. The saw-cut through the tube will then be accurate.

If the block of wood is not obtainable, take two sections of crate, and saw them to equal length. Clamp in the vise with ends flush and bore both to fit the tube. Place them over the tube close together, mark off the angle, and saw.

It is obvious that the same pieces of crate can be used for subsequent work of this nature, after boring holes anew and otherwise repeating the process.

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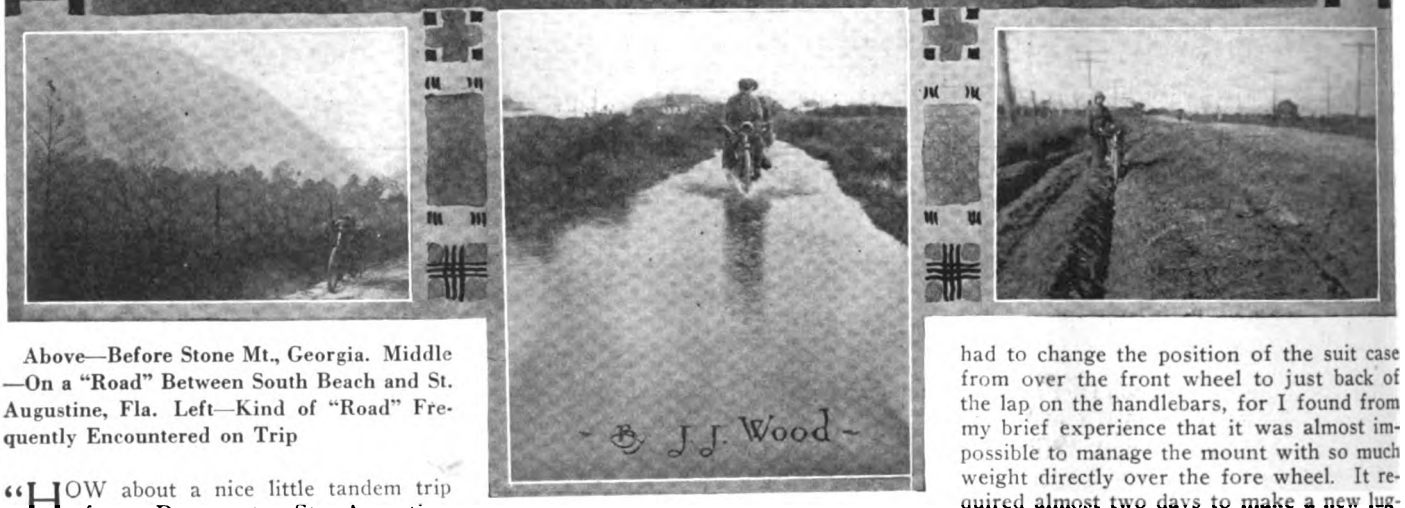
A Tandem Trip from Denver to St. Augustine



Above—Before Stone Mt., Georgia. Middle—On a "Road" Between South Beach and St. Augustine, Fla. Left—Kind of "Road" Frequently Encountered on Trip

"HOW about a nice little tandem trip from Denver to St. Augustine, Florida, hubby?" asked Mrs. Wood one morning last fall at the breakfast table.

I thought it was a corking fine idea. Both my wife and I had been out to California, but neither of us knew much about the "Sunny South," except for what we had read in books and stories. My business was slow during the fall, and I had promised myself a real vacation. What could be better than knocking about the South on a tandem trip? Well, we decided to go on the journey.

Laying Out Plans

The first thing I did was to get my motor into shape and to lay out the route. Accordingly all my spare time for nearly a month was devoted to these preliminaries. Mrs. Wood helped to dope out the route, and together we got up a list of the necessary equipment which we were to carry. We finally found that all our equipment could be gotten into an eleven by fourteen suit case, and decided to take along a small khaki bag in which to pack our raincoats and an extra inner tube.

It may prove interesting to the reader to know that my motor is a two-cylinder, two-cycle affair of 40 cubic inch displacement, which was designed and constructed by myself. Gas is supplied by an Amac carbureter, and a Mea magneto furnishes the ignition. The motor is geared 3 7-10 to 1 to a Harley-Davidson two-speed rear hub, giving a ratio of 7 4-10 on the low gear. An Eclipse clutch is mounted on the countershaft.

Off on the Trip

All preparations being completed, we started out on the morning of October 4. Chicago was to be our first objective, and we were to travel over the Sante Fe trail, through Kansas City and St. Louis. Leaving Chicago we determined to visit Cincinnati, then to Lexington, Ky., and on to Louisville, over the Nashville Pike to Nashville, Tenn. From the last named city our route lay through Chattanooga and Chickamauga Parks and on to Savannah, Ga., where we were to stop to witness the Thanksgiving Day races, and then down to Florida.

When the morning for our departure arrived we found a light drizzling rain that showed no signs of letting up. We started in spite of the drizzle and were out of the rain after an hour's riding. And as usual we found the jinx had joined our party just after we had gone out fifty miles; a sprocket came loose which could not be fixed on the road. Fortunate for Mrs. Wood and myself two friends happened along, each of whom was mounted on a machine. One of the fellows kindly consented to take Mrs. Wood on his tandem to Colorado Springs, while the other lad towed me along with the aid of a very short rope.

An Accommodating Dealer

Coming into the Springs we found the Cascade Auto Company, whose very accommodating proprietor, Ben Clow, offered the use of his shop and lathe to do the necessary repairing to the sprocket. I also had to change the position of the suit case from over the front wheel to just back of the lap on the handlebars, for I found from my brief experience that it was almost impossible to manage the mount with so much weight directly over the fore wheel. It required almost two days to make a new luggage carrier for the suit case and to fix up the sprocket, and it was nearly night when we were finally on the road once more. We got into Pueblo late that night.

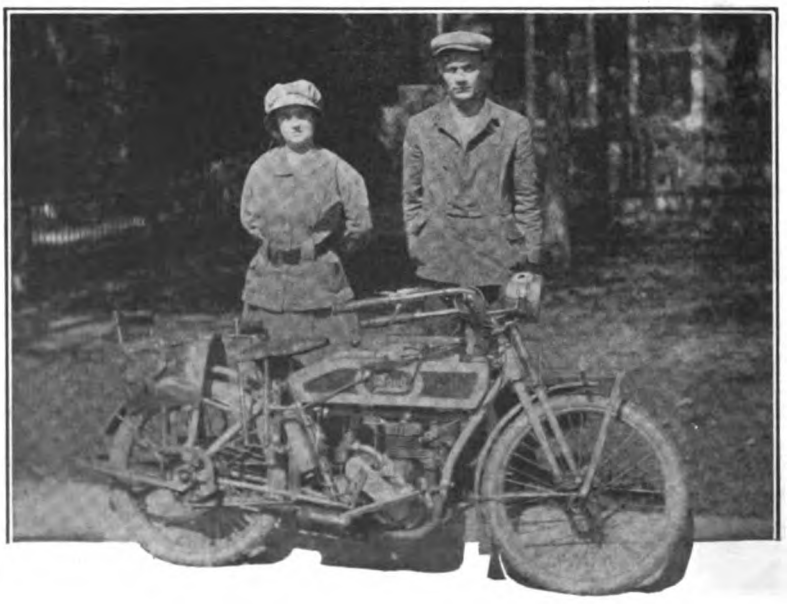
Re-Tiring at Las Animas

Leaving Pueblo the following morning, the progress was slow, for the roads had been badly cut up by heavy wagons. In the last sixty miles of the day's run we repaired the rear tire six times, or once every ten miles. But we managed to get into Las Animas, and bought a new tire, sending the old one home for repairs, to be forwarded to us later in the trip. The next day near Lyons, Kans., our real trouble began, for the rain came down in dead earnest and turned good roads into long streaks of deep mud. We started through the mire with more or less (rather less) success, when we were caught in what seemed an almost bottomless mud hole and the counter shaft broke off just at the edge of the clutch.

This mishap occurred just in front of a good natured farmer's house, and he asked us to make ourselves at home. Leaving Mrs. Woods there I took the broken parts to Lyons, where the best I could get was a patched job.

We succeeded in riding to within a short distance of a place known as Little Rivere, when the shaft snapped off again. I walked two miles into Little River and tried to find someone to help me out, but the only person in town who was willing to assist me was Mr. Moore, the owner of the local Excelsior agency. It was up to us to get to McPherson, and the Excelsior agent volunteered to tow me and carry Mrs. Woods on his tandem. That "Ex" certainly did some splendid work, carrying us over hills, through mud and sandy roads. We overtook one of the accommodation trains, the conductor of which was a friend of Mr. Moore, so

Mr. and Mrs. Wood and the Machine on Which They Made Their Trip



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that it was an easy matter to persuade him to carry us and the machine to McPherson. When we finally reached the town we were certainly a tired lot and turned in early for a good night's rest.

Out for Kansas City

The mud was so bad after leaving McPherson that we decided to quit the trail, go north to Topeka, and then over the gold belt route to Kansas City. From Topeka out we had hopes of finding better going, but just as Mrs. Woods and I were speaking over the matter the rain came down and we could hear its incessant patter on the roof of the hotel at which we were stopping. The next morning our chances of getting into Kansas City appeared very slim, for it was still pouring. We loafed around until late in the afternoon and then, with four gallons of gas in our tank, we took to the mud again.

The distance into Kansas City was about 75 miles, and we made 55 miles on low gear plouging through the mire, the rest of the going being over macadam. Just before reaching the paved stretch, we ran out of gasoline, but were lucky in finding a Ford booster who gave us enough fuel to ride into the city. Leaving the machine at a local Indian agency, we stopped with friends for a week. The first leg of the journey had consumed nine days, and the cyclometer showed 825 miles.

Out of Kansas City we sailed on the 19th of October, and found a fine stretch of rock road which lasted for 33 miles and after that it was alternate patches of fresh and dry mud—real Missouri clay, which, when soft, sticks to your machine like glue. We made Dover in the afternoon and put up there for the night. Leaving Dover, our brake rod broke off at the clevis and we made a temporary rod with a baling wire, which lasted until we had it permanently fixed by a blacksmith at Waverly. Late in the afternoon we crossed the Missouri River at Boonville.

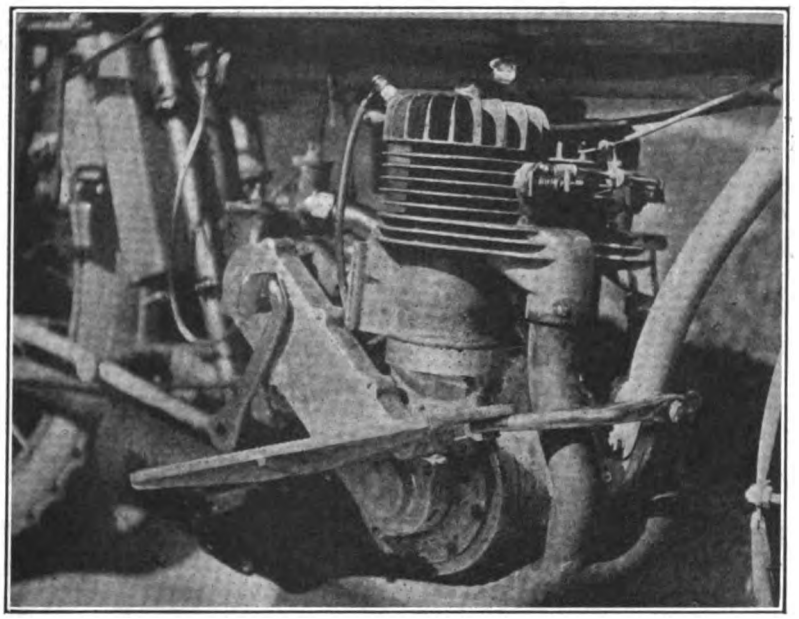
Asking City Prices

While at Williamsburg, Mo., a hotel keeper tried to hold us up, by asking two dollars for a night's lodging in a tumble down old shack. We refused to stand for anything like that and scouted around for a comfortable looking farm house. The farmer was glad to give us shelter and served a meal that would have done justice to a city banquet. When after breakfast the following morning, we asked what the bill was, he replied that one dollar would amply compensate him for his trouble. This instance goes to show that one need not put up with the "highway robbery," which some tanktown hotels try to practice on unsuspecting tourists. St. Louis was about one hundred miles off, and we reached the Missouri metropolis at three o'clock in the afternoon.

We started from here to Chicago, but found the roads in such bad condition that we turned back to St. Louis and spend a week in that city, waiting for the roads to dry up sufficiently to cross Illinois into Vincennes, Ind. Quitting St. Louis late in the afternoon of October 29, we crossed into Illinois and reached the town of Breeze. The roads were all dry by now, but some of them were deeply rutted, which made the going everything but pleasant.

Repairing by Candle Light

We had ridden about 97 miles the following day, when without apparent cause the back tire, which we had not even pumped up since Las Animas, came off the rim with a loud report. It happened just in front of a farm house and brought the "boss" to see what was amiss. He quickly saw our predicament (the inner tube being almost cut in two) and asked us to stay with him over night. I put in a spare tube by candle light and had everything in shape for an early start the following morning.



Two-Cylinder, Two-Cycle Motor Designed and Made by Mr. Wood

West Baden, Ind., was our next objective, after passing through Vincennes and encountering the roughest riding of the entire trip. A sharp piece of rock cut our tire very badly while we were traveling toward New Albany, but by using patches we were able to strike the Ohio River and ferried across to Louisville, Ky.

We stopped the following night at a place called New Haven. Here we met two gentlemen who were automobiling to Florida, and little did we think at the time that these fellow tourists would be of assistance to us later on in the journey.

Over Bottomless Sand

Roads were fair the next morning to Sand Hollow, which, by the way, is certainly rightly named, for there are always teams on the lookout for the unwary motorist who drops off from the hard road and into the bottomless sand. If the autoist gets in low gear soon enough and doesn't stop, all is well; but just as soon as he stops, it means a job for the man with the team, for the more the wheels turn after stopping the deeper into the sand they bury themselves. We were told just what to expect and were therefore prepared. We got through in good shape, and when we came to a point where the road branches off to Mammoth Cave, we overtook the autoists whom we had met at New Haven and were invited to lunch with them.

On Century Old Highway

It was our intention to turn off from the main road and go to the cave, but as the thoroughfare leading to the cave was in bad condition and might be impassable should it rain we decided to continue our journey. We were traveling on a road built by the government about one hundred years ago, and were having trouble galore without looking for any more. At some forks in the road there were no signs and we had to trust to luck to pick out the right direction; and rocks from the size of an egg to the siz of a man's head stuck out of the road, spic and span, having been washed clean by the recent rains. We took the little ones as they came, and by adroit steering managed to run clear of the big boulders.

At Stone River Battlefield

On the following afternoon we passed through the Stone River battlefield, out from Nashville. Mrs. Wood, who was thoroughly enjoying the trip despite occasional hardships, and I were informed that one one side of the road which we were following were 22,082 Union headstones and on the other side more than 9,852 Rebels had fallen in the battle fought there during the Civil War. Between the battlefield and Murfreesboro we had to pay toll three times at short distances.

And again the next morning while riding toward Beach Grove, we were held up four times by the toll gate keepers. Though these fees are collected for the purpose of maintaining the highways, the roads certainly showed no signs of improvements, for most of them were poorly kept trails.

The Climb of the Cumberland

From Wonder Cave on the climb of the Cumberland began. Two roads run up into the mountain, but inquiry revealed the fact that the state thoroughfare, though steeper than the toll road, was in better condition for motorists. We were confident that we could pull up the steep grade, but the big problem was to stay in the saddle or at least on top of the motor. It was necessary to maintain as much speed as possible in order to pull up the short steep pitches. After a mile and a half of this sort of riding, we were obliged to stop and rest, and allow the motor to cool off. I was real curious to find out whether the two-speed was still there, and was glad to see that it was yet in good condition.

I told my "partner" that I never expected to see the top of the mountain "all whole." But we reached the summit and made

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twelve more miles in addition when the expected happened; the lower frame tube broke off right below the head forging, bending the top tube until the motor rested on the sand road. We had just left Tracy City, and being unable to find any wire with which to patch the frame up, we decided to wait patiently until our friends the auto tourists came along.

But when they did come, our friends informed us that they hadn't a scrap of wire, so we held up a farmer who unwound about six feet of good heavy wire which he had used up to keep his seat down on the wagon. By putting a large rock under the motor and bearing down on the front end, the broken parts of the frame were brought together and securely wired. That held the weight, all right, but forced the top tube to stand all the strain. The wheels were then eight inches out of line. I felt safe to ride alone, but did not like the idea of having Mrs. Wood risk her life on the tandem. The autoists came to the rescue when they volunteered to carry her to Chattanooga, where we could have repairs made.

I started out ahead and kept my lead. Steering in the sand was difficult, but after eight miles the going was good again, and I got such a great lead over the automobile that I waited for the party to catch up, for I did not consider it wise to ride forward in the dark. We wanted to make Chattanooga by night, but inky darkness overtook us 12 miles out of town. The autoists carried a very complete camping outfit, consisting of tent, stove, provisions, etc., which enabled us to spend the night in camp with them.

Most of the following day was spent in Chattanooga, where our four wheeler enthusiasts stopped to get a new spring for their car. Having gone thus far without any further damage to the broken frame, I thought that I would take a chance on continuing to Atlanta, before having the frame fixed. On leaving Chattanooga, we passed through Chickamauga Park, the scene of the famous battle of Chickamauga. All the field guns are still placed just as they stood when the battle was raging, and large stone monuments and tablets commemorate the important actions which occurred during the fight. Our party spent an hour in visiting the park. That night we pitched the tent three miles from Dalton, Ga.

Fording Many Streams

Except for having to ford numerous streams that were in some cases a foot deep, we had smooth traveling up to noon the next day. But after one o'clock a drizzling rain started and we were obliged to seek shelter under trees. However, being anxious to make a steep clay hill a short way off before nightfall, we continued the journey as soon as the rain showed a sign of letting up. The road was highly crowned and I found difficulty in keeping to the center. I didn't have any chains and the rear tire was worn smooth, but between alternate riding and walking I finally reached the top of the hill. The autoists being equipped with chains had an easy time of it. Again we pitched the tent at night, this time near Gassville, Ga., and when we got under cover the rain came pouring down in torrents and the wind whistled through the trees like mad.

A Sleepless Night

To keep the tent from blowing away, we placed rocks on the edges of the canvas. But every now and then the wind would blow with extra force and pull the tent wall from under the bowlders. We dried some wood on the oil stove and managed to keep warm by making a fire. Of course, it created lots of smoke in the tent, but it also radiated a lot of heat and kept us warm. Having a good supply of provisions, we made a good supper with the aid of the oil burner. There was mighty little sleeping done that night.

By daylight the storm was over, but the air was cool and damp. We took to the mud, hoping to make Atlanta before night. I reached Cartersville considerably behind the auto party, and when I arrived they were replacing another broken spring. We left the town at noon, and immediately encountered ten miles through the Altoona hills where red clay roads made the going difficult; but after that we had things easy by following the piked highway to the Chattahoochee River and the well paved road into Atlanta. Arriving there we bade farwell to the genial four wheeler party, who continued on to Tampa, Florida.

Woods and Some Friends at Lookout Tower on Ft. Marion, Ind.

Twelve days were consumed in seeing the sights of the "New York of the South," and waiting for the repairman to finish his work on our broken frame. Mrs. Wood and I spent one day in visiting the United States Federal Prison, and saw how Uncle Sam's convicts live. Except for the fact that they had to stay there, it did not seem to be a bad boarding house. Unlike state convicts they were permitted to carry on conversations with each other, even at the tables; and from the size of the piece of pie each man had, I do not doubt that they get enough to eat.

We left Atlanta on November 21 on a cold, raw morning. Our next stop was to visit Stone Mountain. The roads to Shadyville were in fine condition, and we spent the night in that little town. Two days later we rode into Savannah, where we spent the three days,

Having been informed by a competent authority that it was almost impossible to ride by motorcycle to Jacksonville, Florida, for the roads, we were told, were in very bad shape and the ferry charges were quite large, we decided to extend our experience by an ocean trip, and so embarked on the steamer "Suwannee."

Mrs. Wood and I landed in Jacksonville on November 28, and spent several days riding over the bumpy brick roads of that city. Of course, all of the streets were not in that condition, for this thriving town boasts some very fine residential drives. After visiting all the interesting points of the city, we were escorted by a party of Jacksonville motorists to St. Augustine, the end of our journey. We had traveled in all 2,800 miles; though the distance certainly seemed shorter than that.

SLAYBAUGH SINGLES TO SEE NEW HARLEY-DAVIDSON

SANTA BARBARA, Cal.—James Slaybaugh, Santa Barbara agent for the Harley-Davidson, was so anxious to see the 1917 model, of which the only samples in southern California are now at Passmore & Sayre's, Los Angeles agency, that he plugged over Conejos and Cahuenga passes on an old 1911 single. Slaybaugh's business in Santa Barbara has been so good that he was completely cleaned out of machines back to this old crock. He had quite a time tuning it up for the journey over the grades, but when it was ready it had the stuff for the passes. One look at the olive drab machine satisfied Slaybaugh that it was worth the trip. Other out-of-town dealers who have made the pilgrimage this week are Billy Gurr, of San Bernardino; Al. Rix, of San Pedro; F. W. Parsons, of Orange, and Buck, of Santa Ana.

130 ADDED, 104 RENEW FOR SEPTEMBER, 1916

THE membership report of Secretary G. B. Gibson, of the F. A. M., for the month of September shows that 100 affiliated riders were brought into the ranks during that period, while 30 unaffiliated motorcyclists were signed up. Renewals during the month totaled 104. Secretary Gibson's books show that the last card issued in September was number 38,059. Among recent applications for membership in the F. A. M. were two from Petrograd, Russia.

FIRST ONE IN PROVIDENCE

PROVIDENCE, R. I.—The first 1917 model of any motorcycle to reach Providence is the Harley-Davidson. William N. Burnett, manager of the company, unboxed the new style last Wednesday.

POPES FOR BOMBAY

WESTFIELD, Mass., Sept. 29.—The Westfield Manufacturing Company today made a shipment of three Pope three-speed singles to Bombay, India, where the Pope motorcycle is becoming very popular. This shipment was made to Dodge & Seymour, the Pope distributors in the Far East.

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BESIDE THE TRENCHES IN EASTERN THEATER OF EUROPEAN WAR

Russian Motorcycle Riders Scouting Under Severe Difficulties in Territory from Which the Enemy Retreated in the Recent Drive Toward Lemberg. Field Officers Use Light Cars for This Service

Septuagenarian Is Sidecar Enthusiast

William Edwards, of Providence, R. I., Considers Riding Great Old Age Reducer and Fine Exerciser—Makes Regular Short Trips with Wife

BY WILLIAM M. STRONG

PROVIDENCE, R. I., Sept. 8.—William Edwards, aged 78, is the oldest motorcycle fan in this city and in New England, for that matter. He says so himself and he has a good wife to whom he has been married 48 years to back him up in it.

The couple has been riding motorcycles for four years and they state that it is the greatest old age reducer ever invented. Not only is it health-giving but it is also a great means of exercise.

Mr. Edwards tells his story as follows: "The time came when I had a respite from daily work and there was before me the choice of two things—to sit idly by and see myself grown old or to go out and enjoy nature with my wife. If I did the former I believe I would have died long ago of dry rot, while if I got out and about, my days would be longer.

A Bicycle Rider

"In bicycle days I had owned one of the low-wheeled kind known as safeties and had ridden it a good deal, and toward the latter part of my riding I had entertained the thought that I would like to own a motorcycle. The more I thought it over, the more convinced did I become that I could make excellent use of one of the sidecar variety, so in 1913 I bought one and since then my wife and I have done a good deal of riding about the country.

"We have never been away from home over night, always timing our trips so that we could get back early in the evening. As we ride for pleasure we are content to jog along at a pace no faster than 22 miles per hour, and we are not worried because others spurt by us and leave their dust for us to drive through. Most of our travelling, though, is done at a pace much slower than 22 miles per hour.

Mr. and Mrs. Edwards

"Under these conditions, riding sanely, as we do and as all should who wish to get real pleasure out of their afternoon on the road we return home, and sleep well. We both have been benefited by our ride in the open and have visited parts of the country and looked over scenery which, without the use of the car, would have been inaccessible and denied to us.

How Youth Is Renewed

"Riding about the country as I do makes a man forget his years, renews his youth in a way, so that he begins to say how many years young he is, rather than bewail the years to which he has attained.

"Mrs. Edwards, too, is greatly benefitted by the outings," he continued, "enjoying them to the limit, but most of all she revels in the beauties of nature. At first she was not disposed to favor the purchase of a sidecar, expressing a preference for a motorcar, but I rather guess that she is more pleased now with our outfit—a good old Indian—than with the automobile.

"By all means I would advise any man of my years, or older, for that matter, if he can do so, to get a motorcycle, with a sidecar, take his wife out on the road and make life worth living, rather than sit down and burn out like a candle."

MADE 950-MILE TRIP

LAMOTT, Pa.—Philip Stilz and Noah Englemeyer, of this city, returned a few days ago after making a motorcycle trip to Portland, Me. The trip covered about 950 miles.

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Chatter, Chin, Comment

By E. F. HALLOCK

Just a Few Words on the High Cost of Kerosene

I HAVE been experiencing during the past few weeks some of the trials which are besetting the British rider. In Great Britain, in order to economize on motor fuel, only folks licensed by a fuel commission can buy gasoline, or "petrol," as it is termed across the pond. And even the license does not entitle the bearer to purchase more than a fixed quantity in the course of a month; and most motorcyclists complain that the commission has fixed the allowance at a point far below their actual requirements.

As a consequence, the British rider has, since the first of September, been eking out his meagre gasoline supply by burning kerosene, using gasoline for starting only, or, what amounts to the same thing, has been diluting the gasoline with the heavier fuel to a point where starting from cold can be accomplished, although it is rather a difficult feat.

That is the condition I have been experiencing for the past few weeks. I found a place where gas cost me only 23 cents instead of the customary 25, and I have been endeavoring to find out why my motor is so hard to start. I hit upon the cause when I "cleaned up" last. The gasoline took so long to evaporate that I began to realize that it had been "doped" with kerosene to the limit.

I have since gone back to the 25 cent gas and have had no occasion to kick my head off to get the motor running, nor need I wait five minutes for the motor to heat up before going.

When the time comes for us to economize on our motor fuel we, no doubt, like our British cousins, will be glad enough to run on kerosene. But until that time I, for one, prefer to keep off the heavier fuel; or if I do want to use it had rather buy it under its own name at 11 cents a gallon than pay 23 cents a gallon for the same stuff plus a trace of the lighter gasoline under the latter name.

Do You Know Who's Your Local F. A. M. Attorney?

A YOUNG fellow dropped in on me at the office this week, much perturbed, and also disturbed, and exceedingly anxious to get in touch without delay with the local F. A. M. attorney. And I am sorry to say that I was unable to help him and, in fact, quite unable to tell him definitely, even, whether there was an attorney appointed for either New York or Brooklyn.

The case simply emphasized the laxity of all of us on matters of the greatest importance to ourselves as riders and to the F. A. M. Those in charge of the legal action work have gone to great pains to appoint attorneys in practically every important motorcycle center throughout the United States, and we riders who should be interested for our own selfish selves, if nothing more, don't even take the trouble to make a note of the lawyer's name and preserve it for future reference. Yet when we are in trouble we need the lawyer's name and address badly.

It strikes me that it would be a dandy idea for every dealer to have posted up in his establishment the name of the local F. A. M. attorney; it would help to visualize to the average rider that he is getting something for his dollar.

Some Improvements We Have Long Awaited

TWO improvements that have been recently announced appeal strongly to me. The first is the front wheel stand which is to be fitted regularly to a couple of the 1917 machines; and the other is a little boon for the sidecar rider in the shape of a jack to fit any make of sidecar, which has been developed by the Pope folk.

While front and sidecar tires do not seem to fall under the influence of the tire jinx quite as often as the rear tire, due of course to the harder usage the rear shoe gets, when aught does befall them the task is made much harder by the necessity of finding some sort of prop to keep the wheel off the ground.

Both of these devices will fill a long felt want, and in the case of the front wheel stand, I trust that the Chicago show will uncover a device of this sort on other models besides the pair alluded to above.

Something More About Control Standardization

WHEN I wrote that note about control standardization last week I had been driving a side car outfit throughout the whole of the season. I had become so used to the spring-operated foot clutch lever which brings the clutch into engagement when pressure on the pedal is released that I used the supplementary hand lever only to attain the proper clutch tension for smooth running.

The system of control is as nearly identical with the control of the automobile as it is possible to make it, and appealed to me so strongly that I suggested that perhaps it would be the ideal system if we ever do reach a stage in motorcycle development in this country where standardized controls will be realized.

Since writing that note, however, I have removed the side car and been riding solo, and I must confess that I am not so favorably impressed with the arrangement. It is ideal on the country road or where you can speed along without traffic interference. But in traffic the automatically engaged clutch, in my opinion, leaves something to be desired.

Of course, there is no occasion for me to use the foot clutch control under these conditions for the hand lever is readily accessible; but the foot control comes more natural, and it is only when I am forced to take my feet off the running boards in order to balance myself that I realize that I should be using the hand clutch lever. On several occasions I have thought of it too late and had narrow escapes or else have stalled my motor.

Undoubtedly, if I had always ridden solo on this mount I would have not the slightest trouble in this respect, but the sidecar work, involving no necessity for maintaining balance, has undoubtedly spoiled me for solo riding.

The point I want to bring out is that the subject is a many-angled one, and one that needs a deal of speculation before any set decision is arrived at, provided the motorcycle manufacturers ever do get together on the matter. And I still think that the matter is of the greatest importance. It was consequential enough in the case of the automobile, for the car manufacturers to standardize controls. And in the case of the British motorcycle it is considered of enough importance for the British manufacturers' association to hold the matter under advisement for consideration as soon as the re-establishment of peace clears the decks for the discussion of motorcycle matters.

If the many motorcycle manufacturers of Great Britain can get together and work out an improvement of this nature, how much easier it should be for our dozen of motorcyle makers to come to a decision and get things started.

Can't the Cleanup Process Be Simplified?

TO descend from the towering heights of the optimist to the deep dark vale of the pessimist, I wish to register right here the fact that I find it a mighty hard job to keep my machine clean. For the fellow who does not have to hold down a job and who can devote several hours a week to keeping things shipshape, I presume, it is a simple matter. But for me, every minute I put on cleaning my machine comes out of my riding time, and I begrudge it so much that I must confess I do not "clean up" more than once every six weeks and the appearance of my machine, generally, is such as to drive fellows out rather than pull them into the ranks of the motorcyclists.

I know there are others, and a fund of them, in the same boat. What little attention we give our machines comes under the category of adjustment rather than cleanup; we bought the machines to ride, not to practice janitor service on as we have to do with present-day mounts.

Is there not at least the hint of a valuable suggestion in this confession for the far-sighted manufacturer? Is it not possible, for instance, to eliminate many of the little corners and pockets which act as dirt collectors on the modern machine, to smooth out the crankcases and make the motors perfectly oiltight so that a quick rub over with a rag will make the machine presentable? It strikes me that there is considerable room for improvement along these lines and that the manufacturer who first offers a readily cleanable motorcycle, other things being equal, will steal a big march on the other factories.

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Bicycle Section

STENZEL BREAKS HIS MILWAUKEE RECORD

Captures Second Honors and Shaves Over a Minute From Own Record for Course—Old-Timers Turn Out and Officiate at the Race

MILWAUKEE, Wis., Oct. 2.—Braving a very brisk southwest wind that at times might well be called a young storm, especially on the home stretch, Henry O. Stenzel, president of the Milwaukee Tire & Supply Co., finished second in the ten-mile road race of the North Side Cycle Club that was run over the famous Silver Springs Triangle course, and, incidentally, clipped a minute and six seconds from his own record for the course.

Stenzel started from scratch and he went through the thirty odd entrants, with the exception of Joe Dietz, a one-minute man, who finished a short distance ahead of the record-breaking Stenzel. It was noted that the old-time riders easily copped most of the awards in the race, they showing the youngsters, despite their years, how to ride a bicycle.

Crowds Came Early

Long before the big event was due to start, the crowds started to congregate at the starting point and along the route of the contest. By the time that the starter sent the first riders away, the streets in the neighborhood of the starting point were packed with people, showing that the old game is again in popular favor. The police and officials had their hands full in trying to keep the people back so that the riders could finish, and to Emil Schueppert, the clerk of course, and Referee C. A. Rusch, much credit is due for the manner in which the event was handled and their checking system could hardly be improved upon.

All of the old-time bicycle riders and old officials, ones that officiated at race meets hereabouts twenty years back, answered the "call of the wild" and performed in the capacity of judges, checkers, timers and otherwise made themselves handy and useful. Harry Messier, who claims to have built the first saucer track in Minneapolis over 30 years ago, was on hand and officiated along with the others.

Course a Famous One

As said before, the race was held over the famous Silver Springs Triangle course, which, in the old heydays of cycling, was the rendezvous for the speedy boys on the bicycles. Starting from Sharp's Corners, the route carried the racing brigade north on the Green Tree road. Turning to their left on Green Bay avenue, the riders returned to the starting point.

The race was an open handicap affair and the local dealers gave the affair plenty of boosting and encouragement by donating a number of fine prizes. The first three riders to finish the 10-mile course were awarded gold medals by the Green Bay Avenue Advancement Association, which is made up of dealers near where the race was started and along the route.

Getting back to the race, the finish was a stirring one, with the crowds around and the police busy as beavers, when Joe Dietz flashed across the line in 27:54, followed by Henry O. Stenzel, who covered the course in 27:06, as against his former mark of 28:12. William Willison, 1 min., finished third in 28:10. The other finishers, with their handicaps and times, are as follows: Fourth, G. Hertting, 1 min., 28:33; fifth, Art Summers, 5 min., 32:42; sixth, George Schmidt, 1 min. 28:52; seventh, J. A. Barkdoll, 6 min., 35:07; eighth, Fred W. Schmitz, 4 min., 33:28; ninth, John Dietz, scr., 30:02; tenth, Louis Pierronn, 1 min., 31:03.

HERE'S A LIVE CANUCK

A. E. Bregent, of Montreal, Mounted on a Pope-Made Bicycle at Westfield, Mass.

Selke Is Eleventh

Eleventh, Walter Selke, 7 min., 37:06; twelfth, Jacob Berlin, scr., 31:07; thirteenth, Frank Johnson, 4 min., 35:24; fourteenth, Frank Gaffrey, 4 min., 35:31; fifteenth, E. H. Ramin, 5 min., 36:36; sixteenth, William Krupp, 4 min., 35:36 1/5; seventeenth, Roy Schmidt, 4 min., 36:28; eighteenth, Art Amundson, 5 min., 38:44; nineteenth, Art Joers, 6 min., 38:45; twentieth, George Willison, 5 min., 37:47; twenty-first, Norval Barkdall, 5 min., 41:02; twenty-second, George P. Schmitt, 4 min., 40:35; twenty-third, William Scharhag, Jr., 4 min., 44:01; twentyfourth, Art Bouch, 4 min., 48.01. The time prize winners were: Henry O. Stenzel, 27:06; Joe Dietz, 27:54; William Willison, 28:10.

"Brownie" Is Referee

Walter W. Rowland, popularly known as "Brownie," sporting editor of the Milwaukee *Journal,* officiated as starter. Chris Rusch was referee, and the other officials were: Handicapper, Albert C. Runkel; judges, F. Terry Andrae, William D. Harper, Phil A. Roth, P. J. Koehler, Edwin J. Kraus; timers, Edward Rusch, Charles C. Maas, Gust Kellner, W. C. Sanger, Frank M. Harbach; clerk of course, E. A. Schueppert; assistant clerks of course, Otto J. Tank, Roy Bender, P. O. De Nise; checkers, J. William Warnken, George Rosse and Fred Kohl.

President Pierron, of the North Side Cycle Club, is making plans to present to the city for the laying of a concrete bicycle track inside of the horse track in Washington Park, and for the raising of enough money to help pay for the project, which will insure the bike club being given absolute jurisdiction over the running off of any events on what will be a municipal bicycle race course. The plans call for a quarter-mile oval so situated as to get the greatest benefit from the permanent concrete grandstand, which is used for the horse races and athletic events taking place inside the track.

BALTIMOREANS WILL HANDLE GT. WESTERN LINE

LA PORTE, Ind., Oct. 2.—The Great Western Mfg. Co., this city, announces that it has closed a contract with Holland-Baden-Ramsey Co., Baltimore, Md., to distribute the Crown, America and Adlake bicycles. The territory to be covered by this concern includes Maryland, North Carolina, Virginia, Delaware and the District of Columbia. Though organized hardly a year ago, the Holland-Baden-Ramsey people have met with marked success.

GREAT WESTERN TO OPEN OFFICE IN NEW YORK

LA PORTE, Ind., Sept. 30.—To take care of its rapidly expanding business in New York and vicinity the Great Western Mfg. Co., maker of the Crown, America and Adlake bicycles, will open headquarters in New York City at 221 4th avenue, corner 18th street. E. H. Leng, eastern representative, will be in charge. The entire building above the street level will be occupied, affording 1,800 square feet for showroom and storage.

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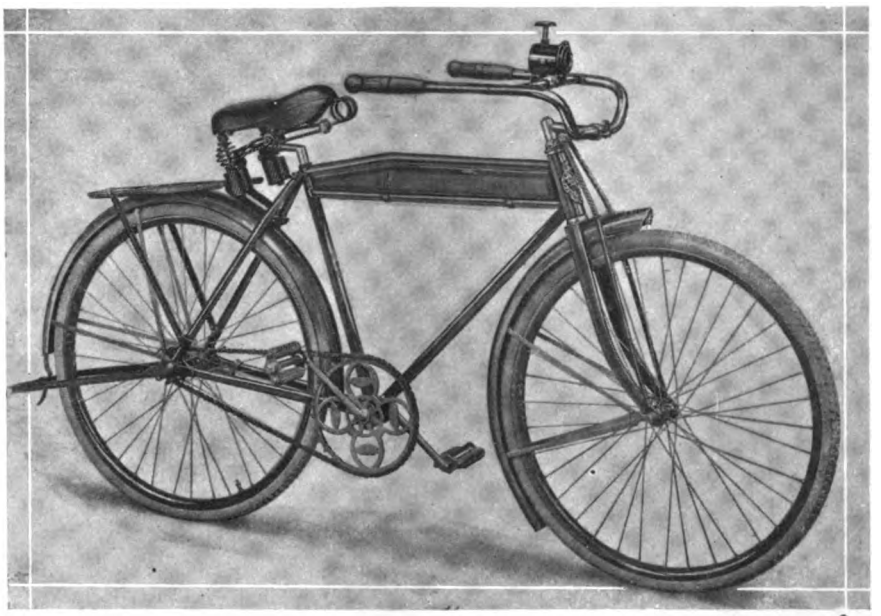
EIGHT MODELS IN THE NEW ROLLFAST LINE

Latest Addition to the Trade Ranges from Road Racer to Juvenile Rollfast Equipment Prevails—Distinctive Features in Latest Harris Offering

NEW YORK, N. Y., Oct. 3.—Enter the Rollfast bicycles into the trade as being splendid and efficient. The D. P. Harris Hardware Co., of this city, made their debut last week with eight models, models that will take care of any cyclist, be they of the fair or sterner sex, on pleasure bent or for commercial purposes.

The eight new additions to the field range from the Rollfast Road Racer, which lists at $45, to the excellent and jaunty juvenile models for boys and girls, the latter models selling at $32.50.



Rollfast Motorbike Model

Model 117 is the Road Racer, which is finished in glistening black with highly nickeled head and front forks. This model is fitted with large sprocket, arched truss top bar, Rollfast handle bar, which is convertible to 25 different positions, with three points of adjustment, Rollfast road racing saddle and Rollfast black tread tires.

Model 217 in Delft

The Rollfast Pacer, Model 217, is finished in a handsome delft and robin's-egg blue. This model is fitted with heavy motorcycle style drop-side mudguards, with steel rear stand and the New Departure coaster brake, Rollfast convertible handle bars, Rollfast pacer saddle with shock-absorbing action, Rollfast non-skid, chain-cup, white tread, motorcycle type tires and heavy leather tool bag. The price is $50.

The Endurance, Model 317, is finished in cherry red, with ivory head and seat-post mast. Fitted with Rollfast three-point, one-piece, drop-forged sprocket, while the saddle, handlebars, mudguards and tires are the same as the Rollfast Pacer. Equipped with New Departure coaster brake this model lists at $50.

Model 417, the Rollfast Motobike, also lists at $50. The color scheme is Indian red with black trimmings. An imitation mudguards, steel rear stand, Rollfast convertible handlebar, Roadster saddle, New Departure coaster brake, Rollfast disc-cup tires and Rollfast tool bag make up the lowest-priced adult Rollfast model. As is characteristic of all Rollfast bicycles, even the juvenile models, the archtruss is included in this bicycle.

The ladies are well taken care of in the Rollfast De Luxe, Model 617, which is priced at $40. This wheel is tastefully trimmed in black and gold and is fitted with heavy drop-center front and rear mudguards, rear steel stand, Rollfast disc-cup tires, Rollfast De Lux saddle and the New Departure coaster brake.

Two Juvenile Models

For the boys and girls there are two juvenile models, each in three different sizes, retailing at $32.50. These models are enameled in delft blue and head of cherry red. Dropped-center front and rear mudguards characterize these juvenile models, as well as steel rear stand and Rollfast bar. The Rollfast suspension top saddle is used on this model, together with Rollfast studded tire, with gray sides and tread.

The Outstanding Features

Outstanding features of the Rollfast line of bicycles are the one-piece hanger, the effective method of hardening cups and cones, and the thorough reinforcing at all joints. The dip method of brazing employed by the makers insures perfect amalgamation throughout the joint and along the entire length of the reinforcement.

The jobbers are already signing up for the Rollfast line. Jesse Edwards, of the Edwards-Crist Co., Chicago, came to New York as soon as he heard of the new line and went back with a good portion of the mid-western territory allotted to him. Others are following suit and the new addition to the trade will be well handled.

Rollfast Ladies' De Luxe Model

GRENKE ANNEXES A RACE

NEWARK, N. J., Oct. 2.—A 20-mile "cork" race, run through the streets of Irvington, Union, Elizabeth and this city yesterday by the Darcy Wheelmen was won by Hans Grenke, who had a five-minute handicap. Peter Holler, 6 minutes, finished second; Al Weigel, 10 minutes, third, and Harry Maulbeck, 3 minutes, fourth. The time was 1 hour and 4 minutes.

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SPEARS IS NOW THE VELODROME CHAMPION

"Long Bob," the Antipodean, Accounts for the Newark Feature, Which Was Marred by Team Work—Egg Avenges Last Week's Defeat

NEWARK, N. J., Oct. 2.—"Long Bob" Spears was the big winner at Velodrome yesterday afternoon. Spears accounted for the Velodrome championship, receiving $125 and a medal emblematic of the title, and later took Marcel Dupuy, the Frenchman, into camp in the weekly running of the Velodrome Brassard, the weekly meal-ticket race.

The Velodrome championship was advertised as the big feature of the program. The management meant well when they advertised the titular race as the feature, but the race as run turned out to be almost a bloomer on account of the actions of the riders and the non-activity of the referee.

The race was run in eight heats, the winners going into the semi-final. Frank Kramer, Reggie McNamara, Alfred Grenda, Spears, Alfred Goullet, Jake Magin, Eddie Madden and Marcel Dupuy qualified for the semi-finals. The winner of the repechage, Hans Ohrt, also qualified for the semi-finals. The winners of the three semi-finals met in the final, which called for the winner to take two heats.

Magin Jumped Away

McNamara, Kramer and Magin met in the first semi-final. Magin jumped away for a big lead and Kramer chased him, but when he caught up near Magin, McNamara went out shortly after for his sprint home, with Kramer on. Magin then sewed Kramer in and the best the champion could do was to finish third. Magin and McNamara apparently having an understanding. In the second, Madden, Spears and Grenda met. When Madden almost got by Spears in the sprint, he swung up out of the way and interfered with Grenda, who started to go by on the outside. Spears won the heat easily. Hans Ohrt, Goullet and Dupuy then met and Ohrt made a steal, Dupuy almost refusing to go after him, while Goullet did try to close the gap, but it was too much and Ohrt won. The work in all three semi-finals was raw, but the referee took no action.

Spears Finishes Job

As the winner only needed to take two heats, Spears made short work of the job in hand and won the first and second trials. McNamara finished second and Ohrt third in each heat. The crowd failed to enthuse over the race on account of the way the semi-finals were run. There was no doubt that Spears would have won anyway, as he was the fastest man at the track, but the apparent open team work did not set very well with the public.

Spears had as his opponent in the Brassard race, Marcel Dupuy, the latter being substituted for Arthur Spencer, the Toronto rider, who was injured in training a few days previous. Dupuy jumped away for a big lead in the last lap, but Spears caught and passed him in the last hundred yards. In a match called the "Sleighriders' Championship," a two-thirds-mile, between Jake Magin and John Bedell, Magin won two straight heats.

John Bedell, despite the fact that Magin had trimmed him, won the "miss and out" race for the professionals. Alfred Goullet ran second; Charles Piercey, third, and Lloyd Thomas, fourth. It was a peculiar coincidence that Magin was the first rider to be called off the track, he finishing last on the very first lap.

Alfred Grenda, the tall Australian, accounted for the two-mile handicap for the professionals from scratch. Menus Bedell

RECORD-BREAKING CYCLIST

Vito Cestone, C. R. C. A. Rider Who Shaved the New York-Boston Record

finished second and Jake Magin fourth. Grenda covered the distance in 3:40 and the record is 3:38 1/5 and is held by Jackie Clark, and was made in Salt Lake City, Aug. 2, 1910.

The "What-Is-It"

George A. Phillips, the real old timer, who is trying to prove that they do "come back," gave a half-mile exhibition on his freak bicycle, on which he lies flat and pedals backward, instead of pedaling in the old manner, and he covered the distance in 59 2/5 seconds, but came near passing away on the last lap. Phillips was well received by the crowd and he was given a good hand.

One of the most exciting finishes of the day and one that had the crowd on its feet for the last half of the race, was the termination of the revenge match between Oscar Egg, the Swiss, and Reggie McNamara. McNamara had beaten Egg a week previous, but the latter claimed he would have won had he had better pace. For yesterday's race Frank Kramer and Alfred Goullet made up one of the pacing teams for Egg and it was largely through their pacing that the Swiss won in such a sensational style, his victory being by about a foot or so.

Tom Bello, the Brooklyn Italian, accounted for the amateur handicap at two-thirds-mile from the 25-yard mark. Chris Dotterweich, the local rider, and Ed. Carroll, the San Francisco sprinter, finished second and third, respectively. In the amateur "miss and out," Fred Taylor, the local favorite, finished first, Amateur Champion John Staehle being among those who were called out. Summaries:

Two-third-mile handicap, amateur—Won by Tom Bello, U. S. I., 25 yards; second, Chris Dotterweich, National Turn Verein, 20 yards; third, Ed Carroll, San Francisco, 20 yards; fourth, Ben O'Sicky, Cleveland, 60 yards. Time, 1:16.

"Miss and out," amateur—Won by Fred Taylor, Newark; second, Tom Fitzsimmons, Bay View Wheelmen; third, Harry Hoffman, San Francisco; fourth, Ed Byron, Australia. Time, 4:15⅗. Distance, 2 miles.

Two-third-mile match—John Bedell, Long Island, vs. Jake Magin, Newark. Won by Magin in straight heats. Times for last eighth miles, 13 and 13⅗ seconds.

One-mile Velodrome championship, professional—Won by Bob Spears, Australia; second, Reggie McNamara, Australia; third, Hans Ohrt, San Francisco. Times, 2:39⅕ in first heat, 2:35 in second.

One-mile Brassard, professional—Bob Spears, Australia, vs. Marcel Dupuy, France. Won by Spears. Time for last eighth mile, 12 seconds.

"Miss and out," professional—Won by John Bedell, Long Island; second, Alfred Goullet, Newark; third, Charles Piercey, Australia; fourth, Lloyd Thomas, San Francisco. Time, 6:40⅗. Distance, 3⅕ miles.

Two-mile handicap, professional—Won by Alfred Grenda, Australia, scratch; second, Menus Bedell, Long Island, 70 yards; third, Jake Magin, Newark, 60 yards; fourth, Alfred Goullet, Newark, scratch. Time, 3:40.

Ten-mile tandem-paced race, professional—Oscar Egg, Switzerland, vs. Reggie McNamara, Australia. Won by Egg. Time, 20:58⅗.

CESTONE SHATTERS BOSTON-NEW YORK RECORD

BOSTON, Mass., Oct. 2.—Vito Cestone, a member of the Century Road Club Association of New York, arrived here on his bicycle from the neighborhood of Old Broadway at 6:01 p. m. on September 29, having covered the distance of 247 miles by road between the two cities in 18 hours even, bettering the record of Alvin Loftes, the Providence rider by 36 minutes.

Cestone left the City Hall in New York at 12:01 a. m. and reached Stamford at 2:20. He passed through New Haven at 5:05; North Wilbraham, Mass., at 10:34; Worcester at 1:46 p. m. and arrived here at 6:01. The record of Loftes was established in 1909 and it has withstood the various attacks of riders until Cestone's attempt.

COCHRAN CAPTURES ST. LOUIS 14-MILE RACE

ST. LOUIS, Mo., Oct. 1.—The St. Louis Cycling Club held its Annual Bicycle Road Race on Sept. 17. The distance was 14 miles over the hilly roads of St. Louis County. It was won by A. R. Cochran on a Columbia bicycle, with the time of 35 minutes and 7 seconds.

The best time of this race was 34 minutes, 31 seconds, which was considered quite fast, in view of the hilly roads and the stiff wind that the riders had to buck most of the way.

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B. M. A. TO ADVERTISE BICYCLES NATIONALLY

Big Booster Campaign Decided on at Manufacturers' Meeting in Dayton—Endorse New Cycle Trades Directorate

DAYTON, Ohio, Sept. 30.—A joint national advertising campaign was decided upon at the meeting of the Bicycle Manufacturers' Association, which opened in this city on Sept. 26. Along what lines the campaign would be conducted and the time when it would be launched were not disclosed, but it is known definitely that the bicycle makers will boost the bicycle on a broader scale than has ever been essayed by them at any previous time.

Favors New Directorate

Another news feature of interest connected with the meeting was the unanimous approval of the recently formed Cycle Trades Directorate, which will in the future pilot the "Million Bicycles" movement. The association also put itself on record as strongly favoring the drive for bicycle sales during the Christmas season.

While in Dayton the bicycle manufacturers were the guests of the Davis Sewing Machine Company, maker of the Dayton and Yale line, at the Dayton Country Club. After the business session, they made an inspection of the Davis factory, and wound up a busy day by golfing and motoring. On the following day the members present took an auto ride to Middletown, where they were royally entertained by the Miami Cycle & Mfg. Co. A visit was paid to the Miami plant.

Those Who Attended

Present at the meeting were: Col. F. T. Huffman, H. M. Huffman and S. H. Ankeny, of the Davis Sewing Machine Co., Dayton, Ohio; A. H. Walburg, H. S. Wise and Charles R. Miller, of the Miami Cycle & Mfg. Co., Middletown, Ohio; Keyser Fry, of the Reading Cycle Mfg. Co., Reading, Pa.; J. P. Fogarty, Westfield Mfg. Co., Westfield, Mass.; Ignatz Schwinn, Arnold-Schwinn & Co., Chicago, Ill.; W. G. Schack, Emblem Mfg. Co., Angola, N. Y.; E. J. Lonn, Great Western Mfg. Co., La Porte, Ind.; Percy P. Pierce, Pierce Cycle Co., Buffalo, N. Y.; Pete O'Horo, Excelsior Cycle Co., Michigan City, Ind., and Colonel George Pope, of New York, who is secretary of the Bicycle Manufacturers' Association.

GOOD RACING AND ENTHUSIASM AT SALT LAKE MEET

SALT LAKE CITY, Utah, Sept. 28.—There was plenty of good racing and a fine turnout at the second set of races of the Wright Cycle Club at the Liberty Park track, Sunday, Sept. 24. A ten-mile open-point race was run and Clarence Samuelson, a son of the old timer, won with 42 points to his credit. Gerald Thatcher finished second with 28 points, and William Phister finished third with 25 points.

A one-mile handicap for non-winners in the big race was won by A. Ashby, from the 100-yard mark. T. Thatcher, 250 yards, finished second, and Russell Erickson, scratch, finished third. It is planned to stage some professional events at a near date and Iver Lawson, who lately announced his Madame Patti, Albert Crebs and other pros. will be seen in action.

BAY VIEW WHEELMEN HONOR CHAMPION STAEHLE

NEWARK, N. J., Oct. 3.—Honors were heaped upon Amateur Champion John L. Staehle by fellow members of the Bay View Wheelmen, Saturday night, Sept. 3. After an interesting entertainment, at which home trainer races and athletic feats, a light luncheon was served and the guest of honor was presented with a traveling bag and large photograph of himself. The Bamberger cup, which Staehle won in addition to the title for 1916, was on exhibition at the club rooms on Sixth street.

NEW YORK FIRM IS BUSY

NEW YORK, N. Y., Oct. 3.—"Business is very good," said George Polacsy, of the Terminal Cycle & Sporting Goods Co., 42 Cortlandt street, when approached the other day. Polacsy states that in addition to a fine line of sporting goods, among them being racing shoes and other paraphernalia for the racing men, a good business is done in bicycles.

PYE TO TRY "COME BACK"

NEWARK, N. J., Oct. 2.—Ernie Pye, the inventor of the Pye-Musselman cord tires, and former manager of the Salt Lake City track, will work in harmony with John M. Chapman, the local Velodrome manager, in running the Chicago six-day race. Although no date has been set as yet, it is figured that the race will be run in February.

SUTER SAILED FOR FRANCE

NEW YORK, N. Y., Oct. 3.—Paul Suter, the Swiss racing cyclist, who has been racing in this country this season, confining most of his riding to the Revere Beach track, Boston, sailed for Bordeaux, France, on the French line steamer *Rochambeau*, Saturday, September 30.

CHAMP. STAEHLE LEADS IN INTER-CLUB TITLES

Newarker Scores 13 Points in Three Races Run—Close Contest in Three-Mile Race Nets Protest

NEW YORK, N. Y., Oct. 2.—Amateur Champion John Staehle, the Newarker, accounted for two of the three events that marked the opening of the series of races to decide the championship of the Inter-Club Amateur Road-Racing League, which were held on the Eastern Boulevard, in the Bronx section.

Three heats were run in the quarter-mile event and in the final Staehle defeated John J. Marquart, of the Century Road Club Association, and W. J. Lock, a member of the Century Road Club of America, New York division. No time was taken.

Marquart defeated Staehle and Fred Woisin in that order in the one-mile event, which was run in one heat. The time was 2:26 2/5. The finish in the three-mile, which was also run in one heat, was very close, but Staehle was given the verdict over Marquart, while Eugene Aickelin and W. J. Lock finished third and fourth, respectively. The time was 8:10 2/5.

After the finish of the three-mile race Marquart entered a protest, saying that the race was a dead heat. President McIntyre, of the league, has taken the matter under advisement and in case he decides that the race was a dead-heat one he will divide the points, five for first and three for second, equally.

At the finish of the three races yesterday the standing in the league was as follows: Staehle, 13 points; Marquart, 11; Lock, Woisin and Aickelin, 1 each.

ROSSY COPS A BRASSARD

NEWARK, N. J., Oct. 2.—William Rossy accounted for the first running of the Brassard race of the American Wheelmen, recently formed, in a race of a mile and a half against John Rooney, yesterday.

GEORGE PHILLIPS' "WHAT-IS-IT?"

The "creator" of this freak wheel, George A. Phillips, of Chicago, rode a half mile unpaced in 59 2/5 seconds at the Newark Velodrome, Sunday, October 1. The ride and the machine created quite a bit of comment among the fans of the famous New Jersey track, and while the rider negotiated the distance in fast time he was "all in" at the finish, showing that the old method is the best after all.

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NATIONAL MOTORCYCLE BICYCLE

AND

ACCESSORY SHOWS

Coliseum **Chicago**

NOVEMBER 13th TO 18th

Madison Square Garden **New York**

DECEMBER 4th TO 9th

Sanctioned by the Motor and Allied Trades, Bicycle Manufacturers, Cycle Parts and Cycle Jobbers' Associations

The great opportunity of the year to place your product directly before the Jobbers, Dealers and the Public at Large.

Full Attendance of the Cycle Trade Is Assured

All 1917 Models and latest Accessories under one roof.

Write A. B. Coffman, Manager, 945 Ohio Building, Toledo, Ohio, for full information and space application blanks.

ACT TO-DAY

ARTHUR DAVIDSON, T. W. HENDERSON, F. J. WESCHLER, F. T. CHASE, F. W. GRUBB, Show Committee

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Pope Pope

YOU will find more Popes on the road during 1917 than ever before—more Popes in the dealers' stores—more Popes everywhere.

WHY?

See the 1917

Pope

Announcement

in next week's Motorcycle Illustrated. That will tell the story.

Westfield Manufacturing Company
11 Lozier Avenue **Westfield, Massachusetts**
Makers of Columbia Bicycles

Pope Pope

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British Sport and Trade

By OLD RAMBLER

QUITE a number of British motorcyclists have been putting in a bit of time recently doing some overhauling and trimming things for the late autumn. In club circles, one hears men confess that they spent so many nights and week-ends on a "thorough inspection," and I wonder what some of them would think of the time-trial figures that were recorded by one of the Rudge-Whitworth employees, who, unassisted, was deputed to dismount and replace certain parts.

The object of this time-trial was to see how long a man really needed to devote to certain jobs. Here are the results; the times include the removal and replacement in each case:

Dome complete with carbureter and gasoline pipe, 2:26⅘; inlet valve (after dome was removed from cylinder), 25⅘; cylinder from crankcase, including replacement of set-screw to exhaust pipe and resetting foot-rests, 4:12⅕; exhaust valve, including removal and refixing of sparkplug (inlet dome removed from cylinder), 36⅕; piston from connecting rod, 1:02; piston rings, 50⅘; rear wheel, including unfastening and refastening of hinged rear mudguard and belt, 2:21. Total, 11 minutes 54⅕ seconds.

Another Man's Times

These times were achieved by a man not long experienced in motorcycle work, and another Rudge repair man tried to better the figures. These were his times: Dome complete, 1:45; inlet valve, 18 seconds; cylinder from crankcase, 3:55; exhaust valve, 40 seconds; piston from rod, 45 seconds; piston rings, 20 seconds; rear wheel, 1:20. Total, 9 minutes and 3 seconds.

The biggest share of attention at present is being devoted to the provision of detachable rear wheels. This is, of course, next to springing of frames. The movement toward the detachable wheel only shows what a mighty long way off perfection we still are in motorcycle design. Of all curses under the sun, it is for a man to be badly stranded in dirty weather or in darkness with trouble that compels the removal of the rear wheel.

I don't mean for such comparatively straightforward troubles as a punctured or seriously-gashed tire. Even such an irksome thing as that can be minimized by the use of a butt-ended tube or special gaiters that cover a big gash in the casing. There are more serious hitches than these tire troubles, and ofttimes it is imperative to get the rear wheel out completely. But what with belts or chains and chain cases, mudguards, sidecar couplings, rear lamps and a few other things, a man has generally a multitpude of objects to hamper him in the extraction of the wheel. Why should there not be easier methods of taking it out? The B. S. A. and Sunbeam, among British machines, have been provided with the media for easy removal of the rear wheel, and there is a likelihood that the subject will have widespread attention in motorcycle circles.

Interested in Lightweights

As in the States, some of the factories over here (bar their not being busy on munitions) are determined to cater for the lightweight market. One of the newcomers and a feature of the 1917 market is a Rudge lightweight two-stroke, known as the Crescent. This name is also applied to the cheaper grade of Rudge cycles. There will be both ladies' and gents' models and, generally speaking, they will be similar. In the former model, however, the top tube will be curved to meet the saddle pillar tube some inches below the saddle lug and a dress shield will also be fitted.

The power unit is a Villiers two-stroke engine. 70 x 70 (2¾ inches "square"), rated at 2½ horsepower and having a capacity of 269 cubic centimetres. This engine has been successfully run for a long time in other frames, and is a reliable fitment. The neat cylinder casting and the special attention bestowed on silencing and the exhaust, are features of note. The tank holds about a gallon of gasoline and three pints of oil. The prices for both the men's and women's models are identical: $150, or with two-speed gear, $185.

One of the most distinctive of motorcycle designs, either in Britain or abroad, is that of the Scott. I might add, it is one of the best, also. Results in the Tourist Trophy races have proved that. The Scott people had a mighty fine job in the early days to overcome prejudice, especially in regard to transmission by chain. We have lived, however, to see an enormous swing in the pendulum of popular opinion and of makers' opinion, for belt drive is not so dominant as of yore. The Scott makers had a great deal to do with *forcing* the market to realize chain virtues.

Simple Change-Speed

The seat pillar on the Scott passes through the gasoline tank, which is vertical, or rather inclined to the vertical, instead of being horizontal. Roller bearings are fitted throughout the Scott engine and lubrication is mechanical. The control of the gear is simple, the changes being operated by the foot. There are two chains to take the drive from engine to countershaft and different sizes of countershaft sprocket, mounted on expanding ring clutches represent high and low gear, respectively. Final drive is by ½-inch pitch chain.

The legs shields have the dual virtue of being graceful and useful. They are of elegant design and save the legs from mud and icy blasts of wind at high speed. These shields, like the footboards, are easily removed.

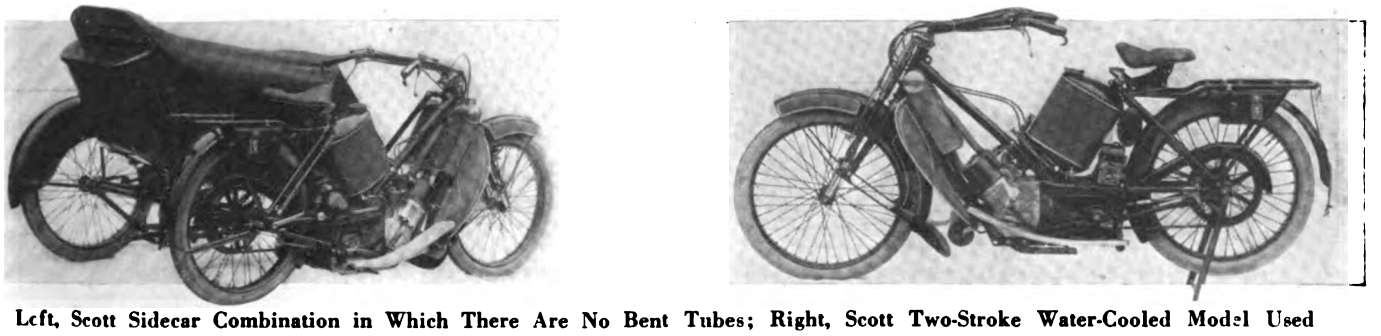
Low Center of Gravity

A glance at the Scott in the photos below shows what a low center of gravity it has. The whole model is very strong, and it needs to be. Scott riders want to hustle some. A lot of them—men and Scotts—are on war duty and a rickety motorcycle wouldn't be worth a cent.

Two other virtues ought to be noted. Most mechanics will tell you that a straight tube is preferable to a bent one, being stronger. In the Scott and its sidecar there are no bent tubes. The sidecar springing is made adjustable to meet variations in the weight of the passenger and luggage.

TAKES CYGNET AGENCY

PROVIDENCE, R. I.—William N. Burnett, agent for the Harley-Davidson in this city, has taken the agency for the Cygnet rear car. Mr. McKay, assistant sales manager from the company's plant in Buffalo has been here during the past week, giving a demonstration of the vehicle.



Left, Scott Sidecar Combination in Which There Are No Bent Tubes; Right, Scott Two-Stroke Water-Cooled Model Used Extensively in War Service; Note Radiator Below Steering Head

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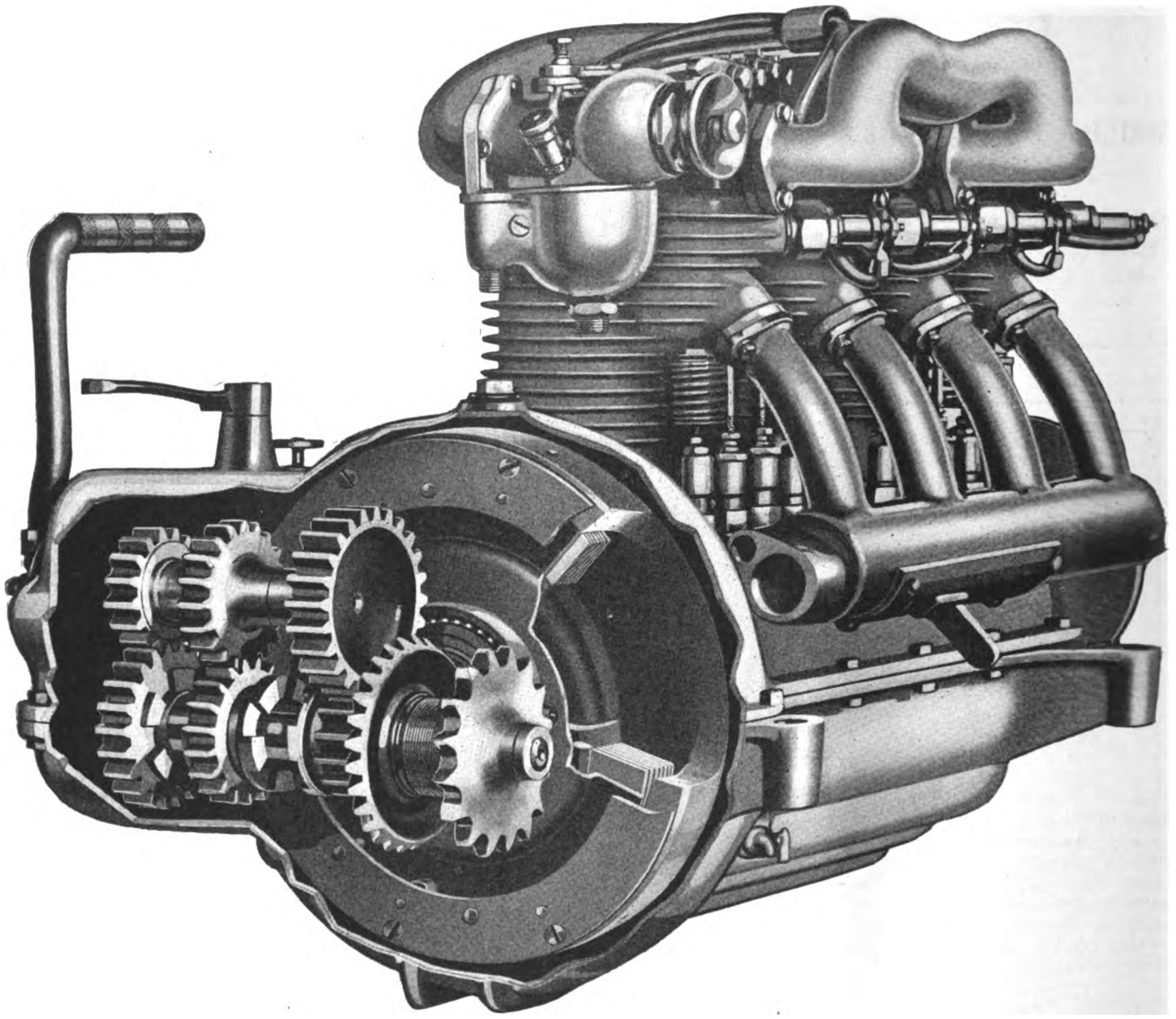

The most valuable constructive development produced for the 1917 season.

The new Henderson catolog will be mailed on request.

Henderson Motorcycle Co.,

1158 Cass Ave. Detroit, Mich.

HENDERSON

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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Varied Activities of the Dealers

WRIGHT, OF BALLOU & WRIGHT, COMES EAST

Making Extensive Trip Through Eastern Accessory Factories—Will Visit Indian Plant—Western Prospects Bright

PORTLAND, Ore., Sept. 29.—Charles F. Wright, of Ballou & Wright, Indian distributors for Oregon, Wash., and the greater portion of Idaho, is now on a trip East which will take him through the principal cities of the United States. He will visit all the different factories that the Ballou & Wright firm represent, and is scheduled to visit the Hendee Mfg. Co., of Springfield, Mass., about Oct. 19, at which time he expects to place orders for immediate delivery of several carloads of Indian machines and Indian bicycles for the Portland and Seattle stores.

Wright is an authority on the motorcycle business of the Pacific Coast, having been active in the handling of Indian motorcycles ever since the first Indian was manufactured, and he certainly is very optimistic as to the motorcycle business of the coming season.

Dealers in this part of the country are clamoring for demonstrators since the announcement is out, and every indication is that with the prospects of early delivery of demonstrating machines this year will be fulfilled. The Indian announcement received through the **Motor Cycle Illustrated** on the Coast yesterday has already started the Indian riders and dealers to boosting for the new machine. In fact, dealers are inquiring of Ballou & Wright as to just when they will be able to get a demonstrator, as they all seem to feel confident that 1917 is going to be the biggest year in motorcycle history, and the live Oregon dealers are certainly going after their share of this business.

WHITING GETS HIS FIRST 1917 SHIPMENT

DENVER, Colo., Oct. 2.—Walter W. Whiting, western distributor for the Harley-Davidson, recently received quite a large shipment of 1917 models of his machine and they have attracted quite a good deal of attention at his store in this city.

A large sign in the window of the Whiting store, and one that can be read for some distance, announces the fact that the 1917 model of the Harley-Davidson is now on sale. A good fall business in this line of machines is expected here.

TOOK FOUR ORDERS WHEN 1917 HENDERSON CAME

NEW YORK.—The 1917 Henderson three-speed arrived in this city on Saturday last and Manager Felix Lewin, of the local Henderson branch, has been busy showing off its paces. Incidentally, he took orders for four of them on Saturday and Sunday morning. These orders bring the total of 1917 orders at the branch to 27.

Gene Coughlin, the Bronx Henderson man, has 14 orders for the new model to date, and as soon as he gets his demonstrator expects to double this number. Coughlin's headquarters are at 922 Washington avenue.

"GIANT 17" IN PATERSON

PATERSON, N. J.—Elmer G. Havenstrite, local Harley-Davidson man, has received his first "Giant 17" machine and is now busy giving demonstrations.

Nubs of News From Newark

NEWARK, N. J., Oct. 1.—Walter Goerke, Indian man, on Washington street, is keeping the wires hot between this town and Springfield, Mass., for his 1917 demonstrator is en route and he has not heard of it for four days. Walter has had a late season rush on sidecars, disposing of six Indian Maids within the past ten days.

Judging from inquiries regarding the Lightwin announcement already, the Indian folks have struck a popular chord with motorcyclists and would-be riders in this section.

WATSON KLUCZEK, Reading Standard agent, has sold three of the big brown'uns of the 1917 crop before ever a one of them came to town for demonstration purposes. All of the three waiting riders want the Bosch electric outfit on their new machines.

Kluczek will take a big delegation of his local riders up to the factory at Reading, Pa., to see how the R-S is made some week-end this month.

WITH eleven orders for '17 Harley-Davidson motorcycles on their books and only one machine delivered outside of the demonstrator, the Carl W. Bush Co., is in a quandary as to the best way to keep harmony among the waiting. They turned the new one that came today over to the first of the expectant ones who came in, then locked up and went home over the back-fence.

They report a heavy sale on winter gloves, blankets and mackinaws the past week, indicating the growing tendency of motorcyclists to stick to specialty stores for their supplies of all sorts.

W. R. SPEAR, Thor agent, has his 1917 model working overtime these days and is sure that there will be a heavy before-winter season of sales this year.

SELLS INDIAN FOR WEST AFRICAN USE

Louisville Wigwam Man Ships 1916 Model to Lagos for Missionary—Other Trade Doings

LOUISVILLE, Ky., Sept. 30.—Frank Marshall, manager of the Century Cycle Co., local Indian agents, reports an interesting sale of a 1916 Indian to E. G. McLean, to be shipped from the factory to Lagos, West Africa. McLean was spending a vacation in Louisville at the time, and placed the order through the local agents. Mr. Marshall reports that he has sold out on 1916 models, having made a total of eighty-seven sales. The new model is expected about October 15.

N. Sandmann, head of the local Excelsior agency, has placed William Kempf, formerly a partner in the old Southern Motorcycle Repair Co., in charge of the Excelsior store, and is holding down a position as motorcycle trouble man for the Louisville Gas & Electric Co. during the quiet months. In the spring, when business opens up, he will again give his time to the sale of two-wheelers.

Pete Kline, of Kline Brothers, Harley-Davidson agents, is at Milwaukee, Wis., spending a vacation with his family, and also visiting the Harley-Davidson factory. The company disposed of sixty machines this season, and has received the first of its 1917 models, which is now on display in the window. The company will celebrate its first year in the new building at Center and Broadway on January 11. The location has proven better than the old one on Third street.

R. L. Davis, who for several years has been handling the Reading-Standard and Pope motorcycles in Louisville, is contemplating the erection of a garage next year, figuring to give riders a chance to ride straight into the building. Repairs will be made, a service station maintained, and a special motorcycle sales room partitioned off, if present plans are carried out.

The Indian Motorcycle & Bicycle Co. is preparing to secure new quarters, the Heiser building having been rented over its head by a large grocery concern.

FOX GETS DEMONSTRATOR

DENVER, Colo., Oct. 2.—Peter Fox, 321 Main street, Grand Junction, Colo., received his first 1917 model Indian yesterday. A large number of motorcycle enthusiasts gathered at his store to see it unpacked. Fox is Indian agent for his territory and is expecting to sell a large number of motorcycles this fall.

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Service a Factor in Hammar's Success

Combined With Intelligent Advertising It Built Up This Madison, Wis., Dealer's Business to Goodly Proportions—Effective Bicycle Guarantee

By JOHN QUINCY

MADISON, Wis.—Since his start in the motorcycle business three years ago, George Hammar, proprietor of the Capitol Cycle Co., has lived up to his slogan—"Service to the rider at all times." As a result of this and consistent advertising in newspapers and motion picture theaters, his business has increased by leaps and bounds, so that today he is one of the leading dealers in the State of Wisconsin.

In 1913 Hammar decided that Madison was a good place to get into the motorcycle and bicycle business, and, so, in July of that year he opened a store at 113 State street. This was a rather small establishment, but he put his service idea into practice, and soon his trade grew to the point that he needed a partner. In December, 1913, he took M. J. Morrisey into partnership, and soon after signed up for the Yale line.

Took on Excelsior

Business in 1914 proved excellent, so the Hammar-Morrisey pair added the Excelsior, and built another wing to their store. Bicycles were added to the stock, and when the Smith Motor Wheel was put on the market, this was taken on for the Madison territory. In 1915 the Yale was given up, and in December of that year Morrisey sold out to his partner. Hammar, as the Capitol Cycle Company, signed up for the Harley-Davidson for the county and extended his store through to Mifflin avenue, giving his garage a separate entrance. Hammar also took the agency for the Cleveland lightweight for Dane County at this time.

Hammar believes in publicity of all kinds, but particularly in that of the daily and weekly newspapers and in slides to be shown at motion picture theaters. He has taken the agency for the Cleveland and Harley-Davidson for the 1917 season and has received his Harley-Davidson demonstrator, on which he is now busy giving demonstrations and booking orders.

Year's Guarantee

One of the best schemes he has used in bicycle sales is the guarantee given to each purchaser of a wheel. This guarantee states that Hammar will replace all defective parts during the first year of service free of cost. It is broad enough to give the rider the maximum of service, such as free repair of punctures and other common repairs, but, at the same time, protects the company against accidents, neglect or abuse of the wheels by the riders. The guarantee has proved a fine trade card and has resulted in many satisfied customers.

Hammar attributes his success in the motorcycle and bicycle business to living up to his service idea—"Service to the rider at all times." He backs up this idea with intelligent and persistent advertising. He is constantly devising new ideas to help increase his business. The deferred payment plan has proved successful in his hands for all kinds of cycles.

TROSSELL TO MOVE TO A LARGER BUILDING

DETROIT, Mich.—John D. Trossell, for twenty years a motorcycle and bicycle dealer on Michigan avenue, this city, will move to his new store on January 1. The new building, which is large and modern in every respect, is directly opposite the store which Trossell now occupies.

Sales of Thor and Reading Standard motorcycles have been very satisfactory during the past season, Trossell reports, and his bicycle business has already been considerably above the average for preceding years.

SWENSON BACK FROM VACATION TRIP

PROVIDENCE, R. I.—B. A. Swenson, the Indian agent in this city, has returned from a two weeks' motorcycle vacation spent in a 1,000 mile tour through the mountains of New Hampshire, Vermont, Massachusetts and Canada. He has been kept busy telling of his experiences in crossing the Canadian border and incidents of his fishing jaunts.

3 Strong Leaders –

a complete quality line that meets every demand

ANY DEALER with a stock of these three tires is completely equipped to supply the demand of *every* customer that comes into his store—from the one who wants the *best regardless of price* to the one who wants a *good* tire at a *popular price*.

THE VITALIC

is built throughout of the best tire materials obtainable,—two plies of genuine *motorcycle* fabric frictioned with pure rubber, an inner tube of pure Para rubber so heavy as to eliminate any possibility of leak, an extra heavy non-skid tread of finest quality pure rubber. Will outwear any ordinary bicycle tire *more than two to one*. Once introduced it easily brings a higher price than other tires and always sells over and over again to the same trade because it *never* disappoints.

THE BRIGADIER

The best popular priced tire ever put on the market, far excelling others anywhere near its price. It is a four-ply tire, built with two plies of best Egyptian fabric all around the tire and two extra plies on the tread. A very high grade friction is used.

The extra heavy inner tube is made of a very high quality rubber. The Brigadier is made with gray side walls and a heavy large white studded tread as shown in the illustration.

THE ENDURO

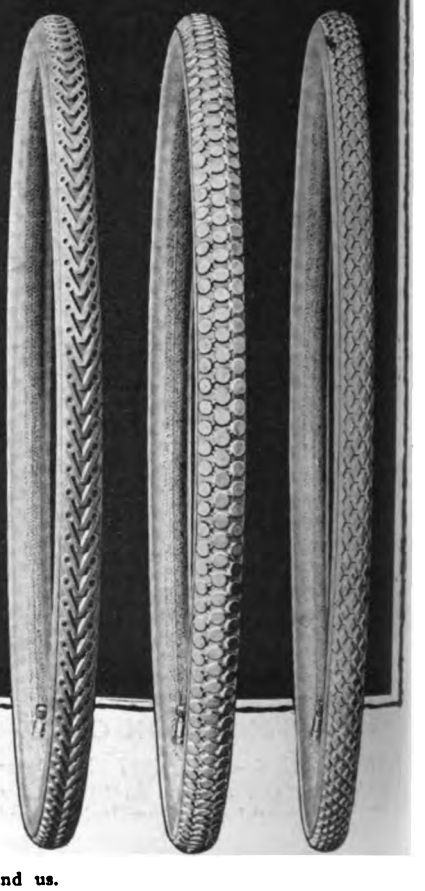
Another excellent popular priced tire that fills a long felt need for a tire of lower price that has genuine quality. It is built with two plies of high grade Egyptian fabric with a very high grade friction, has a heavy inner tube of very good quality and a good substantial diamond studded white tread.

Write us today for sample sections of these three tires and attractive display material and dealer helps.

Your jobber will show you the tires.

CONTINENTAL RUBBER WORKS
1718 PLUM STREET, ERIE, PA.

VITALIC BRIGADIER ENDURO



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Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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MESSER HAS HILL-CLIMB AND SERVES CHICKEN

CORNING, N. Y.—T. E. Messer, Harley-Davidson agent, located at 83 East Market street, recently obtained some excellent publicity by conducting a hill-climb at Woodcock Hill, near Coopers Plains.

Messer himself scored the best time, using a 1917 Harley-Davidson. He made the ascent in 56 seconds. H. Ramazetter, of Corning, also on a Harley-Davidson, went up in 57 seconds; Seth Prince, of Corning, made the ascent in 70 seconds on a 1916 Harley-Davidson; C. Button, using a 1916 Harley-Davidson, was clocked at 71 seconds; E. E. Graham, of Hammondsport, astride an Indian, climbed the grade in 74 seconds, and J. French, of Pittsburgh, with a Harley-Davidson, was timed at 75 seconds.

After the hill-climb Messer escorted the contestants to his home where they were served with a jim-dandy chicken dinner. Later there were impromptu athletic contests, and in the evening the bunch rode back to Corning, all hands assuring Messer that they had enjoyed themselves thoroughly.

SOLD WITH EXPENSE GUARANTEE

PROVIDENCE, R. I.—William N. Burnett has sold a Harley-Davidson to Frank J. Bannon, a clerk in the special delivery service at the local postoffice. An interesting detail in the deal was that Bannon would not incur an expense of over $25 for the ordinary upkeep of the machine for one year. Bannon and Burnett both say that they can keep it down to that sum.

MERKEL LEASES FINE THREE-STORY BUILDING

ROCHESTER, N. Y.—Charles A. Merkel, who handles Excelsior and Henderson motorcycles in Rochester, has leased a fine three-story building to which he will extend his rapidly growing business about February 1, 1917. Merkel is now located at 183 Clinton avenue, N.

The building just leased is nearly opposite Merkel's present stand and has the advantage of entrances on two streets. Merkel will occupy the three floors and will have one of the largest establishments of its kind in Rochester.

In addition to occupying the new place, Merkel will keep his present store open during the rush season, probably until May 1.

$2 WHEEL TAX FOR CLEVELAND VEHICLES

CLEVELAND, O.—A wheel tax of $2 per year for all vehicles using the city streets has just been approved by the city council committee. One of the provisions of the ordinance on traffic requiring that rubber tires must be at least ¼ inch thick at the wheel flange was also approved. The date at which the tax becomes effective is not yet announced.

CYGNETS TO PLATTSBURG AND BACK

SOUTH OZONE, L. I.—H. A. Smith has just completed a trip to the Plattsburg military training camp and return, using an Indian Powerplus and Cygnet rear car. Mr. Smith made a total mileage of 2,500 miles. The route was New York, Tuxedo, Chester, Newburgh, Kingston, through Catskill Mountains to Oneonta and Binghamton. From Binghamton to Albany, Lake Luzerne, Elizabethtown to Plattsburg Camp. While at the camp side trips to Montreal and Burlington were made. The entire distance was covered without a puncture or mishap.

The Cygnet was the centre of interest at the camp, being the first outfit of the kind to appear there. While there Hal Noyes, of the Indian sales staff, had his first experience driving a Cygnet rear car, and Miss Elizabeth DeCraft also drove the outfit. One passenger and 150 lbs. of baggage were carried the entire distance.

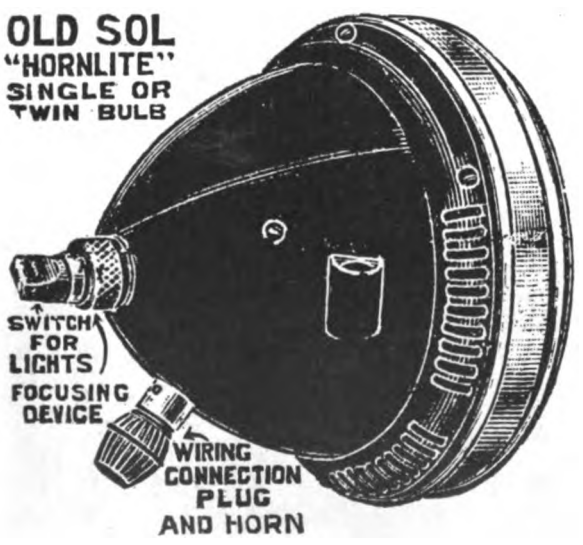
RANKIN TAKES HENDERSON

BROOKLYN, N. Y. — The Rankin Motorcycle Shop at 270 Chauncey street, of which Wilbur A. Rankin is the moving spirit, has taken the Henderson agency for the coming season as sub-agent under the Central Motorcycle Supply Co., Brooklyn distributor.

Rankin, who has in times past handled both the Harley-Davidson and the Reading Standard, has taken deposits on two of the four-cylinder machines already and claims to have several other riders lined up to purchase Hendersons in the spring.

Indian HENDERSON Dayton

These three "big-timers" will use the most advanced, the best looking, and the most effective warning and lighting system on the market—



Old Sol "Hornlite"

They do this because they have found that the HORNLITE gives the utmost in lighting power, with its two-bulb headlight, its specially built, highly silvered reflector, its focusing device, its 21 candlepower special Nitrogen Bulb, and, finally, its deep, far-reaching, harsh-toned horn, concealed in the lamp, the body of which forms the "bell" or sound-box for the warning signal. Consider the compact, efficient trim appearance of this combination outfit —then write us for prices.

Remember—three of the world's greatest motorcycle manufacturers are using HORNLITE *exclusively* in 1917.

Hawthorne Manufacturing Co.
BRIDGEPORT CONN.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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"*True* Strength Is Power Properly Applied"

It's the lean, lithe, wiry men that win. Those great, husky, musclebound giants may look impressive, but when it comes to a final test, it's a ten-to-one shot that the little fellow is the stronger. Why?

It's all in the *application* of power. The power of steam was always there—Watt applied it. Electricity has been with us since the crack of creation, yet Franklin demonstrated its presence, by applying it.

The inherent strength of steel is tremendous—yet when that strength is not properly applied, or misused, steel becomes wax. All of which is a prelude to the statement that the texture, the molecular strength, of the steel entering into MORROW Coaster Brakes has been tested, re-tested and triple-tested before being used.

Then, after final proof of the goodness of the steel, it is so applied as to utilize its every ounce of power to the advantage of the rider. The mechanical make-up of the MORROW is such that every inch of its large braking surface gets the most service out of the steel from which it is made—every one of the 24-quarter-inch balls is so distributed as to give the utmost smoothness to every part of the brake—in short, the proper application of the power present in the MORROW makes it the strongest brake on the market.

"Test it—then Trust it."

Morrow

Eclipse Machine Company, Elmira, N. Y.

Licensed Coaster Brake Manufacturers

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Questions and Answers

NEW DISCS NEEDED

I FIND that the clutch will not hold on my 1915 twin machine. I have tightened the nuts until they will hardly go any further and still the clutch slips.
Chicago, Ill. A. V. SMITH.

YOU need new friction fabric discs, which you can get at any dealer for your make of machine. See the directions in your instruction book or have the dealer put them in. In re-adjusting the clutch with the new discs, do not tighten the nuts more than is necessary to just take the drive without slipping.

WRITE THE MAKERS

I AM anxious to get the fastest machine possible as I do not want to be passed on the road by anyone. Which would you recommend?
New York. C. K. BUTLER.

WE do not recommend any machine as being faster than another, nor one make in preference to another, and we have not done this since our first entrance into the motorcycle field. We are by no means in favor of speeding on the road, as such a practice is reprehensible and does no good to the sport in general. Your best method of obtaining the information you desire is to write to the various factories and then select the machine you think is the speediest.

WORN BIG END THE CAUSE

ON my 1914 twin motor there is a clicking sound which appears to come from the pin bearing on the crank. I have put in two new bearings, but the click still continues. Please give the remedy.
Dayton, O. C. J. K.

THE chances are that the big end on the forward connecting rod is worn so that it is too large for the outside of the bearing. It will be necessary to put in shims or liners to make the outside of the bearing a snug fit. When doing this, the surface of the bearing must be dressed to fit the shaft. If you cannot do this, have it done at a good shop. *The Motorcycle Manual* gives directions for dressing bearings.

CAUSE OF TIRE WEAR

I DO considerable riding in this part of the country (mountainous for the most part) and find that my rear tire is badly worn in spots. Twice when coming down grade my front chain has snapped and I have had some narrow escapes. The machine is a 1915 twin and is otherwise all right.
Easton, Pa. D. M. HARRIS.

THE fault is either in locking your brake when descending or too hasty an engagement of the clutch when finishing a coast. Both will cause the rear wheel to slide, scraping pieces out of the tire. If the first, do not be so hasty in setting the brake; utilize the motor in gear with spark shut off when descending steep grades. To properly start the motor at the end of a coast, lift the valves and gently engage the clutch. When the motor is turning over pretty fast, drop the valves slowly. Use high gear for this work. The hasty engagement of the clutch may account for the chain breakages. Engage the clutch gently at all times and avoid this.

Another record for Splitdorf Spark Plugs

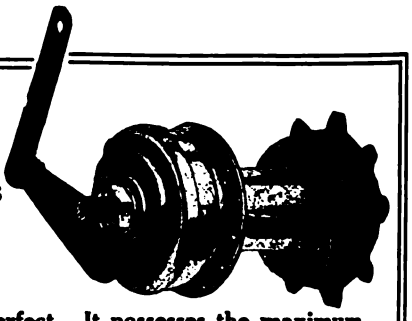
Splitdorf Electrical Co.
Newark, N. J.
Roy Artley using Splitdorf plugs today established phenomenal motorcycle road record San Fran to Los Angeles four hundred sixty three miles ten hours thirty nine minutes. Best train time thirteen forty five. Artley says never touched plugs. Gave perfect service.

A Size and Type for Every Engine

Splitdorf Plugs are made in all sizes and in types to suit every motor cycle, motor car, motor boat, tractor and aeroplane. Upon request we will send you a complete directory, which specifies the correct type to use with each make of engine.

SPLITDORF ELECTRICAL CO.
Newark, N. J.

This Brake Has Every Point In Its Favor



It is mechanically perfect. It possesses the maximum of brake surface which insures a powerful grip. It has unusually large ball bearings which reduce friction to a minimum and thus increase the life of the brake. It is easy to operate, sure of response and smooth of action.
When you buy a

CORBIN

DUPLEX COASTER BRAKE

you know exactly what you are getting. If you don't just ask any man who has ever ridden a bicycle. And that is another point in favor of the Corbin Duplex. It has been tried and tested by thousands upon thousands of bicyclists and never found wanting. Its record is an open book. All can read it. And any bicyclist who has ever had any experience with the Corbin Duplex knows that it is good, that it is an absolutely sound, staunch, reliable brake. Specify it.

Catalog on request.
Write today.

THE CORBIN SCREW CORPORATION
THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York, Chicago, Philadelphia
Makers of Corbin-Brown Speedometers

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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A short rest by the roadside on coast to coast tour.
Harley-Davidson machines, equipped with Prest-O-Lite.

Prest-O-Lite for Motorcycles

Riders on long tours prefer Prest-O-Lite to the uncertainties of other forms of motorcycle lighting. Prest-O-Lite gives you the utmost service and satisfaction. Floods the road far ahead with rich penetrating light. Never fails you in emergencies, never needs any attention that you yourself cannot give, easily, quickly and inexpensively.

Road shocks, jolts and vibration do not lessen Prest-O-Lite efficiency. Due to its simplicity and freedom from trouble, it is at once the most completely practical and thoroughly convenient lighting system for motorcycles.

And it "costs less to buy and less to use."

You can get Prest-O-Lite on any make of motorcycle

Your dealer can make you an equipment combination including, "Prest-O-Lite, a lamp and a good mechanical horn," at a very satisfactory price.

Saves you money when you buy it, and when you use it.

Know all about Prest-O-Lite before you buy any lighting system.

Attractive Business for Dealers

Meeting the demand for Prest-O-Lite is one of the most profitable arrangements a dealer can make. Send for details.

The Prest-O-Lite Co., Inc.

The World's Largest Makers of Dissolved Acetylene

246 Speedway Indianapolis, Ind.

Canadian Office and Factory, Merritton, Ontario

Prest-O-Lite Exchange Agencies Everywhere

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Our Canadian News Letter

HAMILTON HIGHWAY IS SPEEDERS PLAYGROUND

HAMILTON, Ont.—Although the Hamilton-Toronto model highway, extending a distance of slightly more than forty miles, has not yet been formally opened, the inter-city boulevard has become a speedway over which motorists and motorcyclists travel without regard to gasoline economy. To check the already popular flights the commission which controls the roadway has placed four private motorcycle cops along the route. These are also enjoying the speed, as they are qualified to give chase and overhaul everything that exceeds the limit. This form of prosecution has been adopted by the commission in preference to the watchful waiting method of establishing traps along the road. The pursuit game is considered more aboveboard and, withal, more of a sporting nature.

One motorcycle cop rounded up 152 speedsters during the course of his first week's work. Fifty cases were heard at Hamilton; fifty-two at Oakville, forty at Burlington and ten at Port Credit. The fines collected in forty-three convictions at the Oakville Police Court netted the commission $661.85. The fines, in each instance, were not less than $10 and costs. With the exception of salaries for traffic constables, all money collected in this way will be devoted to the maintenance of the model highway.

CANADIANS GET 30-DAY CONCESSION FROM STATES

OTTAWA, Ont.—Once again has the subject of International License Reciprocity been brought before the footlights as the result of an additional concession granted by a Government. The latest privilege extended to motorcycle tourists who desire to cross the imaginary line dividing the United States and Canada has been allowed by the authorities at Washington, D. C., and consists of an extension to the time during which a Canadian rider may use American roads without the necessity of a bond to cover tariff.

Advice has been received from the Treasury Department of the United States Government that customs officials at all points on the border have been instructed to allow Canadian tourists to enter the States for a period of thirty days without bond. A previous order, issued two months ago, provided for a period of twenty-one days but it was found that the Canadian Government had established a time-limit for American visitors of thirty days.

ONTARIO AFTER COUNTIES WITH POOR ROADS

TORONTO, Ont.—The Ontario Government is shoving the farmers out of their ruts, literally speaking. Starting October 1, the officials of the Public Highways branch of the Public Works Department started out after the yeomen who had failed to see the advantages of a good highway out in front of their homes by sending out 100,000 circular letters to residents of counties which had not yet adopted a so-called good-roads program. Twenty-six counties in the Province have decided to take a fall out of Old Man Gumbo and will receive financial assistance from the Government in the matter. Eleven counties are still laboring in the ruck and muck—hence the Government push.

The letters sent out to the good road delinquents form the first feature of an educational compaign. It is hoped to have highway constructional work under way in every community of the Province.

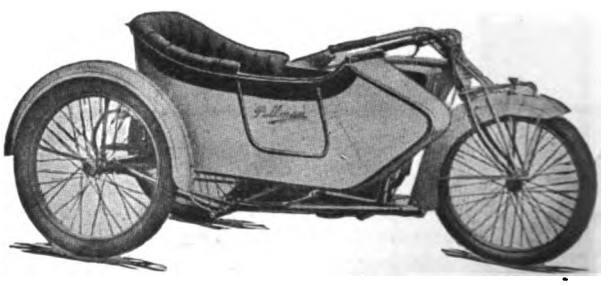
BABB TAKES THE COLUMBIA

PATERSON, N. J., Oct. 3.—Walter Babb, local cycle dealer, has taken the agency for the Westfield Mfg. Company's line of bicycles for the coming year, and will feature the Columbia.

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT.

Sidecars

are becoming more numerous on the road every day. That is the real sign of popularity. It shows that more dealers are realizing the value of such exclusive Pullman features as the Triangular Front Brace.



Pullman features give you real talking points. Don't sell any old sidecar. No matter what motorcycles you sell, stock Pullman sidecars. Riders will appreciate it. Get our deal today.

Harry Svensgaard Sales Corporation
214 Jefferson Avenue East, DETROIT, MICHIGAN

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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THIS MUCH IS CERTAIN

Electric Lamps and an "Exide" Battery furnish the most efficient and reliable light for motor cycle use

"Exide" Battery, Type 3-ZA-5 with cable type terminals

You no doubt realize the numerous advantages of electric light for motor cycle use.

The reliability of an electric lighting system is of course dependent upon the storage battery which furnishes the current.

The "Exide" Battery, type Z, especially designed for this service, is a quality-product, manufactured and backed by the oldest and largest battery maker in the country.

The battery is contained in a one piece, three compartment vulcanite case, having heavy walls and substantially re-enforced.

It is fitted with a one piece cover, having a flange which fits around all sides of each compartment.

The "Exide" Battery is equipped with a flood proof filling plug which overcomes slopping and spilling, and also limits the amount of water that can be poured into a cell to the exact amount needed to replace that lost by evaporation. The result is a clean, dry, and attractive battery.

Motor cycle dealers and users should write us at once and secure the name of the "Exide" Distributor nearest them.

THE ELECTRIC STORAGE BATTERY CO.

New York St. Louis Boston Cleveland Chicago Atlanta Rochester Detroit **PHILADELPHIA, PA.** 1888-1916 Washington Pittsburgh Denver Los Angeles San Francisco Seattle Toronto

Positive Grip

due to the generous design and construction—we think it is the best and strongest rat-trap pedal you ever put your foot on.

The No. 4 Standard

is a big, substantial, motorcycle-type pedal. It stands for the utmost mechanical value.

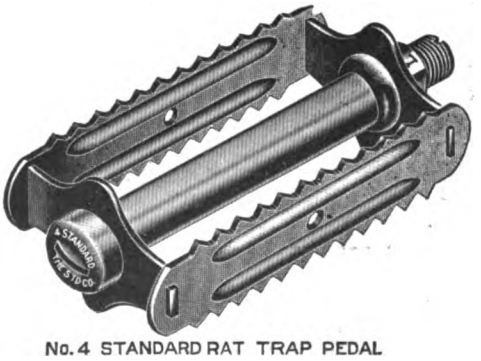
With a pair of these pedals on your wheel you are equipped with correct, up-to-date foot-holds, fairly representative of our business in the cycle industry.

Our products comprise:

Diamond E Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

We are boosters for a "Million Bicycles in 1916"

THE STANDARD COMPANY
TORRINGTON, CONN.



No. 4 STANDARD RAT TRAP PEDAL

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READING STANDARD BOOTH DRAWS THE CROWD

READING, Pa., Sept. 29.—The new 1917 electrically-equipped Reading Standard proved to be one of the chief attractions of the visitors of the Berks County Fair recently held in this city. The exhibit was in charge of the Penn Cycle Company, Reading Standard distributors in the city of Reading and vicinity, who reports having closed numerous sub-agents in his territory.

The booth was attractively arranged showing the various articles entering into the construction of the machine, and although the machine was only put there for display purposes, it resulted in twenty-two sales.

FORT WORTH COMMISSIONER SEES THE LIGHT

FORT WORTH, Tex.—Police Commissioner Jamieson is coming to a realization of the value of motorcycles to the police department and has taken steps to provide more motorcycle men. Some time ago Commissioner Jamieson conceived the idea that patrolmen, horse men and a bicycle squad was all he needed to protect the city, and he organized his department on this basis. Now he says he needs patrolmen, horse men, a bicycle squad and a motorcycle squad. All have work to do that the others can not easily accomplish.

Commissioner Jamieson, in order to provide funds for his motorcycle squad, has curtailed expenses in other departments. One of the first things he did was abolish the office of night chief, and take the $1,800 a year paid to this official and apply it toward the employment to two more motorcycle men. Other useless expenditures have been cut out and the funds thus saved applied on the motorcycle squad, until Commissioner Jamieson now has six motorcycle mounted officers who patrol the streets or keep themselves in readiness at the police stations ready to answer any summons to chase speeders or any other hurry call where the horsemen of the bicycle mounted men could not get there as quick.

REPORTS UNUSUAL DEMAND FOR HIGH GRADE WHEELS

LOS ANGELES, Cal.—The Henderson Motorcycle Sales Corporation, which also carries the Pope motorcycle and bicycle lines, opened the week of Sept. 26 by selling two Pope lightweight motorcycles and a number of bicycles. The company reports an unusual demand for high-grade bicycles, those priced at $35 and upwards. Many of the bicycles sold are being used in commercial service. In fact, 99 out of every 100 sales of bicycles by this company are for business purposes. Two $50 bicycles have recently been purchased by patrolmen who use them on their beats at night.

NEW REGISTERED SHOP

THE Cycle & Supply Company, L. S. Crawford, proprietor, of 30 Arch street, Uniontown, Pa., has just registered its repair shop with the F. A. M., and received number 1250.

DEALERS AWAIT CARLOAD OF DEMONSTATORS

LOS ANGELES, Cal.—The new Harley-Davidson motorcycles are expected to arrive in Southern California some time between the eighth and twelfth of October. Most of the agents will come to the Appeal Manufacturing & Jobbing Co.'s store to get their machines, as they did last season, and there will be some quick work getting the demonstrators unloaded, uncrated and back to the respective home towns of the agents.

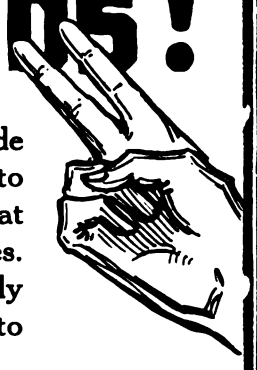
The car will have a demonstrator for every Harley-Davidson agent in Southern California.

PETERIK RETURNS FROM HIS VACATION

MILWAUKEE, Wis.—Louis Peterik, manager of the Mueller Cycle & Supply Company, handling the Harley-Davidson at retail, has just returned from a month's vacation. He is determined to make the 1917 season even better than the one just passed, which will be going some, in view of the firm's excellent record for 1916. In fact, 1916 was the best that the home town Harley-Davidson dealer had, and much of the success can be attributed to Peterik, who took charge at the beginning of the season.

Peterik introduced many sales wrinkles that brought in the business and was strong for window displays. He established a first-class service department as his first step in the managership and enlarged the shop 50 per cent.

SECONDS!



It's not often that the trade gets such an opportunity to stock up on standard tires at such "rock-bottom" prices. Look this list over carefully—it will pay you well to do so.

Firestone Corrugated, 28 x 2½, for BB Rims	$5.50
Federal Studded, 28 x 2½, for BB Rims	5.50
Firestone Non-Skid, 28 x 3, for CC Rims	8.50
U. S. Corrugated, 28 x 2¾, for CC Rims	4.50
U. S. Studded, 28 x 2¾, for CC Rims	4.00
Continental Studded, 28 x 2¾, for CC Rims	5.50

NEW YORK SPORTING GOODS CO.
15 and 17 WARREN STREET NEW YORK, N.Y., U. S. A.
FREDERIC A. BAKER, President — ANDREW C. IMBRIE, Vice President
HENRY T. FOWLER, Vice President — JAMES E. MURRAY, Treasurer

USE QUALITY OIL

The life of a motorcycle depends largely on how it is lubricated.

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS AND GREASES

Are America's leading Lubricants. We've been making QUALITY oils for over thirty years. This experience, expert knowledge and best ingredients go into every drop of HARRIS OILS.

All Good Dealers Recommend Them.

"A Little Goes a Long Way and Every Drop Counts."

A. W. HARRIS OIL CO.,
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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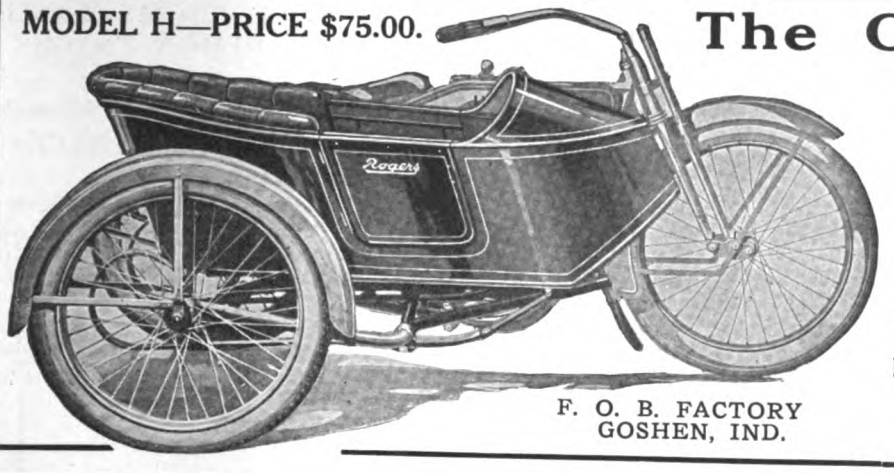
MODEL H—PRICE $75.00.



F. O. B. FACTORY
GOSHEN, IND.

The ONLY Sidecar

The Rogers

is the ONLY sidecar with

All Steel Welded Chassis, One Piece Welded All Steel Body, Curled Hair upholstered, Quick-detachable Ball-Socket, Non Strain connections and other features that make it the only sidecar for the dealer to sell or the motorcyclist to buy.

ROGERS MANUFACTURING CO.
IRVING BECK (Service Station)
1691 Park Ave., New York
337 West Madison St., Chicago

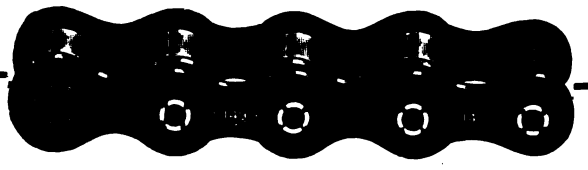
"NORMA"
BALL BEARINGS
(Patented)

Automobile practice may not be the best guide for motorcycle practice—except in the matter of ignition apparatus. In the motor car field, the almost universal use of "NORMA" Bearings in the most reliable magnetos suggests that "NORMA" -equipped magnetos will be found most dependable in motorcycle work.

Are Your Magnetos
"NORMA"-Equipped?

NORMA

THE NORMA COMPANY OF AMERICA
1790 BROADWAY NEW YORK
BALL, ROLLER, THRUST, COMBINATION BEARINGS



"149"

Satisfactory—Reordered

"Enclosed you will find a money order for which please send me the following:

¼" chain No. 149 Recessed Rivets
Double End Connecting Links No. 149
Offset Links for No. 149 Chain
Connecting Links for No. 149 Chain
Extra Spring Catches to the amount of—

I placed an order with you last year and got several riders to try this chain and they were more than satisfied with the results obtained, hence this reorder with several converts for Diamond No. 149.

Hoping to hear from you at an early date as some of these riders will want their chain shortly, I beg to remain."

(*Name on request.*)

Diamond Chain & Mfg. Company
Indianapolis, Indiana

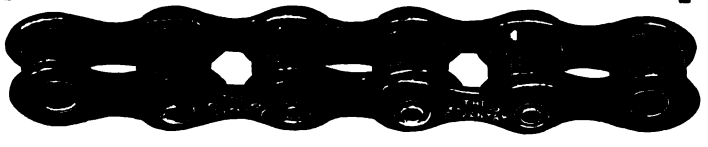
CHAINS!

The value of a motorcycle fitment is fixed by its indispensability. Next to the motor, the chain is the most important part of the motorcycle.

"The Coventry"
"The Motor's True Mate"

is well fitted to carry out its important duties. It is designed for super-service, strongest in the world. Price $1 a foot to the rider.

HERBERT F. L. FUNKE CO.
112 Broad Street, New York



A Word to the Dealer

Every day you let pass without showing an

F-N Tandem

on your new model Motorcycle means a serious loss to you. You not only make a big profit on the Tandem, but it helps sell the motorcycle.

With folding foot rests or footboards $11

Fentress-Newton Mfg., Co.
Detroit Michigan

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WEBBER'S SIDECAR MAKES 100 MILES AN HOUR!

NEW YORK, Oct. 1.—Calvin Webber, who is the mainstay of the motorcycle department of the New York Sporting Goods Co., distributors of the Indian, held a vast crowd of motorcycle enthusiasts intensely interested as he told how his sidecar has achieved the remarkable record-breaking speed of 100 miles an hour today.

There were doubters in the crowd, of course; even some of the fellows who are wont to swear by the Powerplus Indian as capable of performing almost any speed miracle, looked at the speaker askance.

But each of the listeners was forced to admit that the feat was altogether possible when Webber explained that the trip was made down the elevator shaft of the new headquarters of the Indian when someone carelessly rolled a machine through the elevator gate on the fifth floor.

More Bicycle News

NOVEL RACE WILL FEATURE CELEBRATION

SAN FRANCISCO, Sept. 30.—Preparations are under way to stage a bicycle race on Market street on the evening of Oct. 5, under the joint auspices of the California Associated Cycling Clubs and the Downtown Aassociation, the latter being an organization of business men. The race will be a scratch affair, with prizes for riders first crossing certain points in the course. This event will feature the celebration of the recently installed Ryan system of street lighting.

GARDEN CITY MEETS

SAN JOSE, Cal., Sept. 30.—Seventy-five members and guests participated in the rejuvenation meeting of the Garden City Wheelmen, held at their headquarters in Belloli Hall, on the evening of Sept. 27. An exciting roller race was held, each rider going against time. W. Plummer won, turning the mile in 1:15½. George Semondo rode an exhibition mile in 1:17.

GETTING EXTRA LEVERAGE ON A WRENCH

IT is frequently desirable to put a little more power on a nut than the ordinary wrench handle will permit and there are several ways in which this can be done. The leverage can be increased by putting a piece of pipe on the end of the wrench, for one thing, but this usually can only be done with a steel handled wrench.

For either the steel or knife handle wrench, however, the extra leverage can be got by lashing the wrench to a wood beam by strong wire, using three to five wrappings of the wire. The wrench should be placed with its back against the beam and the wire lashings put on between the fixed and movable jaws and close to the end of the handle.

Just a word with regard to this. Don't use a cheap, cast wrench for this purpose, as it will not stand the extra leverage. Only the best forged wrenches can be depended upon.

CHANGES MADE IN SCORE OF N. E. W. ROAD RACE

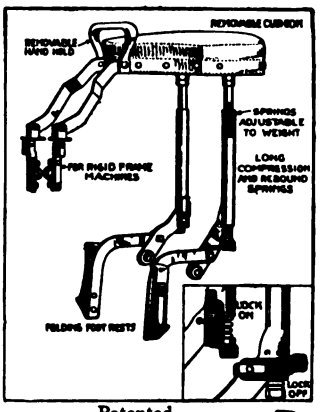
NEW YORK, N. Y., Oct. 2.—M. Kursdorfer, a member of the Acme Wheelmen, claimed to have finished in eighth place in the recent 10-mile road race of the New England Wheelmen, and a photograph of the finish showed him near the front. At a recent meeting of the Inter-Club Amateur Road Racing League, the governing body of road races around this section, the protest was acted upon.

He was awarded tenth place and the new finish changed the standing of the clubs in the contest for the B. F. Goodrich trophy considerably. According to the new ruling, the Acme Wheelmen carried off the team honors with the low score of 44 points, as against 72 before the change.

C. R. C. A. MILEAGE STANDING

NEW YORK, N. Y., Oct. 2.—George Steppello leads in the September mileage returns of the C. R. C. A. Fall competition for the Jacobson medals, which will extend through the months of October and November. Only riders who failed to take one of the Mitchell trophies in the Spring mileage competition are eligible to try for the Jacobson medals. In the national mileage contest of the C. R. C. A., Fred M. Sanborn leads, with W. Winquist second and S. Segal third.

Immediate Deliveries For All 1917 Machines



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Set No. 1
3 tools for tires up to 2½". Per set 25c.
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3 tools for heavy tires. Per set.... 50c.

Ask your jobber
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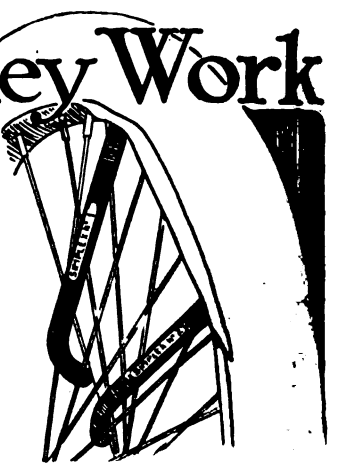

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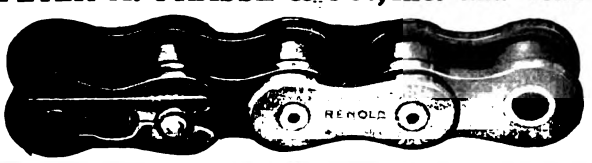

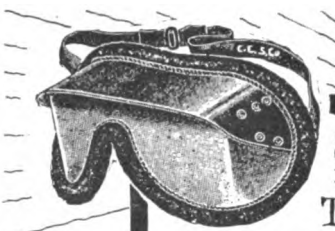

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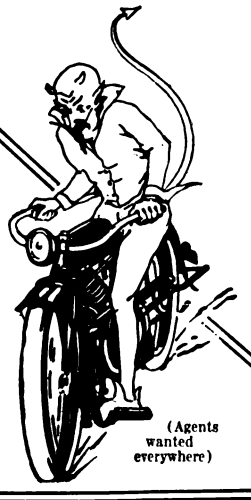

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SPECIAL INDIAN POWERPLUS, guaranteed condition, spring frame, fully equipped. Price $225. William Vom Lehm, 1317 New York Ave., Brooklyn, N. Y.

FOR SALE—1916 Powerplus Indian, 3-speed, electrically equipped; run about 250 miles; a bargain. Write P. O. Box 31, St. Thomas, No. Dak.

INDIAN, 1916 Powerplus twin; spring frame; full electrical equipment; perfect condition. Address E. F. Hallock, care of MOTOR CYCLE ILLUSTRATED.

SMITH MOTOR WHEELS—I have 3 Smith Motor Wheels, will sell cheap for cash. Who wants them? Bargains. Nearly new. Ralph L. Cowles, Canton, Conn.

FOR SALE—Motor Cycle and Bicycle; everything in sporting goods, also repair shop. Vulcanizing plant in connection. Agency for Indian Motorcycles. Will be sold very cheap. D. A., care MOTOR CYCLE ILLUSTRATED, New York.

FOR SALE—One 1915 three-speed electrically equipped Indian; bought new late in Fall of 1915; used solo only; everything in A1 condition; machine never been used hard; will sell for $185 cash money. Reason for selling: bought a new Ford. N. C. Hunt, 636 McKinley Ave., Salem, Ohio.

FOR SALE—1914 short coupled Excelsior Motorcycle, built special for racing; first-class condition, with crate. Good reason for selling. $100. Sandmann, Clay and Broadway, Louisville, Ky.

FOR SALE.—1916 Electrically Equipped Indian, 3-speed and side car, tandem and back rest, air cushion saddle, watch, etc.; looks like new. Cost $420.00, sell for $275.00. Ernest Anderson, Westport, Conn.

FOR SALE—Rebuilt motorcycles. We have a large line of second-hand motorcycles, all thoroughly rebuilt and warranted in A-1 condition, consisting of up-to-date models; Indians, single, 2- and 3-speed; Harley-Davidsons, 2- and 3-speed; also Excelsior in fine condition. Also Indian and Harley-Davidson sidecars and second-hand Cygnet rear cars. Write for description and prices. New York Sporting Goods Co., 15-17 Warren St., New York, N. Y.

SELL CHEAP—Twin Excelsior and twin Yale, both extra fine. Also swell single Harley. Take good shotgun or bike as part pay. Enclose stamp. Be quick. Lee Howell, Jr., 217 Chestnut, Evansville, Ind.

1916 THOR demonstrator in perfect condition, just overhauled, for sale cheap. Also one 1914 Harley two-speed twin. H. A. Denbroeder, So. Braintree, Mass.

HELP WANTED

SALESMAN WANTED—A motorcycle accessories and repair parts house in New York City has vacancy for traveling salesman. Good opportunity for right party. Chance for repairman or motorcycle dealer having salesman's ability. C. M., care of Motor Cycle Illustrated.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—Pierce 4-cylinder; must be cheap. J. K. Hunt, Haynes, N. Dak.

WE WANT 15 copies of August 3, 1916, issue in good condition. Will pay 20c. per copy upon receipt. Motor Cycle Illustrated, 13 Park Row, New York.

STOLEN

STOLEN—Excelsior 15.3 Model, No. 75648, Ohio State license No. 9925. Had 6,400 miles registered. Had dent in tool box where kick starter hit it. Muffler was badly dented. The Bowden wire for brake had piano wire instead stranded. Firestone tires with red tubes; home made clutch cover. $25.00 reward for information leading to the return of machine. Wm. T. Bott, 4855 Guernsey St., Bellair, Ohio.

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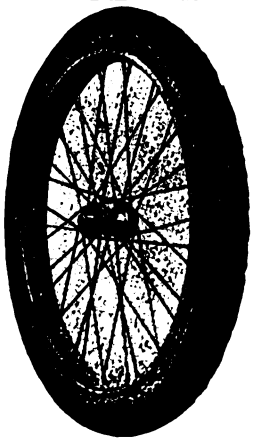
Motorcycle Tires



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The one standard Goodyear Blue Streak Bicycle Tire price—$2.50 everywhere—is desirable for the public for several reasons.

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Another famous manufacturer has adopted our tires.

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MOTOR CYCLE ILLUSTRATED

For the Trade and the Rider

13 Park Row
NEW YORK

Volume 12 **October 12, 1916** **Number 15**

ARMY RIDER TO MAKE 2700-MILE DASH AS TEST

With Approval of Major General O'Ryan, Motorcycle Courier Will Carry Message from Camp McAllen, Texas, to Governor Whitman in Albany, N. Y., Using Sidecar Combination—To Travel Under Military Field Conditions.

NEW YORK, Oct. 11.—The most significant and spectacular test ever given a motorcycle outfit under direct auspices of United States military officials is now being planned, with the enthusiastic backing of Major General John F. O'Ryan, of the New York National Guard, in the form of a dash from McAllen, Texas, to Albany, N. Y. It is the intention to use a Harley-Davidson sidecar combination on which the couriers will carry a message from Major General O'Ryan, now at the Mexican Border, to Governor Charles Whitman, of New York. The machine will be piloted by Dan Dresser, a former member of the First Motor Battery, N. Y. N. G., and more recently in motorcycle dispatch service and on special details for Major General O'Ryan and McAllen.

As the matter now stands, it simply remains for the proper military officials to decide when the test shall be made, and there are indications that it will be put through in about two weeks. The route of approximately 2,700 miles from McAllen to Albany has already been mapped, and practically all the details for the arduous journey have been worked out.

Dresser will have as his passenger Harvey Edwards, another seasoned dispatch rider, and throughout the test the two couriers will operate strictly under military field conditions. Each will carry a full kit, possibly excepting the rifle, and the travelers will pitch camp and sleep wherever they happen to be when their mileage for the day is completed. Each kit will weight 55 pounds; Dresser weighs 174 pounds and Edwards 175, so it will be seen that the outfit will carry an actual load of at least 469 pounds on the trip.

It is understood that the idea of making such a severe test of the motorcycle under military field conditions originated with Major General O'Ryan some time ago, and that his selection of Dresser as the pilot followed a series of remarkable performances by that rider both in mobilization dispatch work in New York State and at Camp McAllen. Dresser is possessed of the skill and daring to carry his message through in the face of all obstacles, and years of actual experience with motorcycles have fitted him admirably to keep his mount in tune under the most severe conditions of travel.

32 MACHINES COVER ANNUAL TRIANGLE RUN

Outing of Providence Riders Over Three-Leg Course Proves a Real Pleasure Jaunt; All to Receive Medals

PROVIDENCE, R. I., Oct. 10.—Thirty-two motorcycles figured in the annual Triangle Run held under the auspices of B. A. Swenson, Sunday, Oct. 8, and the party covered the 132-mile course with no trouble worthy of the name. There was a fair sprinkling of sidecar outfits among the solo machines, and they experienced no difficulty in maintaining the running schedule. The actual running time for the trip was five hours and 45 minutes.

The start was made from Exchange Place, Providence, at 7 a. m., and the first leg, to Boston, was 45 miles long. The first machines arrived in Park Square, Boston, at 8:45. From that point the route led to Worcester, a jump of 44 miles, where the party arrived at noon. The last leg of the trip, from Worcester back to Providence, a distance of 43 miles, was made in two hours.

For the most part good roads were found. From Providence to Boston and on to Worcester the ride was over State highway, and with the exception of a few miles, this section was of good macadam.

(Continued on page 38)

HERE'S A SIMPLE AND INEXPENSIVE MEANS OF GINGERING UP ACCESSORY SALES

THIS is the season when every thoughtful dealer in motorcycles is concentrating his energies upon the broadening of his sales scope for the coming year, and while his business in the new models is naturally his chief concern, he is giving considerable thought to his possible income from accessories and supplies.

¶ In addition to making sure that the instruction book and the price list of parts are placed in the toolbox of every motorcycle that leaves his store, the dealer should enclose also a form letter listing the accessories he handles and which he has found best adapted to the motorcycle, or motorcycles, he is selling. It is possible, in addition, to inclose a circular calling attention to the added comfort and service obtained from the motorcycle through having it equipped with the necessary accessories.

¶ It is obvious that this accessory sales booster would reach the rider at the best possible time—for in a week or two after he receives his mount every real enthusiast is desirous of fitting it out to the limit. If he finds the accessory list, and the interest-stimulating circular letter, in his toolbox, it is quite likely that he will return to the dealer who sold him the machine and open negotiations at once for the additional equipment. In other words, the accessory literature acts as a legitimate business hook in the patronage of the machine buyer.

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SEVENTY-ONE JAUNTERS ON NEW JERSEY RUN

Novel Road Contest, Combining Social Features with Mild Competition, Brings Out Twenty-five Sidecar Combinations, Fourteen Solo Mounts and Two Tandem Outfits—Bronze Medals for Those Finishing on Schedule Time.

NEWARK, N. J., Oct. 10.—Seventy-one enthusiasts "jaunted" through the Garden State with the New Jersey Motorcycle Club on Sunday. They rambled over 204 miles of the best and second-best roads of the State, mounted on 41 motorcycles, there being 25 sidecars, 14 solo machines and two tandem outfits in the field.

Just enough competition was injected into the program to make it interesting. The riders were held to a 22-mile an hour schedule, but there were no secret checkers to worry them. The roads were almost uniformly good, and it simply remained for the contestants to keep in the running and check at four different towns. They were allowed a leeway of 15 minutes beyond the scheduled time.

The outcome of this somewhat novel arrangement was that everybody had a little excitement, and a lot of satisfaction resulted from the fact that many of the finishers were somewhat ahead of time at the various checking points. In other words, the social side of the affair was blended neatly with mild competition, and all hands voted the event a success.

The trade men were out in force. Among those in the line-up were: Carl W. Bush, P. W. Stevens and Lincoln Holland, Jr., of the C. W. Bush Company, Harley-Davidson representatives in Newark; Walter Goerke, of Newark, Indian dealer, and John Steele, the Wigwam man from Paterson; Calvin R. Webber and Wallace Stuart, of the New York Sporting Goods Co., New York City; Watson Kluzek, who represents the Reading-Standard in Newark; J. R. Neis and H. M. Scholl, of the Splitdorf Electrical Company; R. S. Woods, Harley-Davidson dealer in Trenton. Neis and Scholl passed out Splitdorf watch-fobs and, needless to say, were very popular with the riders. Woods joined the party at Trenton and finished the run from that point.

Hatch Did Well

One of the best performances was made by William Hatch, who piloted a Reading Standard with tandem attachment and Rogers sidecar. Mrs. Hatch occupied the tandem seat and three youngsters were carried in the sidecar. In spite of this unusual line-up of passengers, Hatch maintained the 22 mile an hour running schedule throughout.

Among the riders who did not seem able to shake the jinx was Calvin R. Webber, of the New York Sporting Goods Co. Webber was "somewhere in New Jersey" at last accounts, having had a number of encounters with nails. He repaired several punctures in record time, but was unable to keep up with the schedule because of the time lost.

To Get Medals

Bronze medals will be presented to all finishers who complied with the conditions of the jaunt. So much favorable comment has resulted from the program that the New Jersey M. C. has practically decided to make it an annual affair. The New Jersey club and contestants in the run express appreciation of the co-operation given by the B. F. Goodrich Company, which presented each one of the jaunters with a road map of the State on which the course was plainly marked.

The Strong Sidecar Lineup

Following is the list of sidecar entrants, with their machines and chief points of equipment:

Wilbur M. Walden and Harry LeMoine, Harley-Davidson; Bosch magneto, Firestone tires and Troxel saddle.

Lincoln Holland, Jr. and O. W. Stevens, Harley-Davidson; same equipment.

J. R. Neis and H. N. Scholl, Indian;

(Continued on page 38)

KENYON IS RAMBLING AROUND THE U. S. A.

Indian Rider in Northwest Aims to Make Canal Zone Soon—Eight Thousand Miles Since March

LA GRANDE, Ore., Oct. 6.—Cecil T. Kenyon, an Indian rider of Huntington, Pa., is now in this city for a short time, after traveling for 8,000 miles since March 1. Kenyon is "perambulating," to use his own expression, about the United States, going here and there as the fancy takes him. He will leave in a day or two for Portland, and then go south through California and head for the Canal Zone. If he can get through to Panama, he will then ride back to New York, he states.

Kenyon left Huntington on March 1 with a new machine shod with Goodyear Blue Streak tires. For three days he steered for Akron, O., and after resting there rode to Cheyenne, Wyo., over the Lincoln Highway. He then went to Colorado Springs, and Denver, spending considerable time at both places. Yellowstone Park, Billings, Mont., Spokane, Walla Walla and Elgin were also visited and the Blue Mountains crossed over the Toll Gate road. Kenyon is visiting relatives in this city.

After 8,000 miles his tires are in first class condition. He says that Wyoming holds the palm for rough roads, the surfaces in that State being worse than in any part of the U. S. A. he has ever traveled. He is breaking no records, but is "Seeing America First" by motorcycle.

FINE CYCLE OUTLOOK IN SOUTH AMERICA

Experienced Trade Traveler Says Latin-American Motorcycle Business Can Be Held Permanently

NEW YORK, Oct. 10.—Luis B. Cintron, manager of the Latin-American department of the Harley-Davidson Motor Company, dropped in at the office of **Motor Cycle Illustrated** a day or two ago preparatory to sailing for South America, where he will spend six months in travel in the interest of the Milwaukee factory.

Mr. Cintron is highly optimistic over the outlook in South American countries, and states that the credit bugaboo, which has bothered some United States manufacturers, is not interfering in the least with Harley-Davidson sales. He reports that South America is already pretty well covered by Harley-Davidson agents, and that his work is to be largely along educational lines. Every other Harley-Davidson motorcycle now sold in South America is now equipped with a sidecar, according to Mr. Cintron's records.

"How about England, Germany and France cutting into our business with low-priced motorcycles after the war?" the traveler was asked.

"Nothing to it," he replied, "if we take care of our present opportunities. If we deliver the goods and make real friends of our representatives in South America, we can go on selling them United States motorcycles indefinitely. Now is the time to cement our relations with them."

ELLIS JOINS N. Y. SPORTING GOODS STAFF

NEW YORK, Oct. 10.—George A. Ellis, the New York State F. A. M. commissioner and all around motorcycle booster, has joined the sales force of the New York Sporting Goods Co. Ellis is attached to the accessories and parts department of the New York Indian distributor, where he undoubtedly will be given ample opportunity for a full display of his talents and experience along motorcycle lines.

OUTLAW RACES WIN RIDERS A YEAR SUSPENSION

CHICAGO, Oct. 9.—As a means of putting a stop once and for all to outlaw motorcycle racing, Chairman John L. Donovan, of the F. A. M. Competition Committee has inaugurated the plan of suspending every rider who participated in an unsanctioned meet for a full year. And to make it emphatic that he means to live up to his word, Donovan has suspended no less a personage than Floyd Clymer, who hung up a new mark for the 100-mile distance at Dodge City this year and who more recently won the Pike's Peak hill climb.

Clymer took part in an outlaw meet at Douglas, Wyoming, a week ago. Frank Kunce, who has made no mean name for himself in racing circles this year, also drew a suspension along with Clarence Johnson and a dozen lesser lights.

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TAYLOR JOINS THE INDIAN ADV. STAFF

Newspaper Man, with Broad Editorial and Reportorial Experience, Succeeds A. R. Metcalf

SPRINGFIELD, Mass.—John M. Taylor, formerly connected with the reportorial and editorial staffs of various newspapers, has joined the advertising staff of the Hendee Manufacturing Company, at the company's home office in Springfield, Mass., where he succeeds A. R. Metcalfe, who has become one of the advertising experts of the Fisk Rubber Company.

Mr. Taylor broke in with the Springfield Republican in 1910, after leaving De

John M. Taylor

Pauw University. He was later with the New Bedford Standard, The Page Company, book publishers; editor of the Twentieth Century Home and Farm; associate editor of Up-To-Date Farming; assistant city editor of The Rochester Herald, and editorial writer of the Brockton Times.

CRIST ON COMMERCIAL SALES POSSIBILITIES

CHICAGO, Oct. 10.—That commercial motorcycle sales possibilities are practically unlimited and that the dealer who does not take full advantage of the opportunity offered by this big and ever increasing field is passing up a real big opportunity, is the sum and substance of R. C. Crist's view of the situation as it exists today. Crist handles the Excelsior in Chicago and Cook county and has recently taken on the Henderson for the Windy City.

Backing up his assertions with concrete evidence of the possibilities, Crist pointed to some of the sales he has made recently. There were five machines sold to the Public Service Co. of Illinois; an even half dozen with sidevan equipment to the Fisk Rubber Co. for tire service work; and single machines to each, the Studebaker Corp., Brazil Tire & Repair Co., Coop Advertising Co., Mitchell Automobile Co., Winton Automobile Co., Maxwell Automobile Co., and several machines to Louis Geyler Co.

The R. C. Crist Co. is planning to open up several new branches in various parts of the city so as to give Excelsior and Henderson riders the maximum of service.

MATTHEWS HURT AT MEMPHIS MEET

Chicago Veteran Hits Wilcox's Machine and Fractures Skull —Stokes and Wolter Also Fall on Bad Track

MEMPHIS, Tenn., Oct. 5.—"Shorty" Matthews, one of the best known motorcycle racers in the country and an old hand at the game, was so badly injured when his machine struck the disabled motorcycle of another rider at the Tri-State Fair meet here yesterday that he will never race again. Matthews sustained a fractured skull and a triple fracture of his leg; his injury was so bad that it was found necessary to remove his left eye. Every hope, however, is held out by the surgeons for his recovery, provided complications do not set in.

Glen Stokes, the speedy Excelsior racing man, also was injured when his machine skidded on the turn; his hurts, however, proved slight.

Matthews' accident is just another case in point against the use of high powered machines on mile tracks. He was astride an Indian riding for all he was worth in the 25-mile free-for-all when he struck Edward Wilcox's machine which had just been wrecked. Wilcox escaped unscatched when his machine went bad, but had not time to remove it from the track before the speeding Matthews crashed into it. Matthews was thrown high in the air and fell in a crumbled heap. The other riders were flagged off the track to prevent their running down the injured rider.

Stokes' accident occured in the 20-mile free-for-all. It came near to being a repetition of Matthews' accident, for Joe Wolter struck Stokes' machine a glancing blow but managed to keep to his saddle.

CROCKER TAKES OVER HANSON BUSINESS

KANSAS CITY, Mo., Oct. 9.—Al Crocker, district manager for the Hendee Manufacturing Co. today took charge of the affairs of the Indian Motorcycle Sales Co., succeeding to the business of the late Charles Hanson who was killed in a motor accident a little over a month ago.

The move means that the Hanson Wigwam will act as a distributing station out of which Missouri and Kansas territory will be served with Crocker as the directing head. The personnel of the local Indian wigwam will remain unchanged, it is understood.

TWO BIDS ENTERED FOR WAR MACHINES

Harley-Davidson and Indian Only Offer to Supply Machines for Fort Bliss Use—Indian Bid the Lower

NEW YORK, Oct. 10.—That just two bids were entered for the latest order for military motorcycles and motorcycle equipment to be given out by the United States Army was disclosed when the bids were opened at 11 o'clock this morning at the Quartermaster's office in the Army Building this morning. The bids were entered by the Harley-Davidson Motor Co., of Milwaukee, and the Hendee Mfg. Co., of Springfield, which was lowest.

The bids called for ten three-speed twin-cylinder machines in all for use at Fort Bliss. Six of the machines were to be fitted with tandem attachments, one was to be equipped with a forecar, another with a rearcar and the remaining two with sidecars. The equipment called for Prest-O-Lite tanks, head and tail lamp, warning signal, an oil lamp, and a speedometer.

"Shorty" Matthews, Indian Rider Hurt at Memphis

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The Weekly

NEWSY EXPLOITS OF THE CAMERAMAN

REEL 1, Scene 1—Cornering of the sort that is possible only with the Flxible sidecar. The machine is an Emblem twin and the photo shows clearly the "why" of the Flxible principle.

Scene 2—"Somewhere in France" with a happy contingent of British officers who fully appreciate the service of the double-opposed Douglas motorcycle which is lovingly called the "family bus."

Scene 3—A peaceful view of troubled Mexico, depicting a group of American motorcyclists in front of an ancient church in the village of Islita, Southern California. The pueblo was the home of Tigura Indians, all of five centuries ago, and the church was erected nearly three centuries ago by the Franciscans.

Scene 4—This Cygnet Rear Car was the first one of the type that Los Angeles caught sight of. Needless to state, there are many in the Angel City now and the number, both of pleasure and commercial types is on the increase.

Scene 5—Showing how John E. Hogg, police reporter for the Los Angeles *Express and Tribune*, scores many a beat on his contemporaries by virtue of his use of an Indian Power-plus twin. Hogg, who is an experienced motorcyclist, finds the motorcycle indispensable in his work.

Scene 6—A "close up" of Paul W. Westfall, who rode to victory on his Henderson in the Vallejo road race.

Scene 7—The sign on this Henderson with Miller Triplex seat says "Akron to God Knows Where," the designation being New York City. The pilot is Claire Conlon and the passenger a Rubber City friend.

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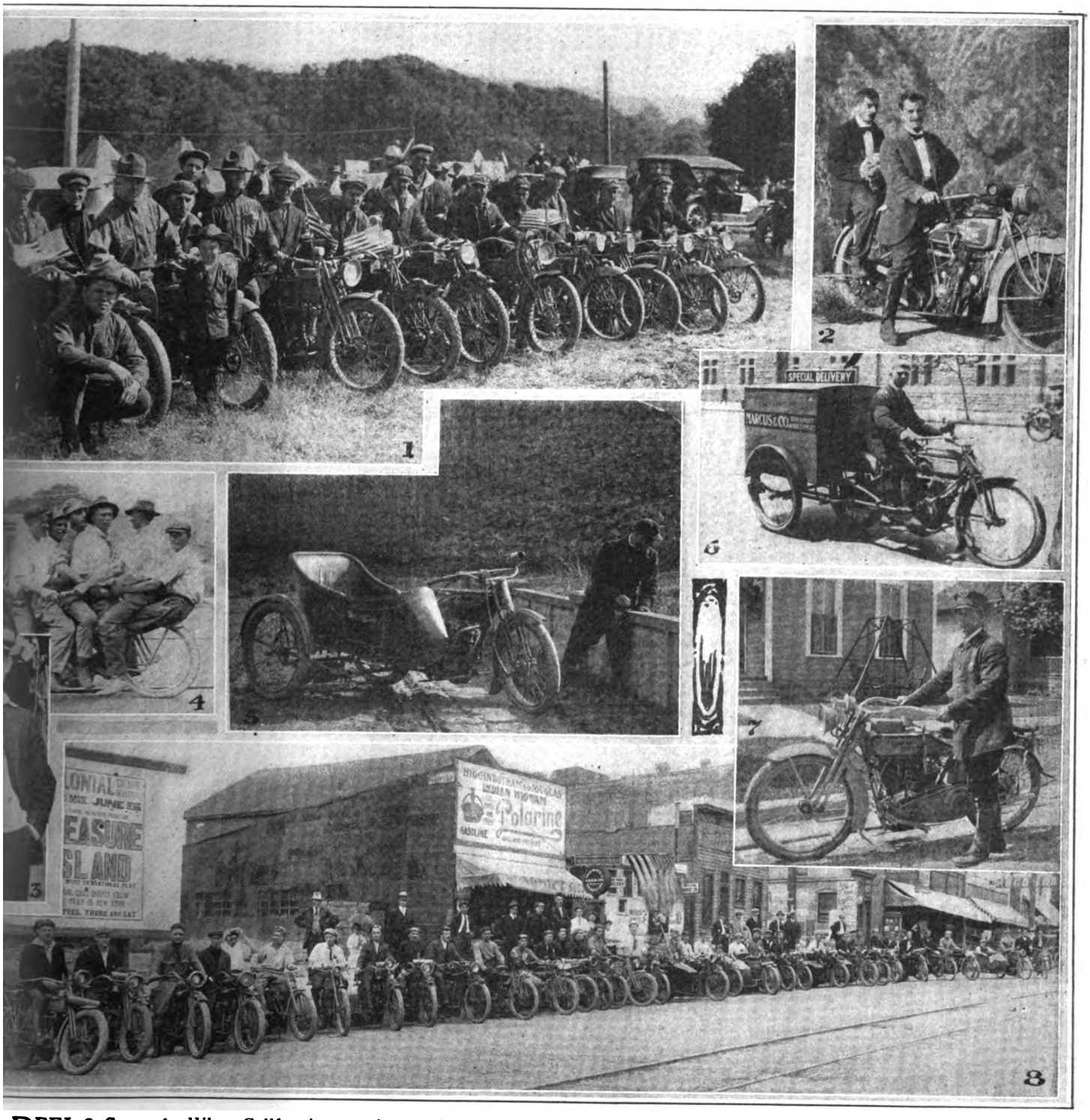
Motograph

PRESENTED IN TWO REELS ~ ~



REEL 2, Scene 1—When California organized a citizen army to be whipped into shape at the training camp at Monterey, this motorcycle escort accompanied the rookies from San Francisco to the camp.

Scene 2—The outbreak of the Great War interned this Teuton couple in America. Nothing daunted, they bought a Big "X" and are spending their time touring the United States.

Scene 3—This is the attitude Walter Andrews, Toronto distributor for the Harley-Davidson, assumes when he sees a prospect in the distance.

Scene 4—This triple trio of Toledo, Ohio, riders put their single cylinder Harley-Davidson to the hard test shown in the picture. The total weight of the nine riders aggregates 1,350 pounds, and bearing that burden the machine successfully negotiated several steep gradients with various kinds of surfaces.

Scene 5—"Built and tested in the mountains" has been the Reading-Standard slogan for years and the scene depicts D. Gephart, an R-S booster, in the act of proving that the slogan is no idle boast.

Scene 6—An instance of the versatility of the Cygnet Rear Car. The carrier shown was sold to the typewriter concern by the Pioneer Motorcycle Co., Philadelphia.

Scene 7—Kokomo, Indiana, is proud of her Harley-Davidson mounted motorcycle police squad. The photo is of Bert L. Etchinson, Secretary of the Police Department.

Scene 8—Higginbotham & Douglas, Indian dealers of Waukegan, Ill., believe in fostering the "motorcycling" spirit as against Indian spirit. The result is the lineup of permanent customers riding all makes shown in the snapshot.

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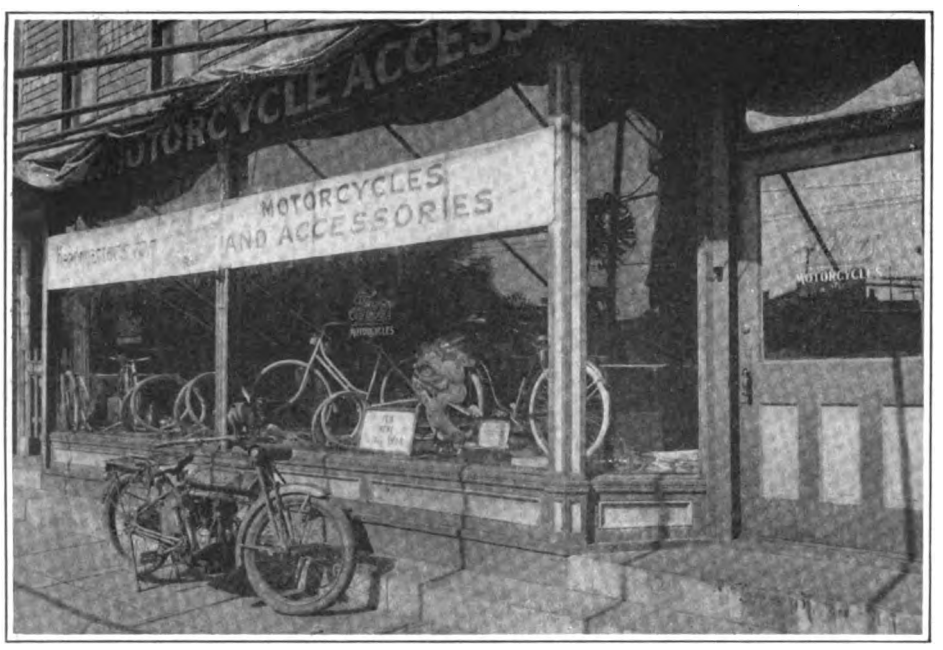
NEW THOR DISTRIBUTORS FOR NORTHERN OHIO



Extensive Front of Moritz Motorcycle Garage, at 4506 Detroit Avenue, Cleveland

CLEVELAND, O., Oct. 10.—Announcement has just been made that the new representative of the Aurora Automatic Machinery Co. in Cleveland is the Moritz Motorcycle Garage, 4506-8 Detroit avenue, the up-to-date agency shown in the accompanying photograph. This company, which has long ranked as one of the most prosperous and progressive in the Middle West, has made arrangements to conduct an extensive sales campaign and is confident that the Thor models for 1917 will pave the way for big business. The Moritz company will act as distributor for the Thor in ten counties in the Northern part of the State.

Sales Manager O'Hare, of the Thor, recently spent several days in Cleveland and is much elated over the outlook for the coming season. Ten Model 17-U Thors have already been shipped to Cleveland, and Mr. Moritz, who is one of the veteran dealers of the State, is confident that this shipment will be only a "drop in the bucket," so to speak, when Thor sales in his territory strike their gait for the new season.

FISK INCREASES ITS CAPITAL BY $24,500,000

CHICOPEE FALLS, Mass., Oct. 9.—By action taken by the stockholders of the Fisk Rubber Company at a special meeting called for that purpose, the capital stock of the company has been increased by $24,500,000. Of the total increase in stock, only $7,500,000 is to be issued at once, the rest to remain in the treasury. Of the new stock $7,500,000 is to be convertable first preferred, of which $5,000,000 will be issued, and $5,000,000 preferred, of which half will be issued. There will be $12,000,000 in common stock which will remain in the treasury for the time being.

Holders of the present outstanding stock will be offered the privilege of subscribing to the new second preferred at the ration of one share of new stock for every four shares common and second preferred owned in the aggregate. The new first preferred stock is to be offered to the public.

Cash raised by the sale of the new issues will be used in the normal operations of the business which has grown so that additional capital is necessary.

NEW DEPARTURE FEST DRAWS A GREAT CROWD

Magnificent Spread Attended by 2,700 Employees of Coaster Brake Makers—Eighty Lambs Are Roasted

BRISTOL, Conn., Oct. 12.—Records were broken at the big New Departure barbecue, held here Saturday, Sept. 30, when 2,700 employees of the New Departure Mfg. Co. sat down to an old-fashioned barbecue dinner of grilled lamb and all the trimmings from soup to the delicious dessert. A competent committee recruited from the company officials and department heads was in charge of affairs.

Eighty spring lambs were stretched on skewers and placed over a 328-foot trench which was filled with burning charcoal. Nine thousand ears of corn were cooked and served in addition to 2,000 of the canned variety. Thirty bushels of potatoes were boiled in big vats, and the bakers in this locality were busy making a thousand or more New England pumpkin pies—and what pies they were!

A miniature ice house was erected on the grounds and the beverages were kept to a nice, cool temperature. The company furnished everything for the day and the 2,700 present were loud in their praises of the spread, which was authorized by President DeWitt Page. Following the gigantic spread a program of athletic sports was provided.

INDIAN CHIEFS POW WOW AT HEDSTROM ESTATE

Left to Right, J. H. O'Brien, F. J. Weschler, J. A. Priest, E. M. Jackson and Oscar Hedstrom

SPRINGFIELD, Mass.—Last week-end Oscar Hedstrom, the Indian Wizard, gave a small party to his fellow chiefs of the "big wigwam" at his beautiful country estate in Portland, Conn.

Those present were F. J. Weschler, W. H. Wells, J. A. Priest, J. H. O'Brien and E. M. Jackson. A trip of inspection over Hedstrom's large modern farm was the first event on the program, followed by a dinner party in the big white house on the hill.

The party returned to Springfield by auto, bearing testimony of the liberal hospitality and with praise for the beautiful estate that Mr. Hedstrom has established.

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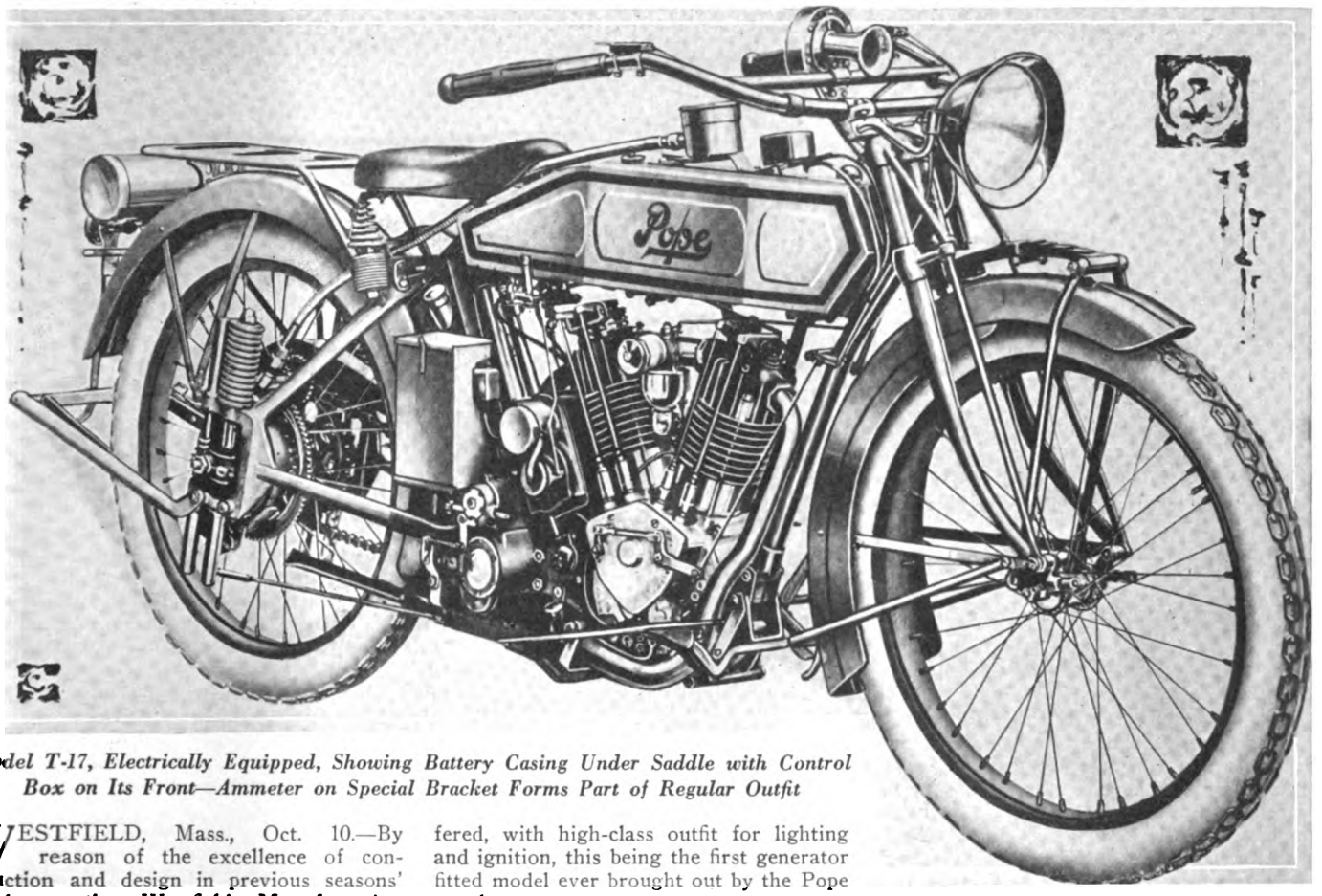
POPE OFFERS ELECTRICALLY-EQUIPPED MODEL

Westfield Factory Announces Three-Speed Twin with High-Class Lighting and Ignition Equipment —Improved Gear Shift, Cut-out and a Front Wheel Stand on Model T-17—Direct Acting Starter on Single-Geared Twin—Footrests and Detachable Oil Pump on Lightweight



Model T-17, Electrically Equipped, Showing Battery Casing Under Saddle with Control Box on Its Front—Ammeter on Special Bracket Forms Part of Regular Outfit

WESTFIELD, Mass., Oct. 10.—By reason of the excellence of construction and design in previous seasons' products, the Westfield Manufacturing Company has made but few radical changes in the Pope line of motorcycles for the coming season. However, an electrically-equipped three-speed twin, is offered, with high-class outfit for lighting and ignition, this being the first generator fitted model ever brought out by the Pope people.

In the three-speed twin, Model T-17, there is an improvement in the gear shift, a new type of muffler cut-out, a front wheel stand and reinforced footboards.

WHAT POPE DESIGNERS ARE OFFERING FOR THE NEW SEASON

Model T-17, three-speed twin	**$275**
Model T-17, electrically equipped	**320**
Model TM-17, three-speed single	**240**
Model L-17, single-geared twin	**240**
Model L-17, Special	**250**
Model M-17, single-geared single	**210**
Model H-17, Lightweight	**140**

EQUIPMENT

GENERATOR—On T-17, Electrically Equipped, Splitdorf, Splitdorf Electrical Company, Newark, N. J.
BATTERY—Wico, Witherbee Igniter Co., Springfield, Mass.
LAMPS—Solar, Badger Brass Mfg. Co., Kenosha, Wis.
HORN—Benjamin Electric, Benjamin Electric Co., Adrian, Mich.
AMMETER—Splitdorf, Splitdorf Electrical Co., Newark, N. J.
CARBURETER—Schebler, Wheeler & Schebler, Indianapolis, Ind.
CHAINS—Duckworth, Duckworth Chain & Mfg. Co., Springfield, Mass.
SADDLE—Troxel, Troxel Mfg. Co., Elyria, O.
SPARK PLUG—Splitdorf, Splitdorf Electrical Co., Newark, N. J.
SPOKES AND PEDALS—Diamond E, Standard Company, Torrington, Conn.
RIMS—Mott, Mott Wheel Works, Utica, N. Y.
BEARINGS—S. K. F., S. K. F. Ball Bearing Co., New York.
HUBS AND BRAKE—Corbin on larger models, Corbin Screw Corporation, New Britain, Conn.
TOOLS—Mossberg, Frank Mossberg Company, Attleboro, Mass.
BELT—Spartan, Graton & Knight Mfg. Co., Worcester, Mass.

On the Model L-17, the single-geared twin, a new type of segmental starter is used, while on the Lightweight, Model H-17, footrests are provided and an oil pump detachable from the tank is fitted. On all models, the color scheme for 1917 is Pope gray with a dark slate stripe, bordered with red.

The following are the models for the new season: Model T-17, three-speed twin, $275; T-17, electrically equipped, three-speed twin, $320; TM-17, three-speed single cylinder, $240; L-17 single-geared twin, $240; L-17 Special, single-geared twin, $250; M.17, single-geared single cylinder, $210; H-17, single-geared, single cylinder with V-belt drive, $140.

Three-Speed Twin

On Model T-17, the twin and three-speed gear, the chief change has been made in the gear shift. The position of the shift lever has been changed and the construction of the control has been altered. The hand lever is brought back nearer the saddle, so as to be within easy reach of the driver, thus making shifting more convenient and rapid than ever. All intermediate rods and levers have been eliminated, resulting in a direct and positive shift from the hand lever to the gearset.

The muffler cut-out on this model has been so modified as to be operated by a

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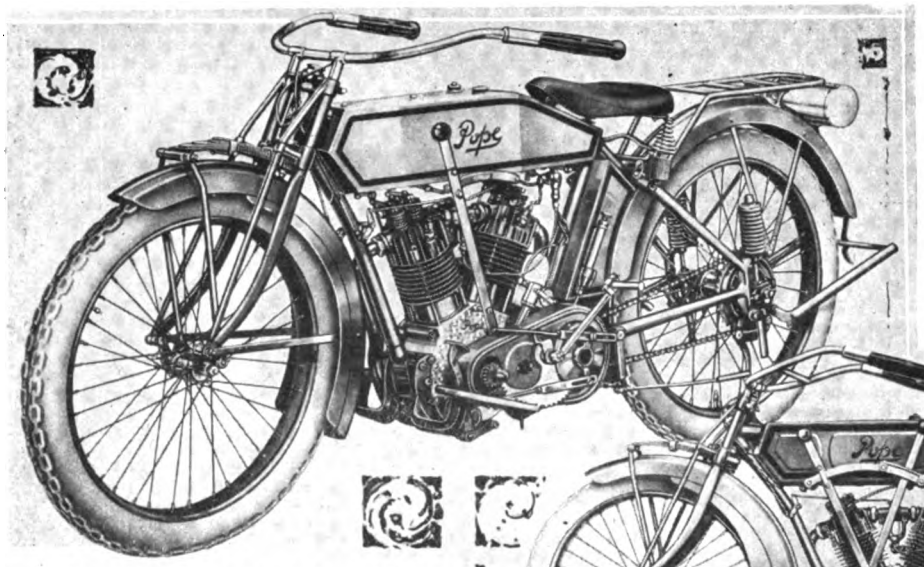
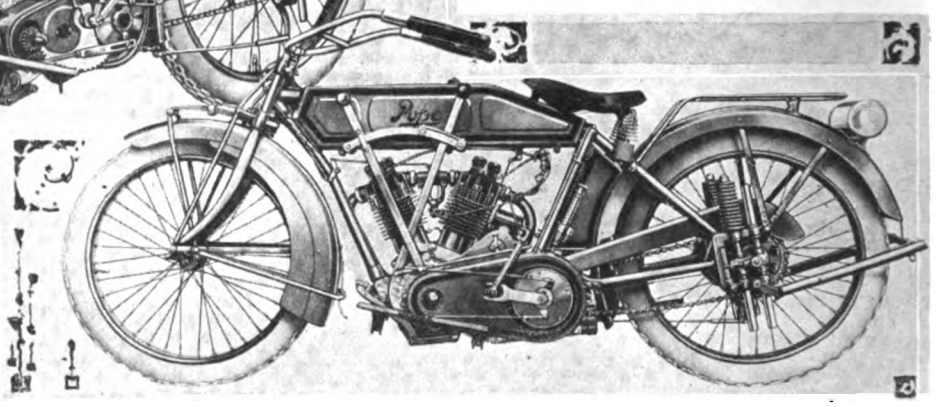


Above, Pope Model L-17 Single-Geared Twin Which Has New Segmental Starter and Spring Frame



Below, Clutch Side of Three-Speed Twin Showing New Shift Lever Position and Classy Lines

lever which extends toward the footboard, instead of by a push-button as heretofore. This construction not only gives greater leverage for compressing the cut-out spring, but the lever is so situated that it can be held down by the heel without lifting the foot from the footboard. When the slight pressure is released the cut-out automatically closes, thus tending to minimize the indiscriminate use of the cut-out.

New Stand Construction

It has been the Pope policy to make improvements at any time during the year that opportunity presents, and one mid-season improvement which will be continued for 1917 is the Jack-stand. This easily operated stand has a secondary member which is dropped when the machine is ready to be put on the stand; foot-pressure then applied to the stand proper lifts the rear wheel from the ground, and the machine goes into position with a slight backward pull. In addition to this Jack-stand, a front wheel stand is fitted.

The long and comfortable footboards which were a feature of the 1916 twin model with three speeds are continued for 1917, but with an additional stiffening rib which adds greatly to their strength and solidity.

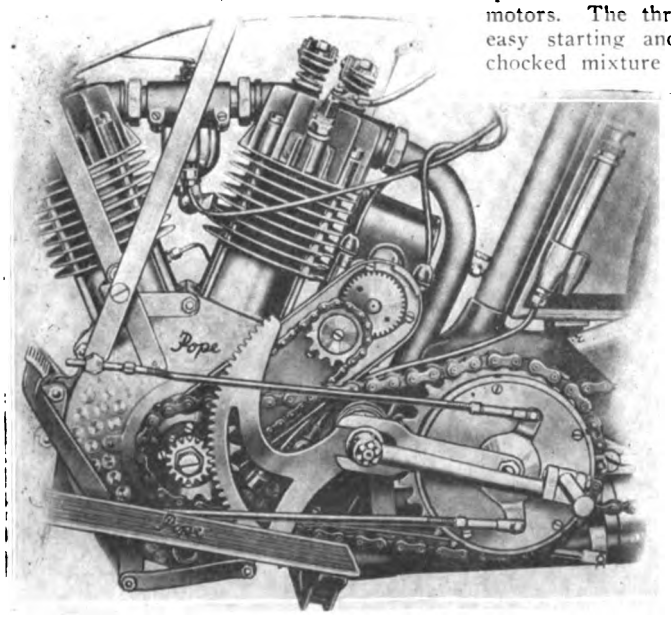
Carbureter Changes

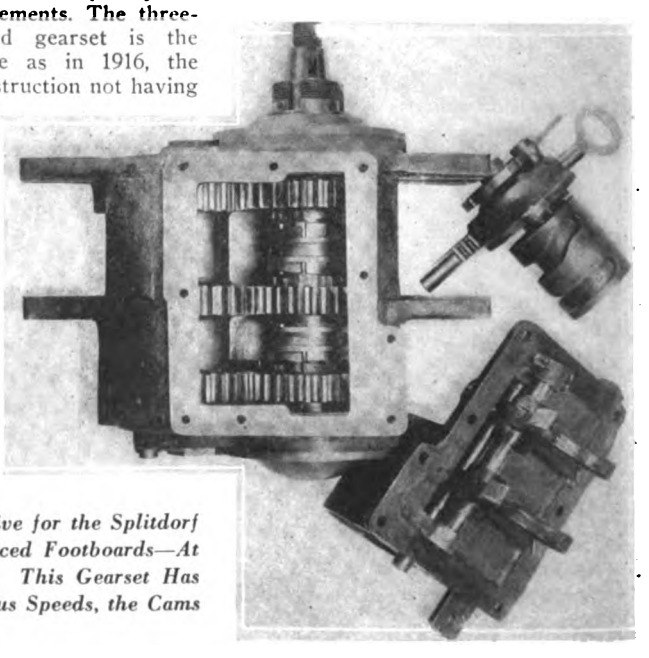
The motor on Model T-17, needless to say, is of the overhead valve type with characteristic Pope lines and high efficiency. This type of motor, from which 18 horsepower has been obtained, is even more carefully constructed than before. A new type of Schebler carbureter is fitted, having a three-point air-valve stop and a special form of fuel-valve cam for Pope motors. The three-point stop permits of easy starting and the use of a partly-chocked mixture with a cold motor, also for changes in mixture to meet temporary requirements. The three-speed gearset is the same as in 1916, the construction not having needed alteration. However, greater strength and long life have been obtained by a new process of heat treatment.

The typical Pope spring frame construction, which has proved so satisfactory each season since its introduction, is, of course, retained for the new season. The construction incorporates helical springs mounted upon guide rods fastened to the axle yokes and traveling up and down between the jaws of the frame brackets. These guide rods, together with an extra pair which prevent sidesway, run through long bushings, which not only keep them constantly lubricated, but are so sealed with packing that dirt or other foreign matter cannot work its way into the bushings. A particularly important eccentric adjustment with anti-friction rollers makes it possible to keep the rods running true at all times.

Features Retained

The usual Pope provisions of knockout front and rear axles with cones that lock on a sleeve independent of axle connection; chrome vanadium steel spring fork with reinforced sides of the same alloy; combination hand and foot control of clutch-brake and gear-lock, with automatic hand-lever brake lock permitting the driver to hold a sidecar outfit when dismounting on a steep hill; ¾-inch pitch chains; double tanks; gasoline strainer; special saddle hanger construction and front mudguards





Directly Above, the Powerplant of Model T-17 with Chain and Gear Drive for the Splitdorf Generator, Direct-Acting Starter, Dual Clutch Control and Reinforced Footboards—At Right, Three-Speed Gearset, Cam Mechanism and Shifting Forks. *This Gearset Has Pinions in Constant Mesh and Employs Dog-Clutches for the Various Speeds, the Cams Moving the Shifting Forks Progressively.*

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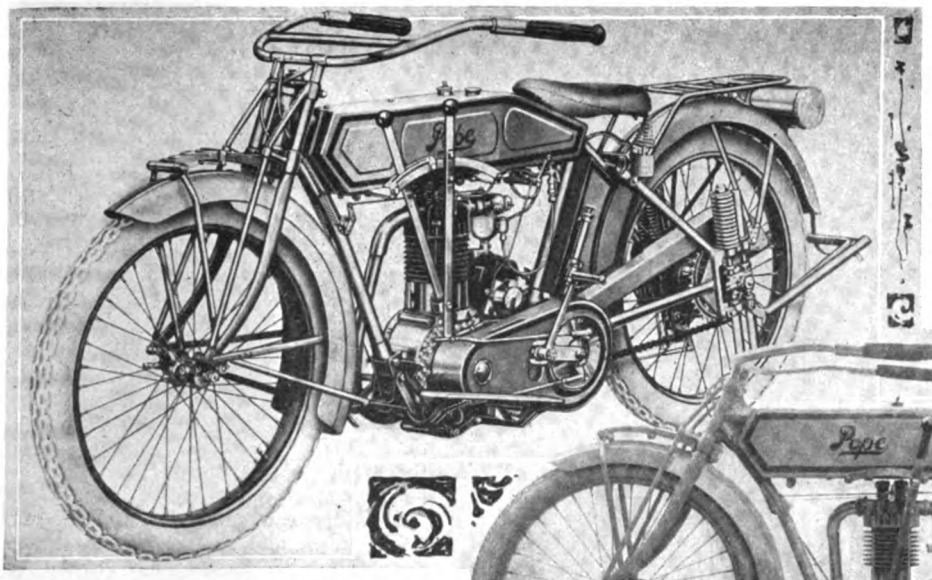
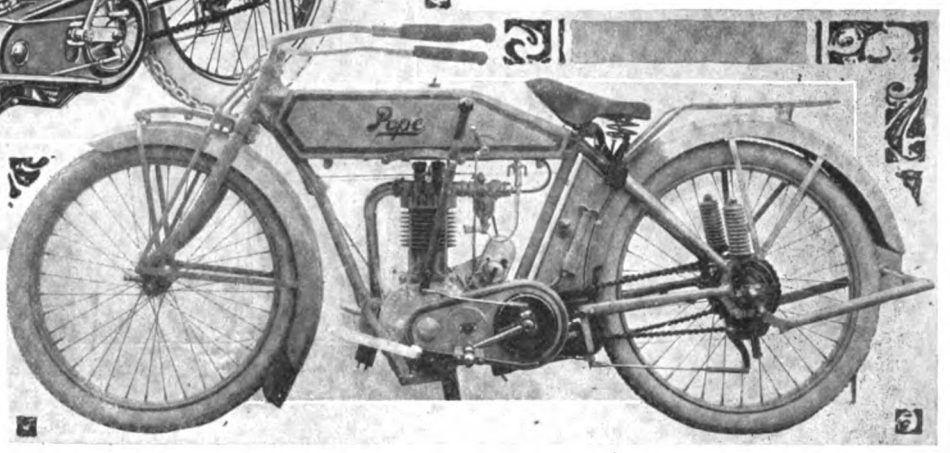


Three-Speed Single Cylinder, Model TM-17, Which Is Similar ot Twin Model T-17 Except in the Powerplant



Below, Model M-17, Overhead Valve Single with Clutch and Pedal Starting Gear. It Develops 10 Horsepower

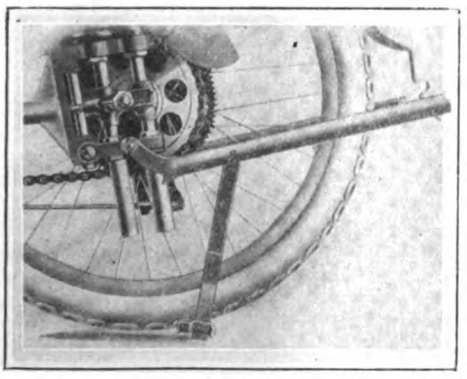
with splasher panel are continued for the new season.

At a time when an increase in prices has become an accepted fact, the Westfield Manufacturing Company offers Model T-17 at the same price as last year—$275.

Electric Model

In offering an electrically-equipped Pope motorcycle for 1917, it has been the object of the company to select for each item of equipment one that will be in keeping with the high standard of excellency and performance of the machine itself. On the Model T-17, electrically equipped, accordingly, the Splitdorf combination ignition and generator unit, Wico storage battery, Solar electric head and tail lights with Pope headlight bracket, Splitdorf ammeter, Benjamin electric horn and a special wiring set from Splitdorf for the Pope motorcycle have been provided. The ammeter, it should be noted, is included in the regular electric equipment.

Model T-17, with electric equipment as



Pope Jack Stand

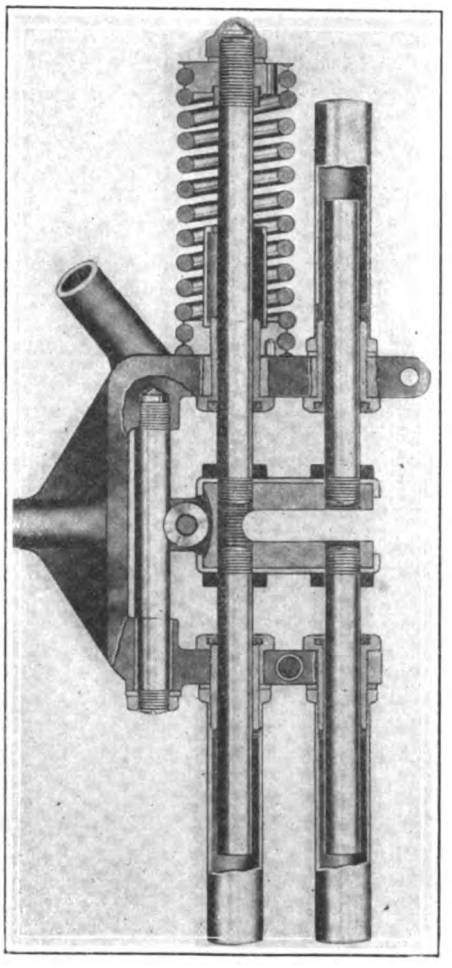
above, lists as $320. As extra equipment, the Corbin-Brown speedometer with special Pope rear drive is supplied when desired.

Three-Speed Single

All that has been said of the features and refinements of Model T-17 may be applied to the single cylinder Model TM-17, fitted with a three-speed gearset and other features of the multi-speed twin model, but with the change in powerplant mentioned.

This Pope three-speed single cylinder mount makes a remarkably efficient and satisfactory machine, the motor developing close to 10 horsepower. The TM-17 lists at $240, which is exactly the same price as that of the corresponding 1916 model.

The single-geared twin Pope for the new year, Model L-17, in general is similar to that of the season just passed, the changes made being in the nature of small refinements which add materially to the length of life and higher power output. A sector type of starter, acting directly on the motor is the chief improvement for 1917, this starter following the principles which worked out so well on last year's three-speed twin. It should be noted that this direct starter can be fitted to any of the past models of the L series. The forksides are now of vanadium steel reinforced and there are side splashers fitted to the front mudguard. The Pope spring frame and spring fork is naturally continued on this model. The list price is $240.



Section of Pope Spring Frame

Model L-17 Special bears the same relation to the L-17 as the mid-season L-16 Special bore to Model L-16, in surplus of power, speed and hill-climbing ability. It has a new segment starter and there have been made such changes in the cylinder head and carbureter construction as to bring the power output to between 17 and 18 horsepower on the average motor at about 2,900 revolutions per minute. The price of Model L-17 Special is $250.

Model L-17 Special

Vanadium steel reinforced forksides, a front mudguard with side splashers, new cam and valve spring design mark the Model M-17 changes from its preceding model. The average motor for this machine shows by actual test over 10 horsepower, at close to 2,600 revolutions per minute. It has the characteristic Pope spring fork, overhead valve motor, Pope rear suspension and control. It is offered as an all-around machine for the solo rider, at $210.

Model H-17, the success of many successful models of Pope in the H series, has needed practically no change in construction, but a refinement in the shape of aluminum footrests has been added. The oil tank has been so modified as to permit the use of a detachable pump, eliminating any possibility of leakage at the point of attachment. This pump is the same as fitted to all the higher-priced twin cylinder models.

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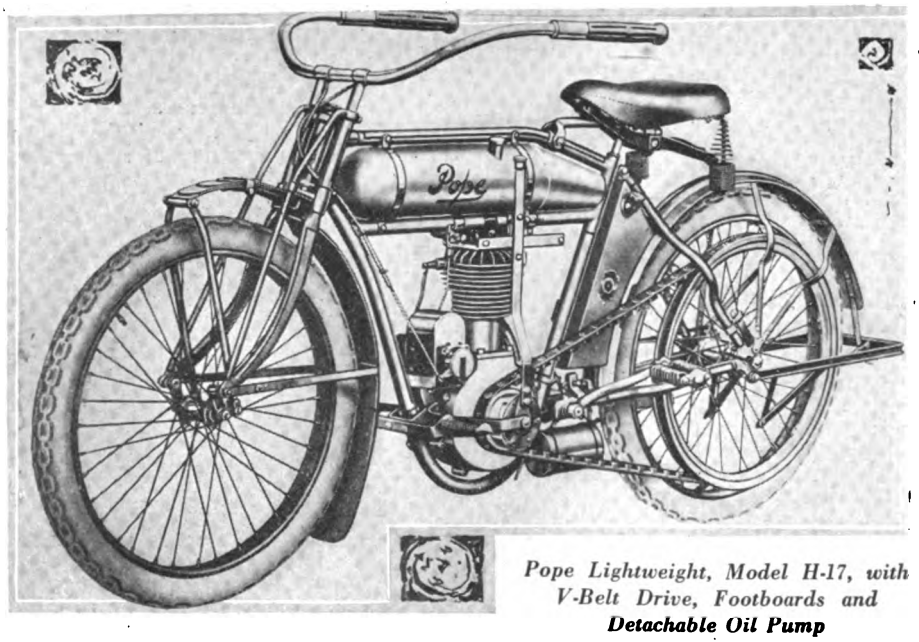

Pope Lightweight, Model H-17, with V-Belt Drive, Footboards and ***Detachable Oil Pump***

Model H-17, the Pope Lightweight as it is called, has a four-stroke, single-cylinder motor, with bore of 3 inches and stroke of 3-11/16 inches, Eclipse clutch with lever control, 1-inch Spartan V-belt for drive, Eclipse internal expanding brake, United States tires, 1½-gallons gasoline and 2 quarts oil capacity, 26-inch wheels, wheelbase 51 inches. There is a spring seat post fitted, as in previous seasons, a large Troxel saddle, double post handlebars and chrome vanadium steel springs in the fork. It has a speed up to 45 miles per hour and a mileage of from 75 to 100 per gallon.

Priced at $140

The Westfield Manufacturing Company has this year listed the Model H-17 at $140, which is $10 less than ever before. The intention is to make this the most extensively used motorcycle in its individual class of any on the market.

The engineers of the company have devoted much of their efforts to perfecting manufacturing processes so that every part of the Pope motorcycle will be as perfect as human skill can make it. New equipment has been installed in the factory, greater facilities have been provided, and every detail of construction has been standardized to an even greater extent than heretofore. The extent of these increased facilities may be indicated by a single item—the new heat treating plant. Six big oil burning furnaces have recently been installed, each one connected with a separate pyrometer, and controlling a master graphic pyrometer located in the superintendent's office, where it can be continually watched by those in charge. This system assures an absolute uniformity of heat, which is of the greatest possible importance in the treatment of various parts, and to which many of these units owe their greater efficiency. In connection with this department, the company's engineers are continually making tests to assure the most perfect results obtainable with every piece of material treated. All this work has resulted in a greater refinement of detail, and the smoothing off of any of the slightly rough spots of construction that might tend to cause difficulty or inconvenience to the rider.

Cutaway View of Pope Muffler

VITALIC CLUB ELECTS AND PLANS WINTER PROGRAM

ERIE, Pa., Oct. 9.—The semi-annual election of officers of the Vitalic Club was held on the evening of Oct. 5, in the office of the Continental Rubber Works, with the results as follows: R. W. Hall, advertising manager of the company, was elected president; R. E. Sisson, vice-president; Miss C. M. Holmberg, secretary; Miss M. Ford, treasurer.

Plans are under way for a series of social events to be held throughout the fall and winter months. Interest in the organization has proven beyond all doubt the value of organized effort in promoting social affairs among the office employees of the company, and the program now being prepared promises to set a new mark for such activities among the Continental live-wires.

PRUETT ON ROAD AGAIN

OTTAWA, Ill.—H. G. Pruett, who for a number of seasons has been with Excelsior and Thor, has signed up to travel Iowa and Illinois with bicycle and motorcycle accessories for the Edwards-Crist Co.

CLUTCH COMPANY INCORPORATED

CLEVELAND, Ohio.—The Cleveland Clutch Company has been incorporated with a capital of $10,000 to manufacture clutches for automobiles and motorcycles. The incorporators are: C. A. McMorris, Harold T. Clark, C. C. Owens, Ernest Angell and Sterling Newell.

CONGRESS IS MECCA FOR MIDWINTER MEET

Cycle Parts Committee Arranges For Meetings to Take Place There During Chicago Show; Luncheon on Thursday

ERIE, Pa., Oct. 9.—As chairman for the arrangement committee for the Cycle Parts and Accessories Association, W. J. Surre comes through with the information that the Congress Hotel, Chicago, has been selected for the headquarters for the meetings of the various cycle trades associations during the midwinter convention of the trade to occur this year, while the Chicago show is in session, Nov. 12 to 19.

The luncheon and joint meeting of the Cycle Parts and Accessories Association, the Motorcycle and Allied Trades Association, the Cycle Jobbers Association of American and the Bicycle Manufacturers Association will be held in the ball room of the Congress on the afternoon of Thursday, Nov. 16. On the morning preceding the luncheon, separate meetings of the parts makers, bicycle makers and jobbers associations will be held at various meeting rooms in the Congress, while the Motorcycle and Allied Trades Association, which has grown out of the old Motorcycle Manufacturers Association, will meet at the same place on Wednesday morning. Nov. 15.

The arrangement committee points out that the Miners' Convention will be on in Chicago during the same week, with headquarters at the La Salle. For this reason cycle trades men are urged to reserve hotel accommodations early, for it is altogether likely that the Windy City hotels will be crowded throughout the better part of the week.

INDIAN CLUB OPENS SEASON IN NEW HOME

CHICAGO, Ill.—The Indian M. C. of Chicago has taken large clubrooms at 235 South Racine avenue and opened for the season with a Dutch lunch and smoker last Friday. A big dinner is being planned for the near future to celebrate the fourth anniversary of the club. President Jesse Wilbourne has appointed a committee to look after this affair, this body being headed by M. W. Johnson, the vice-president.

The club has almost 100 members in good standing. The officers are: Jesse Wilbourne, president; M. W. Johnson, vice-president; A. P. Gassman, recording secretary; Arthur Hertzler, secretary. and J. W. Collins, treasurer.

TO PAY EIGHT PER CENT.

AKRON, O.—Notwithstanding a recent stock dividend of two-thirds of the outstanding common stock, the Miller Rubber Co. will pay an eight per cent. dividend on all of its stock, including the new. The new eight-story building now under construction is nearing completion, and will give the company all of the space it needs, with a total of 21 acres.

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HOOD SPRINGS LOGIC ON SHOW MATTERS

Walthour & Hood Man Compares Show Attendant to Famished Man; Manufacturers Should Fill Show Cupboard.

TOLEDO, Ohio, Oct. 9.—Show Manager A. B. Coffman, who is handling all the details incidental to staging the Chicago and New York motorcycle, bicycle and accessory shows, in an endeavor to bring home to manufacturers the reasons why they should exhibit, quotes the logic of L. H. Hood, of Walthour & Hood, the Atlanta jobbers.

Hood compares the dealer, jobber and other trade men who visit the annual cycle exhibits with a starving man set before a well laden table; as the starving man is literally ready to gobble up the entire food supply at one gulp, so is the cycle trade man anxious at show time to drink in every bit of information pertaining to his business; he wants all the advance dope on the season's new models and the season's new accessories that the makers can give him. And he spends his time and money traveling to the show to gather this information.

Hood winds up with the assertion that the manufacturer who does not take space is not only handicapped himself but is handicapping every one of the jobbers and dealers who handle his line. He trusts and expects that at the coming shows the makers of machines and parts will vie with each other to make their booths unsurpassable and feels that in this way a great deal of enthusiasm will be engendered which cannot fail to prove helpful.

OLIVE DRAB ROGERS ON WAY TO NEW YORK

NEW YORK, Oct. 7.—Irving Beck, of the Rogers Sidecar Sales Company, 1691 Park avenue, this city, announces that there is en route from the factory at Chicago, Ill., a carload of Rogers sidecars to match in color and striping the olive drab of the 1917 Harley-Davidsons. This is the first shipment made in this color, and Beck does not expect to have the contents long, as quite a number have already been ordered.

1,228 IN RHODE ISLAND

PROVIDENCE, R. I., Oct. 10.—George R. Remington, secretary to the State Board of Public Roads, has just compiled figures which show that there are 1,228 motorcycles in use throughout Rhode Island. There were 1,421 motorcycles in the state in 1915; 1,199 in 1914; 1,017 in 1913, and 792 in 1912.

CALL FOR MOTORCYCLISTS

TORONTO, Ont.—The Great North Western Telegraph Company, which is closely associated with the A. D. T. in the States, has decided to make use of motorcycle riders in the Toronto delivery service. In advertising for riders, the company declares that it will use motorcyclists for whole or part time. It will accept the services of a rider for evenings, Sundays and holidays.

Selling Sidecars? If so, Uncle Tommy Paine, 100 Years Old Next Month, Has Something to Say to You Along Boosting Lines.

THERE are arguments galore in behalf of the safety, comfort and general fascination of the motorcycle sidecar, but the most forceful one we have ever found is seated in the third-wheel attachment shown above,—said argument being Uncle Tommy Paine, of Belvidere, N. J., who will be 100 years old November 4.

When the riding qualities of the sidecar are up for discussion again in your salesroom, Friend Dealer, give a thought to Uncle Tommy Paine and inform your prospect that the Belvidere centenarian prefers the Excelsior outfit in the picture to a big touring car driven by his daughter. The old gentleman can make a trip in the motor car at any time, but when left to his own inclinations, he invariably passes up the automobile and snuggles down in the motorcycle sidecar for his outing.

The combination illustrated is owned and driven by William J. Rush, of Pen Argyl, Pa., who has been one of Mr. Paine's close friends for years past. Writing of the veteran's enthusiasm for the sidecar, Mr. Rush says: "He goes out with me every time he gets a chance, and is never in a hurry to return home; nor does he care how far I go. His daughter owns a motor car, but Uncle Tommy takes the motorcycle sidecar by preference."

When a man is within reaching distance of the century mark he knows just about what he wants. He can't be cajoled, bluffed or bamboozled into thinking that he is enjoying himself if he isn't. He's either comfortable, or he's not. And it's safe to wager that when Uncle Tommy Paine says he enjoys his sidecar outings to the utmost he means precisely what he says.

There may be a more convincing argument in behalf of the sidecar than Uncle Tommy Paine's advocacy of it,—but we don't think so. May he be with us as a sidecarist for many a day!

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GOODYEAR BUSINESS FOR YEAR TOTALS $62,000,000

Reports Submitted at Annual Sales Conference in Akron Show Even Greater Progress Than Was Predicted; District and Branch Managers Hear Plans for 1917

AKRON, O., Oct. 9.—The most successful sales conference in the history of The Goodyear Tire & Rubber Company has just been held, when the district and branch managers from all over the country assembled at Akron, as the company's guests, to discuss Goodyear policies and prospects for 1917. The wonderful record for the present year was reviewed and plans formulated for the reaping of Goodyear's share of the 1917 harvest.

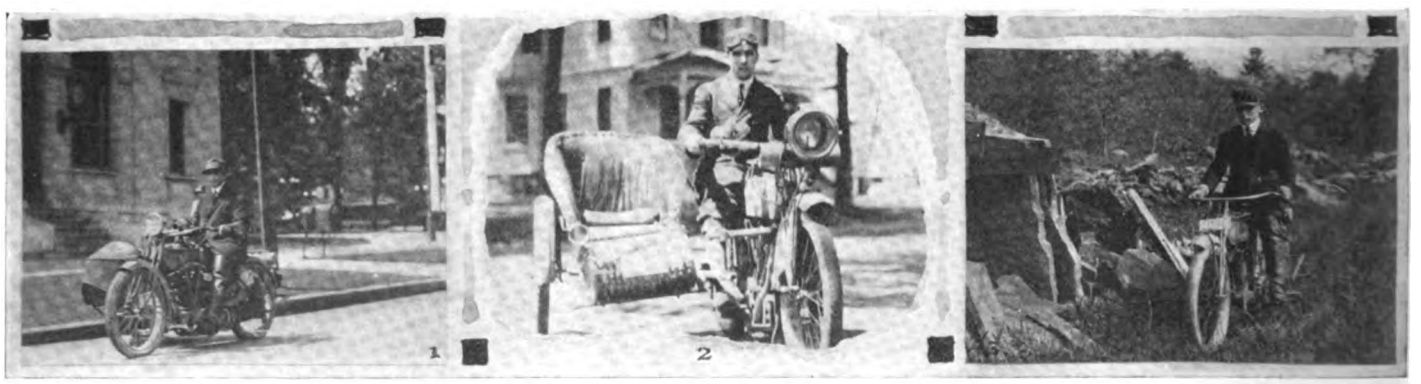
There was much enthusiasm and congratulation over the fact that, despite the innumerable and almost insurmountable production problems encountered, the $50,000,000 production mark set for the year had been reached and exceeded, and that the year's business would reach a total of $62,000,000.

It was generally agreed that the company's policy had been well adapted to meet competitive conditions, and that Goodyear had never stood so high in the estimation of a great rubber using world.

During the past year there has been a constant race between the demand for Goodyear products and factory production, with the demand for products always leading, so that the factory has been running the entire year, 24 hours a day, to keep production in line with sales.

The conference developed that in all departments Goodyear has made a most wonderful growth during the past year. Automobile tires still represent the company's largest line and are meeting with prodigious sales. It is expected that 6,000,000 tires will represent the 1917 production. In mechanical goods, the rapid increase in sales has necessitated the erection of a new mechanical goods factory, fully as large as the entire Goodyear factory three years ago. In motorcycle tires three-fourths of the country's 1917 business is being planned for; in bicycle tires, business has more than doubled and in 1917 will easily triple; in Neolin soles a production of 25,000,000 pairs is confidently expected.

THE SORT OF FAITH THAT WINS NUMEROUS POPE ADHERENTS



1, Chief Engineer W. L. McGrath with Pope Sidecar Combination in Front of Westfield Post Office; 2, Export Manager H. A. Stillman Starting Morning Run to Work; 3, Publicity Manager W. K. Porzer Out to See the Country

THE surest expression of a man's faith in the product he makes or sells, is found in the way he uses it himself.

There can be little question of the faith that the Westfield folk have in their product, because not only does practically everyone in the office ride either a motorcycle or bicycle, but the cycle shed in the factory yard is always crowded with hundreds of two-wheelers.

The illustrations shown herewith bring out some of the interesting peculiarities regarding each individual mount.

For instance, the sidecar outfit ridden by W. L. McGrath, chief engineer, is always way ahead of the season, and in fact is always somewhat freakish. Each improvement that is considered for use on the Pope is found on McGrath's machine many months before it is given formal consideration. He tries it out in every conceivable way. In order to determine the wearing qualities of various parts, Mr. McGrath will leave them exposed to the dust and weather for months at a time. He puts his machine to every test that it will need on the road, and after covering 18,000 miles, it still carries him merrily to and from work every day, winter and summer.

C. P. Gorman, controller of the company, is usually in a hurry, so he jumps upon a Pope lightweight.

In the same way, H. A. Stillman, the export manager, clings to his wicker sidecar, because he has become so accustomed to handling this light outfit under all conditions. It is a usual thing to see him riding to and from the business section of the town with his wife and family on the outfit.

Ad man Porzer has a continual problem on his hands trying to keep his machine clean and attractive enough to be an advertisement. For at every chance, he is off on the Berkshire trails, ploughing through mud and dust along routes that were never intended for motor vehicles.

CONTINENTAL-ERIE ISSUES TWO BOOKLETS

TWO interesting and well-gotten-up booklets on goods produced by the Continental Rubber Works, of Erie, Pa., have just been issued by the factory for the benefit of both rider and dealer. The more important booklet, which deals with the Vitalic line of motorcycle and bicycle goods, has attractive covers depicting a beautiful summer scene on the road, with lady and man cyclist awaiting the arrival of others further down the highway. The second booklet, referring to automobile sundries, has its covers occupied by an automobile runabout on a country lane.

Both are comprehensive in their respective lines, each article being well illustrated in addition to being described clearly. The booklets are the work of Advertising Manager R. W. Hall and should be in the hands of everyone interested.

PETTIS-STOREY MOTOR CO. FORMED IN ATLANTA

ATLANTA, Ga.—Ross Pettis and Guy Storey, both of this city, have formed a partnership and will open up a fully-equipped Harley-Davidson store store here in a few days. They have obtained an excellent location aa 90 Edgewood avenue. The firm name is to be The Storey-Pettis Motor Company.

Mr. Pettis has been with the Harley-Davidson southern branch ever since it was established in Atlanta, and is therefore acquainted with every detail of the sales work. Mr. Storey has had charge of the service department at the branch for the past two years. Arrangements have been made to stock a full line of Harley-Davidson motorcycles, bicycles of the same make, and accessories for both power and pedal machines.

NEW TIME PAYMENT PLANS IN KANSAS CITY

KANSAS CITY, Mo., Oct. 9.—Motorcycle dealers in this city have made changes in their deferred payment plans since the announcement of the 1917 models from the various factories. Acting as a body, the agents now state that a larger deposit will be required than heretofore, with shorter time allowed to complete the payment, and only gilt-edged securities will be accepted.

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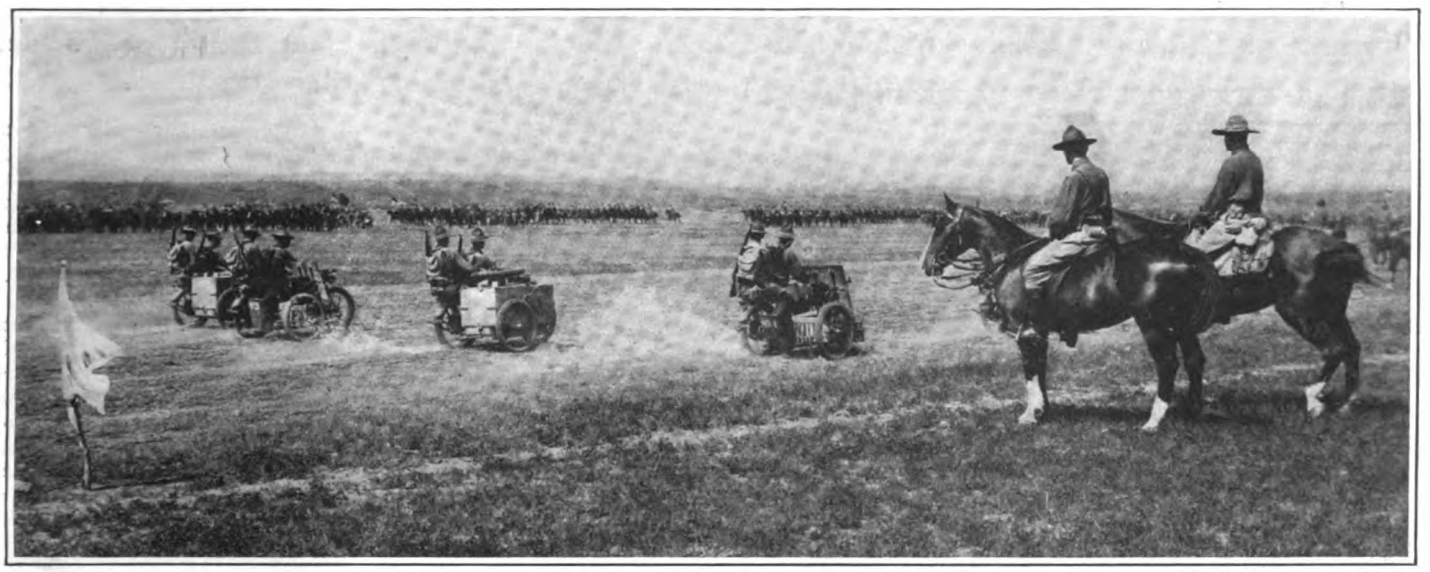
HERE'S A SIGHT TO INSPIRE PATRIOTISM AND MOTORCYCLE ENTHUSIASM



General Pershing Reviewing the United States Troops at Valle, Mexico. The Motorcycle Machine Guns Are Attached to the 16th Infantry and Have Proven Themselves of Greatest Value to the Punitive Expedition

GILBERT TAKES UP THE CLEVELAND SALES REINS

United States Rubber Man Goes to Lightweight Concern as General Sales Manager—N. Y. Distributor Named

CLEVELAND, Ohio, Oct. 9.—C. A. Gilbert, who has been successively branch manager in the central territory and assistant district manager for the United States Tire Co. and later general sales manager for the United States Tire and Rubber Company of California, has

C. A. Gilbert

been made general manager of sales of the Cleveland Motorcycle Manufacturing Co.

Gilbert is nationally acquainted with the motorcycle and accessory field, and takes up his new duties because of his belief in the wonderful future of the light weight motorcycle. He leaves this week for the Pacific Coast to organize the distribution and sales for the 1917 season.

Before leaving New York, Gilbert closed a contract with the Audubon Motorcycle Garage, 4192 Broadway, giving them the distribution for the districts of Long Island, Greater New York and the southeastern part of New York State. This company handled the Cleveland motorcycle in the same territory in the present year. It is interesting to note that their initial order on the new basis of carload shipments is larger than their entire sales for the past year.

C. W. Waughop, the Cleveland traveler, will make his headquarters with the Audubon Motorcycle Garage.

The Lees Company has been appointed to take charge of the advertising.

WENIGE SOLD 500 WHEELS DURING 1916 SEASON

NEW YORK, Oct. 10.—George Wenige, manager of the Bicycle & Motor Sales Company, of 425 Wellington street, London, Canada, is now in New York on a business trip. He motored down from his home through New England, and while in the metropolis, dropped in on **Motor Cycle Illustrated** for a chat about affairs.

"My motorcycle sales have numbered 75," said Manager Wenige. "I handle the Indian and Pope lines, and find that both give great satisfaction. While the figure mentioned may seem small for a city with 30,000 population, as London has, it must be remembered that a huge majority of the motorcycle riders and prospects are with the colors, either in the big training areas or abroad. Hence, I feel that I have done pretty well under the circumstances.

"But in the bicycle line, I sold 500 of the Brantford wheels," continued the hustler from London, "and for 1917 I expect to do much better than that." Wenige is a firm believer in liberal advertising, and takes large space in the local papers.

ELLIS BREWS PLANS FOR SOCIABLE RUN

Yonkers to Poughkeepsie and Return the Course, October 29 the Date—Perfect Men to Draw for Prizes

YONKERS, Oct. 9.—George A. Ellis, formerly the moving spirit in the Yonkers Motorcycle Touring Club and New York State F. A. M. Commissioner, is brewing plans for a get-together run for which a tentative date, Oct. 29, has been set.

Following is the general plan: Each entrant will be charged a 50-cent fee, which will cover the cost of the prizes. The first prize will be a gold watch; second prize, gold cuff links, and third, a gold stick pin. The run will be from Yonkers to Poughkeepsie and return. The rider will check out of Yonkers and check in again at Poughkeepsie. Fifteen minutes leeway will be allowed each way—for instance, if a rider is due at Poughkeepsie at 12 noon, he can get there at 11:45 or 12:15 and still have a perfect score. One hour will be allowed for lunch at Poughkeepsie. Returning to Yonkers at 5 p. m., the rider will also be allowed 15 minutes here.

After the time limit is up, all cards will be gone over. Those having perfect scores will have their slips placed in a hat and drawn. The first name drawn will be entitled to first prize, etc. The prizes will be awarded at the finish of the run.

COVERS MORE TERRITORY

QUINCY, Ill.—William Gibbs, who operates a facsimile letter writing agency in this city, uses a motorcycle for rapid delivery of his work. He reports that he is able to cover three times the territory he did when depending upon ordinary means of transportation and would not be without the machine.

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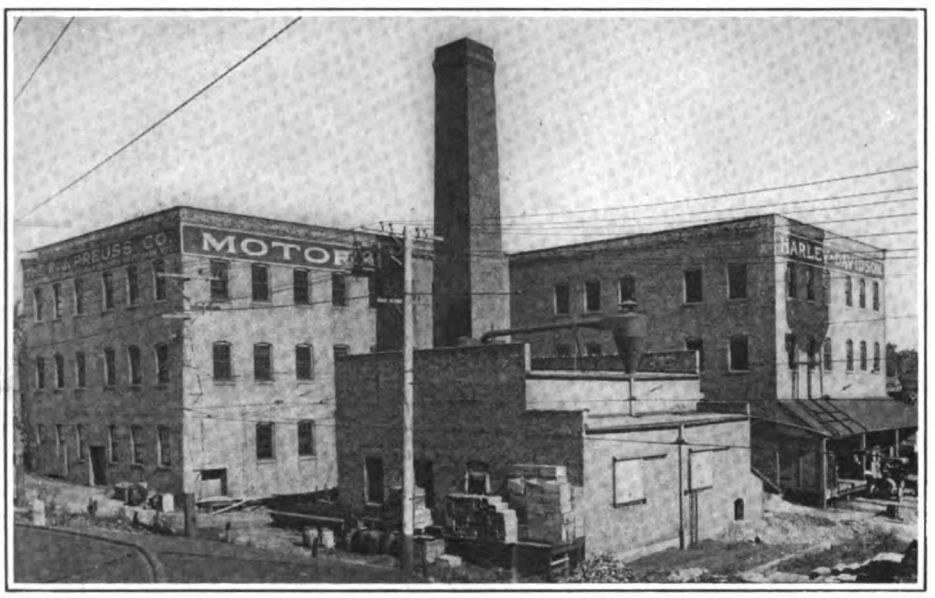
HARLEY-DAVIDSON EXTENSIONS INCREASE EFFICIENCY

Purchase of Building Adjoining Main Plant and an Addition to South Plant Permit of Greater Specialization in Service Branch and Afford Needed Room in Other Departments



New Factory Addition (at Left) to Main Plant Which Will Be Home of Service Department. It Is Across Tracks from Main Structures

MILWAUKEE, Wis.—Production and service have been entirely separated by the Harley-Davidson Motor Co. through obtaining a new factory addition across the railroad tracks from its main plant in Milwaukee.

With this announcement comes word that the Harley-Davidson Motor Co. has also made an addition to its South plant, so that the total additional space is 43,572 square feet, of which 36,072 square feet is added to the main plant. The addition to the South plant, with the exception of 2,500 square feet used for the storage of steel stock, is devoted exclusively to automatic screw machinery.

Negotiations for the addition to the main plant had been pending for a long time, and were brought to a successful conclusion so that the additional space was available for use at the beginning of the 1917 season. The building belonged to the R. J. Preuss Co., manufacturers of bed springs, cots, metallic couches and bedsteads. All who have been through the Harley-Davidson plant within the past two or three years can appreciate the necessity for the additional floor area. Dealers especially can appreciate what this additional space will mean in the Harley-Davidson organization.

To Be Service Building

"Service Building" is what the new factory addition could well be designated. The main plant and the South plant are now being devoted entirely to production. Until the obtaining of this additional space there was a considerable amount of work for the service department done in the various departments under the supervision of the production men.

Now both production and service can be highly specialized. The engineering department remains in the same plant with the headquarters of the production department, but everything pertaining to service will be handled in what was formerly the Preuss factory.

Sidecar manufacturing operations are now concentrated in one department. This, too, has been made possible by the acquirement of the additional floor area. Formerly the work on sidecars was done in several different departments, but now the Harley-Davidson Motor Co. has one man vested with the entire responsibility of sidecar production. The sidecars not only will be carried through to completion in this one department, but will also be crated in the sidecar department instead of by the motorcycle crating department.

Finely-Organized Departments

The spare parts and accessories divisions of the company are now worth going many miles to see. Modern in every respect are the new stock rooms, the spare parts and accessories being entirely separated as to storage but with one man in charge and vested with full responsibility. This department has its own shipping force.

The packing department is housed in the main stock room. Formerly that department adjoined the motorcycle crating department, and while they had little in common, except that they were packing for shipment while the craters were crating for shipment, there was no need for them being together except that no other space was available.

The transferring of the packers of spare parts and accessories and the craters of sidecars and sidevans to the new factory addition gives the motorcycle crating department the much needed additional space. All of the crating lumber, and the blocks used for holding the new machines firmly in place when in transit, reach the Harley-Davidson factory cut exactly to size. But in spite of this, visitors have marveled at the results attained with the small space available. Under the new arrangement the motorcycle crating department, the sidecar crating department and the packing and crating departments in the service division have ample space to meet their requirements.

The relieving of congestion in some of the most crowded departments of the main plant will mean much for the increased efficiency of those departments, and will make possible the handling of material on a much larger scale of production. The space on the first floor formerly occupied by the repair department has been turned over to the pressed steel department and already several new presses of good size have been installed. The space formerly occupied for the storage of spare parts and accessories under the supervision of the service department is now devoted exclusively to stock for the production department.

Handling Repair Jobs

Dealers will be interested in knowing that machines shipped to the factory for overhauling will be handled complete in the new factory addition (which already has come to be known as the Service Building), even to the extent of enameling. In carrying out the idea of a complete unit for the service department it has even been provided with its own test building. Formerly repair jobs were necessarily tested by the testers in the production department. But now the repair department is to have its own force of testers working under immediate jurisdiction of the service department. When a machine is shipped to Milwaukee it will be received at the service building, all the work on it will be done in that one building and when re-assembled it will be tested there, crated there and shipped from there, too.

The divorcing of the production and service departments is one of the biggest things accomplished by the Harley-Davidson Motor Co. This is the declaration of President Walter Davidson, and a trip through the Milwaukee factory at this time quickly shows that he is right.

WEED PREPARING FOR TRIP THROUGH KANSAS

KANSAS CITY, Mo., Oct. 2.—R. A. Weed, salesman for the Saufley Supply Company, who recently returned to the house after a two weeks' vacation, is now preparing for a 10 days' trip through Kansas. Weed is expecting to make from 10 to 15 towns on his trip and intends to boom the interest of the dealers as a preliminary to bringing the new model Excelsior machines on the local market. Weed, who is also a member of the Kansas City Bicycle Dealers' Association, will boost bicycles on his trip as well as motorcycles and predicts a big season in both pedal and power two-wheelers.

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CONTEST GROWS HOTTER AS WEEKS ROLL BY

Sixth Picture, Which Was Taken From Miami Power Bicycle, Proved Difficult for Many—Schickel Picture Spelled Waterloo for All the Girl Contestants—New Picture Offers Hard Test

WELL, fellows, last week's picture seemed to stump a good many of the experts, judging by the number of returns. At that it was not a hard picture, for it was absolutely distinctive and individual and scarcely could be confounded with any other make of machine. Of course it was a little view of the cylinder of the Miami power bicycle, and to date there have been 31 correct answers and one bad one. The latter came from Newark, N. J., from Wm. Bouchelle, Jr., who thought he saw some Thor characteristics in the photo.

The Schickel picture, which was run the week before last, proved far and away the hardest of the half-dozen views that have been run to date. When such good contestants as L. H. Coddington, Peekamose, N. Y.; George Hill, of Long Branch, N. J., and A. Carlisle, of David City, Neb., come through with wrong answers it's a "cinch," so to speak, that the picture was a real "poser" and no mistake.

A Bas Go Female Hopes!

And what that picture did do to those suffragette motorcycle experts! Sister Jennie Forrie over here in Port Jervis, N. Y., who has been quite consistent to date, thought she recognized a bit of Emblem style in the cut of that Schickel seat post cluster. And Millie Mulliner, who, judging by her standing in the contest, knows more about motorcycles than any other Windy City girlie, also went bad when she labeled the part as a section of a Pope. Never mind, Jennie, it did look something like an Emblem at that; and, Millie, it certainly did have strong Pope characteristics, but it was a Schickel nevertheless.

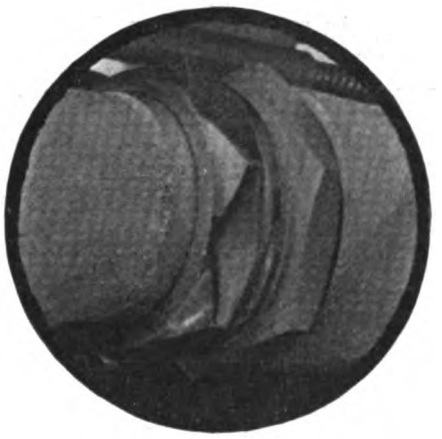
And just because the Contest Editor, having had a broad experience, knows how keenly the fair ladies feel a mistake of this sort, and by way of stimulating them to further efforts—well, Jennie and Millie, there's a box of Huyler's coming to either one of you, or both, if you send in the right "dope" on the picture published in the little circle this week

Did the Schickel Picture Do It?

The Contest Editor does not know whether worry over that Schickel picture did it or not, but at any rate Frank S. Archer writes that he is in the hospital at Fort Scott, Kan., trying to figure out the contest pictures. Frank also thought that the Schickel picture bore a resemblance to the Emblem. Well, Frank, here's hoping that you will be out of the hospital when this copy reaches you, for if we are any kind of "predictor" you will need to be up and around and very much alive to get the right answer.

Just give that little "wart" of a picture a careful "once over," fellows! It certainly does look like a piece of a ———, does it not? Nix! It must be an ———; don't you see how the bamboozler is arranged? That's the stuff, boys. Go to it. We are hoping that this picture will do to that Newark bunch just what the German U-boats are doing to the British merchantmen off Nantucket lightship.

WHAT DO YOU KNOW ABOUT MOTORCYCLES ?



WHAT MAKE OF MOTORCYCLE IS THIS TAKEN FROM?

Just one little word more. All the pictures that have appeared in this contest so far have been taken from 1916 American motorcycles; and all the pictures to come until further notice will be from 1916 models. No machines not now on the market, nor machines of foreign make will be used.

By the way, correct Schickel answers came in from Glen E. Carlson, Elwin Safford, T. O. Wansleben and Laurie Yonge, all of whom were listed as 800 per cent. men last week. This makes them perfect score men on the first five pictures. By the same token, Donald Ball and August Yakie moved up from the 600 per cent. column to the 800 per cent. column.

As for perfect scores, including last week's picture, they are confined to Glen E. Carlson, Grant R. Moore and Charles B. Williams. T. E. Campbell, who was in the perfect score class last week, has not yet come through with his Miami answer. Did that puzzle you, Charlie?

CORRECT ON MIAMI

Austin, D. C.; Newark, N. J.
Bagwell, Frank; Newark, N. J.
Ball, Donald; Chittenango.
Bush, Carl W.; Newark, N. J.
Carlson, Glen E.; Saybrook, Pa.
Cash, John E.; Newark, N. J.
Charles, A.; Newark, N. J.
Cordes, Fred; Newark, N. J.
Drummond, Percy; Newark, N. J.
Fehr, J. F.; Naperville, Ill.
Goerke, Walter; Newark, N. J.
Hedler, Frank P.; Brooklyn, N. Y.
Hill, Geo. M.; Long Branch, N. J.
Holland, Lincoln, Jr.; Newark, N. J.
Holton, E. B.; Newark, N. J.
Hoyer, Paul; Dover, N. J.
Hysler, M. A.; Springfield, Ill.
Krazy, Duck; Chicago, Ill.
Leath, W.; Larchmont, N. Y.
Mader, H. J.; Park Ridge, N. J.
Moore, Grant R.; Monticello, N. Y.
Ritcher, H. J.; Wauseon, O.
Silsby, G. W.; Littleton, N. H.
Spear, Wm. R.; Newark, N. J.
Stevens, P. W.; Newark, N. J.
Walden, Wilbur M.; Newark, N. J.
Wansleben, Thos. O.; Riverdale, Md.
Wells, J. W.; Columbus, O.
Williams, Chas. B.; Pittsfield, Mass.
Williams, William; Newark, N. J.
Younge, Laurie; Ocala, Fla.

CORRECT ON SCHICKEL

Ball, Donald; Chittenango, N. Y.
Carlson, Glen E.; Saybrook, Pa.
Edwards, H. J.; Springfield, Mass.
Fehr, Fred J.; Naperville, Ill.
Marti, Emilio Sanchez; Havana, Cuba.
Ritcher, H. J.; Wauseon, O.
Safford, Elwin; Corry, Pa.
Wansleben, Thos. O.; Riverdale, Md.
Yakie, Aug.; Port Arthur, Texas
Yonge, Laurie; Ocala, Fla.

CORRECT ON POPE

Thomas, Dewey; Fellows, Cal.
Gould, C. D.; Chesdeen, Wash.

SOLD 7 BEFORE MODELS WERE ANNOUNCED

DAYTON, O.—That W. J. Teubner is out after the prospect hot-foot is proved by his record up to September 25. "Billy" sold seven of the 1917 Powerplus models, all electrically-equipped and with sidecars. The announcement had not even appeared in the trade papers when Teubner closed his sixth sale.

Two of the purchasers of the seven machines were motorcyclists who got the automobile bug, then repented and became motorcyclists once more. "They get the craze every now and then—some of them—" said one of the Teubner firm, "and buy a car at about the same price as they do a side-car outfit. It doesn't take them long to find out the difference to their pocketbooks, and they come in for an Indian combination once more."

Teubner also sold two of the Indian Light-twins through the announcement which appeared in **Motor Cycle Illustrated** on September 21.

SHORT NOTES FROM THE HAWAIIAN ISLANDS

HONOLULU, H. I.—During the month since securing the Thor agency, the Okahiro Bicycle Shop, of this city, has sent in seven new orders both by cable and mail.

P. C. Beamer, of Hilo, has taken the agency for Indian motorcycles and bicycles. He recently placed orders for a carload shipment of bicycles.

NEW MOTOR WHEEL AGENTS

MILWAUKEE, Wis., Oct. 16.—The latest additions to the large list of dealers who handle the Smith Motor Wheel are: Lawrence Tessier, Clifton, Arizona; W. G. Barkell, Scottsdale, Pa.; Ross, Cowgill & Hart, Central City, Neb.; Theron Bauman, Mendon, Mo.; A. G. Lunsford, Quincy, Fla.

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Sounding the Trade Trends in California

MORE SPACE TAKEN BY APPEAL IN FRISCO

Harley - Davidson Distributors Add 1,250 Square Feet to Care for Expanding Business

SAN FRANCISCO, Cal.—The local branch of the Appeal Manufacturing & Jobbing Company, distributing the Harley-Davidson, finds business growing to such proportions as to make it necessary to lease the store adjoining, thus adding 1,250 square feet to its establishment. The basement of that store had already been pressed into service for the storage of stock, and the new store will make it possible to further increase the stock, besides making a more attractive display and more convenience in the premises.

An arch will be cut through from the present salesroom to the new one. The offices will be moved from the front balcony to the central part of the ground floor, leaving the balcony for a bicycle show room. The side counters will be removed, and one will be placed across the front, where someone will be always on hand to look after customers. This company will have the Miami bicycle line for the next year, and has arranged for some very attractive styles and finishes in its jobbing lines.

Jack Fraser, San Francisco manager for the Appeal company, says the H-D dealers all over the country show the greatest enthusiasm, and there is an unusual demand for demonstrators of the '17 model. A few months ago dealers felt some apprehension over the latest cut in the price of cheap automobiles; but Fraser says the majority of the dealers with whom he has talked lately believe, after studying the situation carefully, that they have nothing to fear.

MORE TERRITORY TAKEN BY FREED FOR INDIAN

SAN FRANCISCO, Cal.—Following the announcement first made by A. Freed, of the Pacific Motorcycle Supply Compony, to **Motor Cycle Illustrated** of his taking the Indian representation for California, Freed states that he has arrangements to cover not only California, but Arizona and Nevada and the Hawaiian Islands.

Freed is now in Los Angeles looking after the changes in his Southern branch, made necessary by the increased requirements. The company expects its first carload of new Indians in a few weeks.

HOW CALIFORNIA SPENT $18,000,000 ON ROADS

SAN FRANCISCO, Cal.—Some 1.490 miles of new highway have been constructed, 13,327 acres of right of way secured for 1,705 miles of new road, and 2,280 miles surveyed by the State Highway Commission by the expenditure of the $18,000.000 fund which was appropriated for that purpose at the last meeting of the legislature; the figures have just been issued by the California State Automobile Association which has been investigating the matter.

Of the 1,490 miles of new highway, 129 miles is oiled macadam, 933 is concrete pavement, 33 miles is asphalt, and the remaining 395 miles are graded dirt road that can be paved when more funds are available.

MANY RUNS ON FRISCO CLUB'S OCTOBER LIST

SAN FRANCISCO, Cal.—With the rainy season beginning, club schedules for outside runs may be expected to suffer some interference from the weather hereafter. A run to Pescadero, on the ocean shore in San Mateo county, had been planned for Oct. 1, but was called off owing to heavy rain the night before and continued threatening weather. On Oct. 5 the club will have a social night, and on the 8th a special social run to Alum Rock. On the 15th, there will be a run to Calistoga, taking the boat for Vallejo. This should be a very pleasant run, as the ride is not long, roads are good, and the country, in the midst of the vintage season, will be especially pretty. On the 29th is planned another run to Alum Rock, with a free club feed.

A social run was held Sept. 24 up Niles Canyon to Sunol, where the San Francisco members were the guests of the Oakland crowd at a basket lunch. About 25 were present, including four side-car outfits, and the outing was greatly enjoyed.

DEALERS VISIT APPEAL CO. HEADQUARTERS

AMONG the visitors last week at the San Francisco office of the Appeal Manufacturing & Jobbing Company were: R. W. Sayre, general manager of the company, from Los Angeles; Mr. Meginness, of Griffin & Meginness, of Hollister, with his bride on a wedding trip; Art Swanson, of Swanson Bros., of Turlock; A. H. Roos, of Chico, and Bill Harrison, of Sacramento.

The Pacific Motorcycle Supply Company, distributors; House & Showalter, of San Jose, and I. H. Weilheimer, of Fresno, all expect to get their '17 Indian demonstrators this week, and will immediately start an active selling campaign.

CHELINI MOVES INTO BIGGER QUARTERS

SAN FRANCISCO, Cal.—A. Chelini, of 1010 Golden Gate avenue, who is regarded as the most expert motorcycle repairman in this city, has leased two stores at 1022 and 1024 and is now moving into them. The new place gives Chelini three times his floor space at 1010 and nearly three times the frontage.

MERRY RETURNS FROM MOUNT LASSEN TRIP

Excelsior Distributor Is Back From Journey With Jess Brown to Active Volcano

LOS ANGELES, Cal.—Edwin F. Merry, the California bicycle jobber and Excelsior distributor for the northern half of the state, has just returned from a trip to Mt. Lassen, California's and the country's one active volcano. Jess Brown, secretary of the Western Rubber Supply Co., went in with Merry. They had to pack in about 9 miles from the end of the trail, where they left their motors, and found very hard traveling over the lava rock.

Merry and Brown went down into the crater of an extinct volcano near Lassen which was the last one in California to throw out melted lava.. Lassen contented itself with emitting smoke and steam, although there were plenty of evidences of its activity in the shape of rock and ashes thrown out in earlier eruptions. Merry says the country is so rough that probably not a thousand people in the state have been in there, but it is a marvelous sight, and hunting and fishing help to make the trip a winner for men who can stand rough traveling.

SIGNS UP BERRY FOR THOR IN LOS ANGELES

SAN FRANCISCO, Cal.—Manager Z. Barton, of the Thor branch has just returned from Los Angeles after signing up T. E. Berry to represent the Thor in that city. The deal between Berry and Barton is the culmination of much negotiation and is highly satisfactory to both parties. A 1917 demonstrator has been sent to Berry at his place on 918 South Main street.

Trade Doings in Los Angeles

LILLIE DISPLAYS MILITARY OUTFIT

H. A. Lillie rode to San Diego a few days ago on a 1917 Harley-Davidson. hooked to a machine gun oufit. As San Diego is on the border, and is an army and navy headquarters, there was much interest in Lillie's combination.

1917 INDIANS IN LOS ANGELES

The Pacific Motor Supply Company featured the first 1917 Indians in Southern California at their headquarters on Oct. 4. George Rubsch put in a special

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window display which scored a hit, and sign painters fixed up a striking announcement outside. Reports from the company state that the season's campaign opened with a rush.

GOUDY ON THE JOB

Carl Goudy has moved up from San Diego. He dropped into the office of Goudy-Hoffer Co., hung up his hat and told the boys he was there to get into harness and sell motorcycles. With Carl and Fred Hoffer running the place and a bunch of hostlers like Bennett, Reed and Otto Kupfer and Harold Frank boosting for the Excelsior, there are liable to be things doing about all the time.

GLOYSTEIN TO RETURN

O. F. Gloystein is reported to be back in Twin Falls, Idaho, fully recovered from his spill while doing some speed stuff up in Oregon. The rumor is in circulation, which apparently has a pretty good foundation, that Gloystein will soon be in Los Angeles again. What his next stunt will be, however, is not known.

BACK FROM VACATION

C. Will Risden and Tommy Girton have just returned from a vacation in Big Bear Valley. Since their return rumors have been circulated that Girton was to become associated with Risden in the Cleveland agency, but Girton denies that there is any foundation for the report.

FIRST 1917 HENDERSON APPEARS

The first 1917 Henderson to be shown in Los Angeles appeared Oct. 2. It was a center of interest while in the city, but was shipped back to San Francisco the same day. Later in the week another of the new Henderson models arrived in Los Angeles for demonstration purposes.

NEW ONE FOR GAS COMPANY

Passmore & Sayre delivered the first 1917 Harley-Davidson on Oct. 4, to the Southern Counties Gas Company. This company has ordered another machine of the same make for their Long Beach Branch.

KUHN BECOMES CLUB DIRECTOR

Bill Kuhn was elected a director of the Los Angeles Motorcycle Club a few days ago to fill the vacancy left by the resignation of Ray Menegay. A. F. Van Order was one of the nominees, but withdrew when a large number of the members called attention to the fact that the club had an unwritten law prohibiting any men in the trade from holding office. The next outing of the club will be held at Seal Beach.

TWO CAR LOADS COMING

A carload of Harley-Davidson 1917 models is due at the headquarters of the Appeal Manufacturing & Jobbing Company, Los Angeles, Oct. 14. There will be enough machines in the first carload to provide most of the Southern dealers with a demonstrator, but none for delivery. The first carload for the Northern district is due in San Francisco, Oct. 23.

WESCHLER REVIEWS SHOW POSSIBILITIES

Indian General Manager and Show Committee Member Sees Coming Exhibits in Favorable Light

"IN my opinion," says F. J. Weschler, general manager of the Hendee Mfg. Co., "the two shows this fall will be the best business producers ever staged.

"In the first place, general business is good and has been all year. The motorcycle and bicycle jobber and dealer have had their share of this prosperity and with the scarcity of goods, have cleaned up nicely, and are ready for new goods and lots of them.

"The shows are held this year at a time when the business season is practically over and you will see the progressive jobber and dealer at the shows getting lined up and placing orders for next year.

"Then too, the shows come at a time when the dealer can pick up quick orders for his holiday trade and select from the entire offerings of the industry.

"With these late dates, many dealers will place their spring orders during the show, for there they can see a full line of everything they need.

"For this reason, I believe the jobber who makes a nice display and is on the job will land a nice collection of orders. We expect to do a large business at both shows on our full line of motorcycles and bicycles.

"By the way, we think the bicycle business is a big proposition and in 1917 expect a very heavy increase over the past year, which I can tell you was no slouch.

"Aside from this, the shows afford a fine opportunity to meet all your customers face to face and have an exchange of ideas. Under no other conditions could this occur for they are widely scattered and the factory heads cannot be spared from their duties to make the various trips necessary to accomplish this, but at the shows, there is what you might term a reunion.

"You see them all, get their ideas and learn conditions existing in their various localities. All in the one week at each show."

DANISH DEALER DELIGHTED WITH LIGHTWIN

SPRINGFIELD, Mass.—Ove Bendixen, of the firm of L. Bendixen A/S, in Copenhagen, Denmark, visited the Indian factory last week, to inspect the 1917 models and discuss sales plans for the new season. Mr. Bendixen took his first ride on the new Lightwin while at the factory and found it entirely to his liking, especially as regards its flexibility and smoothness of operation.

Being familiar with the opposed type of motor, which is very popular in Europe,

Mr. Bendixen on Indian Lightwin

Mr. Bendixen predicted a great popularity for the new model. His present trip is one which combined pleasure with business.

BROOKLYN FLXIBLE AGENT STARTS SEASON WELL

BROOKLYN, N. Y.—Edward J. Brennan, New York State representative for the Flxible sidecar, has just disposed of 26 of the 1917 models. Brennan has appointed the following agents in New York: F. A. Tears, Middletown; Sorenson Company, Beacon; G. Hanna, Fordham; M Ryan, Poughkeepsie. Sidecars were also sold to the Carl Bush Company, of Newark, N. J., and the estate of F. C. Cornish of the same city.

Walter M. Fay, a dealer from Chicopee Falls, Mass., recently rode in to Brennan's place to get his 1917 demonstrator, not wanting to wait for its delivery at his store. He left an order for another before starting homeward.

KUNCE WINS AT DENVER

DENVER, COLO., Oct. 9.—Frank Kunce, well-known rider from Loveland, Colo., won the 25-mile race, which was one of the chief events as well as the closing one of the state fair at Helena, Mont., last week. Kunce rode his Harley-Davidson and covered the distance in 28:52½. Curtis, also riding a Harley-Davidson, took second place.

MAIN BUYS OUT NICKUM

WAUKEGAN, Ill.—M. T. Main has purchased the business of Carl Nickum at 131 South Genesee street and will continue to handle the Harley-Davidson for 1917. He will also sell bicycles, and accordingly has closed with the Excelsior folks to handle their wheels. Main sells on time, asking one-half down and the balance at the rate of $1 per week.

BAD LUCK FOR ALL THREE

CHATHAM, Ont.—Three motorcyclists with a yearning for speed decided to try their luck in a five-mile feature on the Chatham Fair track on the occasion of the recent fall fair here. Two came from afar to do so. They were Holden, of Detroit, and S. Ball from London, Ontario. Holden went through the fence and Ball skidded into oblivion. The third speedster, Murray of Chatham, managed to finish the race but was disqualified. Rotten luck.

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Walter N. Koch

Trade Bits from Brooklyn

BROOKLYN, N. Y.—Bob Brazenor, the Harley-Davidson man in this city, has taken 28 orders for 1917 models of the Milwaukee-made twins. Among these are seven sidecar outfits. Brazenor is more than satisfied at these orders and states that his sales to date are 50 per cent. greater than the corresponding time last season.

A. H. PATTERSON, Excelsior and Cleveland representative in this city, has sold 30 of the Series 17 Big Ex machines to date. Manager Gormeley sold two machines during the past three days.

"From present indications," says Gormeley, "1917 will be a big season for us. Iver Johnson bicycles, which are our leaders, are going well."

FRANK BAKER, Indian man in Brooklyn, has given orders for five new models already. Needless to say they are all Powerplus, but he expects a number of orders for the Lightwin as soon as his demonstrator arrives. Indian bicycle sales were first class during 1916, and there is every indication that there will be an increase of 50 per cent. for 1917, according to Baker.

GEORGE A. ASHLEY, the veteran bicycle and motorcycle man, is now selling Pierce and Miami wheels at his store at 1213 Bedford avenue. "Bicycles seem to be hitting it up this year," says George, "even more so than in 1916. I am putting in the Great Western line of bikes in addition to my present representation." Ashley has also been appointed agent for Kokomo tires.

BEN RUDERMAN, who takes care of Thor interests here, has got rid of his 1916 allotment and has orders for 12 of the 1917 Thors to date. The orders are all for twin models.

CONFIDENCE FORMED THE KOCH-RUHLE CO.

Experience Gathered by Pair of Harley-Davidson Travelers on Routes Led Them to Enter the Retail Field

MILWAUKEE, Wis., Oct. 9.—Indicative of the sort of confidence that folks in a position to be "well in the know" place in the future of the motorcycle business is the action taken by Willard J. Ruhle and Walter N. Koch, who have left the Harley-Davidson sales staff to enter the retail motorcycle sales field.

Under the style Koch-Ruhle Co. they have opened at 18 N. Washington street, Jamaica, L. I., from which headquarters they will distribute the Harley-Davidson machine throughout the Long Island territory, exclusive of Brooklyn.

With "Bob" Brazenor handling Brooklyn and G. F. Wood of the Harley-Davidson Sales Co. handling New York City, the Milwaukee-made motorcycle assuredly is well represented in Greater New York.

Both Koch and Ruhle are veteran motorcyclists, Koch having the longer experience as a rider and Ruhle the greater experience as a salesman. It was in 1906 that Walter Koch bought his first Harley-Davidson. He was employed in a Milwaukee bank at that time and after nine years as a bank clerk awoke to the future of the motorcycle and entered the employ of the Harley-Davidson Motor Co., where he became acquainted with "Bill" Ruhle.

Covered Much Territory

Between the two of them they have covered practically half of the states in the union. During the five years that Ruhle has been connected with the Harley-Davidson company and the three years that Koch has been on the road as a Harley-Davidson salesman, these two have visited every place of importance in New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Kentucky, Illinois, Indiana, Oklahoma, Arkansas, Iowa, Kansas and Missouri. It was merely chance that Missouri was mentioned last but the opportunity cannot be overlooked for saying that the "show me" state has nothing on the Koch-Ruhle combination. They have had the opportunity to see first hand the successes attained by motorcycle dealers in all of the states mentioned and thoroughly appreciate the big future of the motorcycle.

BOLLER BROS. ARE ACTIVE IN UNION HILL

UNION HILL, N. J.—Boller Bros., who handle the Indian motorcycle, together with Indian and Pierce bicycles here, are busy booking orders for the 1917 motorcycle models, although they are not yet in position to promise definite delivery dates. The concern has taken deposits on six of the new Powerplus models so far.

Taking their cue from the missionary work being done by the Cycle Trades Directorate, Boller Bros. are preparing to push strong for a big Christmas trade.

Willard J. Ruhle

Items from the Northwest

SPOKANE, Wash.—"We are looking forward to a season of greater activity in the motorcycle and bicycle business than we have enjoyed since 1913," said C. W. Miller, of the Falls City Cycle Company of Spokane, distributors of Harley-Davidson motorcycles and Flying Merkel bicycles.

"We have made delivery on seven new machines to date, three of which went to the Spokane Gas Company, despite the fact that the regular selling season is yet two months off.

"People are beginning to appreciate the possibilities of the motorcycle as a means of rapid and economical transportation."

W. S. PINE, a prominent contractor of Tacoma, has used an Indian for the past three years in connection with his business and considers it of the greatest importance in connection with his various jobs in different parts of the city.

MISS FLORENCE HAGEDORN, attending Lincoln High School in Tacoma, uses a Miami Power Bicycle in riding back and forth to school. Not only is she an adept rider, but is equally at home when it comes to making repairs on the machine.

ELMER J. BERGSTROM, the popular Merkel dealer in Tacoma, is building up a nice business in the south end of the city, opposite the Lincoln High School, on both the Flying Merkel and the Miami Power Bicycle. His business has grown steadily during the past year, and his place is now headquarters for hundreds of the students who have purchased bicycles and motorcycles from him which are used in carrying the students from their homes to school and back.

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Tabs on Motorcycle's Saving

What One Rider Who Held a Pad and Pencil on His Mounts Has Adduced in the Way of Running Costs

By MURRAY FAHNESTOCK

WHILE motorcycle riding is undoubtedly one of the finest sports in the world, perhaps even more important is its practical utility. If the motorcycle saves the time and money of its owner, it has earned its right to be called a real utility. When the motorcycle is used to save time and car fare, it is just as truly an economic necessity as when it is used for making light deliveries.

Most Useful Service

In the quick and economical transportation of passengers, the motorcycle has its greatest utility, and the dealer who can prove that the motorcycle is cheaper than car fare, with the time saved as clear gain, should make many sales. In this respect, a little practical experience may prove of value. The figures are taken from a little notebook in which I kept record of my first three motorcycles. My first motorcycle was of the vintage of 1908 and I would advise intending purchasers to buy a later model. As there was considerable experience included with my 1908 motorcycle, the cost per mile was rather high, but the big single and the twin that I purchased later were remarkably low in running costs. So low were these running costs, that it was never necessary to consider the cost when considering a ride of any reasonable distance.

From my home, to the steel mill where I worked, is 6 miles by trolley and requires about 75 minutes for the trip. As it is necessary to take two street cars, the cost is 20 cents a day. The motorcycle can travel on any streets and pick the shortest and most direct way, so that distance via motorcycle to the mill is less than 3 miles and I generally made the trip in less than 15 minutes, which is at the rate of 12 miles per hour.

Saves Two Hours

Thus the motorcycle saves two hours a day, and riding a motorcycle takes one to work refreshed, rather than tired out from the deadly monotony of strap hanging and the breathing of germ laden air and dust.

My twin cylinder machine was bought for $275 and sold three years later for $125, so that the depreciation was $50 a year. As I rode over 10,000 miles each year, the depreciation amounted to less than one-half cent per mile. As good twins can now be purchased for about $225 and sold for at least a $100 at the end of three years, the depreciation on a big twin is only about $40 a year, and on a single cylinder or light weight motorcycle, the depreciation would be far less.

Three Cents the Cost

As the motorcycle averaged 50 miles per gallon of 15 cent gasoline, the cost of fuel and oil for the round trip was about three cents. Tires averaged about 5,000 miles, counting both front and rear, so the tires cost say two-fifths of a cent per mile, or three cents for the six mile round trip.

Counting repairs, the total cost of the six-mile round trip was less than 10 cents as compared with 20 cents carfare. This includes paying for the ownership of the motorcycle, while one cannot buy a street car by paying carfare.

A low valuation of a man's time is half a cent per minute, so that the two hours saved per day are worth 60 cents. Including the 10 cents saved from carfare, the motorcycle saves 70 cents a day, and in a year of 300 working days amounts to $210, to say nothing of the health and happiness gained from the regular riding of a motorcycle in the great outdoors. That is why I am a motorcycle enthusiast.

A LIVE JERSEY CLUB AND THREE MILITARY RIDERS

Top, the Washington M. C. at Their Headquarters; Below, E. Johns, Sergeant-Instructor National Guard; Chas. H. Pierce and Max F. Moritz, U. S. A., at Trenton, N. J.

STANDARD WELDING AND PERFECTION MERGED

CLEVELAND, O., Oct. 9.—The Standard Welding Company, maker of steel tubing and bent parts for motorcycles, and the Perfection Spring Company, maker of automobile springs, have been merged under the Standard name. The merger consolidates two of the largest producers of motor vehicle parts in the United States. Only a small portion of the stock of the merged companies will be offered to the public.

BENSON DUE BACK AFTER EXTENSIVE EASTERN TRIP

MILWAUKEE, Wis., Oct. 10.—J. A. Benson, Smith Motor Wheel representative, has completed his New England trip, having visited some 50 dealers and is expected back at the factory by the end of this week.

He will drop down to Baltimore and Washington and make but one or two other stops on the return trip. New England dealers, says Mr. Benson, had a splendid season and all are looking forward to even better bicycle and Smith Motor Wheel business for next year.

HUDSON COUNTY CLUB RUN

UNION HILL, N. J.—The Hudson County M. C., which makes its headquarters in Boller Bros.' Indian Wigwam, will hold its regular Sunday run on Oct. 15th to Lake Hopatcong. The start will be made at 7 A. M., and it is expected that some 50 riders will participate. Luncheon will be taken at the lake, after which the return journey will start.

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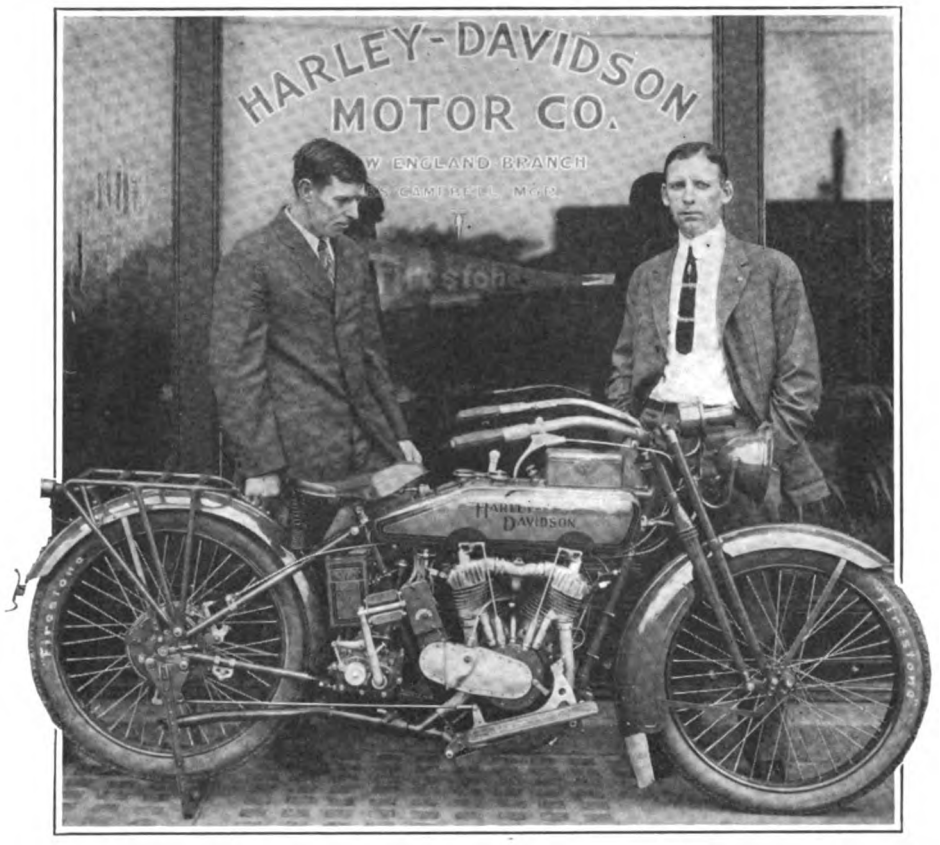
TWO POPULAR NEW ENGLAND RESULT-GETTERS



W. J. Walker (at Left), Boston Dealer, and Jos. Campbell, Harley-Davidson District Manager, with First of 1917 Output in Massachusetts Capital

THE FIRESTONE PUTS ACROSS A PUNCH AS USUAL

THE FIRESTONE for October is well up with that snappy house organ's past performances. Several pages are devoted to text and photos concerning the annual outing of the Firestone Tire & Rubber Company's forces; a quartet of unusually interesting photos of scenes in the accessories department is another feature; considerable space is given up to pictures and text relative to the opening of the company's big branch building in Kansas City, Mo.; a series of photos of prosperous Firestone agencies brightens another section of the book, while glimpses of factory scenes and operations throughout the country by the company's extensive sales organization add to the general newsiness and artistic effect of the publication.

PATERSON SMOKER PROVES ALL-AROUND SUCCESS

PATERSON, N. J.—The smoker given by the Paterson M. C., at Ortie Manson's Hall recently, proved to be a financial success as well as a most enjoyable affair. The committee in charge procured the best boxing and wrestling talent to be obtained locally, and the members were delighted with two 20-minute rounds of wrestling and three 5-pound boxing matches. The refreshments were by no means the least attractive events of the evening.

CHELSEA FIRM ADDS TO LINE

CHELSEA, Mass., Sept. 18.—Mudguards and braces for bicycles have been added to the line manufactured by the Market Forge Co., makers of cycle carriers, baskets and stands.

VARIETY IN THESE OUTFITS

QUINCY, Ill.—Mr. and Mrs. Carl Childers, Edgar Hartzell, Roy Delabar and Arthur Weisenburger recently rode to Montrose, Ia., and back on their motorcycles. Mr. and Mrs. Childers had a sidecar outfit, Hartzell and Delabar had a tandem machine and Weisenburger straddled a light-weight. The party passed through Ursa, Lima, Marcelline and Keokuk on the out trip and returned via Quincy, Tioga and Menden, covering about 175 miles.

A NEW ONE FOR CANTON

CANTON, O.—Safety Director Kunkel recently purchased a new motorcycle for the local police department. The machine is a 1917 Harley-Davidson.

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EASTERN STATE CAMP MEET FOR BELMONT

PHILADELPHIA, Pa.—Saturday next, Oct. 14, is the date of the Eastern State Championship Motorcycle race meet, which is to be staged on the Belmont track here under the auspices of the Belmont M. C.

The program includes a 50-mile and a 10-mile professional championship, as well as a 10-mile and a 15-mile amateur event. Adding zest to the meet are two sidecar events at five and seven miles.

Entry blanks and full information concerning the meet can be had from John Empfield, 20 North 52d street, this city.

OUTING FOR PROVIDENCE RIDERS OCTOBER 15

PROVIDENCE, R. I., Oct. 9.—The first pleasure run conducted Oct. 1 by W. N. Burnett, the Harley-Davidson agent in this city, proved so popular that he is now arranging a series of Sunday runs. The next one will be held Oct. 15. The run will cover about 100 miles and the trip will probably be to Narragansett Pier.

To advertise the event, Mr. Burnett is sending out circulars to all his customers calling attention to the run and offering suggestions as to what to wear and what to carry in the outfit, with an admonition to wear warm clothing.

About 30 sidecar owners have already agreed to go on the trip, and a large number of solo owners also will enter.

MANY ENTHUSIASTS VISIT HARLEY-DAVIDSON

MILWAUKEE, Wis.—Among the many Harley-Davidson boosters who have paid visits to the factory on Chestnut street, this city, are Dan Leroy Dresser, of McAllen, Tex.; Charles E. Moulden and H. D. Glacken, of Pittsburgh, Pa.; J. E. and C. V. Codner, of Denver, Colo.; E. E. Holtman and H. A. Oakes, of Minneapolis, Minn., and G. E. Anderson, of Des Moines, Ia. Dresser is returning to New York on a 30-day furlough from the New York Divisional Headquarters in Texas.

The list includes in addition: Harold Greenlee and Ralph Herman, of Freemont and Nickerson, Neb.; Leo Chessel, Edwin Holmes, Edwin Molander and Harry Molander, all of Rockford; Alex McCullough and K. G. Sweger, of Davenport, Ia.; A. R. Crouch and wife, Harley-Davidson dealer at Bloomington, Ill.; Harry Wills, Phillipsburg, Mo.; C. J. Cooper and Fred W. Winter, motorcycle policeman of Winnetka, Ill.; Frank Curran, Harley-Davidson dealer, and Alfred Hild, of Sault Ste. Marie.

REMOVING TROUBLESOME VALVES

VALVES which have been in service for some time often stick in the guides and give a little trouble to the repairman when he desires to remove them. As a rule they can be pried up for a short distance, and if a loop of wire or strong twine is then put round the stem close to the head and pulled upward, the valve will generally come out nicely. This does away with any chance of injuring the stem or guide through forcing the valve up with a screwdriver or chisel.

PLANS PROGRESSING FOR DETROIT ENDURANCE

DETROIT, Mich.—The F. A. M. Club of Detroit stages its annual endurance, run on Sunday, Oct. 15. By the way entries are coming in to E. W. Herrmann, 289 Woodward avenue, who is handling the details of the run, the endurance bids fair to be a record breaker.

An impressive prize list has been hung up for the run, and the prizes are now on view at the Detroit branch of the Haverford Cycle Company. Motorcyclists of Detroit and nearby towns are invited to participate in the run; entry blanks and full details can be had at the Haverford branch.

TO HOLD ENDURANCE RUN FOR MEMBERS ONLY

PATERSON, N. J., Oct. 6.—A special endurance run, open to members only, will shortly be staged by the Paterson M. C. The course of the run will be from the clubhouse through Arcola, Ridgewood, Oakland, Suffern (check), Tuxedo, Greenwood Lake (check), Warwick, Vernon, Hamburg to Stockholm. At the latter place, one hour will be allowed for dinner.

The route in the afternoon will lead through Berkshire, Dover, Rockaway (check), Hibernia, Marcella, Newfoundland (check), Charlottesburg, Upper Macopin, Butler, Pompton Plains, Singac and Little Falls to Paterson. The total distance is 143 miles, of which 82 are ridden in the morning. Start will be made at 8:30 a. m. and the whole run must be finished in 7 hours, 39 minutes. Already 35 of the 80 members have paid entrance fees.

The object of the run is to obtain funds for the basket-ball team of the club and also to train the members in endurance run riding. The course takes in mostly poor roads, so that the training obtained from the run will stand the members in good stead in the major endurance runs which they may enter.

FLAXOAP FOR REMOVING ROAD TAR

ONE of the best road-tar removers, and the least harmful to the finish, is Flaxoap. It is one of the automobile soaps and if dissolved in water and applied liberally all tar spots come off readily with but little rubbing and the best part of it is, the varnish actually looks better when the enamel is dry again. A rub-off with one of the wax finishes on the market and the car or motor looks as though it just came from the factory.

HAS PROVEN INVALUABLE, SAYS Y. M. C. A. DIRECTOR

BROOKLYN, N. Y.—Louis J. T. Lahrs, the physical director of the Prospect Park branch of the Y. M. C. A., of Brooklyn, expresses himself as highly satisfied with the service rendered him by his Harley-Davidson in camp service. Mr. Lahrs was supervisor of Camp Weona, conducted for boys by the Buffalo Y. M. C. A. on Lake Ontario this summer.

"This is the second year I have had the Harley-Davidson at the camp," says Mr. Lahrs, "and it has proven invaluable. The roads are almost impassable at times, but the machine always gets through."

WORCESTER'S ONLY LADY RIDER

WORCESTER, Mass.—Mrs. E. W. Davis, of 34 Crystal street, is the only woman pilot of a motorcycle in this city, although approximately 650 machines, including sidecar combinations, are operated here. Mrs. Davis favors the sidecar outfit for the woman rider, but is not averse to making a trip solo now and then. She has made some long journeys without trouble, and is a believer in consistent roadwork rather than speed. Mrs. Davis became an enthusiast while riding tandem with her husband, who has been a motorcyclist for about eight years.

ENJOYING THE GREAT OUTDOORS WITH ALL ITS DELIGHTS

Family Party Indulging in a Picnic Amid Picturesque Surroundings in Indian Summer's Balmy Weather—The Mount Is an Emblem

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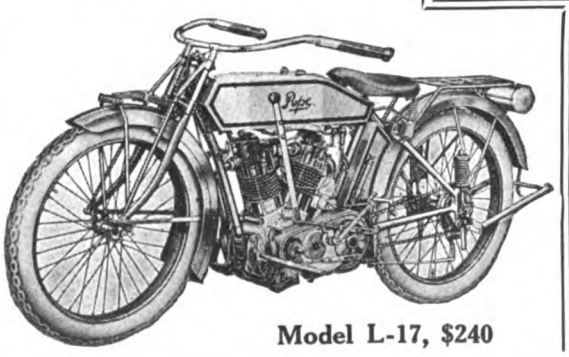
Model L-17

The big Pope features—overhead-valve quick-cooling motor, symmetrical cylinders, spring fork and spring suspension—that have made Pope reputation in the single speed class, have not been altered in producing Model L-17, the Big Twin.

But, the new model is equipped with a sector type direct starter—like that on the three speed model—which turns the motor over easily and quickly.

Its motor has been so refined and improved as to develop well over 15 H.P. at 2700 R.P.M.

It has vanadium steel reinforced forksides, front guard splashers, and the numerous other small improvements that make Model L-17 a de luxe edition of all the Big Twins that have gone before.



Model L-17, $240

1917

UPON a foundation of unequalled power and speed, the Pope motorcycle has, in less than six short years, been built up into a finished product that gives place to no motorcycle made. Each step in its development has been based on sound mechanical principles — principles that have made good under the severest test of road service.

So, for 1917 no radical changes were required —no necessity existed for experimenting upon the public with heretofore untried theories of construction.

T-17 —Three-speed Twin .
T-17 —Electrically Equipped .
TM-17—Three-speed Single .
L-17 —Single-speed Twin .

See text pages for complet

Westfield Manufacturing C

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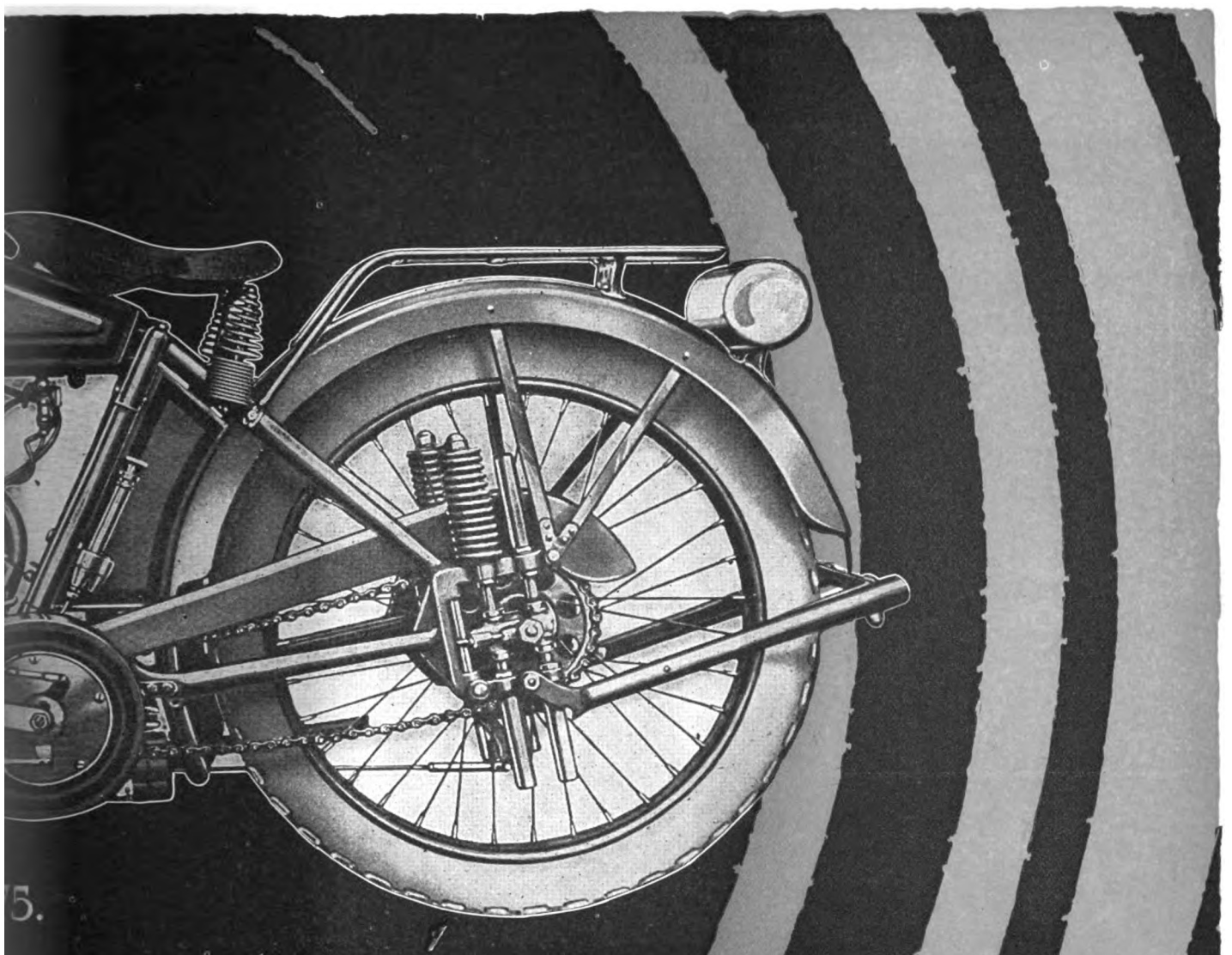


5.

1917

ALL effort was concentrated upon those refinements and improvements of detail that resulted in increased power, economy and smoothness of operation—that still further added to the well-known Pope qualities of flexibility, silence, comfort and absolute dependability.

The 1917 Pope motorcycle is offered in models to suit every purse and purpose; from the electrically equipped Three-speed Twin that proudly maintains the title of "Champion of the Hills" to the unbeatable Lightweight.

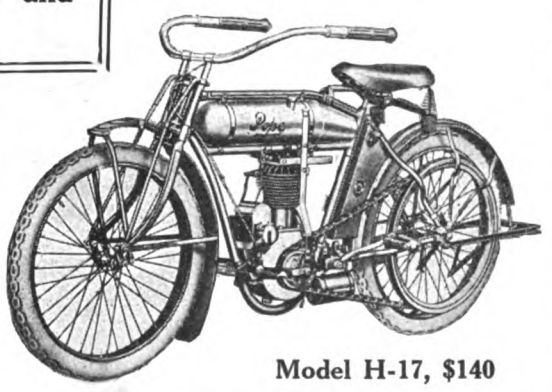
Model H-17

First in the American field, the Pope Lightweight has made and maintained a reputation for sturdy dependability that is unmatched.

For 1917 it continues to incorporate the same high grade material, workmanship and equipment as before; while it benefits by the improved manufacturing methods and facilities.

It incorporates numerous minor refinements; a modified oil tank with detachable pump like on the higher priced models, aluminum foot rests, and the like.

And, despite the advance in the cost of materials and labor, its price is reduced ten dollars, bringing it within the means of more people than ever before.



Model H-17, $140

s

pecial; the "more power" model . . . $250.00
ig Single 210.00
ightweight 140.00

and 1917 improvements.

Avenue, Westfield, Mass.

cles

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DIXIE

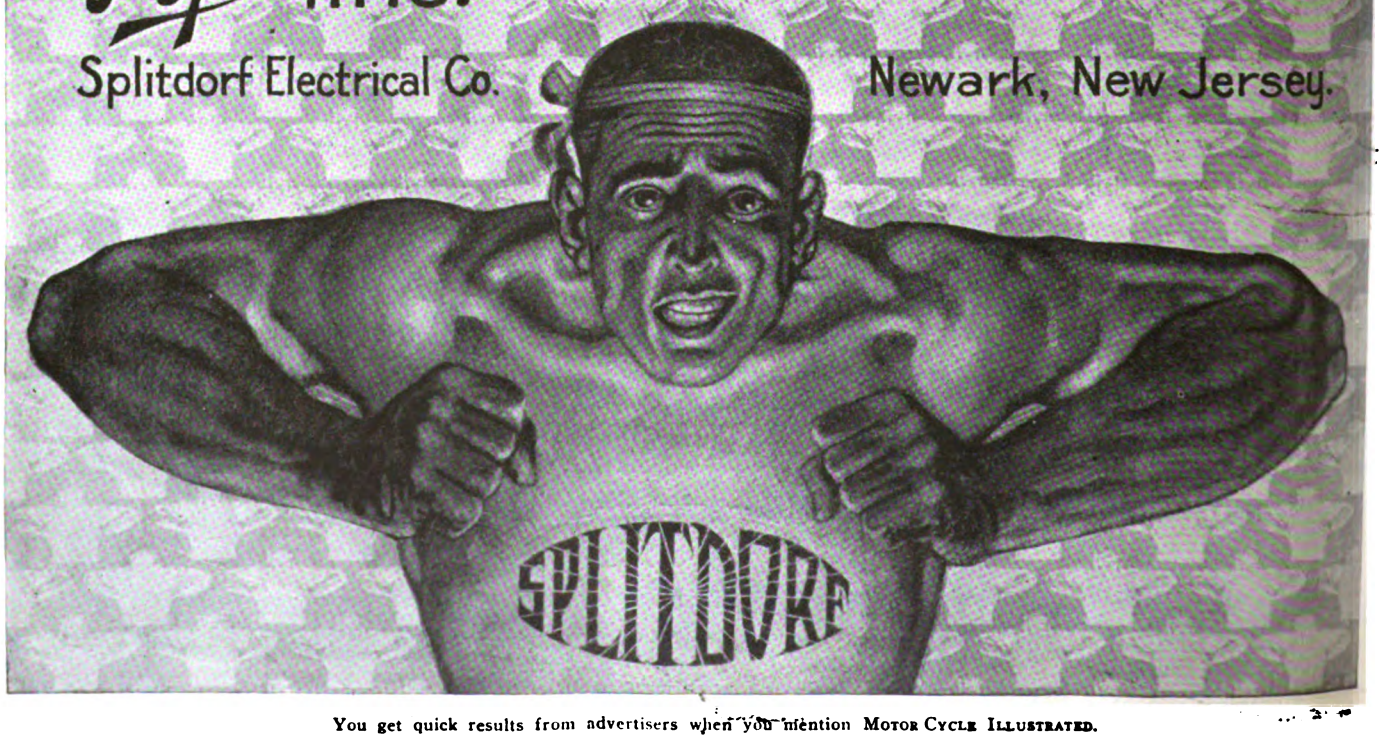
20th CENTURY IGNITION

is manufacturer's specification of magneto ignition for 1917 output of

Pope

Coupled up with *DIXIE* magneto are SPLITDORF SPARK PLUGS—the plugs with the Green Jacket—and the combination makes unbeatable ignition for the 1917 *Pope* line.

Splitdorf Electrical Co. Newark, New Jersey.



You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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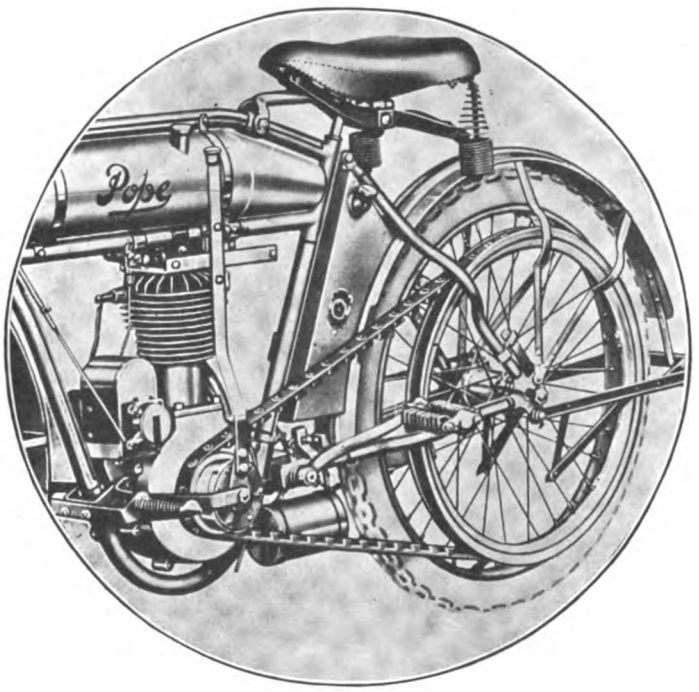
THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS



The Pope Lightweight Uses Spartan Belt

THE Pope Lightweight Model H has been blazing the way for more than six years. It is America's pioneer Lightweight.

's unusual for the pioneer of an industry to maintain the lead for years, but the Pope has accomplished the unusual—it has remained in front because it was designed correctly from the beginning.

From the start the makers of the Pope recognized one big requirement of a Lightweight—to be a success, it must be simple.

But to be a big seller, it must not only be simple and readily understandable, but it must APPEAR simple, because the novice must not question his ability to understand the vehicle—that's sound logic.

To get that necessary simplicity, it must be belt drive. For more than six years the Pope has used belt drive, and for 1917 it will again use belt drive.

Why? Because belt drive is just the drive for Lightweights. The Pope Lightweight has been a remarkable success because of its efficiency and its simplicity. The form of transmission has helped this success.

Belt drive is right, and because the belt used is the best belt to be had, the Pope Lightweight has been recognized as one of the best sellers a dealer could take on.

Naturally, the Pope Lightweight used the

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made Only by the Graton & Knight Mfg. Co., Worcester, Mass.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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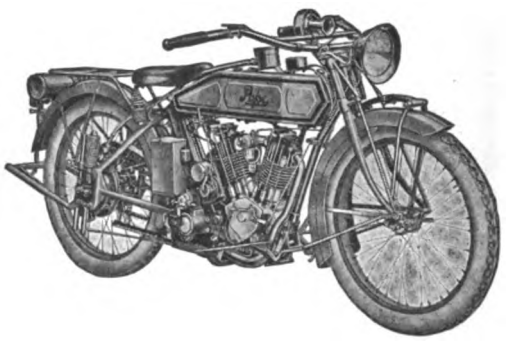
W-I-C-O

Batteries Exclusively on 1917 Pope Motorcycles



The making of motorcycle batteries is a specialty, and our recognition of that fact since 1913 has produced the result that specialization usually accomplishes;—we have made and sold more motorcycle storage batteries than all other manufacturers combined.

The Westfield Manufacturing Company
Specifies the Wico battery for 1917 electrically equipped models. That's recognition of leadership from a source we appreciate.

Witherbee Igniter Company

SPRINGFIELD, MASS., U. S. A.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Chatter, Chin, Comment

By E. F. HALLOCK

How Much Did We Contribute Toward That $32,000,000?

HOW many of us read the first-page stories in the dailies this week, telling of the phenomenal rise in Standard Oil stock which netted our mutual friend, John D., the tidy little sum of $8,000,000, or thereabouts, in a single day? I wonder how many of us connected the incident with the "Socony—26 Cents a Gallon" signs which have greeted us all this summer, whereas the 15 cents, 16 cents and 18 cents signs were in evidence the year before. I know that I, for one, feel by no means certain that I have not been contributing all summer to that $8,000,000 fund for the worthy John and $24,000,000 remainder which went to the other Standard Oil stockholders.

But the thing that gets me most with regard to the gasoline situation is the fact that we are paying on the average of 25 cents a gallon, in New York and other eastern points, for passably good gasoline, whereas in Milwaukee and Detroit the price has never once increased above 18 cents a gallon. I could account for a difference of a couple of cents a gallon on the score of differing transportation rates, but that transportation charges would make a difference of 7 or 8 cents a gallon is, to me, unbelievable. It strikes me that the S. O., like most folk, realize that Gothamites" have the money, and they believe in soaking it to them on general principles.

Have You Met Up With the "Codfish Aristocrat"?

DID you ever ask a fellow, some friend or acquaintance of yours, why he did not ride a motorcycle and have him sneer that he would not be seen on one? Further talk on the subject reveals the fact that he really has nothing against the machine; in fact down deep in his heart he would take the greatest pleasure in riding a machine but he is afraid of "losing caste"; he's afraid the fellows and girls of his "social set" may look down on him.

Fellows, that's the typical "codfish aristocrat." He's the fellow who is nothing, who has nothing. He imagines he is a social whirlwind, but as a matter of fact is nothing more than a feeble false alarm; his talk is society or near-society, morning, noon and night, and if he is not a full fledged bore, he is but one degree removed from that point. He takes his every cue from the wealthy set; he worships the very ground the wealthy society idol walks on, and spends every penny of his salary that he can spare in an endeavor to create a false impression.

Gosh, boys, but there are a great many good fellows doing that sort of thing and believing they are having a good time. But there is only one way of getting them into the ranks of the motorcyclists—you have to induce their rich prototypes to take to the motorcycle first; if motorcycling were to be taken up as a hobby by the 400, there is not a doubt in the world but what some 400,000 of those who ape them would fall immediately into line and become motorcycle prospects.

If I were a dealer, I would do my best to land a few sales among wealthy young men; the motorcycle can be made to appeal to them as a sporting proposition pure and simple and the very fact that they are riding will go a great way toward bringing the other fellows into line.

Is Motorcycle Dirt Different from That of Other Sports?

THERE are those who call motorcycling "dirty," fellows who will not ride because they cannot come back just as clean as when they started out.

Do they plan tennis? Did they ever come off the courts looking as clean and feeling as chipper as when they went on? You bet not.

Are they baseball enthusiasts? Can they go through nine innings and still feel clean? Not on your tintype. Nor can anyone else.

The same holds true of football, of fishing, hunting and motorboating. Every worth-while sport carries with it the necessity of getting the hands soiled and the clothes mussed.

But we dress properly for our other sports. We would not think, for instance, of playing tennis in our ordinary clothes; nor baseball nor football. So also with motorcycling. There is a certain amount of dirt attaching to the sport, even as there is to other sports, and we should dress so that the dirt will be no more noticeable than we can possibly help.

If motorcycling is a dirtier sport than some others, I here register my opinion that the sport is well worth the additional price in soiled hands and soiled clothes which its enjoyment entails.

On "Oil-in-the-Gas" Lubrication and Its Faults.

SPEAKING of lightweights, a word on the subject of two-stroke lubrication is in order. Every one of the two-cycle motorcycles which have been turnd out by American manufacturers has been lubricated by the "oil-in-the-gas" method.

By mixing the oil in proper proportions with the gasoline, all of the paraphernalia incidental to a separate lubricating system is done away with, and, save when filling his tanks, the rider never need worry about his lubrication. Obviously, that is a big advantage, especially from the manufacturing standpoint; but that there are certain drawbacks to lubrication of this sort cannot be gainsaid.

It is a fact, for instance, that oil mixed with gasoline has a tendency to "creep"; that is, to spread over the machine. The lighter gasoline, evaporating readily, leaves a most excellent dirt collector on the surfaces of the machine in the shape of a tacky film of oil. Thus, it is hard to keep that part of the tank around the filler opening clean, for if the tank is filled a trifle too full, some of the gas is sure to spatter out through the vent, despite the preventive baffle.

And again, every time the carbureter is flooded, the dripping gasoline leaves a dirt-collecting trail of oil which keeps the outside of the motor constantly dirty.

Aside, however, from the simple consideration of neatness, is it not a fact that the addition of the heavy lubricant makes starting somewhat difficult? We know that the addition of kerosene has this effect, and in these days of low-gravity "gas" it does not take a great deal of the heavier oil to do the trick. It would seem that the lubricating oil would have precisely the same effect.

There's just another point in connection with the "oil-in-the-gas" system which does not appeal to me. That is the fact that you cannot use the oil-treated gasoline for tube patching with the success attending the use of the pure fuel.

Playing Fair With the Lightweight Motorcycle

WE FELLOWS who have been riding heavyweight twins for years past, and who have become accustomed to feeling our mounts jump from under us with every slightest throttle urging, are apt to judge the lightweight machines by their performance in competition with the bigger mounts. To do so, obviously, is quite unfair to the lightweight.

This fact was brought home to me very forcibly this week by the salesmanager for a concern making a bicycle motor attachment which has proven itself the be "right there" when it comes to getting over the roads at a nominal pace.

In my enthusiasm over the little vehicle, I urged upon the factory man a plan to enter a couple of the little machines in the 200-mile jaunt of the New Jersey M. C. on Sunday, pointing out that if the little machine were to come through the run alongside the big fellows, the publicity accruing could not fail of benefiting the manufacturer in question.

To pull through that semi-endurance run at an average pace of 22 miles an hour, however, would necessitate holding the little fellow "all out" for the greater part of the distance, and while the salesmanager never doubted the vehicle's ability to stand the strain and come through the ordeal with flying colors, he feared that the publicity accruing would lead riders the country over to put their machines to the same sort of test.

Not only would this result in the machines being overtaxed and unfairly treated, since they are not designed for continuous "all out" work of this sort, but it would lead to disappointment on the part of some of the riders whose overtaxed machines might, perchance, fail to come through the test in perfect shape.

This business of expecting the lightweight to measure up to our standard of heavyweight performance is all wrong.

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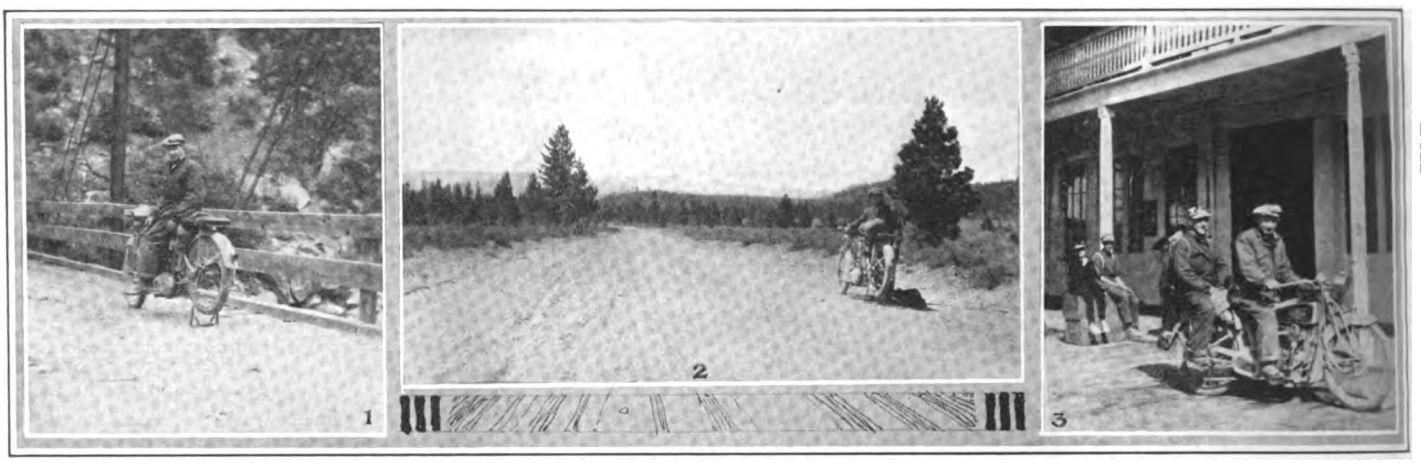
Deep Dust on Downieville Trip

San Mateo Tourists Explore Rugged Country Where Motorcycle Is Rara Avis, But Excelsior Three-Speed, Carrying Tandem, Never Balks; Mountain Climbing Alternates With Sand-Plugging



1, Sherman Resting on Bridge Between Nevada City and San Juan; 2, Sherman Snapped Between Hobart Mills and Truckee, Best Piece of Road Found Off the State Highway; 3, Sherman and Hinker Ready to Start for Their Trip to Downieville

SAN MATEO, Cal.—A. Sherman of San Mateo has just returned from a trip to Lake Tahoe via Downieville—a ride that has probably never before been made by motorcycle. According to old residents of Downieville, which is one of the pioneer mining camps in the heart of the Sierras, others have attempted the run, and have ridden into that town, but have invariably shipped out. Indeed, Sherman himself says he had very cold feet, but he gamely stuck to the run and came through in fine shape.

The mount was a 1917 three-speed Excelsior, with tandem attachment, the latter ridden by A. Hinker, both he and Sherman being operators for the Peninsula Rapid Transit Company, operating a bus line in San Mateo county. Hinker had never even ridden a bike before, which of course added to the joy of the trip. The only luggage was a little fishing tackle and spare clothing carried in knapsacks. The pair put up at hotels at night.

The first day's ride went through Sacramento and Auburn to Grass Valley, which is pretty well up in the foothills. As far as Auburn the road was in good shape, but there the State Highway was left behind, and the country roads Sherman believes are the worst in the state, full of sand and dust. The tourists spilled time after time, but were making so little headway that no damage was suffered. In places the dust was hub-deep.

Steep Grades and Bad Roads

The second day's ride was over tremendous grades, and roads almost as bad as those just described, with Downieville as the destination. Passing through Nevada City, the next settlement reached was San Juan, after a climb that made the famous grade at San Juan on the Coast road seem child's play. The photo shows Sherman on his mount on a bridge between two big grades on this part of the route. A heavy toll used to be charged for crossing this bridge, but the State recently took it over and abolished the toll.

A hard ride through very rough country brought the couple to Camptonville, and they kept on up the ridge to Mountain House, on the summit. On this part of the route they started on the wrong road, and were two miles off when their error was made known. They were shown a trail by which the road could be reached in a quarter-mile climb. The trail was an ordinary dirt path, not over wide, up a 37 per cent grade. They thought twice about tackling it, but decided to try. Hinker slid off halfway up, but Sherman didn't discover it until a minute later, when he reached the main road and found himself alone; Hinker arrived in good order a few minutes later.

Downgrade for Six Miles

From a point near Mountain House they looked straight down nearly one mile on the roofs of Downieville, which was to be reached by a six-mile road. Sherman says they started on the descent with some trepidation, and reached the bottom with their brake lining pretty well burnt up. However, they made it without mishap, reaching Downieville, 46 miles from a railroad, late in the afternoon and arousing great interest among the natives, many of whom had never seen a motorcycle.

Many pessimistic comments were made as to the continuance of the journey, but the machine was found to be in first-class shape, and they started out soon after breakfast. The start of this, the third day's ride, is shown in the photo. The first part of the day was easy going, compared with the previous day's ride; the road up the North Fork of the Yuba to Sierra City being an easy grade, and very good as roads go in that vicinity, with magnificent mountain scenery all the way. From Sierra City they went over another great ridge, with more deep dust, reaching Sierraville early in the evening.

An early start was made up another ridge, beyond which they struck Hobart Mills. For the eight-mile run from there to Truckee they spun along the best bit of road encountered since they left Sacramento, only oiled dust, but comfortable riding, and running through pretty rolling country of open woods and meadows, with snow-clad mountains in the distance. Between Truckee and Lake Tahoe they found very hard going; the road was well graded, but was covered with loose river gravel, having apparently no firm bottom, and it was very hard either to steer or to get traction. After reaching the lake, eight miles more of the same kind of road brought them to McKinney's. On the way there they ran out of gas, but were lucky enough to find an autoist encamped with a whole drum, from which they filled their tank.

At McKinney's they remained a day and a half. Leaving McKinney's at 9:15 a. m., they arrived at Sacramento at 6:45 p. m., a distance of 134 miles, following the Lincoln Highway to Placerville and the State Highway the rest of the way.

Out for Six Days

Sherman figures the total distance traveled in the tour as 560 miles. They were away six days, and the entire expense while on the trip was $6.60 each. As for tires, they had a pair of Firestones, which came through without a scratch, looking as good as new. Sherman forgot to take his pump, and didn't miss it until he reached McKinney's, after the worst of the trip was past. Notwithstanding the dust and bad roads, they hardly walked a hundred yards of the whole trip; and they did not meet a motorcycle from the time they left Auburn until well on the way home from the lake.

NEW EXCELSIOR AGENCY

PITTSBURGH, Pa.—The firm of Payne & Paulson, at 5712 Penn avenue, this city, has signed up to handle the Excelsior for 1917, and will hereafter be known as the Excelsior Motorcycle Agency. Its was previously known as the Pope Motorcycle Agency.

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Bicycle Section

SPECTACULAR SPILL MARS NEWARK VELODROME RACE

Rough Race Marked by Terrific Spill—Six Riders Go Down in One Crash and Two Are Thrown Into Grand Stand—Goullet and Grenda Win From Big Field

NEWARK, N. J., Oct. 9.—Alfred Goullet and Alfred Grenda, the strong Australian pair, the former now an American citizen, accounted for the 25-mile team race at the Velodrome yesterday afternoon. Nineteen teams started, but the race had not gone far when two of the star pairs, Frank Kramer and Oscar Egg and Marcel Dupuy and Francesco Verri, were eliminated in what was one of the most spectacular spills seen at the local track in years.

Berlin Finish Employed

The conditions of the race called for the so-called Berlin finish, a sprint being staged at each two and a half-mile mark. The teams scored in the sprints as follows: Winners, 1 point; second, 5 points; third, 6 points; fourth, 7 points; fifth, 8 points; sixth, 9 points and seventh, 10 points. All other teams in the sprints finishing outside of seventh place were credited with 11 points each. In addition to the seven places for the victors lap money was also included and that kept the field active all the way.

Alfred Grenda, Who With Alfred Goullet, Won Newark Team Race

Grenda Wins First Dash

In the first sprint Grenda won over Tommy Smith, Jake Magin, Willie Hanley, Oscar Egg, Gordon Walker and Bob Spears. Menus Bedell fell at the tape. In the second, which was somewhat mixed up by the officials, the riders sprinted twice, and in the second time Goullet crossed the tape first, Madden finishing second, Thomas third, Ryan fourth and Kopsky fifth. John Bedell ran sixth, while Fred Hill landed in seventh place.

It was at the termination of the third sprint that the spectacular spill happened. Coming into the home stretch McNamara was leading with Magin, Thomas and Cameron in his wake with Grenda trying to get around on the outside. A switch by one of the riders brought Grenda, Magin, Thomas and John Bedell down in a heap on the flat of the track. Riding high and trying to avoid the fallen riders Verri and Egg, the Italian and Swiss riders were catapulated over the rail and into the grand stand.

Excitement Runs High

Excitement ran high and flying forms and bicycles filled the air, so to speak, the referee, who was sitting near the scene of the fall, having a bicycle hung over his neck. Egg and Verri, who many thought were seriously injured, were helped to the training quarters, where it was found that outside of a bad shaking up, which they will feel for some time, they escaped luckily with a few bruises. Grenda was cut about the arms and legs, as was Magin, Bedell and Thomas.

Race End in an Uproar

From the time of the big spill until the finish the people were keyed up to their utmost, and, what will go down as about the roughtest race run here, ended in almost an uproar. In the 10 sprints staged Grenda and Goullet, winners of four of the sprints, scored 45 points. McNamara and Spears, although the winners of five sprints, finished second with 49 points; Hanley and Madden finished third with 72 points; Magin and Corey ran fourth with 79 points; Hill and Cameron, with 85 points, scored fifth; Kopsky and Smith, 89 points, were placed sixth, and the Bedell brothers finished seventh with a total of 93 points. The time of the race was 52:45.

Spears Beats Kramer

Bob Spears had another match race with Frank Kramer and the long Australian defeated the American champion in the first and third heats. Australia again came to the front in the half-mile handicap for the professionals, which was won by Charles Piercey, who had 40 yards. Frank Corry, 40 yards; Jake Magin, 20 yards; Floyd Krebs, 60 yards, finished as named in 52 4-5.

Tom Bello, the Brooklyn Italian, accounted for the one-mile open for the amateurs, beating Harry Hoffman, Fred Taylor and Thomas Fitzsimmons in that order. A two-mile invitation, which was marked by rough riding and the disqualification of one of the contestants, was won by Anthony Attardi, the Brooklynite.

Alfred Goullet, Grenda's Partner in Strenuous Team Race

NEW MOTOR WHEEL CLUB

JAMESTOWN, N. Y., Oct. 16.—Smith Motor Wheel riders here met at the store of Louis W. Collins recently and formed a motor wheel club for the purpose of taking trips, conducting races and promoting social affairs among the members.

The new organization, which is to be called the Jamestown Motor Wheel Club, elected the following officers: President, Ivan Wright; vice-president, B. C. Kellogg; secretary-treasurer, Kenneth Brown.

HOLDS BICYCLE THIEF

EAST ORANGE, N. J., Nov. 10.—Efforts are being made by the local police to put an end to the thefts of bicycles in this city. On Monday last Recorder Nott held William Abrams for the Court of Special Sessions on the charge of stealing the bicycle of Francis Purcell of 154 Park Ave.

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CHAMPION JOHN STAEHLE TAKES INTER-CLUB TITLE

Scores 18 Points in the Four Races Run—Team Honors Go to Century Road Club Association

NEW YORK, N. Y., Oct. 9.—John L. Staehle, American amateur champion cyclist and member of the Bay View Wheelman, Newark, added further honors to his collection yesterday morning on the Pelham Parkway. Staehle won the half-mile Inter-Club Amateur Cycle Road-Racing League championship, and by so doing made his total in the four races run, three of which were staged Sunday, Oct. 1, 18 points.

Staehle Beats Aickelin

Staehle defeated Eugene Aickelin, the New England Wheelmen's star; Fred Woisin, Acme Wheelmen and William Lock, of the New York Division, Century Road Club of America, in the final of the lone individual titular race. No time was taken. The final standing in the 1916 series is as follows: Staehle, 18 points; John J. Marquart, Century Road Club Association, 11 points; Eugene Aickelin, New England Wheelmen, 4 points; Fred Woisin, Acme Wheelmen, 2 points, and William J. Lock, New York Division, Century Road Club of America, 1 point.

C. R. C. A. in Team Honors

Seven teams of four men each started in the 10-mile team championship. The Century Road Club Association carried off first honors, their time being 25:53 4-5. The Bay View Wheelmen, of Newark, N. J., finished second in 25:54 3-5, while third honors were captured by the New England Wheelmen, who were timed in 26:38 1-5. The Acme Wheelmen finished in 27:12 3-5 and took fourth honors. The Hudson County Wheelmen, the Century Road Club of America, New York Division, and the New Jersey Division of the same organization finished sixth and seventh, respectively.

Two clubs that failed to have representation in the races were the Unione Sportiva Italiana, of New York City, and the Brooklyn Wheelmen. The former club lost the services of Nelson Johnson, their champion, through an accident, and Jerry Nunziate, through sickness, and with these two riders out they withdrew the team. Johnson, who lost his thumb when he got it caught in the chain and the gear sprocket while he was repairing his wheel, could not ride.

A BOON TO THE HIGHLAND CYCLIST

MILWAUKEE, Wis., Oct. 16.—That the Smith Motor Wheel is proving a real boon to cyclists in hilly sections of the country, where the tiresome pumping up hill doesn't nearly compensate for the fun of free wheeling down on the other side, is evidenced by the following letter from Carl Halbach, Paterson, N. J., who is a motor wheel enthusiast:

"Motor is running fine and made all the hills without any trouble. I took an 84 mile ride a week ago Sunday and the greater part of the ride was hills, one being steady climb for about seven miles. I guess if my motor can make that hill without any strain on it I will not have to be afraid to face any hills. When you get on top of that hill (it's not a hill, as I stated; it's really a big mountain) you can see for miles around.

"It is no place for a bicycle without a motor as it would be impossible to push up that mountain. I was well equipped with a Smith motor wheel, lunch and a pair of opera glasses. Have carbureter adjusted so I can run the motor as slow as the average person walks and also make over 30 miles per hour and get good mileage out of my gasoline. Have never tested the mileage on a gallon of gas, but I know it must be a high average, as I have quite some gas left after taking that eighty-four mile ride."

BICYCLE MARKET ACTIVE

DENVER, Colo., Oct. 7.—A circuit of the motorcycle and bicycle dealers in Denver, by the correspondent of **Motor Cycle Illustrated,** brought out the fact that business is very satisfactory. Special emphasis is placed upon the activity of the bicycle market, and it is also stated that there is an unusual demand for used motorcycles. All the agents look forward confidently to considerably increased business for 1917.

HARTFORD REUNION OF BICYCLE VETERANS

Many of the Old-Timers Gather for Sheep-Bake Staged by Hartford Wheel Club on October 7

HARTFORD, Conn., Oct. 10.—Over 75 veteran cycling folks and their friends attended the sheep-bake of the Hartford Wheel Club, which was held at Lake Compounce, Saturday, Oct. 7. Strange as it may seem, the party rode out to the rendezvous in automobiles, but that did not stop them from swapping yarns of the days gone by.

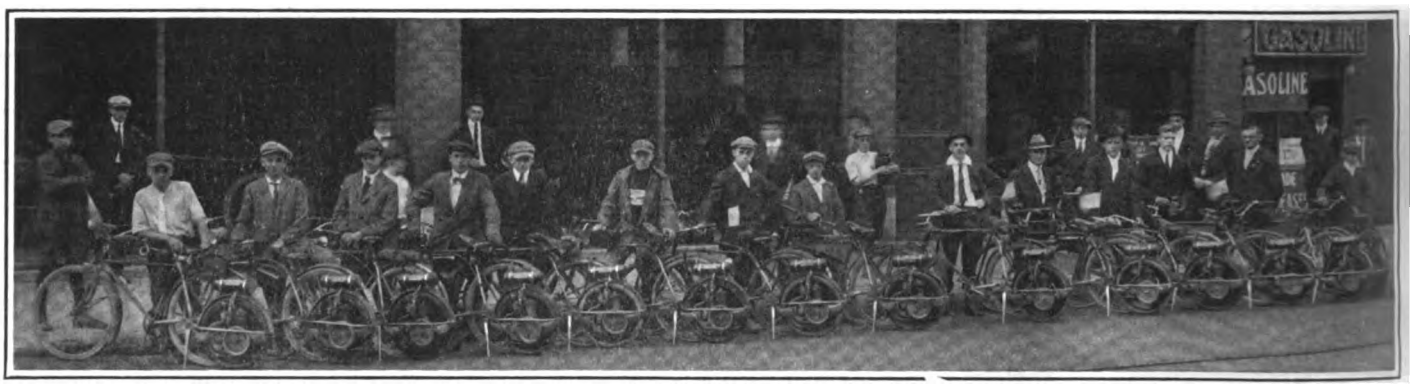
Among those present were: President C. F. Gorman, of the Hartford Wheel Club; George M. Hendee, former cycle racing champion of America, who recently retired from the Hendee Mfg. Co.; Joe Goodman, former owner of the *Bicycling World;* Col. George Pope, formerly of the company bearing his name; Louis Elmer, the old race promoter; Dave Post, of Veeder cyclometer fame; Congressman P. D. Oakey, who acted as toastmaster, and other well-known figures of the old industry days.

The tales told of the days of yore brought back fond memories of the racing game of a score of years ago. Jack Prince, Tom Eck, Eddie "Cannon" Bald Tom Cooper, Arthur Zimmerman, Billy Rowe, Earl Kaiser and other knights of the speed models were subjects that brought forth many a good story. A history of the Hartford Wheel Club was read by "Lou" Middlebrook.

ON LONG CYCLE TOUR

PHILADELPHIA, Oct. 8.—William Yorke, of the Century Road Club of America, made a three-day tour to Providence, R. I., the last three days of September. The Lincoln Highway was followed to New York and from that city the old Boston Post Road. The night stops were New Rochelle, N. Y.; Madison, Conn., and Providence. The mileage was 309 miles. At Providence F. I. Perreault of the C. R. C. A. and L. Winslow met Yorke and after a few hours' stop the return was made by train to this city.

MILWAUKEE MOTOR WHEELERS READY TO START ON LABOR DAY RUN



Twenty-two Enthusiastic Riders, Including Two Youngsters, Take a Sociability Run to Lake Tichigan, 31 Miles Away

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JONES & NOYES TO MAKE BICYCLE FRAMES

CHICAGO, Ill., Oct. 9.—It was announced by Jones & Noyes, manufacturers of Commercial and Silver King bicycles, that they will manufacture frames and forks for bicycles. The new line, which will be sold to dealers and jobbers, will be complete with seat posts, head sets, hangers and chain adjusters, and will be finished in gray, black, blue and red, with fancy or plain heads and seat post masts. They will also be supplied with or without mud guards.

FOOTBALL TEAM FOR BUTLER COUNTY C. C.

HAMILTON, O.—Indications are that a first class football team will be turned out by the Butler County Cycle Club for the current season. At a meeting called by President William Glauch last week there was a large attendance and much enthusiasm, and it is hoped that an eleven may be formed which will be well up to the standards established by former teams of the club.

RIDDER TO HAVE OWN NAME PLATE MACHINE

QUINCY, Ill.—John C. Ridder, the Indian man in Quincy, has put out his own nameplate bicycle for the coming season, under the title of the "Standard." With the Indian line he figures that he will have a very complete stock for the 1917 season. A carload is now on its way to Quincy.

Ridder will shortly erect a building at Tenth street and Broadway, one block east of his present location.

WORDEN'S MOTOR WHEEL SHOWS PLENTY OF PEP

DALLAS, Tex., Oct. 10.—Joe Worden, of this city, wanted to demonstrate that his motor wheel, one of the first wheels turned out by the A. O. Smith Co., still had lots of "pep" in it.

Joe took a little trip last Sunday to White Wright, 63 miles away. The roads were heavy and 18 miles of the way was over fresh laid gravel. Joe started at 9:30 and arrived at 2:30 with time out for dinner. "Guess my wheel is still in the running," he writes.

SOLD 25 PIERCE MODELS

MILWAUKEE, Wis.—Simon Goerke, at 3217 North avenue, has sold 25 Pierce bicycles during the past season in addition to a number of used mounts. He has taken the Century and Great Western lines on for 1917.

EFFICIENT BIKE SIDEVAN

QUINCY, Ill.—Albert Disseler, a delivery boy for the O. H. Kathman Company, has ridden his bicycle sidevan over 2,000 miles without a cent of repairs. The machine is of Musselman make, with United States tires, New Departure brake and Stevens sidevan.

THREE BROTHERS—THREE STORES

NEWTON, Mass., Oct 12.—Three stores located in Newton Centre, Newtonville and in this city, run by the Skelton brothers, Bert, John and William, agents for the Pierce and Emblem bicycles and the Cyclemotor, report excellent business this season. Bert handles the local store, John the one at Newtonville, and William that at Newton Centre.

SALEM DEALER IS BUSY

SALEM, Mass., Oct. 12.—J. M. Wilson, a local bicycle dealer, who has been in the business since its infancy, is well pleased with the business prospects. Mr. Wilson carries a large stock of new and second hand bicycles, in addition to a large stock of tires and accessories.

PIONEER HANDLE PARTS

NEWBURYPORT, Mass., Oct. 12.—J. J. and H. J. Chase Co., one of the pioneer bicycle stores in the state and one of the most complete, report one of the best years in their history. They are well supplied with old bicycle parts and could satisfy almost any customer's demands.

TAKE ON EXCELSIOR

MILWAUKEE, Wis.—The Standard Cycle Company, of 513 East Water street, has taken the agency for the Excelsior line of bicycles.

BEDELL SIZZLES PHOENIX-FLAGSTAFF TRAIL

Veteran Motorcyclist Covers the 250-Mile Distance in Eight Hours and 54 Minutes—His Own Vivid Account of the Various Stages of His Wonderful Trip

FLAGSTAFF, Ariz.—A. T. Bedell, a veteran motorcyclist of Flagstaff, has just made one of the most remarkable trips ever recorded in this section of the country. In an effort to establish a new mark for the trip between Phoenix and Flagstaff, he covered the route of 250 miles in 8 hours, 54 minutes. The trip out from Flagstaff to Phoenix was a leisurely one, three days being devoted to it, but for the homeward run Bedell opened up and startled the natives. He tells his story as follows:

Three Days' Riding

"On the trip down we took our time, and spent three days on the road. I was to make the return run alone, and casually remarked to the boys at the agency that I expected to complete the journey in about 10 hours. They laughed at me, and a heated argument followed, with the result that I determined to cover the route from Phoenix to Flagstaff in the shortest time possible for a human being.

"At 7:15 a. m., on September 18, I crossed the Arizona Canal, at the city limits, and started out to whoop things up. The first 7.6 miles I reeled off in just eight minutes, 30 seconds. The old machine was running like a top. How good it sounded to hear the motor singing away beneath me just as though it enjoyed the game and was determined to push the miles behind it at top speed! The sensation is one I shall not forget.

"Then something happened. The road followed along an irrigation canal, and as there had been hard rains during the preceding week, the canal had cut through the road at one point and had left a drop of 10 feet to the bottom of the washout. I was riding directly against the sun, and was therefore hampered in keeping on the road. Suddenly there appeared to be a black shadow across the road. The next instant I was upon it—and it proved to be not a shadow but the washout referred to. With all my strength I jammed on the brake, locking the rear wheel. The machine executed a beautiful skid, turning completely around and landing on its side, with the rear wheel overhanging the washout. Two feet more!—well, let's not talk about that.

Unharmed by Spill

"It took me but a minute to pick up the machine and kick her over; she was none the worse for the spill, and with the motor humming again I took to the road on the other side of the washout. It was desert road, and offered fine opportunities for rough riding. You city fellows cannot know what it means to ride over such a route as this. I traversed long level plains where the road winds about, just out of sheer playfulness, dipping over a shallow wash, up the other side in a cloud of sand and dust, hanging to the curves till the tires crept and just kept to the road.

"And then came the mountains—up and up and up! The famous Antelope Hill was conquered, and a short time later I left Black Canyon behind. Rough? Oh, yes! Rocks and ruts—and then some more. The muffler was knocked in, the footboards were torn loose, the front exhaust pipe was nearly closed—but what did it matter? I was still on the move.

For Gas and Water

"I stopped two minutes for gas and a drink of water, the first stop in 90 miles, and then once more I hit the trail. The sun was red hot, about 110 in the shade—and no shade in sight. Well, never mind—wait till we get up in the mountains.

"Prescott was reached in just four hours, 35 minutes, and at this point the worst road was behind. There was practically clear sailing ahead. Then came that awful feeling of uncertainty that accompanies a rear wheel puncture. The machine was stripped for speed and I had no stand. I was therefore obliged to lean it against a stock fence while I took the old tube out and inserted a butt-end in its place. And then out with a dinky little handpump and pump, pump, pump!

(Continued on page 48).

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Seventy-one Jaunters in New Jersey M. C. Run

(Continued from page 8)

Splitdorf Mag-Generator, United States tires and Mesinger saddle.

William Hatch, wife and three children, Reading-Standard with Rogers sidecar; Bosch magneto, United States tires and Persons saddle.

Frank Bagwell and Charles Busch, Harley-Davidson; Remy magneto, Firestone tires and Troxel saddle.

P. W. Stevens and Carl W. Bush, Harley-Davidson 1917; same equipment.

John Steele and Harvey Snyder, Indian; Splitdorf Mag-Generator, Goodyear tires and Mesinger saddle.

Joseph B. Werner and Fred Cuneo, Harley-Davidson; Bosch magneto, Empire tires and Troxel saddle.

Lawrence Cuneo and L. P. Cuneo, Harley-Davidson; same equipment.

Otto Weil and Amos Kaune, Harley-Davidson; Bosch magneto, Firestone tires and Troxel saddle.

Karl Segelbach and George Mack, Indian; Dixie magneto, Goodyear tires and Troxel saddle.

Frank Gross and H. Mergl, Harley-Davidson; Bosch magneto, Firestone tires and Troxel saddle.

Grover Parker and Richard Roberts, Harley-Davidson; same equipment.

Douglas Austin and L. W. Wintsch, Indian; Splitdorf Mag-Generator, Goodyear tires and Mesinger saddle.

Martin Netzler and George Peterson, Excelsior with Rogers sidecar; Midco ignition and lighting, Firestone tires and Mesinger saddle.

C. L. Eckhardt and M. T. Dove, Harley-Davidson; Bosch magneto, Firestone tires and Troxel saddle.

A. R. Mackey and Mrs. Mackey, Harley-Davidson with Rogers sidecar; Remy ignition, Firestone tires and Troxel saddle.

E. B. Holton and Mrs. Holton, Indian; Dixie magneto, Goodyear tires and Mesinger saddle.

Walter Goerke and Mrs. Goerke, Indian; Indian generator, United States tires and Mesinger saddle.

E. C. MacDonald and Miss Elsie Hudson, Indian; Dixie magneto, Goodyear tires and Troxel saddle.

Two Tandem Outfits

The two tandem crews were made up as follows: Jewett D. Bird and H. N. Pember, Harley-Davidson with F-N tandem; Remy magneto, Firestone tires and Troxel saddle.

Watson Kluczek and Harry Buchanan, Reading-Standard with F-N tandem; Bosch magneto, United States tires and Persons saddle.

The Solo Finishers

Following is the line-up of the solo riders who qualified for medals:

Frank R. Doyle, Harley-Davidson; Bosch magneto, Firestone tires and Troxel saddle.

Orrie Steele, Indian; Splitdorf Mag-Generator, Goodyear tires and Mesinger saddle.

John Walton, Indian; Dixie magneto, Goodyear tires and Mesigner saddle.

William Von Lehn, Indian; same equipment.

H. E. Hill, Indian; Dixie magneto, Michelin tires, Mesinger saddle.

L. B. Thebaud, Indian; Splitdorf Mag-Generator, Goodyear tires and Mesinger saddle.

E. P. Thebaud, Harley-Davidson; Bosch magneto, Firestone tires, Troxel saddle.

Wallace Stuart, Indian; Dixie magneto, Goodyear tires, Mesinger saddle.

E. Frank Grimm, Indian; Dixie magneto, Goodyear tires, Troxel saddle.

Chester A. Charles, 1917 Indian; same equipment.

The Jinx Captured These

Those who failed, for various good and sufficient reasons, to complete the course and qualify for medals were as follows:

Charles Versele and Paul Pester, Indian combination; out at Hightstown after losing route and sustaining punctures.

Fred S. Hoffman and Edward McGovern, Harley-Davidson combination; sustained punctures and were one hour late at Trenton.

C. W. Waughop, Cleveland lightweight; sustained several punctures and was 45 minutes late.

Arthur Wintsch, Indian solo; out at Matawan.

Charles G. Seaman and Raymond Case, Harley-Davidson combination; delayed by punctures near Flemington.

Joseph Applegate, solo Harley-Davidson; lost on way to Asbury Park.

Calvin R. Webber and Miss Elda Peterson, Indian combination; delayed by punctures and late at Trenton and Washington.

John F. Carroll, solo Indian; out at Trenton with dry gasoline tank.

NEW AKRON CYCLE CONCERN

AKRON, O., Oct. 9.—Under the style, Akron Cycle Supply Company, a new company has been incorporated to enter the retail motorcycle and bicycle business in this city. The authorized capitalization is $10,000, and the incorporators are: Robert Raymond, Alice Raymond, A. L. Bertelle, Guy McMillin and Joseph J. Bertelle.

MOTOR CYCLE ILLUSTRATED

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SWISS-ELKHART MERGER IS CONSUMMATED

CHICAGO, Oct. 9.—The Swiss Magneto Co. of Chicago and the Elkhart Mfg. Co. of Monroe, Mich., the merger of which has been hanging fire for some time, formerly completed their consolidation last week.

The plans call for the removal of the Chicago offices of the Swiss Magneto Co. to Monroe where the entire production of the combined companies will be carried out. The service station at 3027 S. Wabash avenue will be continued.

THIRTY-TWO MACHINES IN ANNUAL TRIANGLE RUN

(Continued from page 7)

From Worcester to Woonsocket, R. I., there was more macadam, but Woonsocket back to Providence there were occasional stretches of cobblestone and sand, with some macadam.

Those who finished on time, and who are thus eligible for prizes, are as follows: Edwin A. Lutz, Caesar Litterio, D. W. and Mrs. Gravel, F. C. Wilbur, Jr.; J. G. Edwards, Axel Anderson, George M. Ellis, C. H. Andrews, S. P. Andrews and wife, E. LeBlanc, Leon Burlingame, Herbert Lillebridge and wife, Edward A. Swenson and Mrs. B. A. Swenson, B. A. Swenson, Mr. and Mrs. J. F. Wilke and daughter, Elmer Stone, C. W. Peterson, H. V. Berklander, F. McMaugh, Ronald Knox, E. Paquette, W. Duggan, William Swanland, Alfred Beauvais, Arthur Didsbury, C. B. Johnson, William H. Thompson, Benny Simone, Tony Cozzone, W. Pelliman, F. Home. All these entrants used Indian outfits. The only other make entered was a Harley-Davidson, ridden by Sidney Colburn, who also finished on time, and will receive a prize.

ACTIVE IN TWO LINES

CHICAGO, Ill.—Whipple, the Motorcycle Man, at 1227 West Jackson Boulevard, has just delivered three motorcycles to special delivery men at the Chicago postoffice. Whipple has been appointed campaign-manager for Judge Newcomber, who is running for re-election to the municipal bench and "Whip" is mighty busy between selling machines and boosting for the judge.

BURCHART TO REMODEL STORE

MADISON, Wis.—C. L. Burchart, of the Indian Motorcycle Agency in this city, is planning to remodel his salesroom this Fall. He closed his first season at 446 West Gillian street, with 16 sales in his motorcycle department. He has the agency for the Iver Johnson line of bicycles for the new season.

TAKES ON MOTOR WHEEL

DENVER, Colo., Oct. 9.—The Pansy Motor & Cycle Works, 1715 Lawrence street, this city, has just taken the agency for the Smith Motor Wheel, and the first demonstrations have lined up quite a few prospects. The company also handles the Racycle, Miami, and Indian bicycles, in addition to operating a repair shop.

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A Tandem Vacation in Picturesque New England

Detailing the Experiences of Two New Jersey Enthusiasts During a Five-Days Summer Outing—They Covered 797 Miles With No Motor Trouble and Only One Puncture

By J. E. PUGSLEY

IT was about 5:30 on a fine July morning when my cousin Jack Lovatt and I woke, and prepared to start off on a five days' vacation trip on my Excelsior twin. We put in a good breakfast and then made the machine ready for the journey.

I wore an F. A. M. suit with leggings, while Jack utilized his Boy Scout trousers and a light hunting coat. Both of us carried knapsacks on our backs, but we strapped our extra trousers and shoes on the handlebars. I had a small pack of khaki cloth strapped on my seat for cushion. After seeing everything in order we started from Irving Centre, N. J., at 7 a. m., and passed through Newark on the way to New Haven, Conn., the dinner stop.

It was easy and picturesque going over the Boston Post Road from New York through the suburban cities and the Connecticut towns, but we had three detours—all mud—before reaching our dinner stop. We took in the Yale University buildings after eating, and also various historic spots in the city, and then started off for Boston, the night stop.

A Human Lamp Bracket

Our plans here received a jolt, for shortly before reaching Providence, R. I., the lamp bracket broke from the weight of the bundle on the handlebars. As it was getting dark, some way of carrying the light had to be improvised, so Jack became the "bracket." Jack had his hands full—carrying the lamp in one hand and the "Blue Book" under his arm, but we kept on going at a smart clip. Presently we hit a stretch of poor road, about nine miles long, but as it was pinewoods we did not care much, as the sunset and the pine breeze were very pleasing.

We neared the outskirts of Providence about 8:15 that evening and I then took my large flashlight and ran through the city with it. I was not interfered with, so it must have been all right. After putting the machine in a garage we went to the Y. M. C. A. and got rooms for the night.

Right here I might say that for any motorcyclist the Y. M. C. A. is the best place for a night stop-over. One has the free use of the shower baths and after a hard day's ride a hot shower followed by a cold one takes all weariness away for good. Next morning, being a stranger in Providence, I inquired for the Excelsior agency, but no one seemed to know its location, but at 10 o'clock I found it and got a new lamp bracket. Off we then went over fair roads until just before getting into Boston, where some very bad streets were encountered.

Top left, at Revere Beach; right, Connecticut Valley and River Below Bellows Falls, Vt.; second row, the Tourist with His Mount in Front of One of the Yale Buildings, New Haven, Conn.; center, a Tobacco Field Near Hartford, Conn.; right, the Shore at Rye, N. H.; below, Beach Scene at Portsmouth, N. H.; next row, at left, House at West Barrington, Where the Tourists Remained Overnight; below, Charles River and Old Boston in the Distance; at bottom, Bungalow at Alstead, Where the Tourists Stayed Two Days. This House Is 1525 Feet Above Sea Level.

Seeing Boston

Upon entering Boston proper one has a good view of the whole city and it is very imposing. On one side of the main road entering is the Museum of Fine Arts and several other large buildings and on the other side is the Y. M. C. A., which is the finest one in the Eastern States. Arriving about 3 p. m. we decided to stay overnight, so we started to ride around to Old Boston Town, but after crossing the old Charles River bridge we met with an accident in the nature of a spill on the wet cobbles. This bent my control handle and also footboards and brackets. But not only that, I suffered a bad cut and sprained knee, and my cousin the same, also a bruised elbow.

After pushing the machine ten or twelve blocks we found a lunchroom and had our dinner (at 3:55 p. m.); then feeling better, but lame, we pushed a few more blocks and found a garage. Here they were ready to accommodate us with tools.

Obtaining a heavy hammer, I took off all of the bent part, and, using the sidewalk for an anvil, I straightened them out. When I finished putting the machine in order, we put up for the night, saw some more of the town and went to bed.

Chain Breakage

Rising early the next morning, we had a real old Down East breakfast and started on our way, to go as far as possible before dark. The way out of Boston is much prettier than the approach from the direction of Providence, as the road runs along the coast close to the water, all the way to Portland, Me. We rode on through Revere Beach and after passing this beautiful shore resort by about 16 miles my

(Continued on page 50)

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Varied Activities of the Dealers

PROV. CYCLE DEALERS REPORT FINE BUSINESS

Window Displays Featured by Swenson—Sales of Bicycles Reported Heavy by All Local Firms

PROVIDENCE, R. I.—The bicycle trade in this city, according to many dealers, was never better than during the past season and at the present time. It has been the kind of business that comes voluntarily, they say, and not the sort that takes continual drumming.

B. A. Swenson, Indian agent at 522 Broad street, who carries an extensive line of Indian bicycles, is making special window displays, and he asserts it is bringing forth a great amount of business. This is a line that Mr. Swenson does not "push," but he says the results he has attained to date are most satisfactory, and prove in a large degree that the bicycle has come into its own again.

William N. Burnett, manager of the Harley-Davidson Co., carries a large line of bicycles, and says he is getting a good business this year without going after it. As a matter of fact, he says prospects are coming to him this year without solicitation.

F. McCarthy, manager of the Goodby-Rankin Wholesale Co., says that his company has put out 2,500 bicycles this summer. At the start of the season the company had considerable trouble in getting machines, but he says when this was overcome the salesmen, of which the company has four on the road, had no difficulty in pushing sales of the Oxford, the feature the company handles.

Manager Murray, of the Hayden Sporting Goods Co., says he has sold more bicycles this year than ever before. Just previous to May 1, he says, he sold more wheels in six weeks than he sold in any other season in years. He says he has 119 installment accounts and that he finds this is a very satisfactory way of putting out the goods. This, he says, means many other customers. Dawson & Co. also reports that they have been doing a tremendous business, and that they believe it will continue.

ROTHOLZ SPECIALIZING ON SIDECAR STORAGE

NEW YORK, Oct. 6.—Gus Rotholz, the veteran motorcycle man, at 1691 Park avenue, is making a specialty of sidecar storage. To date, he has 31 combinations in his place, all being privately owned, and two commercial outfits in addition. The new quarters, which are thoroughly fireproof, will accommodate 40-odd outfits and as many solo machines, and as the situation stands now, there isn't much more space to be taken up.

Gus has just installed a nice set of lockers on the mezzanine floor for his customers. "The locker room should always be separate from the storage floor," says Gus. "It not only saves space, but it keeps the contents of the lockers cleaner. A man going to a floor locker interferes with others who may desire to work on their machines. I always have insisted on locker spaces distinct from the main body of the garage ever since I entered the cycle business."

Gus' patrons are well pleased over the provision of a gasoline system as well as an oil storage outfit in the new quarters.

Trade Notes from the Northwest

TACOMA, Wash.—On account of the success obtained from motorcycle delivery used by its competitors, the Woolen Cleaners, of this city, is now using a Harley-Davidson outfit to call for and deliver suits.

THE TRADERS Tire & Supply Co., of Spokane, has recently opened a handsome salesroom at 1209 Sprague Ave. Tires and accessories are handled.

SINCE Tom Paulsen, the Tacoma Thor representative, has received the new Thor announcements he has been besieged with inquiries regarding the new models. He says that prospects are beginning to loom up, and that he is getting a huge quantity of repair work.

THE Motor Vehicle Protectice Association was successfully launched in Seattle during the past week by V. O. Hanna and K. G. Knappen. The plan and scope of the association is unique, providing its own motorcycle patrol to watch all highways, small towns and big cities and important points in the scheme of thief apprehension.

FORD TAKES HENDERSON FOR WHITE PLAINS

NEW YORK, Oct. 6.—Felix Lewin, manager for the Henderson Motorcycle Company at New York, announces that William A. Ford, of White Plains, N. Y., has contracted to represent the Henderson for that portion of Westchester County for the 1917 season.

Ford has been in the motorcycle line for several seasons in Westchester County.

NEW POWERPLUS IN PROVIDENCE

PROVIDENCE, R. I., Oct. 9.—B. A. Swenson, local Indian agent, went to Springfield Friday and returned with a new 1917 Powerplus machine. It was given its initial tryout here yesterday when Mr. Swenson rode it in the Triangle run to Boston and Worcester.

WOULD GIVE COUPONS FOR REPAIR SERVICE

Halliday of New England Dealers' Association Offers Co-operative Suggestion of Novel Type

PROVIDENCE, R. I., Oct. 10.—W. F. Halliday, local manager of the General Motorcycle Sales Co., and an enthusiastic believer in the formation of a New England Motorcycle Dealers' Association, to include every dealer in the six states, has just submitted to the Bay State Motorcycle Dealers' Association a proposition which he aptly calls "A Boosting Service Plan."

One of the outstanding features of Mr. Halliday's service system would be a uniform schedule of prices for repair work. "I am a firm believer in a coupon system for repairs," says Mr. Halliday. "Through a systematic arrangement, adhered to by all the dealers, the rider of a motorcycle would be able to obtain repairs on his machine in any town, and at any shop, for a uniform price. In order to assure the patron that he is receiving an absolutely square deal arrangements could be made to have him pay by a coupon, which would be redeemable through a central headquarters.

"A service coupon book would be given to each purchaser of a motorcycle at the time that he received his machine. Each coupon would be good for a quarter of an hour's work, and they would be so dated that the book must be used up within a year from the date of issuance, and for the same machine in connection with which it was given out. To sum up, the idea simply means that every purchaser of a motorcycle would receive from his dealer one of these little coupon books, and through it would be entitled to a certain amount of free repair service at the shop of any agent who was a member of the same association. It will be seen that such a scheme as this would enable one dealer to help another, and that it would foster the general idea of co-operation. At the same time, it should have a helpful effect in doing away with price cutting."

The coupons would be considered as cash by the dealer, and he in turn would receive his payment by mailing the coupon to the secretary of the association. It is taken for granted that the same coupons could be used for the purchase of supplies and accessories.

LINNELL GOING TO BOSTON

PROVIDENCE, R. I., Oct. 9.—R. N. Linnell, local manager of the Hub Motorcycle Company, is clearing up his affairs here preparatory to going to Boston to associate himself with the main office, the company having sold out their local plant to the General Motorcycle Sales Company.

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News Highlights from Mile High Town

HELP FOR THE MOTION PICTURE EXHIBITOR

DENVER, Colo., Oct. 6.—The Triangle Film Co., of this city, states that the motorcycle comes in very handy in getting motion picture films to different exhibitors in the state. When an order comes into the film company for a certain reel that is wanted right away and there is not time to send it by train, one of the employes of the company jumps on his motorcycle and makes the delivery.

Thus the motorcycle gives the Triangle people much better service than they formerly had. If a picture sent by train does not get to its destination in time to be shown the crowd that gathers to see that picture is disappointed, and up in arms against the theatre man who has advertised the picture. Now, however, the motorcycle has come to his rescue and the picture arrives in time for the performance at which it is booked to be shown.

AGITATING FOR MOTORING DURING WINTER

DENVER, Colo., Oct. 6.—The Denver automobile dealers are at the present time making ready to conduct a big winter motoring advertising campaign. Of course, the campaign is going to help the motorcycle dealers, too, for it will create a desire for all kinds of motor vehicles in the minds of the people. In this connection E. A. Mead, head of the Mead Autocycle Co. and Western distributor for the Excelsior, says: "We will push the motorcycle this winter as we have always done in the past, and advocate winter motoring just as hard as the automobile people do. We expect results, too."

The Automobile Trades Association members are sending out winter motoring stickers on every piece of mail and it is estimated that at least 100,000 of these stickers will be sent out in the next few months. Posters will also be placed in business houses throughout the state calling people's attention to the values of winter motoring.

PENN CYCLE COMPANY ADDS TO ITS QUARTERS

READING, Pa.—The Penn Cycle & Motor Company, of which William G. Schaeffer is proprietor, has leased the storeroom adjoining its present quarters The new room, which will be occupied in a short time, is larger than the present quarters and will afford better accommodations for Schaeffer's growing business.

Schaeffer is specializing on the Excelsior motorcycle and has a large repair and accessories business in addition.

STERNS TO SELL HENDERSON

NEW YORK, Oct. 6.—Stern Brothers, of 1519 Second avenue, have signed up to handle the Henderson for the eastern section of this city during the 1917 season.

SELLS 18 HENDERSONS IN BRONX COUNTY

BRONX, N. Y., Oct. 7.—Gene Coughlin, of Gene Coughlin & Co., at 922 Washington avenue, has taken orders for 18 Hendersons of 1917 model to date. "The Bronx riders are enthusiastic over the new model," says Gene, "and it will be only a question of time after I get my demonstrator when I will double the number of sales I made up to the present."

Coughlin & Co. took the Bronx representation for the four-cylinder machine a little over a month ago.

ROOS IN NEW STORE

OMAHA, Neb.—Victor H. Roos, Harley-Davidson dealer in this city, opened his new headquarters at 37th and Leavenworth streets a few days ago. The new salesrooms adjoin the old motorcycle store, and have been completely remodeled with new front and floor. The office is in the rear. Roos carries a complete stock of parts, tires and accessories.

OUTDISTANCED AN OSTRICH

A Goodyear Tire & Rubber Company representative tells of a novel race reported recently by a dispatch rider in one of the Eastern campaigns, in which a motorcycle and an ostrich competed for supremacy—a variation of the old time county fair horse and ostrich race. While riding along one day the soldier came up with a stray ostrich that undoubtedly had never spied a motorcycle before, and decided to give the thing the "once over." He kept pace for a while, but gave up the chase when the rider opened up.

TRADE <E> MARK

DIAMOND "E" SPOKES AND NIPPLES

We have been making spokes and nipples for the cycle trades for many years. Wherever and whenever spokes and nipples are needed DIAMOND "E" are always first specified. Every spoke and nipple bears the trade mark "Diamond E" and is guaranteed for exact fit, measurement, quality and finish.

THE STANDARD COMPANY, TORRINGTON, CONN.

MANUFACTURERS OF

Diamond "E" Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

We are boosters for "One Millon Bicycles in 1916"

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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PROGRESS

The Goal of Yesterday will be the Starting Point of Tomorrow

Carlyle

To stand still is to go back—that is the universal law, and with a keen knowledge of the truth of this law the makers of the MORROW have never ceased—nor shall they ever cease—their constant efforts to improve the MORROW Coaster Brake.

Never-ending tests, both laboratory and road trials, are the rule in the MORROW plant. Careful analyses of steel, experiments with different formulae in an effort to make *still* harder, still tougher, the materials that make up the MORROW; these are the things that constantly keep the MORROW to the front.

The MORROWs to come will be built on the MORROWs that have passed, the lesson taught by each preceding MORROW will be profited by in the making of the next.

Thus the dealer and the rider are both protected and safe in the knowledge that MORROW superiority will be consistently maintained.

Let us tell you something about the MORROW—how we help the dealer in more than one way to boost his bike sales.

Morrow

Eclipse Machine Company, Elmira, N. Y.

Licensed Coaster Brake Manufacturers

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Saving Time and Labor in Removing Carbon

Demonstrating the Value of the Chain Dish Rag as a Potent Loosener of Sooty Deposit in the Cylinder—Particularly Adapted to Non-Removable Head Motors and Has No Harmful Effects

By D. B. PANGBURN

SINCE probably half or more of this year's models have non-removable cylinder heads, the job of scraping out carbon deposits becomes considerably greater than it used to be, as the whole cylinder has to be removed, and the head is also harder to get at. The method here described saves a lot of labor in taking down the machine, and seems to do a very good job. It is particularly applicable to the Powerplus and Harley-Davidson types of motor.

On Powerplus Motors

With the Powerplus, remove on one cylinder the cover over the exhaust valve, beside the spark plug, or with the Harley take off one of the intake valve domes. Plug the inlet pipe or port with a rag. Through the opening insert in the cylinder two or three loops of chain from one of those small chain dish rags, woven of little loops of iron wire rings, such as can be bought at any 5c and 10c store for a nickel. Now start the motor up slowly under its own power, running on the other half of the engine. This can be done because it has not been necessary to disconnect or remove the carburetor, as has to be done when taking off the cylinder or heads in the ordinary way.

If the engine was cold to start with it can be run slowly for half a minute or more without any danger of overheating; longer in cold weather. Then bring the piston of the cylinder, on which the operation is being performed, up to the top position, fish out the chains with a hooked wire, and then, with a cloth swab on another wire, wipe all the dust and dirt out of the cylinder, finishing by flushing it out with kerosene. If one application of the chains is not sufficient, another may be given, it being only necessary to be careful not to overheat the working cylinder while running on the stand.

At first glance, it may seem strange to put any metal object into the cylinder, but bear in mind that the chain dish rag recommended is very light and flexible, and is made of soft iron wire, and that the engine should be run slowly. Furthermore, remember to only put in one or two loops of chain, so that it can not make a large enough wad to do any harm, even if it were packed tight in one lump.

A Knocking Effect

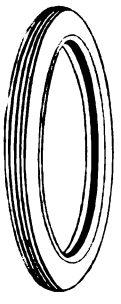
Of course, the piston, when moving down, goes a great deal faster than the chain does in merely falling, so that the piston runs away from the chain, and when it comes back up again it meets the chain half way down and shoots it against the cylinder head, thus, in one operation, loosening the carbon deposit and knocking it off from both the top of the piston and the head of the cylinder, while the flexibility of the chain allows it to thoroughly reach all points. Then, the motor being in action, most of the dislodged carbon is blown out.

The method is a great time saver, being much practiced on automobiles, and I know several cases where it has been used for a number of years with entire satisfaction and success, and apparently with no harmful effects of any kind.

DENVER JURY CONSIDERS HIGH COST OF "GAS"

DENVER, Colo., Oct. 6.—A jury of prominent business and professional men of this city are at the present time investigating the high price of gasoline in Colorado. A committee from the Denver Motor Club is also working in co-operation with a committee from the Civic and Commercial Association in an effort to find out if it is possible to cut gasoline prices, and if so, why it isn't done. Motorcycle riders are hoping that the price of gasoline will be lowered here in Denver, as Colorado is now paying a much higher price than are people of the East.

SECONDS!



It's not often that the trade gets such an opportunity to stock up on standard tires at such "rock-bottom" prices. Look this list over carefully—it will pay you well to do so.

Firestone Corrugated, 28 x 2½, for BB Rims	*Each*	*$5.50*
Federal Studded, 28 x 2½, for BB Rims	"	*5.50*
Firestone Non-Skid, 28 x 3, for CC Rims	"	*8.50*
U. S. Corrugated, 28 x 2¾, for CC Rims	"	*4.50*
U. S. Studded, 28 x 2¾, for CC Rims	"	*4.00*
Continental Studded, 28 x 2¾, for CC Rims	"	*5.50*

Write for New Net List No. 60 Showing Latest Prices

NEW YORK SPORTING GOODS CO.
15 and 17 WARREN STREET — NEW YORK, N.Y., U. S. A.
FREDERIC A. BAKER, President — ANDREW C. IMBRIE, Vice President
HENRY T. FOWLER, Vice President — JAMES E. MURRAY, Treasurer

Pope, Too!

The predominant quality of Duckworth Chains is again proven by the specifications of the Westfield Manufacturing Company, makers of the Pope Motorcycle, who have ordered Duckworth Chains as **exclusive equipment** on their 1917 models.

"POPE equipment" is a sign of highest quality—and though Duckworth Chains cost more to buy they have proven themselves by far the lowest after-cost chains made.

Write for booklet.

Duckworth Chain & Mfg. Co.
Springfield, Mass.

DUCKWORTH
CHAINS

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Mr. Dealer, You Can Say "NO!"

IF the salesman offers you the agency for a motorcycle that has not the name Bosch on its ignition system, you will protect yourself only by saying "NO."

"A magneto" and "the Bosch Magneto" are very different as means of producing that very vital requirement, Ignition. Bosch Products are all marked with the name Bosch. If you are offered a motorcycle with an unnamed magneto claimed to be made by Bosch, the claim is an untruth; if a magneto "as good as Bosch" is offered you, a wrongful trade on the Bosch Reputation is being attempted. The ignition of the motorcycle is vital to your success as well as to the motorcycle's—don't chance it when it comes to ignition, for there are plenty of good motorcycles that use Bosch Magnetos—they are sure winners.

Be Satisfied **Specify Bosch**

Correspondence Invited

Bosch Magneto Co., 206 W. 46th St., N.Y.

Service Stations in every State

The fastest Races of the year have been made by Bosch-Equipt Motorcycles Only.

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WAR HAS LITTLE EFFECT ON MOTOR WHEEL SALES

MILWAUKEE, Wis., Oct., 10.—The "Palais de l'Automobile," Smith Motor Wheel representative in Paris, France, has been selling a large number of the little red devils in spite of war-time business depression.

There, as here, the commercial possibilities of the Motor Wheel are quickly seen. M. Latourisqui, of Charente, is using his motor wheel for delivering parcels and says he can cut both the time of delivery and also the cost in half.

Another motor wheel owner is Jean Wahl-See, First Assistant Industrial Commissioner of Taneuse, who uses his wheel daily in his duties which correspond to those of a commissioner of Public Works in this country.

HERE'S A MOTORCYCLE OPENING IN INDIA

NEW YORK.—Naraindas & Co., of Karachi (Sind), India, a firm of motorcycle and motor car engineers, are open to take the agency for an American motorcycle for certain parts of India. They desire catalogs covering motorcycles, bicycles and accessories and also trade terms.

CAPS TICKLE THE KIDS

LOS ANGELES, Cal.—Tom Girton, of the Girton-Hoffer Company, Excelsior distributors, is some popular man with the youngsters these days. Tom got a lot of Excelsior skull caps and now you see them everywhere, as over 200 kids are sporting them. It is one of the best advertising stunts that Girton has run across, he says.

SAUFLEY AT SEDALIA FAIR WITH ROTARIANS

KANSAS CITY, Mo., Oct. 2.—E. B. Saufley, of the Saufley Supply Company, representative of the Excelsior motorcycle, Smith motor wheels, Peirce and Excelsior bicycles, and representing the motorcycle and cycle industry of Kansas City in the Rotary Club, visited the State fair at Sedalia, Mo., last week with the club. Saufley, while in Sedalia, also visited his dealer, J. O. Love, there, and reports that Love certainly has done a thriving business during the summer season in and around Sedalia.

Saufley vehemently expressed his surprise and pleasure at the number of motorcyclists that visited the State fair during the week. Sedalia is but a nice day's ride from Kansas City on roads of excellent character, and many tandem and sidecars were in evidence.

HAGERMAN TAKES BRIDE

KANSAS CITY, Mo., Oct. 2.—Ray Hagerman, master mechanic at the wigwam of Albert Hanson, was married to Miss Gertrude Adams, of Lansing, Kans., Thursday, Sept. 28. Hagerman is a popular rider in Kansas City, and the event of his life was properly celebrated by a large number of local riders upon his arrival in Kansas City.

BERKS-DAUPHIN PIKE TO BE IMPROVED

READING, Pa.—Motorcyclists in these parts, as well as the many visiting riders in this section of the State, will welcome the announcement that the Berks and Dauphin Turnpike, the 34 miles of which from Wernersville to Hummeltown via Lebanon is to be improved by order of the State. The road is owned by a private company and two tolls are collected on it. It is one of the worst in the State.

Although toll roads are a relic of the dark ages, the average motorcyclist is willing to pay if he gets good surfaces to travel on. Wernersville is nine miles west of Reading and Hummelstown is eight miles east of Harrisburg.

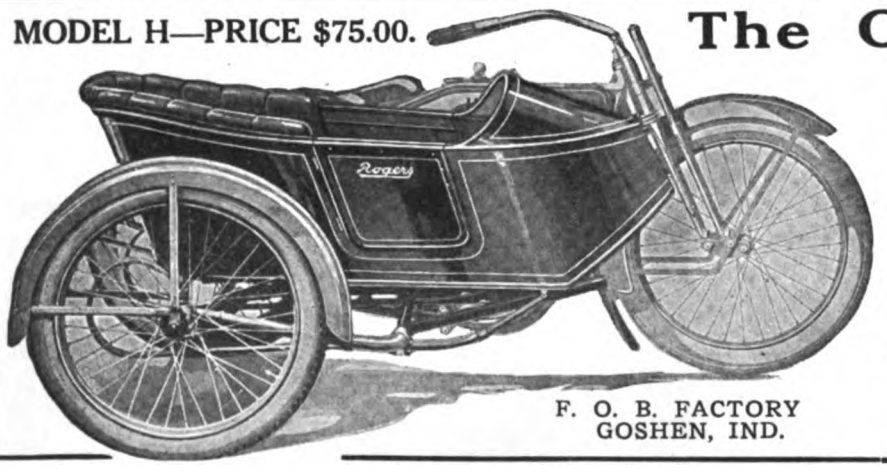
SOLD OVER 100 POPES

MILWAUKEE, Wis.—The North Side Repair Shop, at 804 Teutonia avenue, of which Harry Ward is manager, has sold over 100 Pope bicycles during the past season. The North Side C. C. makes its headquarters in this store and gives runs in the country each Sunday. The boys are strong for the club and Ward has profited thereby in sales and repairs.

HALLIDAY AND BURNETT IN BOSTON

PROVIDENCE, R. I., Oct. 9.—W. F. Halliday, manager of the General Motorcycle Sales Company, and William N. Burnett, manager of the Harley-Davidson Sales Company, were in Boston last week to attend a meeting of the Bay State Dealers' Association.

MODEL H—PRICE $75.00.



F. O. B. FACTORY
GOSHEN, IND.

The ONLY Sidecar

The Rogers

is the ONLY sidecar with

All Steel Welded Chassis, One Piece Welded All Steel Body, Curled Hair upholstered, Quick-detachable Ball-Socket, Non Strain connections and other features that make it the only sidecar for the dealer to sell or the motorcyclist to buy.

ROGERS MANUFACTURING CO.
IRVING BECK (Service Station)
1691 Park Ave., New York
337 West Madison St., Chicago

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad. to the classified department—THE BIG RESULT GETTER.

MOTOR CYCLE ILLUSTRATED 13 PARK ROW NEW YORK

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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Do You Realize That the 1917

Thor

is safest? It has the lowest saddle position; the lowest centre of gravity; double-acting internal and external brakes.

The Thor is quietest. The muffler has an auxiliary silencer on it, and the chain is enclosed.

The Thor has a roller stand on the rear and an additional front stand; a new advanced style cut-out, and numerous other exclusive features which are enumerated in our new catalogue.

Dealers and Riders Get Our Catalogue.
It's Just Off the Press! Write Now!

Address

AURORA AUTOMATIC MACHINERY COMPANY

Oldest Motorcycle Manufacturers in the World

General Offices, Thor Bldg., 1307 Michigan Ave., Chicago Sales Offices and Works, 361 W. Superior St., Chicago
Pacific Coast Branch, 61 Fremont Street, San Francisco

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BEDELL SIZZLES PHOENIX-FLAGSTAFF TRAIL

(Continued from page 37)

"At that stage of the game I would have given all I own to be able to stretch out on my back for five minutes—for even one minute—to rest. But the pumping was limbering me up a bit. Already the cramp had gone from my wrists and my fingers began to feel alive once more. During this stop I lost just 20 minutes, and I was determined to make it up. My speedometer shot to 50—55—and then to 60! Could the machine stand the pace? I was sure that it would. I had nearly reached Ash Forks now, and was beginning to feel quite confident of my ability to maintain the gait for some time.

Fork Spring Cracks

"Bang! A broken fork spring. Would the others hold? I could only hope for the best. I reached Ash Forks without further difficulty, and after a three-minute stop for gas and to test the tires, I was off on my way again.

"Now for the long pull up to Williams. Hardly had I started when it began to rain. It was a cold, hard, fine, driving rain. It made the road sleek and filmed over my goggles so that it was almost impossible to see ahead. Still I reached Williams without a spil and hummed on my way. Everything ahead was now dim and gray, and sheets of blinding rain beat upon me. Once I went down on this stretch, but no harm was done. In an instant I was up and at it again. Could I beat the 10-hour time? I began to have my doubts. Once I started to get out my watch, but my fingers were numb. It must have been ages since I left Phoenix! The road seemed to get grayer and dimmer as I went on and the wind set up a melancholy howl. Still the motor throbbed evenly, and I continued to plunge on through the storm.

"If I could only reach Flagstaff at my present gait I would have a chance of making the 10-hour time—and besides, I could have pork chops, hamburger steak, chicken pie, six cups of coffee, and divers other things that I thought I needed.

Rear Tire Goes Again

"Then came a slip—slip—slip, and finally a bump, a jar, and another bump. My rear tire was flat again! But not for the world would I have stopped to fix that tire. I decided to take my chances with it flat. A short distance farther and I passed the old mill, then the station, and almost before I knew it I was in Flagstaff. I surely was tickled to be there.

"I ran the machine into the warm garage, swung stiffly out of the saddle, and with a sinking heart felt for my watch. It showed just 4:09 p. m.! I rubbed my eyes and stared. It seemed almost impossible to me, but I had covered the 250 miles between Phoenix and Flagstaff in just 8 hours and 54 minutes.

"Then I went after the pork chops with brown gravy, coffee and ham and eggs, and following that I topped off with chicken pot pie, beans, hamburger steak, and other fixings.

"But, Gee, it was worth it!"

FOLLOWING TRADE AND SPORT IN SAVANNAH

SAVANNAH, Ga.—The Balfour Hard ware Company has signed for 191 with the Harley-Davidson Motor Co., t again represent that machine.

R. R. Oakman, Indian man, has con tracted again for the lines from the Wig wam, and anticipates a brisk season fo 1917.

George J. Cleary continues his repre sentation for the Thor, having renewed h contract with the Aurora Automatic Ma chinery Company recently.

J. L. Hetzel will handle the Excelsio during 1917 on a larger scale than in 191 and previous seasons, according to an an nouncement he recently made after renew ing his contract for the new season wit the Chicago factory.

All Savannah dealers are enthusiast over the outlook for the new year, and ar going strong after commercial sales. Mo of the 1916 sales were for business pur poses.

INDIAN VANS SHOW VALU IN TIRE DELIVERY

COLUMBUS, O.—The Harris-Llewell Co., retailers of automobile tires, h been using two Indian delivery vans in i service department with marked succes The vans are in use for over two yea and have proven economical and most d pendable during the entire period. Th firm is thinking of putting on addition vans in a short time.

USE QUALITY OIL

The life of a motorcycle depends largely on how it is lubricated.

HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS AND GREASES

Are America's leading Lubricants. We've been making QUALITY oils for over thirty years. This experience, expert knowledge and best ingredients go into every drop of HARRIS OILS.

All Good Dealers Recommend Them.

"A Little Goes a Long Way and Every Drop Counts."

A. W. HARRIS OIL CO.,

326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

TRADE MARK

They're Good Enough for the Pope so They're Good Enough for YOU!

The name POPE has always been associated with quality. Hence, it is a matter of much pride to us that the Westfield Manufacturing Company are fitting their tool-bags with MOSSBERG TOOLS—likewise the makers of the POPE are to be congratulated upon their discrimination in selecting tools of guaranteed perfection and super-service.

Mossberg Tools Are Good Tools

You will find them so if you will but test them under the greatest stress you can put them to. They stand the strain.

Frank Mossberg Co.
ATTLEBORO, MASS.

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NATIONAL MOTORCYCLE BICYCLE

AND

ACCESSORY SHOWS

Coliseum **Chicago**

NOVEMBER 13th TO 18th

Madison Square Garden **New York**

DECEMBER 4th TO 9th

Sanctioned by the Motor and Allied Trades, Bicycle Manufacturers, Cycle Parts and Cycle Jobbers' Associations

The great opportunity of the year to place your product directly before the Jobbers, Dealers and the Public at Large.

Full Attendance of the Cycle Trade Is Assured

All 1917 Models and latest Accessories under one roof.

Write A. B. Coffman, Manager, 945 Ohio Building, Toledo, Ohio, for full information and space application blanks.

ACT TO-DAY

ARTHUR DAVIDSON, T. W. HENDERSON, F. J. WESCHLER, F. T. CHASE,
F. W. GRUBB, Show Committee

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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A TANDEM TRIP THROUGH NEW ENGLAND

(Continued from page 39)

chain snapped just as we were crossing a bridge.

This was my first experience fixing it and I had plenty of trouble. An Indian rider stopped and took me to town for the links and then back again, after which everything was O. K. We made Portsmouth, N. H., at 4:30 in the afternoon. Here we had lunch.

Beach Racing

Leaving Portsmouth we crossed the long toll bridge at Kittery into Maine and rode on to York village. Arriving at the latter place we saw a pair of small objects about a mile up the beach going around and up and down at what appeared to be a smart clip. They were motorcyclists racing on the sand and we tried it ourselves. We could go as fast as 45 miles per hour and take the turns at the speed without spilling. We could have gone faster, but 45 was enough for us. Coming back on the road we turned toward Portsmouth again and from there went on our way toward Concord, N. H., through the deepest sand I ever struck.

The road was hub deep in most places and there was apparently no bottom to it in others. It took us five hours to do 26 miles and at 10 o'clock we saw a light and decided to try to get shelter in the farmhouse where the light was. We succeeded beautifully, getting a fine room, good supper and an excellent breakfast the next morning. All the folks would take was 50 cents apiece. We certainly got full measure for our half-dollar.

Off for Alstead, we started the next morning to spend a few days with friends. We passed Lake Sunapee on the way, riding for a half hour to get around it. This lake is one of the finest I ever saw and its shore line is one of beauty and nature combined. Soon we entered Newport and it began to look like rain, so we decided to find the shortest route to Alstead. We got on the wrong road and ran into a storm and then out again. This was an odd experience for both of us—seeing it rain away off and then getting the rain, and later getting out of it into the sunshine. We soon reached our destination and were royally welcomed.

For two days we enjoyed ourselves in Alstead. During this time I changed tires, cleaned all the bearings and generally looked over the machine. Then we bade farewell to the folks and started down the Connecticut valley through Bellows Falls, Vt. It is a regular roller coaster of a tour from Bretton Woods to Holyoke, Mass., and afterward it is fairly level. We made Springfield, Mass., at 6 p. m., and after locating some friends of my cousin's we stored the machine and were then shown the town, also took a ride to Riverside Park, Springfield's Coney Island.

Toward Home

After spending an enjoyable evening there we started back to the house for a good night's rest. The next day it rained from dawn till midnight, so we lost a day and had to cut out some of the trip. Leaving Springfield the following morning in a fine drizzle we went to Hartford, Conn., and from there we cut across country through the Berkshires to Lake Mahopac, N. Y. From there we went to Nyack, where Jack lives. Here we parted company and I rode to Newark and home alone.

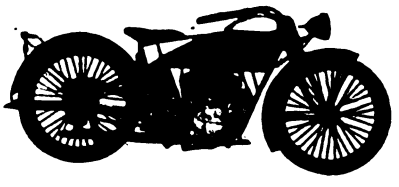
The trip was very enjoyable all through and decidedly healthful. It was instructive, as we passed through plenty of historical country. Whenever you ask questions in New England you not only get what you ask for, but also full particulars about the whole countryside in the neighborhood. We covered 797 miles in five days of actual riding; we averaged a trifle less than 50 miles per gallon of gasoline. For one gallon of oil our average was 398 miles.

Outside of the breakage of the lamp bracket and chain we had only one trouble during the trip, this being a puncture.

BOOMING GOOD ROADS

TORONTO, Ont.—In order to awaken interest in good roads, the Ontario Government has decided to send out 100,000 circulars to the residents of rural districts so that everybody would know of the advantages to be gained by improved highways. The province has decided to pay 40 per cent. of the initial cost of a good road and 20 per cent. of the upkeep. It is hoped to start highway operations in every county of Ontario at the termination of the war so that employment will be provided for soldiers and others who would otherwise be idle.

When better Motorcycles are made, it's a safe bet the R-S will make them



The pick of the present day Motorcycle

The 1917 R-S

Three Models for 1917

Model 17 T, 12 H.P., Twin Cyl.....$275
Model 17, T E, 12 H.P., Twin Cyl.,
(Equipped with Bosch Electric Lighting System) **$315**
Model 17 S, 6 H.P., Single Cyl.....$240

Write for Agency Proposition

Reading Standard Company
501 Water Street Reading, Penna.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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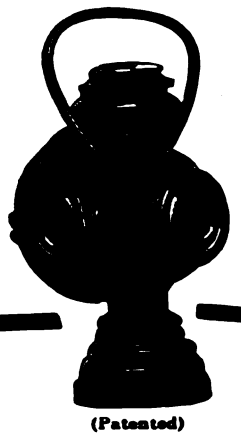

Rear View

(Patented)

Have you seen the

LARGE OIL LAMP

For

MOTOR CYCLES

Burns 20 Hours

The Neverout

Has special bracket for handle bar

Write Today for Complete Description

ROSE MFG. COMPANY

933 Arch St. Philadelphia, U. S. A.

What a Speedometer Can Do

It can tell you how fast you are going—
How far you have gone—
The mileage in your tires—
Your gas and oil consumption—
Some speedometers—
Because of their special construction—
The principle upon which they are built—
Can do this better than others—

THE CORBIN-BROWN SPEEDOMETER

Is such a speedometer—
Durable—
Dependable—
Convenient—
Handsome—
Equip with the Corbin-Brown—
It takes care of the U. S. Government's mileage—
It can take care of yours—
At all dealers—
Write for catalog.

THE CORBIN SCREW CORPORATION

The American Hardware Corporation, Successor

NEW BRITAIN, CONN.

BRANCHES:
New York Chicago Philadelphia

Makers of Corbin Duplex Coaster Brakes for Bicycles

...tement of the Ownership, Management Circulation, etc., required by the Act of Congress of August 24, 1912.

...Motor Cycle Illustrated, published weekly at New York, N. Y., for ...t. 1, 1916.

...tate of New Yorк } ss.
...unty of New York }

Before me, a Commissioner of Deeds in and for the State and county ...resaid, personally appeared J. Leo Sauer, who, having been duly ...orn according to law, deposes and says that he is the President and ...usiness Manager of the Motor Cycle Illustrated and that the following ... to the best of his knowledge and belief, a true st...tement of the ...nership, management (and if a daily paper, the circulation), etc., ... the aforesaid publication for the date shown in the above caption, ...quired by the Act of August 24, 1912, embodied in section 443, Postal ...ws and Regulations.

1. That the names and addresses of the publisher, editor, managing ...tor, and business managers are:
Publisher, Trade Journal Corporation, 13 Park Row, New York.
Editor, J. H. Donehue, 154 Patterson St., Perth Amboy, N. J.
Managing Editor, J. Leo Sauer, 400 Riverside Drive, New York.
Business Managers, J. Leo Sauer 400 Riverside Drive, New York; ... N. Condict, 319 Main St., East Orange, N. J.

2. That the owners are: (Give names and addresses of individual ...ners, or, if a corporation, give its name and the names and ad...sses of stockholders owning or holding 1 per cent or more of the ...al amount of stock.) Trade Journal Corporation, 13 Park Row, ...w York: J. Leo Sauer, 400 Riverside Drive, New York; H. N. Con...t, 319 Main Street, East Orange, N. J.; W. D. Callender, 609 Rush ...eet, Chicago.

3. That the known bondholders, mortgagees, and other security hold... owning or holding 1 per cent. or more of total amount of bonds, ...rtgages, or other securities are: None.

4. That the two paragraphs next above, giving the names of the ...ners, stockholders, and security holders, if any, contain not only ... list of stockholders and security holders as they appear upon the ...ks of the company but also, in cases where the stockholder or ...curity holder appears upon the books of the company as trustee or in ...y other fiduciary relation, the name of the person or corporation for ...om such trustee is acting, is given; also that the said two para...aphs contain statements embracing affiant's full knowledge and belief ... to the circumstances and conditions under which stockholders and ...curity holders who do not appear upon the books of the company as ...ustees, hold stock and securities in a capacity other than that of a ...na fide owner; and this affiant has no reason to believe that any ...her person, association, or corporation has any interest direct or ...direct in the said stock, bonds, or other securities than as so stated ... him.

5. That the average number of copies of each issue of this publica...n sold or distributed, through the mails or otherwise, to paid sub...ribers during the six months preceding the date shown above is

(Signed) J. LEO SAUER,
President and Business Manager.

...and subscribed before me this 25th day of September, 1916.
[Seal.] J. SANSOME JOHNSTONE.
Commissioner of Deeds, New York City.
...(My commission expires March 7, 1918.)

THE COAST LINE TO MACKINAC

DETROIT, CLEVELAND BUFFALO, NIAGARA FALLS.

TOLEDO, PT. HURON, ALPENA, ST. IGNACE.

A REAL VACATION

The D. & C. Line Steamers embody all the qualities of speed, safety and comfort. The freedom of the decks, cool, refreshing lake breezes and commodious state rooms makes life aboard these floating palaces a source of enjoyment.

"D. & C. A SERVICE GUARANTEE"

Daily service between Detroit and Buffalo and Detroit and Cleveland. Day trips during July and August, as well as two boats out of Detroit and Cleveland every Saturday and Sunday nights during these two months. FOUR TRIPS WEEKLY FROM TOLEDO AND DETROIT TO MACKINAC ISLAND AND WAY PORTS—From June 25th to Sept. 10th, SPECIAL STEAMER CLEVELAND TO MACKINAC ISLAND. TWO TRIPS WEEKLY. NO STOPS ENROUTE EXCEPT AT DETROIT EVERY TRIP. Daily service between Toledo and Put-in-Bay, June 10th to Sept. 10th.

RAILROAD TICKETS ACCEPTED on D. & C. Line steamers between Detroit, Cleveland and Buffalo, either direction. Send two cent stamp for illustrated pamphlet and Great Lakes Map. Address L. G. Lewis, G. P. A., Detroit.

DETROIT & CLEVELAND NAVIGATION COMPANY
P. H. McMILLAN, Pres. A. A. SCHANTZ, V. P. & G. M.

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STEELE SELLS 5 INDIANS; ORDERS CAR OF BIKES

PATERSON, N. J.—John Steele, the Indian man at 91 Broadway, has made his fifth sale of a 1917 Powerplus, and coincident with the closing of this deal has received his demonstrator for the Wigwam at Springfield, Mass. The five machines are to be delivered as soon as the first shipment arrives.

Steele recently returned from the Hendee plant, where he put in an order for a carload of Indian bicycles. Delivery on the wheels is expected within a few days.

BUSINESS STARTS AT SYKES' COLUMBUS STORE

COLUMBUS, O., Oct. 9.—The Sykes Motor Company, Columbus distributing agency for the Indian, is now settling down to business in its new location, 37 East Long street. John Sykes, of Clifton, N. J., is proprietor, and C. H. Beebe is manager of the establishment, which has for its territory five counties in the central part of the Buckeye State.

J. Howard O'Brien, manager of the parts department of the Hendee Manufacturing Company, visited Columbus to supervise the listing and ordering of parts. It is the plan of the Sykes Motor Company to carry such a full line of Indian parts that perfect service can be given to riders at all times. An up-to-date repair shop will be one of the features.

Several of the 1917 Indian models have already been received, and a carload shipment is expected in a week or ten days.

I. F. Jacobs, Indian traveler in Ohio and West Virginia, has also been in Columbus looking after factory interests and assisting the Sykes Company in making its start.

CANADIAN BUSINESS BOOMING, SAYS TRAVIS

MILWAUKEE, Wis.—E. A. Travis, foreign correspondent for the Harley-Davidson Motor Company, has just returned from a trip through Eastern Canada, and has expressed himself as being gratified with business conditions as he found them there. "Business is great," he says, "the war serving as a boom in industrial circles in Canada, especially so far as Eastern Canadian factories are concerned. All shops are working day and night, and there is plenty of money in circulation. Especially noticeable is the amount of construction work being done on roads, bridges, harbors and buildings. Factories are spreading, and the general conditions on my last trip were very favorably changed in comparison with those found on my trip of a year ago.

"The wide-spread roadway improvements, of course, are giving the sport of motorcycling a wonderful boost," Travis continued. "The one particularly commendable highway that I traveled over is between Toronto and Hamilton. By the way, this is policed by a 1917 electrically equipped Harley-Davidson and sidecar.

"Harley-Davidson dealers all along the line, without exception, doubled their contracts over 1916. We took on a number of new distributors, among them the Palace Hill Garage, A. E. Faucher, proprietor, at Quebec City; the New Brunswick Motor Car Company, at St. John, N. B., and the Eastern Bicycle & Motorcycle Company, at Halifax, N. S."

WISCONSIN FIGURES SHOW 8,865 MOTORCYCLES

MILWAUKEE, Wis., Oct. 10.—The state of Wisconsin showed an increase of 315 motorcycle registrations for the season up to October 1. On that date in 1915 there were 8,550 licenses issued. This year's figure shows 8,865, according to a report received from J. S. Donald, secretary of state.

While the cold figures do not represent an enormous gain in registrations, they, nevertheless, indicate a healthy state of affairs in motorcycle sales when it is considered that each year there are riders dropping out of the sport whose ranks are being filled up with new riders.

The registrations from Milwaukee county alone hit the 3,000 mark. With the improvement in highways made more extensive in the strictly rural sections of the State there is no doubt that Wisconsin will show a big increase in motorcycle registrations beginning next year.

LAST MAN TO WIN

DENVER, Colo., Oct. 9.—At the Frontier celebration that is to be held at Grand Junction, Colo., this month a novel motorcycle race is to be held. The rider that will be declared the winner of the race will be the one that gets to the end of the course last.

Benton Service

You can't get blood out of a stone—likewise, it's impossible to get more out of a spark plug than is put into it by the manufacturer.

That's why you should specify Benton spark plugs. No spark plug made contains the high quality materials that go into the BENTON. The case-hardened construction of this plug is a guarantee of unflinching service for the life of your motor.

L. F. BENTON COMPANY
Vergennes, Vt.

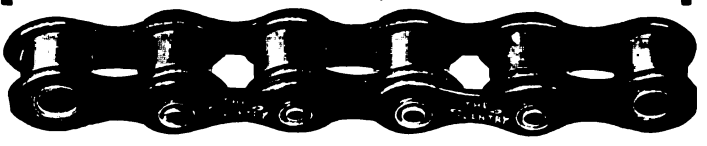
CHAINS!

The value of a motorcycle fitment is fixed by its indispensability. Next to the motor, the chain is the most important part of the motorcycle.

"The Coventry"
"The Motor's True Mate"

is well fitted to carry out its important duties. It is designed for super-service, strongest in the world. Price $1 a foot to the rider.

HERBERT F. L. FUNKE CO.
112 Broad Street, New York



Your Help Problem Solved!

It matters not whether you are a

Manufacturer, Jobber or Dealer

whether you need help in the shop, in the store, in the factory or on the road. You can get just the kind of a man you are looking for by advertising in the classified columns of

MOTOR CYCLE ILLUSTRATED

ACT QUICKLY AND YOU WILL GET QUICK RESULTS!

RATES: One insertion, three cents a word; two or more insertions, two cents a word for each insertion

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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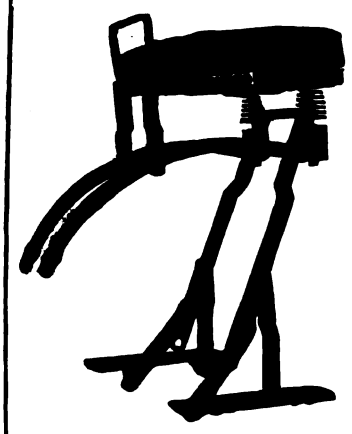


OVER 30,000
F-N Tandems
Are on the Road Today

The F-N is the lightest —yet strongest tandem made. Price $11.00. Your dealer has it.

FENTRESS-NEWTON MFG. CO.
Detroit Michigan

WORTH MORE **Berling Magneto** DOES MORE

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.

MIAMI-MADE BICYCLES

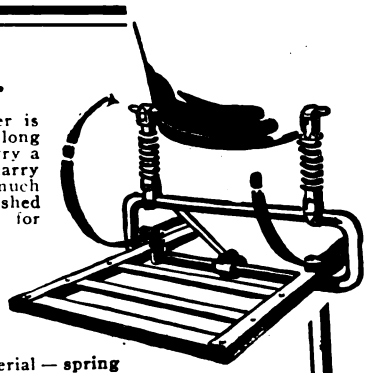
are sure trade winners

RACYCLE, HUDSON, MIAMI, FLYING MERKEL

Send Today for Catalogs and Proposition

Miami Cycle & Mfg. Co., Middletown, O., U.S.A.

A Real Luggage Carrier



This B. R. T. Luggage Carrier is the one that motorcyclists have long wanted—it is secure and can carry a real load. The B. R. T. will carry 150 pounds, which is about as much as a sidecar should carry. Finished in black Japan—with fittings for attaching. **Price $2.75**

Safety Shock Absorbers prevent all the side swing—and lift you over holes and bumps. They make riding in a sidecar a real pleasure. Easily attached.

Made from best quality material — spring guaranteed against breakage.

Price per set, $1.00

STEVENS & CO., 375 BROADWAY NEW YORK CITY

NATIONAL Motorcycle and Bicycle Spokes

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For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

AUBURN **AIM SPARK PLUGS**

Win Their Way by Merit

Look for the "Aim" behind the name

At All Good Dealers

Auburn Ignition Mfg. Co., Inc.
AUBURN, N. Y.

Two-thirds actual size.

Brilliant Burners
THE PERFECT HEADLIGHT

have opened a new era in gas lighting by combining **Electric Brilliancy** with **Prest-O-Lite Reliability.** They are guaranteed to give **three times** the light of the ordinary burner. The thousands in use demonstrate their practicability. Price $2 per set.

DEALERS: Full details and our proposition will be sent on request

The Monosmith Brothers Co.
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The H. M. Kipp Co., Ltd., Toronto, Distributor for Canada

MASCO

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

NEW CATALOG NOW READY
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

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DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
289 W. 129th St. New York
'Phone, 3352 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
3689 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3986 Chelsea

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street 15 So. Lexington Ave.
Near Broadway, New York White Plains, New York

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 460 Tel. Col. 549

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Berckheimer, Prop. V. C. Peixmare, Mgr.

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
1691 Park Ave. Telephone, Harlem 2337

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
INDIAN MOTORCYCLES
MIAMI POWER BICYCLES
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

BROOKLYN

HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1080-1082 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

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MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - HOME SERVICE
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Distributor
EXCELSIOR — CLEVELAND
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A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

THOR MOTORCYCLES
Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
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1631 Bedford Ave. Brooklyn, N. Y.

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 498J Flush.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given. Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop. College Point.

NEW JERSEY

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
182 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1880 Hackensack, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated

THE BIG RESULT GETTER

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Special Service Department

Motorcycle Tires

Parts and Supplies

Also

BICYCLES and SUPPLIES

WHOLESALERS and JOBBERS

CITY SUPPLY CO.

56 Warren Street New York

Installment Accounts

ON MOTORCYCLES AND BICYCLES

New York and Vicinity only

C. Anthony Wolfe

1834 Broadway New York

28 x 3 Guaranteed Standard Brand, Non-skid Tires, $8.25.

Special Price to Dealers

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EXCELSIOR - SERVICE

Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

STANLEY T. KELLOGG Eastern Distributor

Bridgeport Conn.

Rogers SIDECARS

NEW YORK SERVICE STATION

Sidecars and parts in stock for all machines. Special attention to dealers.

IRVING BECK

1691 Park Ave. Phone Harlem 7063

CYLINDER GRINDING

Motor-Cycle Exclusively

New pistons and rings accurately fitted.

MUNCIE PISTON CO., Muncie, Ind.

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Get our monograms for motorcycles. 500% profit. Motorcycles plentiful everywhere. Thousands sold daily. Samples 10c. Write for particulars.

Western Motorist Accessories Co.

Cheyenne, Box 159 Wyoming

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Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe. Literature furnished on request. The Place of Satisfaction.

MUELLER CYCLE AND SUPPLY CO.

Oldest and largest dealers in the northwest.

726 National Ave. Milwaukee, Wis.

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

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MORE THAN ONCE TWO CENTS A WORD PER ISSUE

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CYGNET REAR CAR—$60.00 buys this 1916 rear car for Harley-Davidson. Just from factory, never uncrated. E. B. Prouse, 709 Main St., Worcester, Mass.

FOR SALE—1914 Indian sidecar used less than 400 miles. Highest cash offer will take. Reinforced springs. Send one-third cash, balance C. O. D. W. Bair & Son, Goldfield, Nevada.

INDIAN, 1916 Powerplus twin; spring frame; full electrical equipment; perfect condition. Address E. F. Hallock, care of MOTOR CYCLE ILLUSTRATED.

SMITH MOTOR WHEELS—I have 3 Smith Motor Wheels, will sell cheap for cash. Who wants them? Bargains. Nearly new. Ralph L. Cowles, Canton, Conn.

FOR SALE—Motor Cycle and Bicycle; everything in sporting goods, also repair shop. Vulcanizing plant in connection. Agency for Indian Motorcycles. Will be sold very cheap. D. A., care MOTOR CYCLE ILLUSTRATED, New York.

FOR SALE—One 1915 three-speed electrically equipped Indian; bought new late in Fall of 1915; used solo only; everything in A1 condition; machine never been used hard; will sell for $185 cash money. Reason for selling: bought a new Ford. N. C. Hunt, 636 McKinley Ave., Salem, Ohio.

WONDERFUL BARGAIN—Finest equipped late 1915, three-speed electric Harley and sidecar in this section. Has fast motor. Cost nearly $500. Sell for $285. $25 deposit, balance C. O. D. R. H. Snyder, Chocolate Shop, Amsterdam, N. Y.

FOR SALE—1914 short coupled Excelsior Motorcycle, built special for racing; first-class condition, with crate. Good reason for selling. $100. Sandmann, Clay and Broadway, Louisville, Ky.

FOR SALE.—1916 Electrically Equipped Indian, 3-speed and side car, tandem and back rest, air cushion saddle, watch, etc.; looks like new. Cost $420.00, sell for $275.00. Ernest Anderson, Westport, Conn.

FOR SALE—One Indian two-speed with full equipment, strictly first class shape, a bargain. One 1913 7 horsepower Indian, overhauled and guaranteed, $55.00. One Pope Big 4 in good running shape with one new non-skid tire, $35.00. One Smith Motor Wheel in good shape, $25.00. One $15.00 Stole tandem with backrest, $5.00. Bargains in all sizes motorcycle tires. 28 x 3 Goodyear Blue Streak cases $8.25. Guaranteed 2nds. Write for particulars. Will trade motorcycles for bicycles or bicycle supplies. Will trade a motorcycle for lathe. Thos. H. Christian, Hopkinsville, Ky.

FOR SALE—Used Indian, Thor, Excelsior and Harley parts, all in serviceable condition, at one-half new prices. Large stock of all parts now on hand. Weeber Cycle Works, Albany, N. Y.

1916 THOR demonstrator in perfect condition, just overhauled, for sale cheap. Also one 1914 Harley two-speed twin. H. A. Denbroeder, So. Braintree, Mass.

HELP WANTED

SALESMAN WANTED—A motorcycle accessories and repair parts house in New York City has vacancy for traveling salesman. Good opportunity for right party. Chance for repairman or motorcycle dealer having salesman's ability. C. M., care of Motor Cycle Illustrated.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—Indian sidecars. State condition and lowest cash price crated f. o. b. your city. Frank P. Gravatt, Atlantic City, N. J.

WANTED—Catalogs and best trade terms for Motor Engineering trade. Please forward to Maraindas & Co., Automobile Engineers, Karachi (Sind), India.

WANTED to buy 1915 or 1916 Indian sidecar, must be cheap and in good condition. A. McCarthy & Son, 926 Francis St., St. Joseph, Mo.

STOLEN

STOLEN—Excelsior 15.3 Model, No. 75648, Ohio State license No. 9925. Had 6,400 miles registered. Had dent in tool box where kick starter hit it. Muffler was badly dented. The Bowden wire for brake had piano wire instead stranded. Firestone tires with red tubes; home made clutch cover. $25.00 reward for information leading to the return of machine. Wm. T. Bott, 4855 Guernsey St., Bellair, Ohio.

DON'T PROTECT A THIEF—$25.00 reward for information leading to the recovery of 1916 Indian motorcycle No. 78H400, and sidecar No. S2154H. A. McCarthy & Son, 926 Francis St., St. Joseph, Mo.

STOLEN—One 1916 Harley-Davidson motorcycle; motor No. 16572, and side car; $75 reward; no questions asked if returned to R. Hirschfeld, 1841 Marmion Ave., Bronx.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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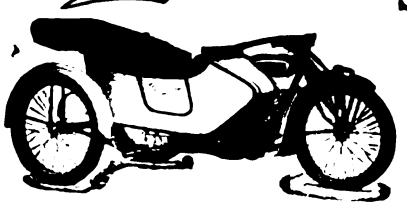
Pullman

THE HARRY SVENSGAARD SALES CORP DETROIT



This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1916!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East Detroit, Michigan

The choice of the experienced rider is

PREST-O-LITE

The Only Practical Light for Motorcycles.

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc. 246 SPEEDWAY INDIANAPOLIS, IND.

The World's Largest Makers of Dissolved Acetylene

Prest-O-Lite Exchange Agencies Everywhere

Wherever Ball Bearings are used you will find

THE STAR

STAR Ball Retainers

Bearings Co. of America

Lancaster, Pa.

N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

Two Profits!

Strange, But True!

CYGNET REAR CAR

Experience proves a new motorcycle is sold in 4 of every 5 Cygnet sales. Information free.

"Fits any Standard Motorcycle"

"On or Off in 30 Seconds"

CYGNET REAR CAR CO.

Dept. 4

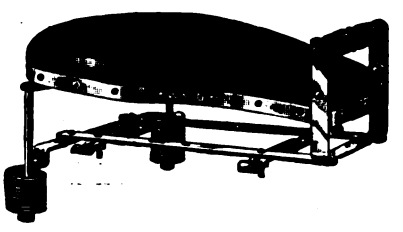
1200 Niagara St. Buffalo, N. Y.

Lists of Motor Cycle Owners

For any State in United States We copy official automobile and Motor Cycle records in the Capitol here and can compile a list of the auto owners or motor cycle owners for your section of the state at lowest rates, sending you supplements, regularly, the balance of the year. We can compile a list of Ford owners or owners of any other automobile or motor cycle you wish a list of.

HALF PRICE AUTO LIST COMPANY

68M State St. Albany, N. Y.



No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

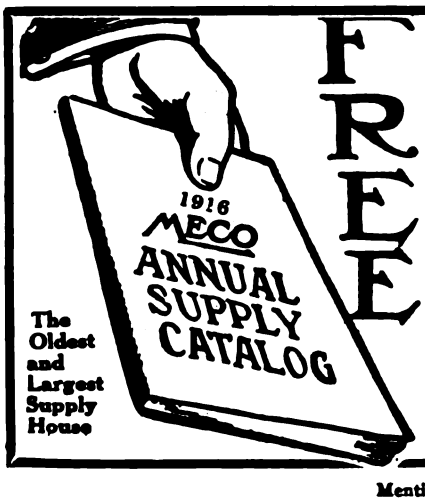
Retail Price

$6.50

Complete

WALD MANUFACTURING CO.

Dept. F SHEBOYGAN, WIS.



FREE

The Oldest and Largest Supply House

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO

Hammondsport, N.Y.

3664 S. Main LOS ANGELES, CAL.

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer

N.W. Cor 9th & G Sts., Washington, D. C.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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The 1917 *Indian* and the DEALER

Just study this New Indian Triple Stem Fork for a moment.

Note its sturdiness of limb. Bear in mind the tubing is of Vanadium steel with internal reinforcements, giving it the greatest possible strength.

Notice the crade spring suspension—for seven years the standard of front fork comfort construction—is retained. That cuts out the jolts and jars in rough road riding and puts zest into Indian motorcycling.

Then glance at the stalwart fork side braces that give double anchorage for the handlebars and make positive steering without the possibility of twisting.

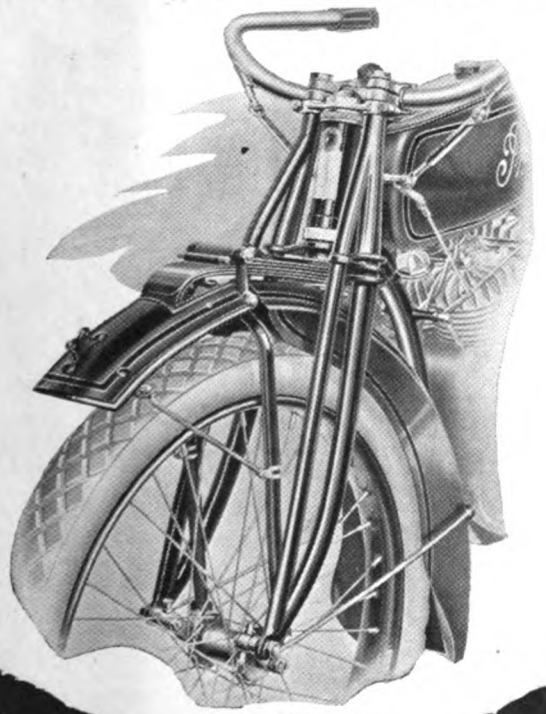
And then, consider this big feature: The handlebars are instantly adjustable to any angle to suit the rider. You can't find this convenience on any other fork of this type.

That's just one of the big talking points of the 1917 Indian. There are a heap more—practical, sound, indispensable to the prospective rider who want the pace-maker of the motorcycle arena.

The 1917 Indian line is a strong line for broad-gauge dealers. It's a profit-producing proposition for men who glory in business expansion and do their part in making rapid growth a gratifying certainty.

We've got a Seling Plan this year that generously promotes the closest cooperation. It's loaded to the muzzle with profit liberality. Aggressive dealers are hustling to couple up with it. How about your territory?

Hendee Mfg. Co.
(Largest Motorcycle Manufacturers in the World)
Springfield, Mass.



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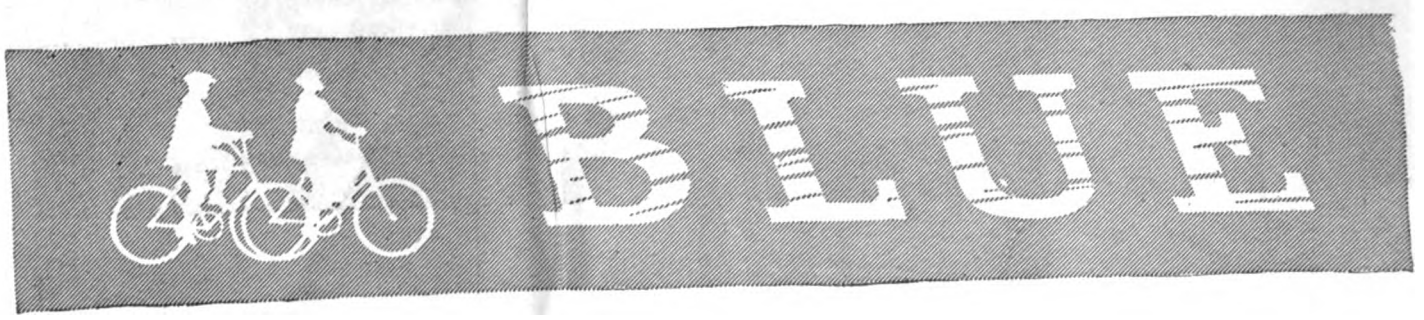

GOODYEAR
AKRON
Bicycle Tires
Guaranteed

You get quick results m advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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STREAKS

Keep Down Tire Selling Costs

THE cost of selling bicycle tires has increased for many dealers because of *competition*, constantly varying tread styles, the necessity for carrying big, fancy *stocks* and *prices* that are always changing.

Goodyear Blue Streak Bicycle Tires have cut out the *guessing* in these tire selling costs.

Goodyear Bicycle Tire Dealers are therefore enjoying a lower yearly selling cost, because:

1. The one standard Blue Streak price and the one standard Blue Streak guarantee have ended the haggling and bargaining that goes with trying to sell an unknown tire of unknown price and guarantee.

2. The one standard Blue Streak quality, style and size enable dealers to carry a smaller tire stock and yet satisfy all buyers—thereby leaving capital for other lines.

3. The Blue Streak price competes with mail order prices and yet gives the quality of a $5.00 or $6.00 tire.

4. The volume of Blue Streak sales is very much larger and therefore brings quicker turnovers and a larger yearly net profit on your investment.

If you consider the good business sense in such a policy, you will arrive at only one conclusion—that you can make more money selling Goodyear Blue Streak Bicycle Tires.

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
AKRON
Bicycle Tires
Guaranteed

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Thor

1917 Business To Date

300% Greater Than Any Previous Year

If you are not in the ranks of the *Thor* Money-makers of 1917 get our New 1917 Catalogue and look over the line. Then get your territory lined up for the Biggest Motorcycle Year in History.

AURORA AUTOMATIC MACHINERY COMPANY

Oldest Motorcycle Manufacturers in the World

General Offices, Thor Bldg., 1307 Michigan Ave., Chicago **Sales Offices and Works, 361 W. Superior St., Chicago**
Pacific Coast Branch, 61 Fremont Street, San Francisco

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REMY
MOTORCYCLE LIGHTING & IGNITION SYSTEM

The Remy system has merited the confidence of dependable performance. Standard equipment on Harley-Davidsons for three consecutive years.

See your Harley-Davidson dealer and have him demonstrate.

Remy Electric Co.

Factories: Anderson, Ind.

Sales & Engineering Offices:
Detroit, Mich.

146

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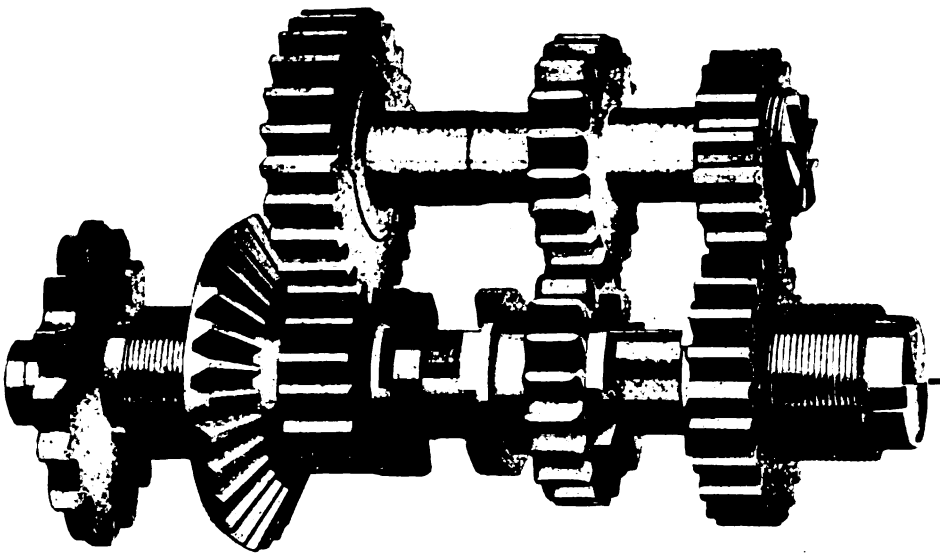

Gears of the three-speed Henderson transmission, showing their large size and husky proportions. Gears 8-10 pitch, stub-tooth. Sliding central gear has corners of teeth smoothly rounded to facilitate engagement. Size and strength equal to the gears of many automobile transmissions. Bearings unusually large and capped so that wear can be taken up from the outside after several seasons' hard use.

The critical, hard-to-please veterans, who will be satisfied with nothing less than the very best, are enthusiastic in their appreciation of the new three-speed Henderson "four."

You will understand after reading the new Catalog.

HENDERSON MOTORCYCLE CO., Detroit.

HENDERSON

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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BLUE STREAKS

THE national preference for Goodyear Blue Streak Motorcycle Tires is not due entirely to their sturdy, rugged, handsome appearance. Of first importance was the longer mileage, the lower mileage cost and the greater comfort which these tires have brought to riders. Because of the complete satisfaction that Blue Streaks bring, practically every big motorcycle dealer is supplying his customers with these superior tires.

The Goodyear Tire & Rubber Co.
Akron, Ohio

GOODYEAR
AKRON
MOTORCYCLE TIRES

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UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

POPE MOTORCYCLE

ADOPTS

United States Tires

FOR 1917

Another leader has joined the ever growing army of United States Tire users.

Another famous manufacturer has adopted our tires.

Why? Because they make good for those who ride them—because they give mileage service far beyond the ordinary.

The best motorcycles will be equipped with United States Tires in 1917.

Get ready for the demand.

Stock United States Motorcycle Tires.

United States Tire Company

'Nobby,' 'Chain,' 'Usco,' 'Studded,' 'Corrugated' Motorcycle Tires

1790 Broadway, New York

UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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MOTORCYCLE ILLUSTRATED

For the Trade and the Rider

13 Park Row
NEW YORK

Volume 12 **October 19, 1916** **Number 16**

DIRECTORATE EXHIBIT FOR CHICAGO SHOW

United Cycle Trades Body Will Bring Home to Visiting Dealers the True Significance of Cooperation —Twenty-One Newcomers Take Space for Chicago and 17 Join the New York Show Exhibitors—Total of 74 Signed Up for Coliseum and 59 for Garden Affair

TOLEDO, O., Oct. 17.—One of the big features of the coming Chicago show, scheduled for the Coliseum the week of Nov. 13-18, is to be an exhibit by the United Cycle Trades Directorate.

The display, which will be comprehensive in the full meaning of the word, will embrace the work accomplished by the Million Bicycles Committee together with full plans and work already accomplished in the matter of giving the new bicycle models a startoff that spells even greater bicycle sales for the coming bicycle season.

The booth, which will have an aisle front of 22 feet and will be 12 feet in depth, will be in charge of C. F. Olin, Louis Schwab and D. F. Printz, all members of the Directorate. It will be elaborately decorated with charts, posters and placard bearing on the work accomplished and planned by the cycle boosters.

Some 21 "added starters" have signed up for show space in the Chicago exhibit since Show Manager Coffman issued his preliminary list bringing the total number of exhibitors to date up to 74. The New York show list has also been increased by 17 names of trade firms who have signed up, there being scheduled a total of 59 exhibitors at the Gotham affair to date.

The latest additions to the Chicago show list are:

American Motor Vehicle Co., Lafayette, Ind.
Askew Saddlery Co., Kansas City, Mo.
Bean Tool & Sales Co., Berea, Ohio.
Buffalo Metal Goods Co., Buffalo, N. Y.
Buffalo Specialty Co., Buffalo, N. Y.
Cycle Mfg. & Supply Co., Chicago, Ill.
Diamond Chain & Mfg. Co., Indianapolis, Ind.
Flxible Side Car Co., Loudonville, Ohio.
International Stamping Co., Chicago, Ill.
Pacific Motorcyclist and Western Wheelman, Los Angeles, Cal.
Persons Mfg. Co., Worcester, Mass.
Standard Welding Co., Cleveland, O.
Harry Svensgaard Sales Corp'n, Detroit, Mich.
Trade Journal Corp'n, New York City (Bicycling World).
United Cycle Trades Ass'n, New York City.
Vim Cycle Hardware Co., Buffalo, N. Y.
Stoll Mfg. Co., Denver, Colo.
Hastings & Anderson, Chicago, Ill.
Peter A. Frasse & Co., New York City.
Delta Electric Co., Marion, Ind.
Duckworth Chain & Mfg. Co., Springfield, Mass.

The 17 "added starters" for the Gotham cycle event are:

(Continued on page 17)

McKINNEY IS 1000-POINTER IN PATERSON RUN

Keeps Both Regular and Consistency Scores O. K. Over 143-Mile New Jersey Course; John Walton and Orrie Steele Lose One Consistency Point Each; Havenstrite Is High Man in Single-Geared Class, While LeDore Leads in the Sidecar Division

PATERSON, N. J., Oct. 15.—Ralph McKinney, and his '15 Harley-Davidson motorcycle, turned in a lily-white score of 1,000 points in the Paterson M. C. closed fall run today, thereby copping highest honors. He won over a field of 19 starters, comprising 12 solo riders, five sidecar outfits and two tandem pairs.

Elmer Havenstrite, local Harley-Davidson dealer, took highest honors in the single-geared class, having a perfect regular score, but losing four points in consistency rating of "absolute time."

Al Edmunds, '14 Indian, battled with Bert Fielding on his Thor, of the same vintage, for second place in this class and emerged a couple of points to the good.

Wm. LeDore took highest standing in the sidecar class with his Harley-Davidson outfit.

John Walton and Orrie Steele, Indian solo riders, both had the misfortune to disagree with the checker's time one minute or they would have been mentioned up there with McKinney.

Six entries faltered along the 143-mile course, most of them going "hay-wire" in the morning.

Four of the eliminations came through minor troubles and lack of heart on the part of the riders to "beat it" and try to make up lost time.

Part of the course took in that winding road through Sterling Forest made famous by the Invincible and Crotona runs, and it was this stretch of Rocky Mountain stuff that "bushed" Holt and his crew on the Dayton.

Stockholm was the noon stop, and after a hearty chicken dinner at Lewis's, the riders pointed their front wheels towards Dover, riding down the Longwood Valley through the loose sand and rocks. Along here was where Pester got tangled up with a rock due to Orrie Steele raising such a dust, and Pester, just as natural as could be, made a quick trip to old Mother Earth.

Rockaway was the first check in the afternoon, and then came that well-known Irish grade Hibernia Hill, that goat-getter for the inexperienced with its loose top dressing and bad turn to the right.

It maintained its reputation today for there were seven late at Newfoundland, 12 miles away, while two contestants blew the whistle, put on their coats and called it a day's work right there and then went home to the Silk City.

Fielding and Edmunds were neck and neck in a mad race—on foot—up this hill, the latter winning by a gasp.

(Continued on page 16)

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McBRIDE SOLE AGENT FOR "X" IN CANADA

Will Handle Excelsior in Dominion From Coast to Coast; Has Rogers Sidecar on Same Basis; Now on Long Tour

TORONTO, Ont.—Formal announcement has been made here of the appointment of Percy A. McBride, the well-known Toronto dealer, as the sole Canadian sales representative and distributor for the Excelsior Motor Mfg. & Supply Company, Chicago. McBride formerly represented the Excelsior in the whole of Eastern Canada, but his territory has been extended to the Pacific Coast. Up to the present the Excelsior Company has had three distributors in Canada—one at Toronto, one at Winnipeg and another at Vancouver.

McBride was recently appointed exclusive Canadian distributor for the Henderson, while he has also secured the Canadian sales rights for the Rogers sidecar, made by the Rogers Mfg. Company, Chicago.

McBride returned to Toronto on Monday, Oct. 16, after a business tour over the rails to Montreal, Quebec and other Eastern centers. Almost immediately he headed in the direction of the Rocky Mountains for a transcontinental trade trip in the interests of all motorcycle and bicycle lines which he represents. The period of absence from his Toronto headquarters will be determined only from the state of the retail markets in the West and the length of time required to make suitable agency arrangements throughout the Western territory.

TRIANGULAR RUN FOR READING M. C. ON OCT. 22

READING, Pa.—An endurance run, to cover nearly 200 miles, is being arranged for by the Reading M. C. for Oct. 22. The course, which will be a triangular one, will cover several counties in Pennsylvania. The participants will cover the course in three sections, according to latest announcements.

GOODRICH TO HANDLE F. A. M. TOURING REQUESTS

AKRON, O.—President Shelby A. Falor, of the F. A. M., announces that arrangements have been made with the Touring Bureau Department of the B. F. Goodrich Company, to handle the F. A. M. touring bureau. All touring requests from members should be sent direct to the Goodrich address hereafter.

ROGERS CARS FOR 1917 HENDERSON REACH BECK

NEW YORK, Oct. 14.—Irving Beck, of the Rogers Sidecar Sales Co., 1691 Park avenue, has just received a carload of Rogers sidecars containing a number to fit the 1917 Henderson. On these cars, by reason of the Henderson having the drive chain on the right side, a new type of fitting has been provided, as the former Henderson fitting on the axle is not suitable.

Beck has fitted one of these Rogers sidecars on a 1917 Henderson in New York. Immediate delivery on this model in quantity can be given, as a second carload will soon be on the way.

The remainder of the first carload is divided up into Rogers cars for Indian spring frame, Excelsior, Reading Standard and Pope models. While no announcements have as yet been made, it is rumored that there will be a number of minor refinements in this product for the new season.

R-S FACTORY BUSY WITH 1917 ORDERS

Reading Factory Resumes After Taking Inventory on Increased Scale—Agents Sign Early

READING, Pa., Oct. 16.—After a week's suspension to take inventory and overhaul plant and machinery, the Reading Standard Company has again resumed production work on an increased scale. All final plans for the 1917 season have been completed and the factory is now devoted to turning out the new models.

The first carload for the San Francisco branch is nearly ready for routing, and its departure is just a matter of hours. Orders for 1917 have come in from all parts of the country, and in spite of the new equipment recently installed, the factory is being tested to its utmost to keep abreast of things.

The Reading Standard Company reports that it has closed more contracts to date this year than in any other previous season. R-S agents are signing up early so that they may be assured of prompt execution of their orders.

FIRST SHIPMENT OF HENDERSONS ALREADY SOLD OUT

SAN FRANCISCO.—The Motorcycle Sales Company, local Henderson agents, attracted many enthusiasts during the past week by displaying a 1917 three-speed Henderson model. Tennant Lee, State distributor, now has the machine out for the purpose of demonstrating it to dealers throughout northern California.

The Motorcycle Sales Company reports that it has already sold out its forthcoming shipment of new Hendersons, which it expects to have on hand by Nov. 1. A second shipment will arrive later in the month.

LEBELL SAW THE LEATHER FAMINE COMING

LOS ANGELES.—The Pacific Motor Supply Co. has stocked up strong on gloves and leggings. They anticipated present conditions in the leather market and ordered very far in advance. Now they could not buy at anywhere near the prices at which they obtained the goods when the contracts were placed. Manager Lebell says the leather situation is a little worse than anything else, and he does not expect it will improve any for a couple of years. As the gloves and leggings are necessities for riders, Lebell's foresight in stocking up places his company in a good position to handle the big demand which it is experiencing.

HARRIMAN AD. MAN FOR N. Y. SPORTING

Former Head of the Hendee Advertising Staff Takes Up Post with Greater New York Indian Distributor

NEW YORK, Oct. 17.—R. L. Harriman, formerly advertising manager for the Hendee Mfg. Company, maker of the Indian has assumed the post of head of the advertising department of the New York Sporting Goods Company, Greater New York distributors for the Indian.

Harriman came into the motorcycle trade a little over two years ago after a long and varied career in both the editorial and advertising fields. He started in on the staff of the Worcester (Mass.) *Gazette* finally reaching the post of advertising manager only to be drafted by the Butterick interests as editor of the *Delineator*.

In his new berth Harriman will undertake the exploitation of all of the various lines handled by the New York Sporting Goods Company, a task for which his previous experience has ideally fitted him.

YOUNG IS SALES MANAGER FOR ANGSTEN-KOCH

CHICAGO, Ill., Oct. 15.—N. A. Young, formerly assistant sales manager of the Metal Specialties Mfg. Co., will become sales manager of the Angsten-Koch Co., which handles hand-operated bicycle horns, bicycle locks and luggage carriers. The change will become effective Nov. 1.

RAY CO. TAKES ON KOKOMO TIRE LINE

LOUISVILLE, Ky.—The bicycle and supply house of the A. L. Ray Co., 1st and Market streets, which does a retail and wholesale business, reports that it has taken on the line of tires made by the Kokomo Rubber Co., of Kokomo, Ind. A. L. Ray, head of the company, recently left the city for a jobbing trip to points in the South, mostly in Tennessee and Alabama.

ROCHOW IS NOW WITH MOTOR TRUCK CONCERN

ARTHUR J. ROCHOW, who formerly covered the states of New York, Pennsylvania, Ohio and West Virginia in the interests of the Excelsior, has severed his connection with the motorcycle trade to take up sales promotion work in the states of Indiana and Illinois for the Vim Motor Truck Co. of Philadelphia.

VITALIC CYCLE TIRES FEATURED IN HOUSE ORGAN

VITALIC activities in five States occupy a goodly part of the October issue of *The Tire Merchant*, the house organ of the Continental Rubber Works, of Erie, Pa. The first page is devoted to illustrations of the Vitalic, Brigadier and Enduro bicycle tires, with facsimiles of orders received for these goods from many dealers.

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MIAMI SALESMEN IN MOTOR CAR CRASH

Quartet of Travelers for Middletown Company Figure in Serious Collision, but Escape With Bruises

MIDDLETOWN, O., Oct. 16.—Harry A. Gliesman, of New York, Eastern District Manager for the Miami Cycle & Mfg. Co.; C. A. Van Doren, of Baltimore; F. P. Lee, of St. Joseph, Mo., and J. E. Ruby, of Indianapolis, all traveling salesmen for the Miami Company, had narrow escapes from death when an automobile in which they were riding today collided with another motor car. The men are still unable to explain how they managed to get clear of the wrecked car.

The four Miami salesmen were on their way out to the factory when Van Doren suggested that they hire an automobile for the trip.

This was done, and they were bowling along at a fair pace when the crash came at a corner. John Faucett, the driver of the touring car, could not avoid a two-passenger car which came out of a cross street. The small car was thrown about fifteen feet, and its driver, Harry Marshal, was injured so seriously that he may not recover.

The four Miami representatives were thrown out and sustained bruises, but were able to continue on their way.

POPE MACHINISTS' STRIKE IS SETTLED

WESTFIELD, Mass., Oct. 16.—The machinists' strike, which has been in progress at the plant of the Westfield Mfg. Co., maker of Pope motorcycles and bicycles, has been settled, and the men have gone back to work.

The strike grew out of a slight dissatisfaction on the part of the union men and was immediately confounded with other issues just at the time when the company's agreement with the men terminated.

It is pointed out that the strike affected only a minor portion of the Westfield employees and has not affected the output in the slightest.

TIRE MEN DELIVER ADDRESSES

AKRON, O.—H. S. Quine, of the Goodyear Tire & Rubber Co.; E. S. Babcox, advertising manager of the Firestone Company, and W. A. Johnson, of the B. F. Goodrich staff, were among the speakers at the social session of the Ohio Building Association League in this city. The tire men experienced no difficulty in proving that the rubber industry had put Akron on the industrial map.

MARSHALL HOST AT LOUISVILLE

LOUISVILLE, Ky.—Indian riders and their friends made merry on Sunday, Oct. 7, at the annual Indian Picnic, given by Frank Marshall, of the Century Cycle Co., Louisville Indian representative. The picnic was held at Black Bridge, near Harrods Creek, and over two hundred visitors were present.

Starting at nine o'clock in the morning from the store at 4th street and Broadway, the majority of the crowd paraded to the picnic grounds, where a big feast was spread. The outing lasted all day, and was marked by athletic contests, riding stunts, etc.

ADMIRALTY SHIPPING STAY HALTS EXPORTS

Order Issued as Result of German Submarine Activity Takes British Bottoms Out of Trade

NEW YORK.—With the curtailment of British shipping activities from American ports following the Admiralty order issued on Wednesday of last week following closely on the heels of German submarine activity along the Atlantic coast, motorcycle shipments abroad will no doubt be seriously hampered.

Just how long the order will remain in effect, of course, is a matter for conjecture; there are those who believe that the urgent call for munitions will act to lift the embargo within the next few weeks. But while that will open the way for the shipment of arms and munitions to Europe in British bottoms, it is doubtful if there will be room available for other shipments in any quantities for some time to come as a result of the piling up of the munitions on the piers of practically all the Atlantic ports while the order is effective.

Exports in bottoms other than British proceed of course without interruption, but the demand for freight space is far and away in excess of the supply.

WRIGHT DROPS IN ON INDIAN

SPRINGFIELD, Mass., Oct. 17.—Charles F. Wright, of the firm of Ballou & Wright, Indian distributors for Oregon, Washington, and the greater portion of Idaho, has arrived on his annual visit at the Indian plant. Wright, who is making an extensive trip through the East in the interests of his firm, is greatly impressed with the new models and freely predicts a large increase in business in his territory the coming season.

ADAMS-BAGNALL IN NEW YORK

NEW YORK.—The Adams-Bagnall Electric Company has located its New York office in the Engineering Building, at 114 Liberty street. The office is under the direction of F. C. Perkins, Eastern representative. The general headquarters for the company are at Cleveland, O.

FRY HITS NEW YORK TOWN

NEW YORK, Oct. 17.—Keyser Fry, who when in Reading portions his time between the Reading Cycle Co. and his big jobbing interests, dropped in on Gotham today to line up Reading Standard bicycle dealers for next season; incidentally Fry will wait over for the meeting of the United Cycle directorate, scheduled for the Hotel Astor tomorrow. "Business fine, outlook finer," was the way Fry summarized the results of his trip.

U. S. TRADE CAPTAINS VISIT IN TORONTO

Messrs. Rogers, Henderson and Lonn Confer With Dealers on 1917 Sales Campaigns; Indian Branch Factory Busy

TORONTO, Ont.—Recent industry captains to call upon Toronto dealers have been T. W. Henderson, President of the Henderson company, Detroit; R. F. Rogers, President of the Rogers Mfg. Company, and Mr. Lonn, of the Great Western Mfg. Company, LaPorte, Ind. While in Toronto Mr. Law called upon A. E. Humphrey, President of the Humphrey Bicycle & Motor Company, Limited. The latter concern will again be the sole distributor in Canada for the Great Western bicycle line for 1917.

In discussing arrangements for 1917, Humphrey told **Motor Cycle Illustrated** that he would sell all the bicycles that the Great Western people would and could ship to him as he expected that the Canadian demand for wheels during the coming year would be greatly in excess of the supply. Mr. Humphrey also pointed out that he had been receiving fairly large shipments of bicycle and motorcycle accessories from England, although no English bicycles could yet be obtained. The delivery of accessories from the Old Country has become fairly prompt and regular and even better results are looked forward to along this line.

Complete facilities are in operation at the Canadian branch factory of the Hendee Mfg. Company for the production of bicycles. The volume of the output will be quite heavy and a wide demand for Indian bicycles in 1917 is anticipated.

CHICAGO SIDECARISTS ON RUN TO GARY

CHICAGO, Ill., Oct. 16.—The run of the Chicago Sidecar Club yesterday brought out 20 members with their outfits and passengers. The destination was Gary, where luncheon was eaten. A program of athletic events followed, after which the homeward route was taken.

As in other runs of the club, non-members were welcomed on this occasion. A feature event by the club is scheduled for Hallowe'en.

BIG GOODYEAR INCREASE IN KENTUCKY

LOUISVILLE, Ky.—A. W. Ellis, Louisville manager for the Goodyear Tire & Rubber Co., returned last week from a trip to Cincinnati. He reports that the company's motorcycle and bicycle tire business in the Kentucky district has shown a big increase in volume this year, denoting that more riders are out, and that the trade is generally active. Mr. Ellis stated that the tire business was sure to show steady increases in these departments, due to the fact that manufacturers of bicycles and motorcycles are placing quantities of new two-wheelers on the market this season, and that it would mean a still larger demand for tires next year.

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The Weeklx

NEWSY EXPLOITS OF THE CAMERAMAN

REEL 1, Scene 1. The only bearing this scene, which was snapped at San Francisco, has on the motorcycle trade comes from the fact that each of the little racers is powered with an Indian motor and shod with Goodyear tires.

Scene 2. A bit of a sand patch near Hannibal, Mo., which disturbed, if it did not disgust, these Quincy M. C. men on a recent outing.

Scene 3. Edgar C. Fuller, of the 23rd N. Y. Infantry, demonstrating what passes for roads down on the border.

Scene 4. W. A. Harland, of the Dayton sales staff, demonstrating the ease with which the Dayton lightweight can be handled.

Scene 5. The Milwaukee sidecar club waiting for the stragglers before starting on a regular Sunday club run.

Scene 6. James Leonette and Harold Frank got this mess in Big Bear Lake in the Bernardino Mountains, Cal.

Scene 7. A 1917 Henderson getting its initial try-out along the shore of Lake Erie, Detroit.

Scene 8. Watson Kluczek and Harry Buchanan facing the camera man before the start of the recent Jersey jaunt of the N. J. M. C.

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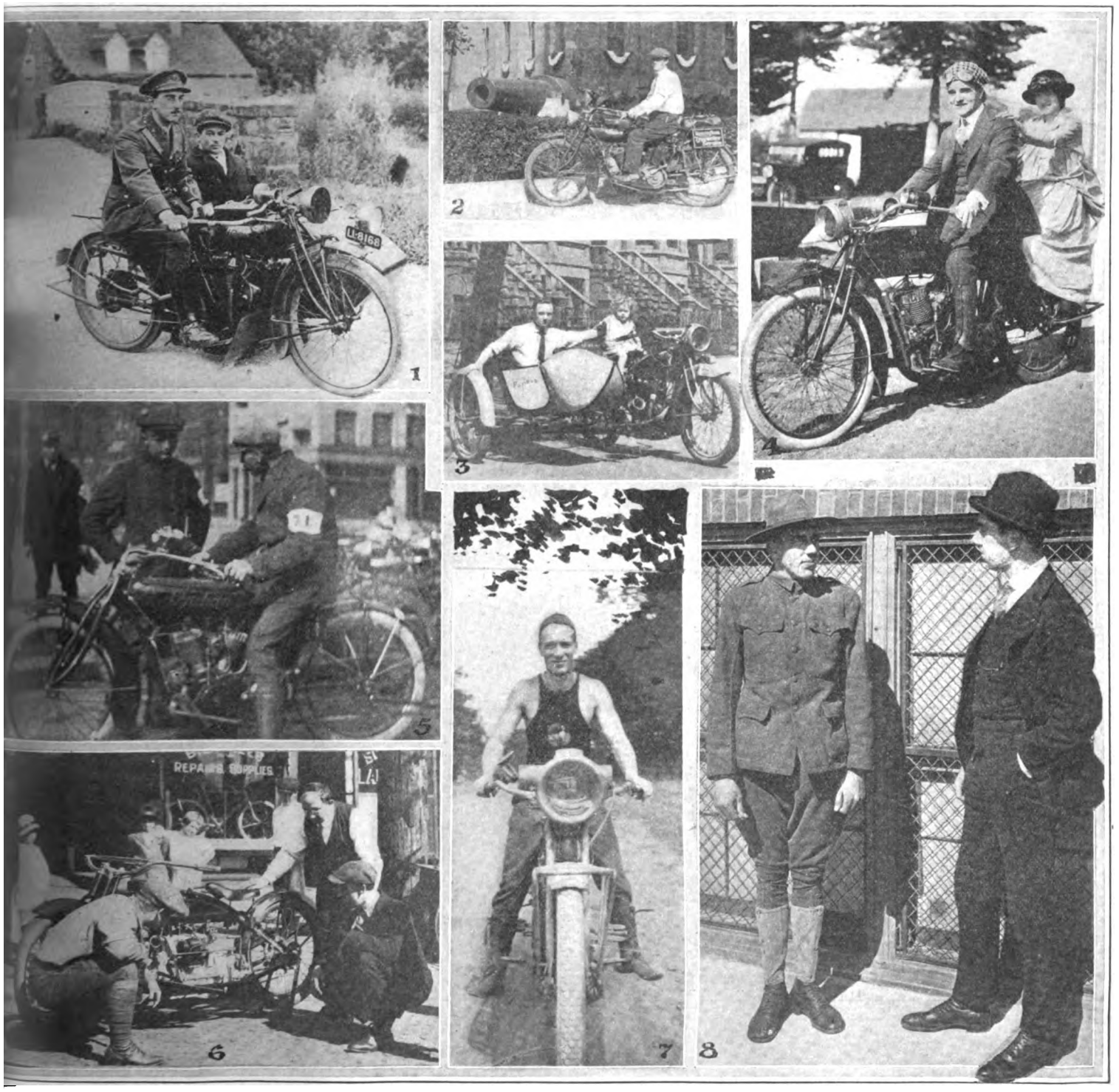
Motograph

PRESENTED IN TWO REELS



REEL 2, Scene 1. Sec. Lieut Lilley, of the British Royal Engineers. His machine is an Indian.

Scene 2. Here's an Indian Power plus used by the service department of a Louisville (Ky.) typewriter concern.

Scene 3. E. J. Breman and little Miss Edwin Breman are Flxible sidecar enthusiasts.

Scene 4. Real moving picture stuff! William Desmond and Marjory Wilson, of the N. Y. Motion Picture Corp., "starring" on an Indian motorcycle.

Scene 5. B. A. Swenson, the Providence Indian agent, starting out on the Providence Triangle run on his 1917 demonstrator.

Scene 6. Charles Krebs, Newark, N. J., Henderson dealer, pointing out the fine points of the 1917 models.

Scene 7. Louis J. Lahrs, physical director of the Prospect Branch of the Brooklyn Y. M. C. A., who has found this Harley-Davidson indispensible.

Scene 8. Daniel L. R. Dresser of New York, personal attache of Maj. Gen. O'Ryan, telling "Art" Herrington, of the Harley-Davidson staff, a few things about border life and eastern endurance runs.

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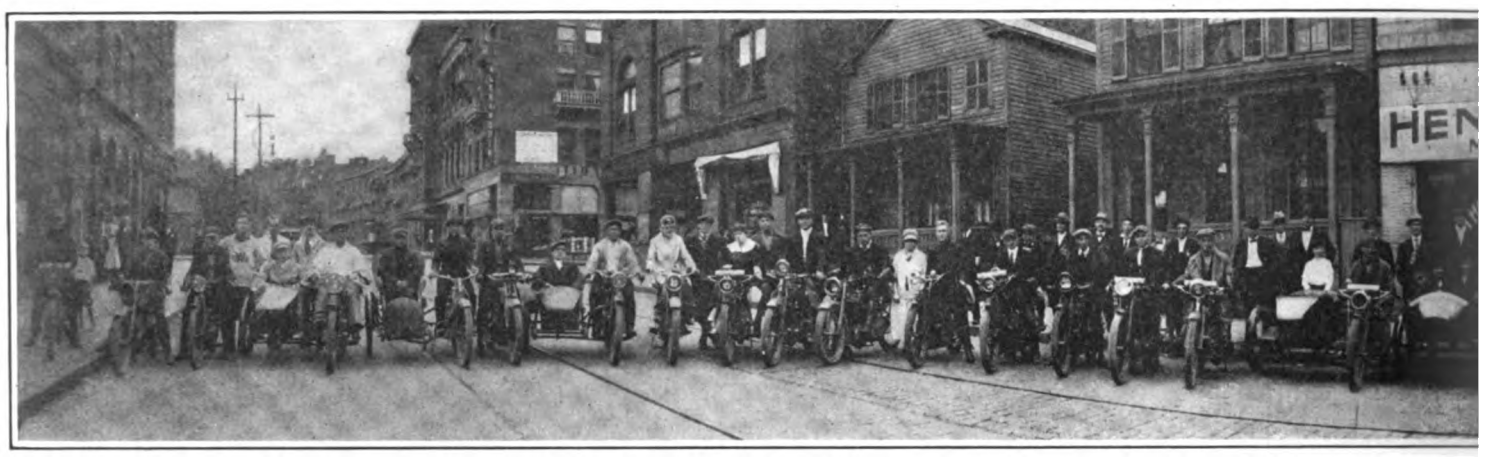
READY TO START FOR TANNERS LAKE AS GUESTS OF AUTOCY(



Lineup of Riders of Detroit-Made Four-Cylinder Machine in Front of Agency at 518 St. Peter Street Prep

JONES SETS RECORD AT SPRINGFIELD

Indian Rider Covers Mile in 47 Seconds at Illinois Meet—Korn Captures Club Championship

SPRINGFIELD, Ill., Oct. 16.—Covering the mile in 47 seconds and setting a new record for the track, Don Jones, on his Indian, furnished the big thrill for the crowd of 3,000 which covered the rails and stands at the meet of the Springfield M. C. on Saturday. He cut six seconds from the former time of McCrea, which stood for some time. Jones hails from Boston.

Korn, riding an Indian, was victor in the club championship event for ten miles. His time was 8:39. Phelman, astride a Harley-Davidson, was second in this event, while Childs, similarly mounted to Phelman, came third. Korn entered in the time trial also, but was unable to better Jones' figure.

The last race of the meet, for five miles, was won by Phelman in 6:47. In this race the Harley-Davidson man outdistanced his rival, a speedy motorcar.

BEATS AUTO TIME TO WICHITA BY THREE HOURS

MILWAUKEE, Wis.—The Harley-Davidson Motor Company has just received word from F. H. Simon, Kansas traveler, that he piloted his Remy-equipped Harley-Davidson sidecar combination from Fowler to Wichita, a distance of 202 miles in 6 hours. This time betters that made by automobile by three hours. The course, which led through Dodge City, is very rough and sandy and the firm is naturally elated with Simon's performance.

READING CLUB STARTS MEMBERSHIP CAMPAIGN

READING, Pa.—The Reading M. C. has decided to open its charter and start a membership campaign. Three new members have already been accepted, and there are four on the eligible list in addition.

Whitney B. Sanders and Raymond Carver were elected to active membership, while another new member was George Beaver, who takes an associateship.

HERE'S ANOTHER OPENING FOR FOREIGN TRADE

NEW YORK, Oct. 14.—The International Resident Buyers, of 33 Union Square, New York, are desirous of obtaining additional selling agencies for lines of motorcycles, accessories and the like. The Buyers have branch offices in the West Indies and Central and South America.

The company is in a position to promote foreign trade with staple selling lines and can give a large volume of business to manufacturers.

SOUTHERN STATES OFFER BIG FIELD

Rush of Prosperity Induced by Big Crops and Munitions Exports Reflected in Motorcycle and Bicycle Trade

NEW YORK, N. Y.—From various trade sources comes the tip that the present is the time to strike and strike hard for business in the southern states. It is pointed out that the southern states are more than ordinarily prosperous at the present time and that greatly increased sales augur a great stimulation of business.

Texas is viewed as a particularly fertile field, its prosperity resulting from the top notch price of 16 cents for cotton and superabundant corn, rice and produce yields.

The Carolinas are said to be in fine shape for business stimulation while Georgia, especially in the manufacturing districts where the munitions business has created prosperity, is none the less ripe for present selling activity.

Northern Florida and Northern Alabama are enjoying most prosperous periods, and both Louisiana and Missouri are holding their own.

Barring unexpected business disturbance, the south is entering into a period that will make the motorcycle and bicycle business there a lively one.

POPE DEVOTEES WHO JOINED DEALER JONES IN REC

Of the Seventy-four Riders Who Participated in This Pleasant Run Fifty Rode Products from the Westfield Factory

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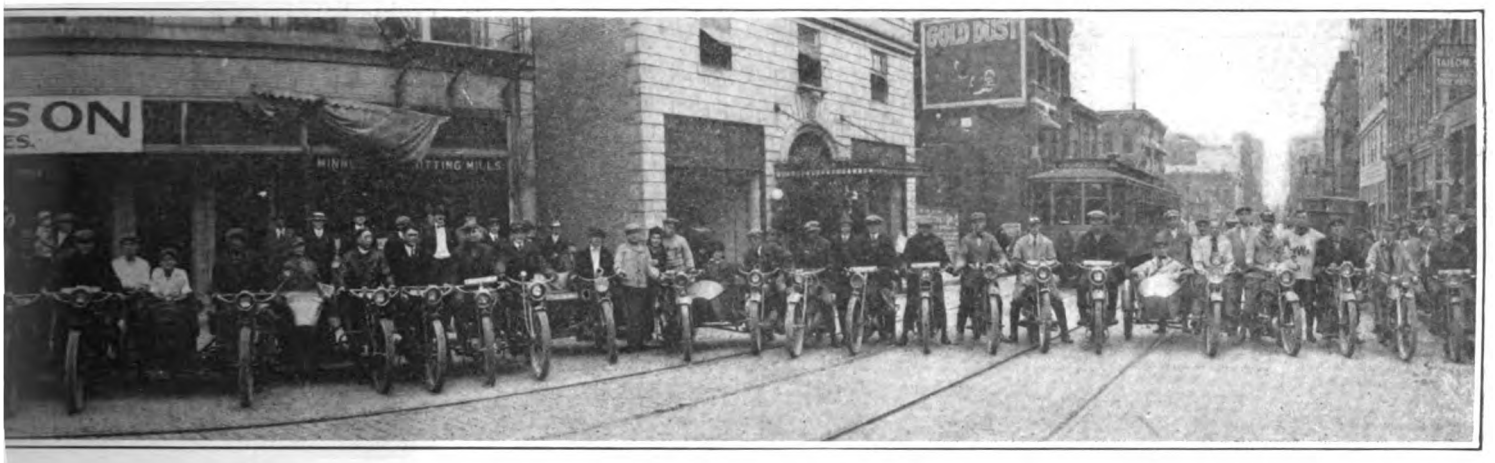
)MPANY, HENDERSON REPRESENTATIVE IN ST. PAUL, MINN.



1 to Noted Picnic Grounds Near Twin Cities. Over Seventy-five Riders and Passengers Took Part in the Event

$400,000 CLUBHOUSE FOR FIRESTONE MEN

Fine New Structure, For Use of 9,000 Employes, Is Dedicated by President Firestone; Res-Restaurant Will Seat 600

AKRON, O.—The new $400,000 clubhouse for the employes of the Firestone Tire & Rubber Co. was dedicated Saturday, Oct. 14, with appropriate ceremony. In his dedication speech President Firestone referred to the early history of the company, and stated that the act of turning the new building over to the 9,000 workers of the Firestone organization was one of the happiest of his life.

Bowling alleys, pool and billiard tables, shower baths and various athletic paraphernalia are installed in the home, and the chief feature is the factory restaurant which can accommodate 600 people at one time. One of the upper floors is devoted to a large auditorium in which meetings and conventions will be held.

HARE AND HOUNDS CHASE FOR NEW JERSEY M. C.

NEWARK, N. J.—Now that the Jersey Jaunt has been run off successfully, the New Jersey M. C. is turning its attention to a Fall Hare and Hounds Chase, which will be run off on October 22. The chase will be for club members only.

The course will approximate 35 miles and includes the city dumping grounds, Hackensack Meadows and some of the canal towpath. Wilbur Walden, the club president, works for the Mosquito Commission and in his daily duties of chasing these Jersey Larks has to motor over the course. He will therefore lay the trail. His duty is to mark the turns with lime and designate by a circle where he hides the three checks of different colored papers with numbers on. The hound who turns up at the clubhouse with three papers having the lowest total on them wins a year's subscription to the favorite motorcycle publication, the second man getting a tube.

The next item on the sports program following the chase is a run to Seidler's Beach, in which the Indian M. C. of New Brunswick and the Paterson club will join with the New Jersey members.

MANY DEALERS' HELPS IN GOODYEAR NEWS

HELPS for the dealer in the line of increasing sales, fixing tires and figuring profits are features par excellence of the September issue of the *Goodyear Tire News*, published by the Goodyear Tire & Rubber Company, of Akron, O. Among the aids to sales-making are lantern slides for movie houses, these being supplied free to dealers by the company.

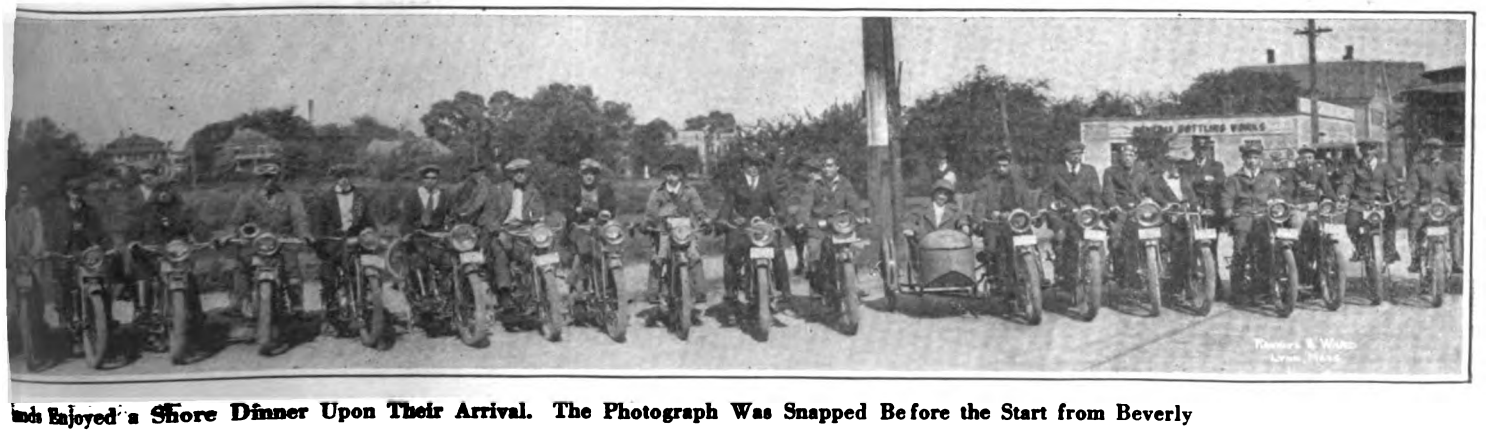
HENRY SPLITDORF HAD USEFUL CAREER

Father of C. F. Splitdorf, Dead at 82, Was Veteran Worker in Telegraphy and Inventor of Many Devices

NEWARK, N. J., Oct. 17.—Henry Splitdorf, father of Charles F. Splitdorf, head of the Splitdorf Electrical Company, of this city, died yesterday at his home, 433 East 87th street, Manhattan. He was 82 years old.

Henry Splitdorf was among the pioneer makers of telegraph instruments, having made them for Professor Morse, the father of telegraphy. On his own part he invented the liquid insulation of the magnetic wire, a method now in universal use. It was Henry Splitdorf, too, who introduced asbestos as an insulating material, but in the motor vehicle field he is naturally best known through the Splitdorf magneto, another one of the numerous devices born of his ingenuity. Mr. Splitdorf was an associate of Clark, inventor of the Clark repeater, which made it possible for Edison to invent the quadruple system of telegraphy, and throughout his long life his contributions in one way or another to the field of electrical research have been listed by the score. His loss is widely regretted in the motor vehicle trades.

TO SALISBURY BEACH FROM BEVERLY, MASS.



nds Enjoyed a Shore Dinner Upon Their Arrival. The Photograph Was Snapped Before the Start from Beverly

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WEISHAAR NOT SCARED BY THE 13TH HOODOO

Wichita Speedster on Harley-Davidson Makes Clean-Up with Johnson as Team-Mate; Warner Captures One

WICHITA, Kans. Oct. 13.—Friday, the thirteenth, had nothing in it resembling a hoodoo for the Harley-Davidson riders participating in the motorcycle races on the half-mile track here. And to bring complete happiness to the local speed fans every one of the races was won by a Wichita rider.

Ray Weishaar, on a Harley-Davidson, captured most of the prize money, winning the one-mile, two-mile, ten-mile and twenty-five-mile, and taking second honors in the three-mile and five-mile events. Clarence Johnston, Harley-Davidson, won the three-mile, finished second in the two-mile and ten-mile, and took third honors in the five-mile and twenty-five-mile races.

"Speck" Warner, on an Indian, won the five-mile race and took third place in the sidecar race.

The three-mile sidecar event was one of the feature events of the program because it was the first appearance of the 1917 models in sidecar track competition. Walter Cunningham, with a 1917 Harley-Davidson, won first place, with Daniel Boon, also of Witchita and riding a 1917 Harley-Davidson, second.

The track was in poor condition as a result of the holes that had been gouged out of it by the automobile races preceding the motorcycle races. Johnston fell in the twenty-five-mile race, but rose uninjured and finished in the money. The entries were: Warner, Hepburn and Green, Indian; Sears and Jones, Excelsior; Weishaar and Johnston, Harley-Davidson.

DRISCOLL & JEANROY GET INCREASED TERRITORY

NEW YORK, Oct. 17.—Driscoll & Jeanroy, Dayton agents at 219 West 126th street, have taken the following territory for 1917: New York, Brooklyn, Long Island, Westchester and Rockland Counties. The firm's repair business is far above that of last year, and as a result the shop is working overtime much of the week. Storage facilities have also been increased.

The Dayton demonstrator is expected within two weeks now, and following its arrival, Jeanroy will go out after new agents. Total Dayton sales for the 1916 season were 58 Dayton Motor Bicycles and 28 Dayton big twins.

OGDEN PLANS EUROPEAN TRIP

NEW YORK, Oct. 17.—Leadly Ogden, of the Cygnet Rear Car, again favored New York with a visit today. Between sentences chock full of Cygnet and general motorcycle enthusiasm, Ogden let drop the fact that he is planning at present a European trip in the Cygnet interests; he intends to embark within the next few weeks.

Ogden has not yet completed his itinerary for the trip.

McKINLEY IS 1,000- POINTER IN PATERSON RUN

(Continued from page 9)

Havenstrite, the younger, saw a black dog just over the top that jinxed him, so he says, for right after that he lost the course and wandered round in the hills long enough to be several minutes late at the next check.

From Newfoundland the route lay through Macopin and Singac to the clubhouse, and had it not been for Bill LeDore crashing into an automobile, or maybe it was a Ford, there wouldn't have been a bit of excitement the rest of the day.

Oh yes, Reidel's passenger, one of the fair and warmer sex, carelessly threw her sweater across her knees, the wind swung it into the hind-wheel and then—ah, then—they both did what is known in acrobatic circles as a front somersault, only they did not complete it; they landed on their heads. No damage to maid, man or machine.

The finishers with their scores and chief points of equipment, are as follows:

Ralph McKinney, 1916 Harley-Davidson solo 3-speed—1,000 points in both regular and consistency scores; Firestone tires, Bosch magneto, Troxel saddle.

John Walton, 1916 Indian solo 3-speed—Regular score, 1,000; consistency, 999; Goodyear tires, Splitdorf mag-generator, Mesinger saddle.

Orrie Steele, 1916 Indian solo 3-speed—Regular score, 1,000; consistency, 999; Firestone tires, Splitdorf mag-generator, Mesinger cushion saddles.

Al Crocker, 1915 Indian solo 2-speed—Regular score, 1,000; consistency, 998; Goodyear tires, Dixie magneto, Troxel saddle.

E. Havenstrite, 1915 Harley-Davidson single-speed—Regular score, 1,000; consistency, 996; Goodyear tires, Bosch magneto, Troxel saddle.

William LeDore, 1916 Harley-Davidson with sidecar—Regular score, 1,000; consistency, 996; Firestone tires, Remy generator, Troxel saddle.

Miller Newman, 1916 Indian solo 3-speed—Regular score, 999; consistency, 990; Goodyear tires, Dixie magneto, Troxel saddle.

Paul Pester, Indian solo 3-speed—Regular score, 998; consistency, 998; Goodyear tires, Dixie magneto, Troxel saddle.

Paul Reidel, Excelsior tandem 3-speed—Regular score, 997; consistency, 988; Goodyear tires, Splitdorf magneto, Mesinger saddle.

R. Havenstrite, Harley-Davidson solo 3-speed—Regular score, 996; consistency, 990; Goodyear tires, Bosch magneto, Troxel saddle.

Nick Tenk, Indian sidecar 3-speed—Regular score, 996; consistency, 986; Goodyear tires, Splitdorf mag-generator, Troxel saddle.

Al Edmunds, Indian solo single-geared—Regular score, 996; consistency, 990; Goodyear tires, Splitdorf magneto, Mesinger saddle.

Bert Fielding, Thor solo single-geared—Regular score, 983; consistency, 973; Braender tires, Bosch magneto, Persons saddle.

Non-finishers were: Edward Newkirk, Harley-Davidson sidecar, out at Marcella with tire trouble; R. Vaneiderstein, Indian solo, out at Hibernia with broken mudguard stays; Frank Bailey, Harley-Davidson sidecar, out at Greenwood Lake with blowout; L. Holt, Dayton tandem, out at Greenwood Lake from physical exhaustion; John Lyons, Harley-Davidson sidecar, out at Suffern from minor troubles; L. J. Meyers, Indian solo, out at Arcola with slipping clutch.

CHASE TO ATHERTON FROM MOSSBERG CO.

Former Sales and Advertising Manager of the Attleboro Tool Maker Goes to Buffalo Metal Goods

BUFFALO, N. Y., Oct. 17.—Frank T. Chase, who was formerly head of the sales and advertising departments of the Frank Mossberg Co., maker of Mossberg tools, at Attleboro, Mass., has resigned that post to assume a position with the Buffalo Metal Goods Company, makers of the Atherton coaster brake.

Frank T. Chase

Chase has been with the Mossberg company for nearly ten years and knows the "ins and outs" of the cycle trade from A to Z. No man in the trade is better fitted to take up the duties of Atherton sales promotion than the former Mossberg man, for, like W. F. Emerson himself, Chase has a distinct leaning towards the sort of dealer co-operative work which the Atherton people distinctly favor.

Chase has already assumed his new duties at the Buffalo Metal Goods plant.

1917 HENDERSON GETS WARM WELCOME IN LOS ANGELES

LOS ANGELES, Cal.—The 1917 Henderson demonstrator arrived at the headquarters of the Henderson Motorcycle Sales Corporation and was promptly placed in the window on Oct. 10. Secretary F. A. Sutphen, of the firm, says that he never saw so much enthusiasm over a machine in his life as was made by the crowds over the new four-cylinder mount.

Interest in the Henderson has been thoroughly aroused by the activity in demonstrating the machine throughout the State.

Roy Artley has returned from San Jose where he took second place in the hill climb on his Henderson. Artley's mount was just out of the crate and was strictly stock, no change of gear or motor having been made.

ALFRED LEROY BACK HOME

LOS ANGELES, Cal.—Alfred LeRoy has returned to this city. The boy who astonished the country by making his second transcontinental tour, though deprived of both legs, came back as far as Colorado under his own power. About 160 miles southwest of Denver he was badly bumped by a speeding automobile, so shipped his outfit and came in by train.

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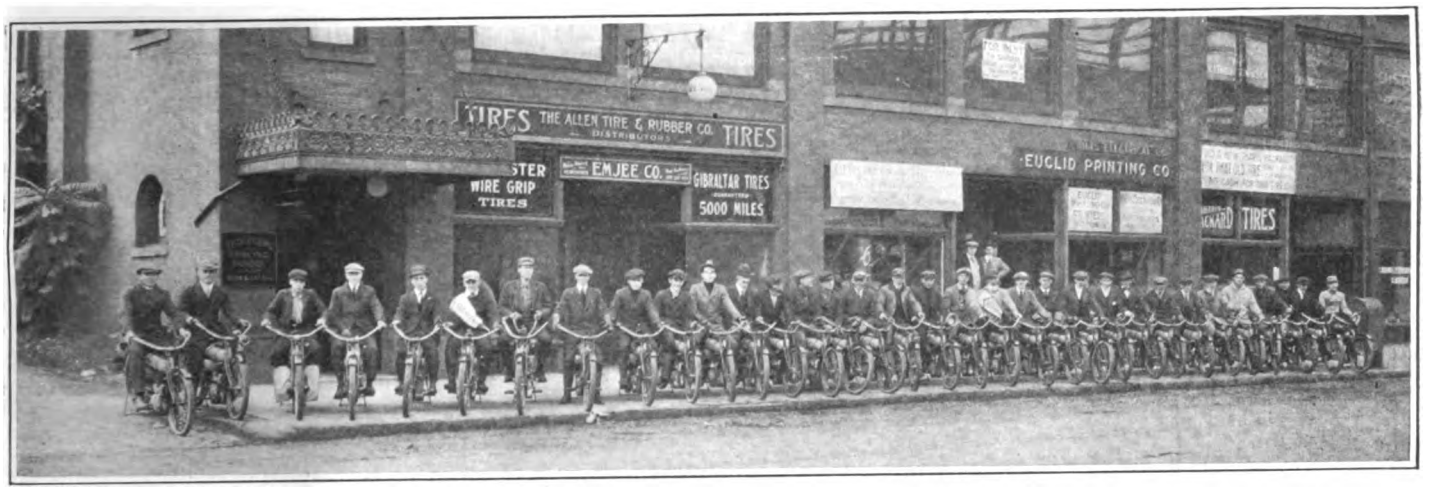
HOST OF CLEVELAND RIDERS FROM THE LIGHTWEIGHT'S HOME CITY



The Picture Was Snapped Just Before the Start of a Road Contest in Front of the Cleveland Motorcycle Sales Co.'s Store

DANISH PRINCE IS A MOTORCYCLIST

Prince Axel Purchases Harley-Davidson From Copenhagen Agents and Is an Enthusiastic Rider

COPENHAGEN, Denmark.—His Royal Highness Prince Axel has just raised himself another notch in the estimation of European sportsmen by becoming a motorcyclist. The motorcycle, an electric-lighted, three-speed Harley-Davidson, was purchased Sept. 8 from C. Friss-Hansen & Co., Harley-Davidson representatives in Copenhagen.

For some time past Prince Axel has been interested in motorcycles and he has experimented with several European makes. Last year he rode an A. J. S. and often made trips of considerable length through the country districts alone. Several months back he became interested in the Harley-Davidson and after trials, both in solo and sidecar service, he placed the order which gladdened the hearts of the local agents.

PAULSEN AND DAY CLIMB STEEP TACOMA HILL

TACOMA, Wash.—After a number of automobile men had tried with some success to climb the steep South K street hill, Tom Paulsen on a Thor made a sensational climb of the grade and Ray Day, on an Indian, did the same thing.

Day, who distributes the Indian in this city, took the machine from a spectator for the climb. Motion picture cameramen who were present filmed the motorcyclist as he passed over the crest of the South K street grade.

DIRECTORATE EXHIBIT FOR CHICAGO

(Continued from page 9)

American Motor Vehicle Co., Lafayette, Ind.
The Bean Tool & Sales Co., Berea, Ohio.
Buffalo Metal Goods Co., Buffalo, N. Y.
Buffalo Specialty Co., Buffalo, N. Y.
Diamond Chain & Mfg. Co., Indianapolis, Ind.
Electric Storage Battery Co., Philadelphia, Penna.
Flexible Side Car Co., Loudonville, Ohio.
Majestic Mfg. Co., Worcester, Mass.
Reading Cycle Mfg. Co., Reading, Penna.
Splitdorf Electrical Co., Newark, N. J.
Standard Welding Co., Cleveland, Ohio.
Trade Journal Corp'n, New York, N. Y. (Motor Cycle Illustrated).
Vim Cycle and Hdwe Co., Buffalo, N. Y.
Cyclemotor Corp'n, Rochester, N. Y.
Duckworth Chain & Mfg. Co., Springfield, Mass.
A. O. Smith Co., Milwaukee, Wis.
Pacific Motorcyclist and Western Wheelman, Los Angeles, Calif.

MOTORCYCLE CORPS IS WELL ORGANIZED

Preparedness Section of Pittsburgh Harley-Davidson Club Has Camp and Complete Military Equipment

PITTSBURGH, Pa., Oct. 17.—The Harley-Davidson motorcycle preparedness corps, organized in the early part of the summer and composed of members of the Harley-Davidson M. C. has reached that stage of development where it is attracting public attention. A camp on the old Ross farm is being used for drilling and training new recruits. One of the features of the camp is the 1,000 yard rifle range, which has been set up at considerable expense to improve the club's marksmanship.

The riders are equipped with carbines and the color of the uniforms is olive drab. The corps has been asked to take part in the big parade which will be held during Pittsburgh's Sesqui-centennial celebration in the early part of November.

Plans are being made for next years camp and it is very probable that an aeroplane will be added to the already extensive equipment and the riders given instructions in aeronautics by an experienced aviator. The corps is receiving the enthusiastic support of the Young Men's Business Club of Pittsburgh.

HENDERSON LEAVES FOR COAST TRIP

President of Henderson Motorcycle Co. Hits Westward on Annual Coast Visit—Ten Day in Los Angeles

DETROIT, Mich., Oct. 15.—T. W. Henderson, president and sales manager of the Henderson Motorcycle Co., left tonight for his annual trip to the Pacific Coast.

Henderson will first visit Portland and Seattle, and then work his way down the coast to San Francisco, finally reaching Los Angeles, where he will be the guest of the Henderson Motorcycle Sales Co. from Oct. 28 to Nov. 6.

Henderson will remain on the coast calling on the "four-cylinder" distributors and dealers until it is time to hustle back to the Chicago show.

His visit a year ago netted the formation of the Henderson Motorcycle Sales Co. in Los Angeles, which has been a "winner" in every sense of the word, and the length of his stay on the present trip no doubt augurs a further stimulation of the Henderson coast business.

INTERESTING EXHIBITS AT GOODYEAR CONFERENCE

AKRON, O.—Among a number of interesting exhibits at the district and branch managers' conference held last week at the factory of the Goodyear Tire & Rubber Co., was one which traced the firm's rubber products from the tropical jungles to the finished article.

On the same floor with the conference room was a comprehensive layout of the entire Goodyear line in a series of ten individual exhibits. Seven of these were given over to tires of all kinds, aeronautical supplies and mechanical goods. The other three displayed special features of the chemical and other departments.

Such an unusual reception was accorded the exhibit by the Goodyear men that at the termination of the conference the firm threw it open to the general public.

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Bulletins from California

Mr. and Mrs. F. A. Freeman, of Los Angeles, Who While Agents for Well-Known Automobiles, Prefer the Indian Twin for Pleasure Purposes

DERKUM PREDICTS BIG 1917 CYCLE SEASON

Southern California Indian Traveler States Coming Year Will Be Best Dealers Have Ever Experienced

LOS ANGELES, Cal.—Paul J. C. Derkum, who has just returned from covering Southern California for the Indian factory, says that 1917 will be the best season that Indian dealers have yet experienced. In a talk with the representative of **Motor Cycle Illustrated**, he stated that, although there has been a steady improvement in both the bicycle and motorcycle trades, this was the first time that he had felt warranted in predicting business that would really spell good times to the trade.

"Dealers are getting cash deposits on new machines," says Derkum, "even before they have seen them themselves. Riders are coming in and going over the announcements in **Motor Cycle Illustrated** with the dealers and planking down the cash. This is something the dealers have not had occur since 1913, and it is instilling in them a big enthusiasm that means a whirlwind campaign when they get their demonstrators and are able to make deliveries."

Derkum says that the only worry the average agency has this Fall is whether or not it can get machines quick enough to supply the demand they can create by active work.

LOS ANGELES JOBBERS ARE OUT TO HELP DEALERS

LOS ANGELES, Cal., Oct. 10.—Bert Louis, of C. L. Smith, bicycle jobber, and H. A. Lillie, of the Appeal Manufacturing & Jobbing Company, are chairman and secretary, respectively, of the informal organization of Los Angeles bicycle jobbers' salesmen. These are a live bunch of fellows who are getting together once in two weeks to discuss ways and means of helping the retailer increase his business in bicycles and accessories.

The social features of the gathering help take off the rough edges of the strenuous competition which exists in the trade in Los Angeles and Southern California. It is planned to have representatives of Eastern factories who are in town on the nights of the meetings join with the boys and give them talks on trade conditions from time to time.

SMITH ORDERS 400 GREAT WESTERN BICYCLES

LOS ANGELES, Cal., Oct. 14.—C. L. Smith, local jobber, ordered another car load of Great Western bicycles a few days ago and before the close of the week had to wire to send it extra full, making close to 400 bicycles in the shipment. Many were sold in advance, so fast did new business eat into Smith's stock. He says that although the price is going up right along it doesn't seem to stop the sale of bicycles. Country trade is showing up very strong.

MARYSVILLE CLUB PICNIC

MARYSVILLE, Cal.—The Marysville M. C. held a picnic on Oct. 8, when riders from nearby places were guests of the club. The Marysville squad left Rock & Youngs store in a body at 10:30 a. m., and returned late in the evening. One of the features of the outing was an inspection of the gold fields, where the largest dredges in the world are in operation.

THE HENDERSON IN BAKERSFIELD

BAKERSFIELD.—Jules Burgess, of Burgess's motorcycle shop, Bakersfield, an old-timer and big dealer here, has signed up for the Henderson agency for 1917.

FINDS SAILORS GOOD MOTORCYCLE PROSPECTS

Pacific Motor Supply Co. Interests Jackies on Warships and Merchantmen; Orange Co. Dealers Visits

LOS ANGELES.—The Pacific Motor Supply Co. now has a complete line of new Indians. This week they were visited by the Orange County dealers, A. H. Small, of Santa Ana; Carriker & Crowl, of Orange, and M. G. Anlauf, of Anaheim. The boys were so enthusiastic that when they went away they kidnapped a 1917 big machine from Manager Lebell and took it down. Each of the dealers will have it as a demonstrator and exhibition machine for three days and then return it.

The first delivery of Indians to Southern California will come about the end of this month. Manager Lebell says that he has orders on hand right now that would take care of two carloads. He is tapping a new field for sales in the men aboard war vessels and merchant ships at San Pedro harbor.

George Rubsch took a trip down there on Saturday and showed what the machine could do. That the demonstration was effective was evident by the visit of several sailor men to the store that very night. Lebell thinks that sailors are among the best natural prospects for motorcycles, as when they have shore leave they like to get around and see things.

CLUB TO HOLD HILL-CLIMB

LOS ANGELES.—The Los Angeles Motorcycle Club, at its meeting this week, determined to hold a hill-climb about Nov. 1, which will give the 1917 models a good chance to show their power. The committee in charge: Lester Miles, George Rubsch, Lester Reed and A. F. Van Order. The committee is going out this week on a scouting trip and will look for a hill accessible to a car line so as to bring out a good crowd, not only of motorcyclists but of nonriders.

L. A. M. C. ON BEACH RUN

LOS ANGELES.—About 30 riders went out on the L. A. M. C. beach run last Sunday. Their destination was Seal Beach, but on the way they dropped in at Hermosa, Manhattan and Long Beach. These runs create a lot of interest in the motorcycle in the out-of-town communities visited. Their next run will be to San Dimas canyon, and there is a masked dance planned for Hallowe'en.

HOFFER IN SANTA BARBARA

LOS ANGELES.—Fred Hoffer, of the Goudy-Hoffer Co., Excelsior distributors, is making a trip to Santa Barbara, to close a new contract for an agency there. Frank Low, who formerly had the Excelsior there, has closed out his motorcycle business.

ACTIVITY IN SAN DIEGO

LOS ANGELES.—Ray Smith, manager of the San Diego branch of the Goudy-Hoffer Co., is selling new Excelsiors fast

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and is enthusiastic over fall trade conditions. He took two more machines from headquarters the first of the week.

MANUFACTURING STREET SWEEPERS

LOS ANGELES.—The Motorcycle Sweeper Co., in which officers of the Excelsior distributing agency are interested, has moved all its machinery to its new factory at 16th and Tennessee streets, Los Angeles, and is actively manufacturing the new street-cleaner.

WHITE BUYS OUT WILD

VISILIA, Cal.—W. E. Wild, who for 50 years conducted a motorcycle, bicycle and general sporting goods store in Visilia, sold out recently to Henry N. White of this city. Mr. Wild's establishment was one of the oldest on the Pacific Coast. He has many friends throughout the coast trade, especially in San Francisco.

REPAIR DEPARTMENT FOR TIP

RICHMOND, Cal.—Tip's Motorcycle Shop has opened a repair department at 327 MacDonald avenue, and business is reported brisk. T. D. Blume is the proprietor of the shop, and Al Desoto is manager. In addition to handling repair work of all kinds, the shop will carry a complete stock of accessories and parts.

ACTIVE RESULTS FROM RACE MEET

LOS ANGELES, Cal., Oct. 14.—John T. Bill, the Pierce distributor, is still getting fine results from the North Los Angeles race meet. It has stimulated the demand for racing wheels and every new sale seems to start two or three more. For this reason Bill's city dealers seem to be having even better business than those in the country. Bill says there is nothing like getting out and stirring things up to make business good.

LOS ANGELES TRADE BITS

J. T. WILLIAMS, of Johnson's Cyclery, in Modesto, is in San Francisco on business. He reports cycle sales conditions around Modesto as very good and is looking forward to a highly prosperous season.

GEORGE W. SHERMAN, the Indian traveling representative who left the coast recently for a visit to the factory and an eastern trip, is expected back in San Francisco in a few days.

EDWARD F. MERRY, distributor for the Excelsior lines, is on a business trip to Los Angeles.

THE Thor branch in San Francisco received a shipment of 1917 models a few days ago, all of which were spoken for before they arrived. A second shipment of Thors is expected in a week or two.

MAGGINI & PERKINS, who now have a 1917 Harley-Davidson demonstrator on their floor, are looking forward to a big shipment of the Olive-drab machines about Oct. 25.

ALUM PARK HILL-CLIMB DRAWS MANY VISITORS

Clubs From Nearby Places Attend Interesting Contests Near San Jose; Dudley Perkins Makes the Best Time

SAN FRANCISCO.—Rainy weather on Sunday, Oct. 8, did not dampen the ardor of the motorcyclist enthusiasts who gathered at Alum Rock Park, near San Jose, for the hill climbing program held under the auspices of the San Jose Motorcycle Club. There was a representative turnout and some good competition. Dudley Perkins, riding a 1917 Harley-Davidson three-speed, captured the first prize by making the ascent of the hill in 13 seconds, averaging 30 feet per second. Roy Artley, mounted on a 1917 three-speed Henderson, was in second place with 14 seconds.

The hill is 390 feet long, and has a 60 per cent grade. Each contestant was given three trials, and 20 riders tackled the climb. Visitors were present from many nearby places, including San Francisco, Oakland, Merced, Modesto, Sacramento and Madera.

TWO MEMBERSHIP TEAMS IN BOOSTING CONTEST

SAN FRANCISCO.—From now until November 2 things are going to hum around the quarters of the San Francisco M. C. The club has been divided into two teams for the purpose of conducting a membership campaign. The teams are designated as the "Reds" and "Blues," and the winning team is to be the guest of the losing squad at a big feed. At the present writing the "Reds" are leading by 31 to 10.

At a social held in the clubrooms, Oct. 5, eight new members signed up, and initiations were held on Oct. 12, at which time ten names were added to the club roster.

Fifteen members of the San Francisco M. C. made the run to San Jose on Oct. 8 to attend the hill climbing program.

BARTON AND HELPERS BUSY AT THOR BRANCH

SAN FRANCISCO, Cal.—The Thor branch in San Francisco is a busy place these days, particularly in the parts department, where more help had to be taken on, so great has been the rush. Coast Manager Z. Barton has been taking advantage of a few days of unsettled weather to clean up an accumulation of work at the office.

Barton has just returned from Los Angeles, where he placed the Thor agency with T. E. Berry, at 918 South Main street, one of the livest dealers in Southern California. The deal comes as the result of considerable negotiations, and is highly satisfactory to both parties. Berry has just received the first 1917 Thor on the Coast and has also put in a large stock of parts, putting his store in a position to meet all requirements promptly.

A stock of the new machines for the local branch is expected within a few weeks.

BAUMGARDNER HAS A NEW ONE

SAN FRANCISCO, Cal.—The first 1917 Indian model to appear in this city has been on display for the past week at the headquarters of John H. Baumgardner, local wigwam representative. The first shipment of Indians for general distribution is due to arrive about Nov. 1.

PROTEST DAZZLING CAR LIGHTS

SAN FRANCISCO.—Motorcyclists of this city have filed a protest with the City Commission, through The Capitol City M. C., against the use of brilliant headlights on trolley cars. The riders claim that the glaring lights endanger them, and it is their intention to seek legislation which will provide a remedy.

110 INDIANS SUBMARINED!

NEW YORK, Oct. 17.—That the cycle trade, or at least a part of it, was deeply affected when the German submarine U-53 torpedoed the Dutch steamer Bloomersdyjk, of the Holland American lines, came to light today.

The steamer, which cleared from New York for Rotterdam with a miscellaneous cargo, carried, besides a couple of hundred automobiles, a consignment of 110 motorcycles to the Netherlands Indian agent. Along with a quantity of motorcycle and bicycle fitments these 110 machines are now at the bottom of the sea somewhere off Nantucket Light.

PROMINENT FEATURE IN OMAHA INDUSTRIAL PARADE

Float and Machines Fitted Out By Harley-Davidson Agent, Victor Roos, for the Ak-Sar-Ben Celebration in That City, Commemorating 50 Years of Its Progress

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WINSHIP TAKES 25 MILE AT WAKEFIELD

Local Indian Pro. Captures Feature Race at Columbus Day Meet on Fast Massachusetts Track

READING, Mass.—Leslie Winship, riding a stock 1915 Indian, came in first in the 25 mile feature race at the Wakefield track on Columbus Day. His time was 31:20. One lap and a half behind was H. Smith, whose time was 32:35. Winship overhauled Smith in the seventh mile and from thence on led. Holbrook, who had been going strong and well up among the leaders, had a blowout and retired in the 24th mile.

Walter Tucker, of Reading, won the 10 mile amateur in 12:14 2-5. Tucker rode a stock Indian. The 10-mile pro. event went to L. W. Holbrook, Harley-Davidson, in 11:14. W. Willst, Thor, was second in this event.

The five mile amateur race, which opened the meet, was won by Charles Doherty, Indian, in 6:29. J. Ducette, also on an Indian, was second. Holbrook got second place in the 10 mile amateur also.

A crowd of 1,500 witnessed the card of four events. This meet was the last of the season and was considered on all sides the most successful one of the year. The promoters were George W. Davis, Indian agent, and Charles J. Martin, Harley-Davidson dealer.

YOUNG TO MANAGE ANGSTEN-KOCH SALES

CHICAGO, Ill., Oct. 13.—N. A. Young will take over the office of sales manager for the Angsten-Koch Company, maker of A-K horns, tandems and carriers, at 215 Englewood avenue, on November 1. Mr. Young was previously assistant sales manager for the Metal Specialties Mfg. Company.

The Angsten-Koch business for the year 1916 has trebled that of 1915, and plans are now being drawn up for the erection of a new factory with complete metal specialty manufacturing facilities in addition to its own plant.

INDIAN VANS FOR DRUG DELIVERY

WASHINGTON, D. C.—Osborn & Leishear, Indian agents have made a sale of an Indian with delivery van to the People's Drug Company, which operates a chain of drug stores in this city. So efficient has the vehicle proved itself in special delivery work for the store to which it was assigned that the People's Drug Company has entered specifications with the local Indian dealer for a similar outfit for each of its stores.

MOTORCYCLE FOR LOVELAND COP

DENVER, Colo., Oct. 13.—The city of Loveland, Colo., recently purchased a motorcycle for its chief of police. This was done in order that he might do more effective work in bringing speeding motorists into police court and so far he has succeeded remarkably well.

MOTOR CYCLE ILLUSTRATED

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ANOTHER SERVICE FEATURE

ELSEWHERE in this number appears a complete and authoritative article describing the construction of a motor-sled—with detail drawings. It represents painstaking work and considerable research by an engineer who knows the possibilities of a motorcycle power plant from A to Z; it is typical of the service which Motor Cycle Illustrated is consistently giving its readers.

For weeks past letters have been coming in with requests for motor-sled plans. The article referred to is the answer. It is published now because those who are interested in motor-sleds—and there are hundreds of them—want it now. They wish to lay their plans in advance, to be ready for the fun of skimming snowy roads.

"Service" is something more than a word to the staff of Motor Cycle Illustrated; It is a pledge of co-operation and a bond of friendliness. It stands for action. You have a pal, no doubt, who is always ready to roll up his sleeves and help you with a roadside repair, while others stand around and merely make conversation.

Well, Motor Cycle Illustrated is the pal that rolls up its sleeves whenever it's necessary. That's all.

SAVE $2 PER DAY BY USING MOTORCYCLE

Providence Travelers Cut Road Expenses by That Amount With Power Driven Two-Wheeler

PROVIDENCE, R. I., Oct. 13.—That the motorcycle may revolutionize travelling salesmen's lives is the opinion of C. H. Gardiner and E. W. Meehan, both of this city, who are the only two men in Rhode Island who ride a motorcycle to cover their territories. Both men declare that the motorcycle is a money saver, time saver, business getter and a means of sport all in one. They use Harley-Davidson machines of 1915 model, but expect to get 1917 models before long.

Gardiner represents George M. Griffin & Company, dealers in butter, eggs, beans, etc. Five years ago his company decided to cut down salesmen's expenses and considered the motorcycle and the automobile. It was found that the motorcycle would be the cheaper, hence Gardiner hit upon the Harley-Davidson. He has been riding one ever since.

Asked to give some idea of the expense of maintaining the machine, Gardiner said that during the time he has been riding, he has covered thousands of miles. On the last machine he has made about 50,000 miles. It is still in good running condition and his expenses are kept down to such an extent that he is saving about $2 a day over what expenses used to be when he travelled by rail.

He says that he can get 59 miles out of a gallon of gasoline on country roads, while in the city this is cut down to 39 owing to traffic conditions. Gardiner could not say just how much he had laid out in repairs, but he did not replace a part on the machine until last week, when he was forced to put on new sprockets and a new chain. The machine has never been overhauled.

Meehan verifies practically everything Gardiner says about the machine. He states that his daily saving is over $2 a day. He has had his machine overhauled once and says he has run it 3,000 miles since and it is in as fine condition as when new. Meehan represents a general merchandise distributing house here and states that since he has been riding the motorcycle he has much more time to himself.

He says that it is possible to go into a town and cover it and get away from an hour to two hours sooner than he could if he travelled by rail.

RIDING TO FLORIDA

DIXON, Ill.—Otto Osterman left a few days ago on a motorcycle trip to Palm Beach, Fla. Osterman will stop at St. Louis for a few days where he will meet James Whitford. The two will then start on the trip to Florida where both expect to spend the winter. The return trip will be made to N. Y. and across the eastern states home by the Lincoln Highway. Osterman rides a Harley-Davidson, and will take a complete camping outfit with him.

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CARROLL IS NEW F. A. M. VICE-PRESIDENT

Frisco Goodyear Official Appointed to Succeed Pixley in Western Section—Risden a Director

AKRON, O.—President Shelby A. Falor, of the F. A. M., announces that F. C. Carroll, who is connected with the Goodyear Tire & Rubber Company in San Francisco, Cal., has been elected second vice-president of the Federation to fill the vacancy left by the resignation of C. F. Pixley. Mr. Pixley has been on duty along the Mexican border with his company for some time past, and is therefore out of touch with motorcycle affairs. He was retained in office at the F. A. M. Convention in Providence pending a definite report from him as to whether he would be able to take any further interest in F. A. M. matters. He has since informed Federation officers that he has no means of knowing when it will be possible for him to give direct attention to the motorcycle field, and it is for this reason that his successor has been appointed.

C. W. Risden, of Los Angeles, Cal., has been elected director of the F. A. M. in place of Edwin F. Merry. Merry was elected at the Providence Convention, but found it necessary to resign on Aug. 22, owing to the pressure of other duties.

ENGRAVER USES SIDECAR TO INSURE DELIVERIES

NEW YORK, N. Y., Oct. 13.—The Scientific Engraving Company, of this city, has purchased an Indian Powerplus and sidevan for use in delivering work to various publications in this city. The firm has found that the only way in which cuts could be delivered to the customers in time was by means of the three-wheeler outfit, hence the purchase. The combination was sold by the New York Sporting Goods Company, Indian representatives, at 10 Warren street.

SPANISH FIRM WANTS MOTORCYCLES AND BICYCLES

WASHINGTON, D. C.—A late announcement by the Bureau of Foreign and Domestic Commerce states that a well-known firm in Spain is desirous of obtaining agencies for standard motorcycles and bicycles. It is stated that the correspondence may be conducted in English, and that the firm is able to give references. Details concerning this announcement may be obtained by addressing the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.

NEOLIN SOLES FOR NAVYMEN

AKRON, O.—Uncle Sam's sea fighters cannot ride the decks of a battleship on Goodyear tires, but they are to come as near to it as possible. The latest United States Government contract for navy shoes specified Neolin soles—Neolin being a new product of the Goodyear Tire & Rubber Company

How Seven Motorcycle Carriers Put the Special Delivery Service of Providence, R. I., on an Efficiency Basis.

One of the Providence Carriers

EFFICIENCY in the handling of Special Delivery letters and parcels is one of the hobbies of Postmaster Kilton, of Providence, R. I. He decided two years ago that Providence should have 100 per cent. service in this postal department, and that at the same time expense should be cut to the minimum.

So he employed several carriers who owned motorcycles. They made good, and he took on several others. He now has seven motorcycles in service, four Hendersons, two Harley-Davidsons and an Indian, and over 700,000 pieces of Special Delivery mail were delivered by them in the year ending June 1.

That's pretty strong proof of the motorcycle's serviceability in postal work, isn't it? Postmaster Kilton thinks so, and the people of Providence agree with him.

The motorcycle carriers make from $150 to $200 a month and naturally like the work. They buy their own khaki costume and wear a distinctive cap and a badge.

It is safe to say that there are hundreds of postmasters who are confronted by the same problems that Postmaster Kilton tackled, Friend Dealer, and they can be interested in the motorcycle if properly approached. Why not pay one of your riders to give your local postmaster a week's demonstration of the motorcycle's adaptability to Special Delivery service? That ought to start something. At any rate, it's worth trying. When you visit your postmaster to talk about the trial, take this copy of **Motor Cycle Illustrated** with you and show him what Postmaster Kilton has done.

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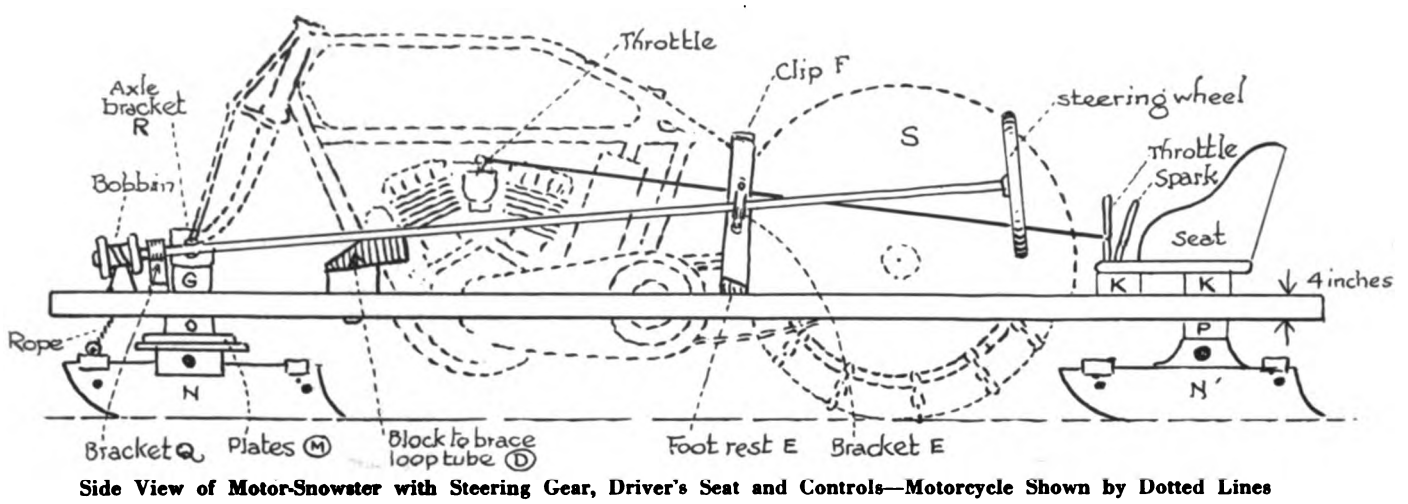
Your Motor-Snowster; Here's A Power-Sled That Combines Simplicity and Low Cost with Efficiency

Complete Descriptive Details and Working Drawings for a Comfortable and Speedy Outfit Which Can Be Built Around Any Make of Motorcycle—Use of Stock Lumber and Steel Reduces Cost and Trouble to Minimum

By D. R. Hobart



Side View of Motor-Snowster with Steering Gear, Driver's Seat and Controls—Motorcycle Shown by Dotted Lines

ANOTHER practical service feature, characteristic of the broad-gauge policy which has made Motor Cycle Illustrated the essential journal in its field for the rider, as well as the tradesman, is presented in the accompanying article. Our Technical Department has been at work for some time past on drawings and descriptive material covering the complete construction of a motor-sled, and the details furnished are based upon the transfer of a motorcycle power plant to a sled with the least possible trouble and expense. We feel that the comprehensive information herewith given will be highly valued as a service feature by motorcyclists who wish to continue their outdoor recreation when the snow begins to pile up; and that time is not far distant.

By all means, keep your motorcycle rolling over the roads as long as Jack Frost and his gusty cohorts will permit; then when ice and deep snow make it impossible to use your mount longer in the conventional way, you can follow the plans here outlined and quickly transform your two-wheeler into a comfortable and dependable snow-skimmer.

The fact that no less than a score of readers have already applied for data on the construction of a motor-sled is sufficient proof of the interest in these novel vehicles and of the timeliness of this article.

If there is any point upon which further information is desired, address an inquiry to the Technical Department of Motor Cycle Illustrated, and the additional details will be supplied promptly.—THE EDITOR.

DO you get up in time to see the hoar-frost on the fields, these crisp mornings? Do you realize that here it is well nigh the middle of October and that presently—in a few short weeks at least—the snow will be flying, and the lakes will be freezing, and unless you are prepared, the motorcycle season for you is over, or practically over, until the early spring thaws rid the roads of ice and sleet?

The Preparedness Idea

Prepared? Oh that's just another way of saying that you have spent these crisp days, when a fellow feels like getting out and doing things, making for yourself a bob-sled, or motor-sled in which you can install your two-wheeler the instant the snow has fallen deep enough for the sled runners to hold—a motor bob which converts your motorcycle into an all-year-round vehicle.

How? Oh, just get out the brace and bit, the wrenches and the other tools and follow the simple directions set forth below. They cover practically any make of motorcycle on the market and the beauty of it is that you can use your two-wheeler right up to the last minute, and then a few minutes' work will be sufficient to convert it into a winter vehicle.

In constructing this motor-sled, only standard sizes of timber and steel have been given, as far as possible. The same is true as regards bolts and nuts. The timber can be obtained ready planed, so that carpentering by the rider is practically limited to sawing to length, taking off burrs and like work. For cutting the steel pieces, a metal saw should be used.

The power plant of this sled is a complete motorcycle, minus the front wheel and the movable portion of the spring fork. The chassis consists of two ash or oak side members, 2 x 4 x 108 inches. These are connected at the top by four cross-members, of oak, and below by two cross-members. Referring to the side view of the sled and also to the top view of the chassis, members G, J, O, and P are 2 x 4 x 36 inches, while K and K¹ measure 2 x 2 x 36 inches. The cross-members are fastened to the longitudinals or side members by ½-inch through bolts, washered on both sides.

In addition to the six cross-members and the longitudinals, the chassis requires two oak blocks, 2 x 4 x 6½ inches, two steel plates about 7 inches in diameter and ⅜-inch thick, four pieces of steel, two of 2 x ⅜ x 42, another 2 x ⅜ x 9¼ inches, and the fourth of the same dimensions but 6½ inches long. Finally, there is to be on hand a piece 2 x ⅜ x 88 inches of steel, and the sleds, details of which latter follow.

Details of Sleds

The sleds N and N¹ consist of two side members each, cut as in the illustration. The length is 18 inches and the height except at the center 8 inches. At the central section the height is an additional 6 inches, making a total of 14 in all. The lug at the center is 6 inches long. The oak used is planed to ½-inch thickness.

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Each sled has two cross-members, of oak, 32 x ¾ x 4 inches. The first of these is fastened close to the nose of the sled sides and the rear one with its end flush with that of the sled sides. The sides should be mortised to take the cross-members and attachment should be made by means of ¼-inch steel stock 1½ inches wide and 4 inches long. This stock should be bent at right angles in the center and drilled for two ¼-inch holes. For each sled provide two ¼-inch bolts 33 inches long and two other ¼-inch bolts 1 inch long. Runners are of half-round stock, ½ inch wide by ⅛ inch thick. Flat stock of the same width could, of course, be used instead of the half-round.

Assembling the Sled

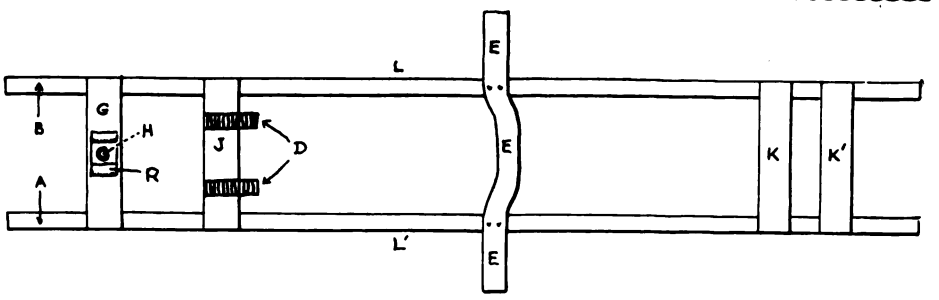
Having fitted the runners on the sled sides, cut the mortises for the cross-members, and put the latter in place without drilling. Turn the sled upside down and place the ¼-inch stock bent at right angles and drilled as mentioned above in position; then drill holes to correspond through the wood pieces. Put the shorter ¼-inch bolts through the upper holes and the 33-inch bolts through the lower holes from side to side. Put lockwashers and nuts on, and be sure to washer each bolt-head.

Take the steel pieces 2 x ⅜ x 42 inches and bend the ends down so that the pieces assume a U-form and fit within the lugs on the sled sides. Drill the sides for 1-inch bolt and the center of the long section for a 1¼-inch bolt. Also drill two ½-inch bolt holes 4 inches apart from the central hole. Next take one of the steel plates and drill to correspond with the steel piece just operated upon, with the 1¼-inch bolt hole in the center. Countersink the holes for the ½-inch bolts. Attach the steel plate to the U-piece by means of ½-inch bolts with flat heads. Attach the U-piece to the lugs on one sled by a 1-inch bolt, passing through from side to side. This construction will allow the sled to rock up and down.

Fit U-piece Next

For the rear sled, fit the second U-piece to the lugs with a second through bolt of 1-inch diameter, but do not attach the plate. The plate is to allow the front sled to move from side to side in steering. Turn next to the chassis.

Lay the longitudinals, with their front ends even and their outside edges 36 inches apart. Place them with the 4-inch sides vertical in doing this. At a point 14 inches from the front edges place the cross-member G. Mark its location, and also that for O on the lower side of the frame. These two members must be directly in line with each other and with the 4-inch dimension horizontal. Two inches from the rear edge of each longitudinal, mark off the position for cross-member K¹ and its mate P on the lower side of the frame. Mark G and K¹ for two ⅜-inch bolts, drill through G and K¹, the side members and the cross-members O and P, bolting them up tightly. Next place cross-member K about 9 inches forward of K¹, and drill as before, bolting through the side members. Turn the chassis over.



Top View of Chassis with Brackets and Cross Members in Position

Drilling for Pivot

Mark the center of cross-member O and drill through it and member G for a 1¼-inch bolt at the center. Drill the other steel plate for the central 1¼-inch bolt and also for two ½-inch bolts, 4 inches apart along the center line of the member O. Countersink the smaller bolt holes. Place the plate on member O and insert two ½-inch bolts long enough to pass through O and G and project one inch beyond. Set on the nuts temporarily. Next drill P at the center for a 1¼-inch bolt, driving the drill through K¹ also. Insert a bolt of this size from the upper part of K¹, reverse the rear sled and attach it by means of this bolt. The nut will be on the lower side when the sled is upright.

Drill the member P to correspond with the holes in the U-piece and insert coach screws, or bolts, as desired. In the latter case, drive the drill through K¹ also. It may be advisable to use a plate about ¾-inch thick between the U-piece and the member P to bring the chassis at the same level front and back. In such a case the plate will be drilled to correspond with the U-piece. The rear sled is now in place.

Fixing Axle Bracket

Place the front sled on the plate attached to O and put in the long 1¼-inch bolt. Now turn the chassis right side up. We are ready for the machine-carrying members of the sled. Take the steel piece 2 x ⅜ x 9¾ inches and drill a hole to take the 1¼-inch bolt at the center. Drill also two holes for ½-inch bolts 4 inches apart along the center line. Bend up the ends 2⅛ inches from the center, to right angles and drill holes in the upturned pieces to take the front axle of the motorcycle. The upturned ends must fit in between the fork ends of the motorcycle and the holes therein should be drilled to match with those of the fork ends. Place the piece, referred to as R, on the cross-member G, and over a long 1¼-inch bolt, and the two ½-inch bolts which project from below. Put on lockwashers and nuts and tighten. We are now ready to fit the motorcycle.

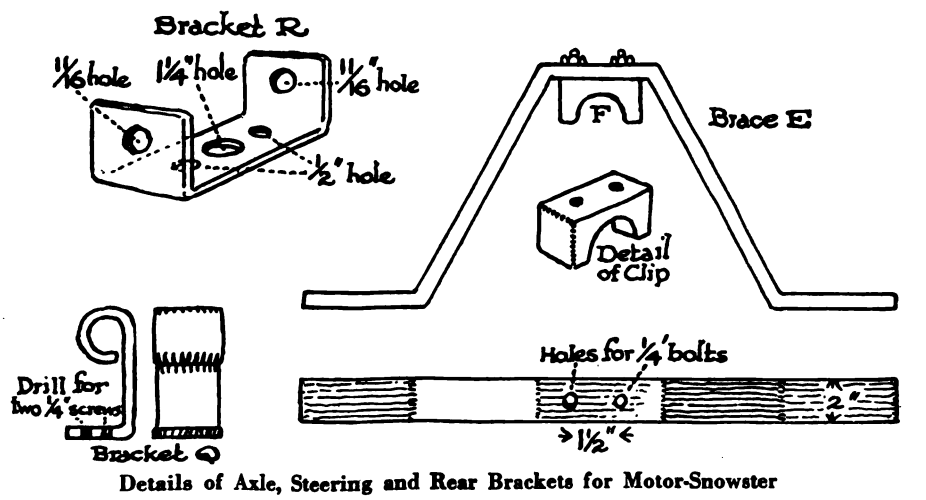
Fitting the Machine

Having removed the front wheel of the machine and the movable portion of the forks, place the machine within the chassis of the sled, so that it can be attached to R by means of the front axle. Keeping the motorcycle upright, take the remaining 2 x 4 cross-member and place across the frame close to loop or inclined tube as at J in the top view of the chassis. Take the two wood blocks and place them on J so that they fit against the loop tube, one on each side snugly. The rear wheel must be resting on the floor when this is being done. Mark the position of J on the side members and of the blocks on J and drill for ½-inch bolts. Attach J to frame and blocks to the cross-member J.

This forms a sort of cradle for the motorcycle, but a brace at the rear is also desirable. This is made from the steel stock 2 x ⅜ x 88 inches. At the center, drill two holes, 2 inches apart, center to center, for ¼-inch bolts. Take a wooden block 2 x 3 x 3 inches and cut a groove 1½ inches deep in one of the long faces. Drill the opposite face to correspond with the holes in the steel piece. Bolt the block to the piece.

The Rear Brace

Place this block over the tubing just in rear of the seatpost lug and bend the ends to reach the side members. See sketch of E. Part of the end will be found to project beyond the top of the side mem-



Details of Axle, Steering and Rear Brackets for Motor-Snowster

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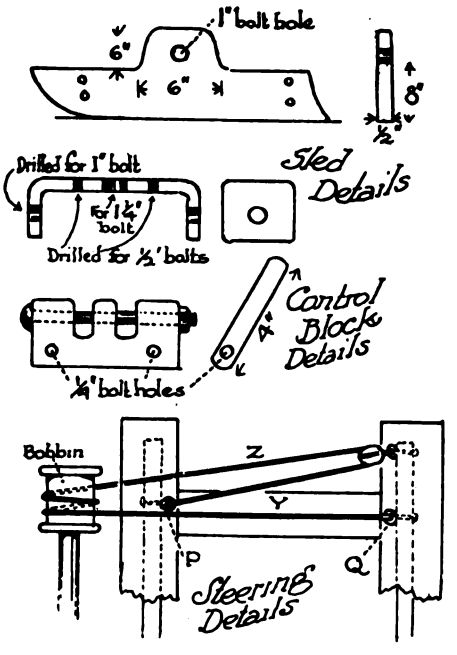
ber on each side and this portion will be used as a foot-rest. Drill that part of the piece which covers the side members, to take ½-inch bolts, insert bolts and set up nuts.

It may be desirable to fill in the groove in block or clip F with rubber, but this should not be necessary if care is taken in the fitting of E to the frame and the rear portion of the motorcycle. As different motorcycles vary in the height from the ground at this point, the fitting of brace E will have to be done to accommodate the motorcycle which the builder desires to use for his powerplant.

Steering Apparatus

The seats for rider and passenger are fitted to a plank attached to members K and K¹. The seats used in a side-by-side seat attachment can be fitted with a little ingenuity on the builder's part. For the steering tube, use ⅝-inch iron pipe, long enough to reach from the hands of the driver (when seated) at the level of the chest, to the extreme forward end of the chassis. This will be about 82 inches. Turn a wooden bobbin or spool with a flange on each end, 4 to 5 inches in diameter at the center. Bore this for the ⅝-inch pipe. Obtain a piece of steel or iron 1¼ inches wide and ¼ inch thick, with a length of 10 inches. Bend this as in the sketch Q to form a bearing for the forward end of the steering tube and attach to the side member. Next attach a steering wheel to the end of the tube and insert the tube through the bracket Q. Mark off



Sled, Control and Steering Parts

on bracket E where the steering tube is to be attached and drill E for a bolt to pass from the right hand side, around the steering tube and through the lower hole, where a nut affixes it in place.

Put on the wooden bobbin and pin it in place. Put a strong eye-bolt in the cross-member at the front of the front sled on each side. Get a pulley to take ½-inch rope and fasten this to the inside of the right side member of the frame. Attach one end of a ½-inch rope to the right hand eye-bolt, take two turns around the bobbin and pass the other end through the pulley, leading it to the other eye-bolt. Anchor the rope to the bobbin at the center of the turns. The rope from the right hand eye-bolt must pass over the bobbin from the top in order that the steering may be like that of a car.

Arranging Controls

Much of the details of throttle, spark and clutch control will have to be left to the ingenuity of the builder, owing to the variation in different models of machines. In the sketch, two levers, each 4 inches long, of ¼-inch stock, are used for throttle and spark, connection for the former being by rod, bent to suit, direct to the carbureter throttle lever. These two levers are mounted in slots in a wood block bolted to the seat board close to the right hand of the driver. For the clutch, a long rod with a D-handle connected direct to the operating lever is recommended, although no illustration of it is given.

A metal guard S is shown fitted over the rear wheel to prevent splash. This can be fastened to the rear stays and forks. It will be noticed that the saddle and spring seat are removed before putting the bracket E in place. Use a chain on rear wheel to get traction.

Efficient Lights Ensure Against Accident

With Proper Illumination Both Front and Rear the Rider and Machine Will Be Protected from Collision and Much Trouble Will Be Avoided Under All Circumstances—Pointers on Lamp Maintenance

By DWIGHT HAVENS

NOW that days are growing so short that darkness comes before the end of working hours, to have the lighting system in good order becomes essential. The tail light is just as important as the front one. Riders have been run down from behind because the tail light was out of commission; perhaps it had jarred out; perhaps the burner was clogged, but the undertaker's bill had to be paid just the same. Better be safe than sorry.

If the machine is to be left standing in the street very much after dark it will pay to put a cock between the tank and the head light so the rear one can be left burning while the front is off. This may save the machine from injury by being run into from behind.

It Won't Jar Out

Here is a good hunch for a tail light. Though it's a good plan with any machine, it is most useful with all the cradle spring Indians, where every time the machine takes a bad bump the mud-guard snaps back and forth a distance of three or four inches. Carry the lamp on the luggage carrier, *not* on the mud-guard.

There are several serious objections to having the light on the guard. In the first place the flame is likely to snap out when the rider doesn't know it and leave him unprotected; second, the added weight of the lamp, the bracket and the number plate —which must be near the lamp—are often enough to make the guard crack and finally break off, on account of the crystallization from the jarring, or the light itself may shake off and be lost; third, there are more difficulties in making a safe gas connection to the mud-guard position because of the motion of the guard, which requires more rubber tubing. Sometimes holes are punched in the guard to permit the passage of gas tubes. These weaken the guard materially.

Bracket Construction

A pair of brackets can easily be made from stock about one-eighth by one inch, to fasten the number plate at the back end of the carrier, and one of three can be extended a couple of inches to carry the lamp. In this position there is much less vibration and danger of the flame jarring out; also, there is no extra weight on the guard to break it off—and new ones aren't given away free, as a rule—while a single piece of copper tubing can be used, reaching from the gas supply all the way to the nipple of the tail light.

If copper is used wherever possible most of the chances for leaks will be eliminated, as rubber will only have to be used in small pieces for connections—probably not over a foot and a half all told. But since rubber must be used to some extent, by all means get a good quality; you can afford to pay a high price if you are only using eighteen inches of it; it's real economy. I have some that is still in use and that I bought four years ago, and it has never given me any trouble, while, on the other hand, the stuff that only costs a few cents a foot is worth no more than you pay for it, and usually fails to last a season.

Clean the Burner

The burner of the rear light seems more inclined to get stopped up than the front. Don't throw the burner away if only one side is working. Insert a very fine needle in the hole in the closed side to push the dirt out and it will usually be as good as ever. Better keep a needle for this and stick it in a small piece of wood for a handle. This makes it easier to use, and you can recover it when dropped instead of losing the thing merely to pick it up later in one of your tires. A grand way to stop the burner up by sooting it is to turn the flame low and leave it going while the machine is standing. Always leave it well on or entirely off.

Many riders don't seem to know that a gas light can be focused for near or far work. If you have a lamp which is any good at all, you will find a slot in the lower side of it where the stem of the burner

(Continued on page 44)

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HARLEY-DAVIDSON DEALERS COMBINE

Ten, Covering the Metropolitan District, Form a Cooperative Association — Action Taken on Cut Price

NEW YORK, Oct. 17.—With the formation of the Harley-Davidson Dealers' Trade Association, which was consummated at a meeting of ten of the dealers in and around the Metropolitan district held at the office of the Harley-Davidson Sales Co., 533 West 110th street, comes to light a movement that is full of significance for the local trade, if indeed it does not hold promise of even bigger things.

At this get-together meeting, which was held on Tuesday evening last, Walter Koch of the newly formed Koch-Ruhle Co., Long Island Harley-Davidson distributor, was installed as temporary secretary, the election of officers being postponed to a later date.

The chief accomplishment of the gathering was a distinct outline of the things that can be done by a co-operative body of this sort, the net results being a decision to draw up an agreement covering all members cutting short their dealings with cut-price motorcycle supply houses which enter the retail field; a thorough threshing out of the traded-in machine situation and a decision as to the maximum prices to be allowed on various makes and models.

The dealers represented at the meeting were: G. E. Wood, New York distributor; Koch-Ruhle Co., Long Island distributor; Bob Brazenor, Brooklyn distributor; Carl Bush, Newark distributor; W. Ed. McDougall Co., Newark; R. S. Woods, Trenton; M. D. Lautz, Jersey City; Jack Horner, Plainfield; J. W. Terhune, Hackensack.

The new association, for the time being, will hold meetings weekly on Tuesday evenings at Wood's agency.

CYCLE BOOKLET FROM INDIANA RUBBER

JONESBORO, Ind., Oct. 17.—The Indiana Rubber and Insulated Wire Company, makers of Pye-Musselman cord tires for bicycles, have gotten out a neat little booklet which should be in the hands of every one interested in the cycle. It is entitled The Bicycle Racing Year Book and gives among other things a complete list of American and international bicycle records, sketches covering most of the bicycle riders now appearing on American tracks, cycle racing rules and regulations, the whole being mixed with just enough Pye-Musselman information to add zest to the booklet.

Copies can be had for the asking.

BROWN DROPS IN ON GOTHAM

NEW YORK, Oct. 17.—Fred L. Brown, vice-president and sales manager of the Pierce Cycle Co., of Buffalo, dropped in on the New York Sporting Goods Co. yesterday on a hurried trip to settle some moot points, chief among which was the matter of deliveries.

The sporting goods company, which is the local agent for the Pierce bicycle, is clamoring for deliveries, but with the materials market in the present state Brown states that the Pierce factory cannot turn out machines at half the desired rate.

Among the things which pleased the Pierce sales manager most was the continued exclusive use of Pierce bicycles by the New York police department through the efforts of the New York dealer.

NEW MACHINERY AND PLANT FOR FLXIBLE

Sidecar Firm Installs $40,000 Worth of Tools and Apparatus — Occupy Building November 1

LOUDONVILLE, O.—About $40,000 worth of machinery is being installed in the new plant of the Flxible Sidecar Co., which is now nearing completion, and when the factory is in full swing it will be fully capable of meeting the increasing demands for the company's products. From present indications the factory will be ready for occupancy about Nov. 1.

The new building is 225 feet deep and 80 feet wide and is constructed of brick, steel and glass. It will be devoted exclusively to the manufacture of Flxible sidecars.

In discussing the outlook for 1917, Hugo H. Young, secretary-treasurer of the company, states that arrangements have been made to market an all-steel sidecar body, which in all probability will make its debut at the Chicago Show. The company will start to make regular deliveries about March 1. Mr. Young also announced that the company will advance the price of its 1917 sidecar from $75 to $80.

As was announced in these columns some time ago, the Flxible Sidecar Co. now has the backing of C. F. Ketterling, the well-known inventor who recently received $7,000,000 for his interest in the Delco starter, and it goes without saying that the Flxible manufacturers are financially equipped to do their product full justice in the national sales campaign which is being planned.

OKAY INQUIRY FROM WAR FRONT IN FRANCE

BROOKLYN, Oct. 17.—Lee S. Woodruff, who is head and shoulders of the Okay Motor Mfg. Co., maker of Okay attachment motors for bicycles, is pointing with pride to an inquiry he has received from "somewheres" in France; incidently the letter bears evidence of the far-reaching influence of **Motor Cycle Illustrated** for it was from this paper that T. A. Morice, the inquirer, read of the little bicycle power plant.

The letter, censored of course, brings a story of the care used to prevent the "enemy" from obtaining direct locations in the shape of a most intricate code address given by the writer. It also brings to light the deep seated interest in cycling and anything that pertains to the sport that is part and parcel of the British temperment.

ONLY THREE FINISH HARRISBURG TWO-DAY

Heagy and Ritchie, on Harley-Davidsons, Get Perfect Scores, While Uhler, Thor, Loses Ten Points

HARRISBURG, Pa.—Ray Heagy and Russell Ritchie, riding Harley-Davidson machines with electrical equipment, and C. H. Uhler, on a 1917 Thor, were the only ones to finish the recent 408-mile two-day endurance run of the Keystone M. C., to Scranton and return. Heagy, who rode solo, obtained a perfect score, while Ritchie, who piloted a sidecar combination, also got 1,000 points. Uhler had two blowouts and was arrested for speeding in Wilkesbarre, all of which affected his score. He was credited with 990 points.

The route led through the mountains and was over the worst roads in this part of Pennsylvania. The outward trip was through Williamsport and Benton to Scranton, while the return was made via Allentown and Reading. The showing made by Ritchie was considered excellent, with respect to the nature of the roads traversed in the mining section of the State, among others.

F. R. Senseman, one of the starters, rode through to Williamsport, the first control, but suffered a tumble and withdrew with a broken collarbone. Heagy, who is one of the firm of Heagy Brothers, local Harley-Davidson dealers, used Remy electrical equipment on his mount, with Firestone tires. Ritchie had the Remy system on his Harley-Davidson and Goodyear tires. Uhler had a Bosch magneto on his Thor and Paragon tires. All three used Wright sparkplugs.

MADDEN SIGNS APPEAL CO. FOR VACUUM CUPS

LOS ANGELES, Cal., Oct. 10.—James Madden, manager of the Pennsylvania Rubber Company, with office at San Francisco, handling California and Arizona territory, has just returned from a trip to Los Angeles. During his visit he again signed up with the Appeal Manufacturing & Jobbing Company, giving them exclusive distributing agency for their bicycle tire line, Pennsylvania Vacuum Cup and 3 star brands.

CROTONA CLUB PLANS BALL

Plans are all but completed for the annual ball of the Crotona M. C. which is slated for Thanksgiving evening, November 29, at McKinley Casino, 169th street and Boston Road, the Bronx, New York. Some 400 members and guests attended the ball last year and it was such a huge success that an even greater attendance is predicted for the coming event.

U. S. RUBBER DIVIDEND

NEW YORK.—The United States Rubber company, "parent" of the United States Tire Company, has declared a quarterly dividend of 2 per cent on its first preferred stock and 1½ per cent on its second preferred.

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NO SIR! THIS CROWD IS NOT ON ITS TOES THE BETTER TO WITNESS T

It represents just a good sized section of the employes of the New Departure Mfg. Co., Bristol, Conn., gathered together on the outskirt roasting corn consumed and a raid made on the bakeries for miles a

GIVES CYCLE DATA FROM AUSTRALIA

Canada Cycle Traveler Tells of Antipodean Situation on Return From 25,000 Mile World Trip

TORONTO, Ont.—After traveling practically around the world in quest of new business, F. W. Dunn, assistant manager of the Canada Cycle & Motor Company, Limited, returned to the headquarters of his company here with considerable information regarding cycling matters in distant fields. Dunn declares that he found American-made motorcycles wherever he went, but that English and Canadian bicycles held the predominance in far foreign lands.

Dunn covered 25,000 miles during his long journey, and his principal objective point was the Antipodes.

Much of the data obtained by Dunn is of timely interest to American manufacturers. The Australian and New Zealand governments have set a preferential tariff in favor of English bicycles and accessories, but the English wheels are now difficult to obtain, of course. There is a 30 per cent. import duty on bicycle imports from all other countries, including Canada, but Dunn believes that this arrangement will soon be changed to permit of the cheaper importation of bicycles from Canada.

Although the duty on bicycle imports from all countries except England is 30 per cent., the import charges on bicycle parts is only 5 per cent. The result has been that the Canada Cycle Company has been shipping wheels to the lands of the Southern Cross in a knockdown form. They are assembled, brazed and finished after receipt at destination. As reported a week or two ago, the Australian Government has decided to take up the manufacture of bicycles for post office and telegraph purposes. To a certain extent, Canadian parts will enter into the composition of the government-made cycles.

The distances between cities in Australia are great and the motorcycle is a popular form of transportation over the rough roads and paths. There is considerable ranching in the Commonwealth, and most everybody on the big ranches owns or uses a motorcycle. Automobiles are available, and the four-wheeled vehicles are employed by large parties of people in traveling from ranch to ranch or to the cities, but for everyday work the motorcycle has been found to be the most appropriate and convenient motor vehicle. The motorcycle is used for a great variety of purposes on these farms, and a great many of the machines were produced in the States.

FROST STOPS BAKER'S 24-HOUR ATTEMPT

CHICAGO, Ill.—A combination of frost and minor power-plant troubles cut short the attempt of Erwin G. Baker to set a new 24-hour motorcycle record on the Maywood Speedway on Oct. 8. As it was, "Cannonball," on his Powerplus, covered 248 miles in 2:25:00 before giving up the ride.

Although it had been decided to start in the afternoon, the fitting of a valve guide to "Bake's" machine delayed matters, so that he was not able to start until 7:10 p. m. During the first hour he made 67 miles, covering the first 50 miles in 44:10, and the 100 in 1:35, five minutes of which was used in filling up. The falling of night brought on cold and frost, but in spite of slippery track conditions Baker kept on.

At 126 miles a spark plug gave out, but it was quickly replaced and the lanky rider went right on. On the next lap he broke two valve springs, but the Indian men figured that by the time new ones were put in the track would become dangerous.

MILWAUKEE CLUBMEN TALK ON MEMBERSHIP

At Enthusiastic Meeting Members Plan Campaign to Increase Strength — Prominent Speakers Heard

MILWAUKEE, Wis., Oct. 15.—At one of the most enthusiastic meetings ever held by the Milwaukee Motorcycle Club, plans were made for unusual activity this winter for the purpose of knitting closer together the local fraternity and also for the start of a membership campaign to increase the roll sufficiently so that a decided reduction can be made in the dues.

Former Assemblyman Winfield R. Gaylord, an enthusiastic motorcycle rider, expressed pride at being associated with as clean a sport as motorcycling, and told of an extended trip taken with his daughter on a political stumping campaign. "We found the motorcycle invaluable," he said, "the work of the sidecar in the Ozark Mountains was truly marvelous."

Mr. Gaylord urged the members to greater activity in club life so that the local organization could better carry on its work of placing the motorcycle in Milwaukee and vicinity on a higher standard. His speech was well applauded.

E. J. Mueller, assistant sales manager of the Harley-Davidson Motor Company, told of the workings of other clubs which he

WHERE HENDERSONS ARE SOLD IN BRONX COUNTY, N. Y.

Store of Gene Coughlin & Company, at 922 Washington Avenue, Which Has Recently Been Enlarged to 60-Foot Frontage—Eighteen New Models Have Been Sold

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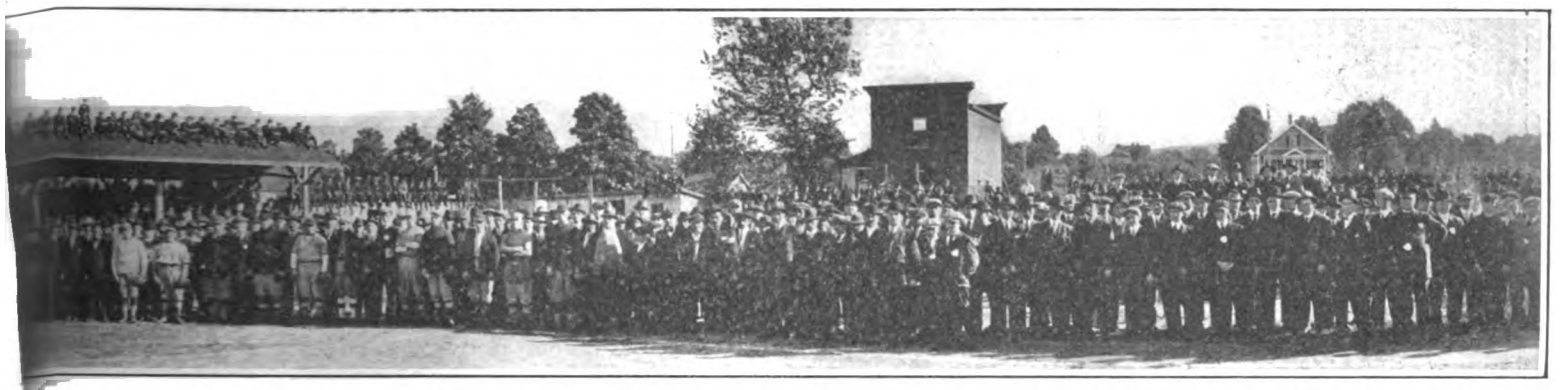
NISH OF A MOTORCYCLE RACE—NOR IS IT A WORLD'S SERIES GAME



ay to celebrate a New Departure holiday with a barbecue provided by the company at which some 80 spring lambs were roasted, 8,000 ears of provide enough New England pumpkin pie to satisfy 2,700 appetites

had visited on his tours around the country, and particularly praised the Rockford, Ill., organization. He referred to it as a model club and stated that its success was due in a large part by interest aroused by bowling leagues, baseball clubs, and summer cottage and other features, all of which worked in nicely with the motorcycle game. Other speakers at the meeting were Frank B. Rogers, Frank J. Strachota and Louis Peterik.

One of the features of the evening was a humorous monologue by Ike Schaatz. Hugh Sharp presided and expressed satisfaction over the fact that six new members were added during the meeting. Frank Swayne, Pope traveler for Wisconsin, was among the guests.

ELECTION AND SMOKER FOR HARLEY-DAVIDSON M. C.

PITTSBURGH, Pa.—The Harley-Davidson M. C. of this city held a meeting on Tuesday evening, Oct. 17 to elect new officers. J. G. (Pop) Bishop was elected president, Lawrence Keys, vice president, and A. J. Gloeckler was re-elected secretary-treasurer.

A large and enthusiastic crowd of members was present, and a smoker followed the election. The "eats" and amusements furnished by several of the members were features of the evening and Samuel Kerr was the star amusement attraction.

The house committee is planning for the improvement of the club and the rooms are soon to be redecorated. New furniture is being bought and many more conveniences for the members will be added. A player piano was purchased recently.

The entertainment committee is planning several dances for the coming winter, the first one to be held will be in the near future.

BERRY'S BIKE BUSINESS ACTIVE

LOUISVILLE, Ky.—Clyde Berry, head of the O. K. Cycle Co., which recently moved from 3rd street to 415 West Green street, reports that his new location is proving even better than the old one, and that he is more than pleased with the change. Bicycle repairs have been especially active.

SCHEDULE REVISED FOR ELLIS'S JAUNT

Yonkers to Poughkeepsie and Return Affair Slated for October 29 To Be Made at 28 M. P. H. Rate

YONKERS, N. Y., Oct. 17.—Because he intends making the event which he is promoting for Oct. 29 more of a pleasure jaunt than anything else, George A. Ellis has revised the running schedule allowing the competitors another hour for the trip from Yonkers to Poughkeepsie and return.

As he has it figured out now, the riders will leave Yonkers in a body at 10 A. M. and arrive at Poughkeepsie at 12:30 P. M. One hour will be allowed for luncheon at Poughkeepsie, the return start being set for 1:30. The riders will check in at Getty Square, Yonkers, at 4 o'clock.

The total distance, according to Ellis's schedule is 140 miles to be covered in five hours of running time, or at a rate of 28 miles an hour.

Entries for the event, for which a gold watch and gold cuff links are offered as prizes, are coming in in fine shape; the prizes are on display this week in the show window of the New York Sporting Goods Co., 10 Warren street, New York, where further information can be had from Ellis concerning his pleasure jaunt.

SPECIAL FILM OUT TO AID COMMERCIAL SALES

MILWAUKEE, WIS.—In line with other effective endeavors to aid dealers in making commercial and municipal sales, the Harley-Davidson Motor Company, working in collaboration with the Paramount Pictures Corporation, has brought out a film entitled "Queer Uses for the Motorcycle." This film, whose length is several hundred feet, represents the power two-wheeler in diversified commercial uses. It was released in the Paramount Pictograph on October 8.

The first two scenes were taken on a farm and show the Harley-Davidson machine operating, while the second shows the farmer at night with sidecar rig waiting for his wife and son to come out and drive home. A Harley-Davidson-Pyrene apparatus putting out a fire is the subject of the next picture. This is followed by the resuscitation of a drowned swimmer by Pulmotor outfit brought to the scene by a sidecar and the transportation of the patient to the hospital by the same means. Military uses of the motorcycle complete the film. The film is now being shown in nearly 3,500 motion picture houses and the Harley-Davidson folks have notified every dealer of its booking at his particular town.

Newsy New Items From Tacoma

TACOMA, WASH.—Frank P. Fentress, formerly of the Fentress-Newton Company, in Indianapolis, Ind., is again in this city. He has not announced his plans for the new season, but it is expected that he will engage in the retail accessories line.

W. P. Glasgow, distributing the Harley-Davidson in Tacoma, sold 13 of the olive drab 1917 models up to October 12. Glasgow and his aides are out with demonstrators covering Pierce County these days, and all are figuring on a big selling season.

K. Knappen, manager of the Tacoma branch of the Motor Vehicle Protective Association has opened at 750 Broadway ready for business. The association is formed to prevent motorcycle and motor car thefts and restore stolen machines and apprehend the thieves.

Motorcyclists who purpose riding across the Canadian line are advised to stop at the American customs office, then cross the international boundary and enter Canadian customs. The Dominion authorities will then issue a 30-day free touring permit. The following description of the motorcycle is required: Make of motorcycle, value in dollars, manufactured by, place of manufacture, manufacturer's number, licensed in, number of cylinders, make of speedometer, tire number.

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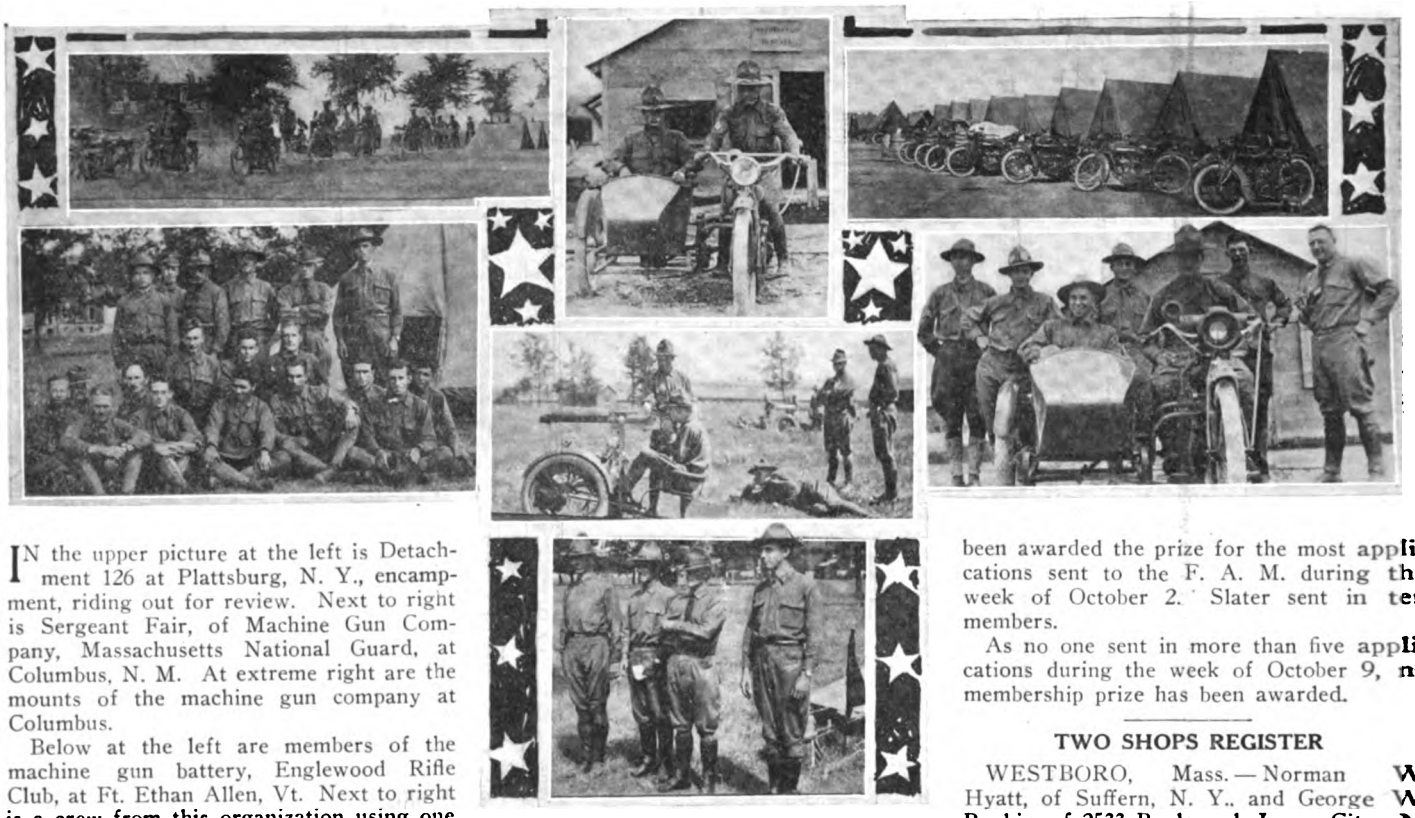
DEPICTING MILITARY MOTORCYCLING IN SEVEN SCENES



IN the upper picture at the left is Detachment 126 at Plattsburg, N. Y., encampment, riding out for review. Next to right is Sergeant Fair, of Machine Gun Company, Massachusetts National Guard, at Columbus, N. M. At extreme right are the mounts of the machine gun company at Columbus.

Below at the left are members of the machine gun battery, Englewood Rifle Club, at Ft. Ethan Allen, Vt. Next to right is a crew from this organization using one of their guns. Then comes a graduating class in motorcycle riding at McAllen, Texas. The last picture shows a group of officers watching practice by the Englewood squad at the Vermont training fortress.

JOHNSON WINS TWO AT GRAND JUNCTION MEET

DENVER, Colo., Oct. 14.—At the Frontier Day celebration held in Grand Junction, Colo., last week freak motorcycle races were on the program. The races were not ordinary speed contests, however, but were held on the main business street of the city where they were witnessed by a large number of people.

The first race was a slow one—that is, the rider that took the longest time in traveling the distance of one block was declared the winner. The winner was Merlin Johnson, riding a Harley-Davidson, while second place went to Felix Carson on an Excelsior; and Peter Fox on an Indian, the man who sells those machines in Grand Junction, came in third.

The one block stop-to-stop motorcycle dash was won by Merlin Johnson, with Peter Fox taking second place. The third race was the chief event of the day and called forth more excitement than all the other events put together. It consisted of a race between Peter Fox on his Indian and a boy on roller skates pulled by a bull dog. It is said that the only thing that saved Fox from losing the race was the fact that the bull dog after leading for half the distance turned and went the other way.

The events were arranged by the motorcycle dealers of Grand Junction. By giving the races interest was created in the motorcycle and thus the machines and their dealers were advertised.

SLATER WINS MEMBERSHIP PRIZE FOR OCTOBER 2

WESTBORO, Mass.—Secretary-Treasurer G. B. Gibson announces that Gordon B. Slater, of Bakersfield, Cal., has been awarded the prize for the most applications sent to the F. A. M. during the week of October 2. Slater sent in ten members.

As no one sent in more than five applications during the week of October 9, no membership prize has been awarded.

TWO SHOPS REGISTER

WESTBORO, Mass.—Norman W. Hyatt, of Suffern, N. Y., and George W. Rankin, of 2533 Boulevard, Jersey City, N. J., have registered their shops with the F. A. M.

DIXIE CLUB AFFILIATES

MEMPHIS, Tenn.—The Dixie M. C. of this city has received its notice of affiliation with the F. A. M. from Secretary G. B. Gibson. The club has 12 members at present, but a campaign is on to increase the strength. The secretary is F. L. Mackenney, 1161 Central street.

WEALTHY PLANTER USES SIDECAR

LEXINGTON, Ky.—Although Kenneth Alexander, of Spring Station, Lexington, has an income of $60,000 per year from his fields and owns several big automobiles, he uses a Harley-Davidson sidecar combination to travel over his plantation. Mr. Alexander has found that the three-wheeler outfit is the only satisfactory means of transportation for this purpose, hence his purchase of a combination.

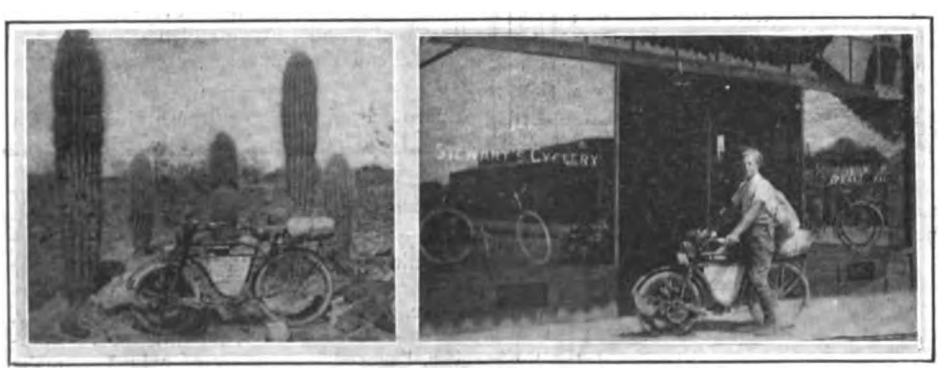
THREE RACES IN BAYONNE

BAYONNE, N. J., Oct. 17.—Three races were held on the Hudson County Boulevard, Sunday afternoon, by the Hudson County Wheelmen. H. Keats, 1 minute, defeated the field in the five-mile handicap in 14:26 1/5. H. Klotz, 1 minute; Louis Mahieu, 40 seconds, and James Flanagan, scratch, finished as named. J. Fargo led J. Flanagan and John Carey, Jr., across the tape in that order in the two-mile open, while Flanagan beat R. H. Olsen in the race for the Brassard.

ENJOY CHESTNUT PICKING

PROVIDENCE, R. I., Oct. 15.—About 50 members of the Providence Motorcycle Club enjoyed a run into the country today, the occasion being a "chestnut picking run," conducted by B. A. Swenson.

WITH H. N. BAKER ON HIS TRIP TO BOSTON



Snapshots Taken of Dayton Motor Bicycle Rider on Southwest Leg of Tour to Massachusetts Capital—He Had Plenty of Cactus in This Section

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Practical Aids to Chain Efficiency

How to Reduce the Danger of Breakage to the Minimum; Something About the "Offset" Connecting Link; Pointers on Thorough Lubrication; Proper Tension of Chains Is Important

By GEORGE M. JOHNSON

THE word efficiency, as applied to any part of a motorcycle, means the delivery of the goods with the minimum of trouble; and of course a high degree of efficiency requires that the satisfactor service continues for a reasonable period of time. Just as soon as trouble appears the efficiency percentage drops with a dull thud.

Take chains for example. If, after say 1,500 miles, a rider finds rollers breaking, as was my experience early this season, there is something wrong; he isn't getting efficient service from that chain. One of the meanest kinds of trouble a rider can experience on the road is chain trouble. Repairing a chain is a dirty, messy job at the best, and after dark is a mighty difficult job too. What can a motorcyclist do to insure himself, within a reasonable degree, against such misfortune?

Select Reliable Make

Well, in the first place he can be sure that the chains are good to start with. There are chains and chains, and while most chains on the market are good, some are better than others. It is a good plan to insist on the make you are satisfied with when having new chains fitted. That will pay, for there will be no chance of a second-class chain being substituted. An experience of mine with broken rollers recently came because the shop chanced to be short that day—they carried a reliable make of chain—and had to send out to another place for the required article, which was not of the make I wanted.

The kind of chains reliable manufacturers put out today will run for long distances with little attention and less care. But that doesn't mean that the degree of efficiency cannot be increased by the rider. I am now in my fourth season of chain experience, previous to which I tried out belts, both flat and V.

Chains Rarely Break

In all my four seasons I have actually *broken* a chain but once, and that was when I was starting a sidecar outfit by the laborious process of running it along on the ground, the cranking mechanism being temporarily out of whack. The clutch was in tight, the throttle open too wide, the chain was old and weak, and when the motor fired—a regular volley it was, too—the long chain conked off completely. It actually broke in two different places at once.

That is the only time a chain has really broken for me, though on several occasions practically the same result has occurred through the failure of a connecting link. Well made modern roller chains are nearly perfection itself; the one weakness in the chain drive is, in my opinion, the connecting link. The connection must be one that can be quickly put on or taken off without the use of complicated tools, and at the same time it has to stand as much of a strain as any part of the transmission. But a chain is no stronger than its weakest link, and, therefore, in nine cases out of ten, when a good chain lets go the failure is due to the device used for connection.

What can a rider do to prevent this?

To begin with he can see to it that his chain is not connected by one of the half links or so-called "offset links." It is often very convenient to use one of these in order to get the right adjustment easily, and it is quite possible that some riders use them with no trouble resulting. Such has not been my experience, however, and I have heard the offset links characterized as "no good" in at least one agency. In the case of a *new* chain on unworn sprockets, where everything fits perfectly, the offset link is much less likely to fail; but when used with worn chains and sprockets, the chances are too big against it to make experimenting worth while. The last two offset links I used gave a combined mileage of twenty-two miles before snapping; one ran fifteen, the other seven. That followed other experiences of the same kind, whereupon I solemnly swore "never again." In the last two cases, when results with the offset links were so discouraging, both chains and sprockets were badly worn.

Where the Trouble Lies

The trouble with this style of connecting link seems to lie in the sharp angle of the side plates—the offset place. Possibly this is unavoidable—I don't think so—but anyway it so weakens the link as to render it practically worthless. The threaded bolt and the cotterpin fastening through this are other questionable features. It would seem that the chain manufacturers ought to take a tip here and change the type of half link; as I see it, the present style is worse than useless. The point then to bear in mind is this: when you have new chains fitted to the "boat," insist that the repair chappie avoid the deadly offset link; if your machine has one on now, you will probably be the gainer in the long run if you replace it by the other kind of connection.

Even the better style of union is not absolutely dependable. Its weakness lies in the thin spring clip that holds the side plate in position. As a simple matter of precaution every rider would do well to replace this clip with a new one at least once every thousand miles or less. In any

"ISN'T THAT CALF A *DEAR* LITTLE THING !" SHE SAID.

"Sure!" he replied. "Veal's Thirty-Two Cents a Pound."—*A Honeymoon Incident*

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case, he should pry it off with a knife blade or small screwdriver at reasonable periods of time and note how badly it is worn. These little springs last wonderfully, but they *wear,* and in time—sometimes sooner, sometimes later—drop off. Then, of course, there is nothing to prevent the side plate from dropping off, and presently the chain parts company with itself. This very thing happened once to me during the present season and once to a riding companion. In the latter case the episode occurred after dark, which complicated the otherwise easy repair job. We put my machine in position so that its headlight pointed in just the right spot, and by its help and the sense of feeling did the trick.

Much has been said from time to time about cleaning and oiling chains, though this is a job that hardly appeals to the average motorcycle rider. There is no doubt, however, that chains will give longer and more efficient service if this is done. It is more necessary with the long chain, as the short one is more thoroughly protected from dust and often gets oil from the crankcase breather, as well as a small amount which works out along the main shaft.

Proper Cleaning

To be properly cleaned the chain should be removed and given a good bath in kerosene, all the accumulation of oil and gummy dust being scrubbed off. A ten cent tooth brush is an ideal implement for this purpose. The chain should then be transferred to a clean bath, as the first one will be pretty well loaded with grit. When entirely clean, let it hang up and drain, and then soak it in lubricant. I ordinarily use engine oil for this, though a mixture of oil and graphite might be better. The trouble with the prepared graphite chain lubricant is that under ordinary conditions the stuff is too stiff to get in under the rollers, rivets, etc., where it is really needed. If the graphite preparation is melted, however, this difficulty is overcome.

Lubricating a chain while on the machine by means of an oil can is of doubtful value. This does oil it to a certain extent, but the oil must carry a good deal of road grit into the working parts, if it is light enough to be of any good. I have heard chain authorities quoted to the effect that if the oiling is not done properly, it is better not done at all. It is possible, by aid of a stiff brush and gasoline or kerosene, to give a chain a fairly thorough cleaning on the machine, but it cannot be compared with the results secured by the method suggested above.

Chain Adjustment

Another point to be kept in mind by the rider who wishes to minimize the chances of chain trouble is proper adjustment. A motorcycle chain should not be notably tight, nor should there be any slack. Now and then you hear a machine pass on which the chain constantly hits against the mudguard. That is bad for the guard and bad for the chain, besides which the clattering, clinking noise cannot fail to make an unfavorable impression on all who hear it. It makes the motorcycle sound like shaking up a tin can full of shingle nails. If the chain is connected by an offset link with the cotter pin on the *inside* or by the other type with the spring clip on the *inside,* this battering against the guard will soon be fatal, for the links cannot long withstand such treatment. In several cases I have known a rear wheel to be locked by reason of a projecting rivet head catching the edge of the chain and bending it back until it pressed so tightly against the chain that no further movement of the latter was possible. If the guard is too close to the chain, bend it away by putting the edge of a cold chisel or similar instrument against it and pounding it in.

There is a much better chance of a very loose chain breaking than if it is kept up to the proper tension. A loose chain has a sort of snap or whip under the pulsations of the motor, and this is quite likely to bring out any weakness there is. Furthermore, a very loose chain, particularly if it is also a poorly fitting chain, will constantly try to climb the sprocket; if it succeeds the probable result will be a break, and even if the chain gets over the sprocket without damage to itself, it is likely to mess things up in an ugly way before the machine can be brought to a stop.

When Sprockets Are Worn

When chains and sprockets are badly worn, getting the right adjustment is a less simple task. In the former case the chain may have developed what repairmen sometimes call "loose and tight places." That is, in one position of the rear wheel the chain may be very tight, while in another it is too loose. This condition is due to badly worn sprockets more than anything else, and is not likely to appear on the wide sprockets which came out on 1915 models. In adjusting such a chain the wheel should be turned until it is seen that the adjustment made does not have a place where the tension is too tight. Find the tightest spot, and get that just loose enough; the loose places will have to take care of themselves.

In conclusion, it might be said that the same thing is true of chains as of various other parts of a motorcycle. Not a great deal of care or attention is required, but a little will be well repaid by increased efficiency and decreased trouble.

CONSTABLES "IN BAD" FOR BREAKING SPEED RULES

HAMILTON, Ont.—Practically the first use of motorcycle constables for the catching of motor speedsters on Ontario roads has been blocked by a ruling by Magistrate Jelfs of the Hamilton Police Court that motorcycle cops who exceed the speed limit in chasing miscreants are themselves guilty of an infraction of the code and are liable to punishment. This ruling came as a result of hearing of cases of speeding on the new Hamilton-Toronto model concrete highway. The constables admitted that the method of ascertaining offenses against traffic laws was to watch the speedometers on their own motorcycles.

As a result of the decision of the Hamilton judge, a piece of hurry-up legislation is to be enacted, it is understood, to enable qualified constables to break the law in order to secure speed evidence.

The case stands as a precedent in the prosecution of officials for law breaking of this sort and undoubtedly will have a bearing on future speed cases.

STORMS AND FALLS MARK INTERESTING TRIP

TACOMA, Wash.—Plenty of rain and spills were notable features of the round trip made by Dudley Agassiz and Robert Jackson, local Indian riders, between this city and Vancouver, B. C. The chief rainstorm of the tour was experienced at 10 p. m. when near Mount Vernon, and as a result of the downpour and cold the pair were obliged to camp in the wet underbrush at the side of the road. The spills were had on the bad stretches coming and going and fortunately did not involve more than a bent crank or two.

Gilbert Searight, of Milden, Saskatchewan, Can., with Winter Outfit; Note Wooden Sidecar Wheel Used for Heavy Work on Rough and Snow-Covered Roads

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WHAT DON'T YOU KNOW ABOUT MOTORCYCLES?

Last Week's Picture Taken From a Harley-Davidson Brings Forth 121 Answers—Seems Almost Impossible to "Stump" the Contestants—Present Picture Looks Passably Difficult

GOSH! The Contest Editor is feeling like a British merchantman anchored about 30 miles from Nantucket Lightship! Thought that when we displayed only the intake manifold union nut of a Harley-Davidson last week that we had shot a torpedo that would put all the contestants out of the running; was so sure of it that we made bold to promise Millie Mulliner and Jennie Forrie a box of Huyler's apiece if they survived.

And here come 121 answers—more coming in every mail—and of the number 119 of them are labeled HARLEY-DAVIDSON big as life; judging by the 119 correct ones the other two must have been asleep or something. Got to give you credit, boys, you certainly have the fine points of the 1916 motorcycles down to a science.

Yeah, and Millie came through with the right answer, too; and she also vouchsafed the fact that she has a sweet tooth; and that Huyler's looked good to her. But say, Girlie, you forgot all about sending the street address and you know "Chi's" a big place; used to Contest Edit out there myself a couple of years ago. Supply the missing data, Millie, and we'll have the candy man around to your door next Wednesday evening, sure; a sort of "hint" to make the steady come through with a box every week—you know the system.

But what happened to Jennie Forrie? No answer yet. Better put on your thinking cap, Miss Port Jervis, if you want to walk off with that prize.

WHAT DO YOU KNOW ABOUT MOTORCYCLES ?

WHAT MAKE OF MOTORCYCLE IS THIS TAKEN FROM?

But, thank goodness, we did not promise that Newark bunch a box of candy apiece; would have had to burn up some midnight oil doping out "copy" to recuperate from the financial calamity that would have overtaken us. Say, how many of you fellows want to ring in on one postage stamp, anyway. Have a heart, the postman wants to make a living.

But look what's doing this week—made the picture smaller just to rattle you fellows. And here's a hint—there's no rule against repeating in this contest, so go carefully; watch your step!

The fellows who failed on last week's picture were R. W. Krotzer of Sandpoint, Ida., who made it out to be an Emblem, and Walter D. Jones of Morrisville, R. I., who recognized Thor features in the picture. Never mind, fellows, try again.

Gerald Alling, of New Haven, wants to start a little contest all of his own. Says he may be bad on identifying motorcycles but he guesses he knows New Haven buildings when he sees them. He's just taking a fall out of Tourist J. E. Pugsley, who slid into New Haven and took a picture of the post office thinking it was one of the Yale buildings—Pugsley's little travel tale appeared last week. Thank's for the correction, Gerald.

If all the fellows who have guessed every picture right from the beginning but have not bothered to send in the answers had only taken the trouble, gosh what a raft of perfect scores we would have. As a matter of fact, however, there are not more than half a dozen with clean slates. Will publish scores again next week.

WHAT THE WEEK BROUGHT FORTH IN THE WAY OF CONTEST MAIL

CORRECT ON HARLEY-DAVIDSON

Aaron, Morias.....Newark, N. J.
Austin, Douglas C.....Newark, N. J.
Bagwell, Frank .....Newark, N. J.
Bange, Oscar .....Newark, N. J.
Bedell, L. R. .....Newark, N. J.
Beyerle, Ed. .....Newark, N. J.
Biesterfeld, A. L.....Newark, N. J.
Brewer, John J. .....Newark, N. J.
Brown, G. E. .....Newark, N. J.
Bergfels, Jr., W. H.....Newark, N. J.
Bush, Carl W.....Newark, N. J.
Bush, Chas. E.....Newark, N. J.
Campbell, T. E.....Mammoth Spring, Ark.
Camon, A. B.....Newark, N. J.
Carlson, Glen E.....Saybrooke, Pa.
Carlstom, Chas. .....Newark, N. J.
Charles, Chester A.....Newark, N. J.
Clodius, H. .....Newark, N. J.
Coddington, L. H.....Peekamoose, N. Y.
Coleman, Geo. H.....Newark, N. J.
Copeland, W. R.....Newark, N. J.
Cordes, Fred.....Newark, N. J.
Coonradt, W. .....Newark, N. J.
Cunningham, Peter.....Newark, N. J.
Dobson, Thos. A.....Newark, N. J.
Dollins, R. E.....Newark, N. J.
Dovell, Fred H.....Newark, N. J.
Durning, Edw. .....Newark, N. J.
Eben, William .....Newark, N. J.
Eckhardt, C. L.....Newark, N. J.
Ehlers, Chris.....Newark, N. J.
Entrabartolo, Tony .....Newark, N. J.
Fay, Harry .....Newark, N. J.
Freeman, A. M.....Newark, N. J.
Gall, Edwin .....Angola, N. Y.
Geritz, Matthew .....Newark, N. J.
Goerke, Walter .....Newark, N. J.
Guerin, Geo. H.....Newark, N. J.
Hale, Leslie E. .....Newark, N. J.
Harrison, S. .....Newark, N. J.
Haviland, John G.....Newark, N. J.
Herklstoy, Eric .....Newark, N. J.
Higgins, B. I.....Newark, N. J.
Hidler, Frank P.....Brooklyn, N. Y.
Hilborn, Allan S. .....Newark, N. J.
Hill, Harry J. .....Seaford, Del.
Hill, Geo. M.....Long Branch, N. J.
Hill, H. E.....Newark, N. J.
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Jiedia, Edward .....Newark, N. J.
Johnson, M. W.....Newark, N. J.
Johnston, Jas. .....Newark, N. J.
Johnston, R. N.....Newark, N. J.
Kearsley, W. K.....Newark, N. J.
"Krazy Duck" .....Chicago, Ill.
Lewis, A. D. .....Newark, N. J.
Luettgens, R. .....Newark, N. J.
McDermott, R. J.....Newark, N. J.
McIntosh, Wm. P.....Newark, N. J.
Mackey, A. R.....Newark, N. J.
Mader, H. J.....Park Ridge, N. J.
Malick, A. M.....Newark, N. J.
Mandeville, Helen .....Newark, N. J.
Mango, Toney .....Newark, N. J.
Meissner, Paul .....Newark, N. J.
Mikly, John .....Newark, N. J.
Miller, Albert .....Newark, N. J.
Misner, H. B.....Newark, N. J.
Moore, Grant R.....Monticello, N. Y.
Moseup, Walter D.....Cedar Rapids, Ia.
Mullin, Millicent H.....Chicago, Ill.
Murphy, Eddie .....Newark, N. J.
Netzler, Martin .....Newark, N. J.
Nener, Carl H.....Newark, N. J.
Pasby, E. D.....Newark, N. J.
Pashasa, Joseph .....Newark, N. J.
Pierce, C. A.....Johnstown, Pa.
Pierson, C. F., Jr.....Newark, N. J.
Pierson, William .....Newark, N. J.
Reinhart, C. L.....Newark, N. J.
Reinhart, Mildred .....Newark, N. J.
Safford, Elwin .....Corry, Pa.
Schlagenhaf, Fred .....Newark, N. J.
Schlager, M. H.....New York City
Seiler, Henry .....Newark, N. J.
Sergis, John A.....Newark, N. J.
Seymour, David .....Newark, N. J.
Shefler, R. W., Jr.....Newark, N. J.
Silsby, G. W.....Littleton, N. H.
Smith, Robert B.....Newark, N. J.
Smith, Harry J.....Derby Line, Vt.
Spear, W. R.....Newark, N. J.
Steropt, Nick .....Newark, N. J.
Seib, Henry E.....Newark, N. J.
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Stoner, M. M.....Newark, N. J.
Smith, W. E.....Newark, N. J.
Stevens, A. .....Newark, N. J.
Stevens, P. W.....Newark, N. J.
Thompson, Leslie .....Newark, N. J.
Walden, "Curly" .....Newark, N. J.
Wales, W. J. M.....Newark, N. J.
Wallace, Ralph .....Newark, N. J.
Warner, L. C.....Newark, N. J.
Waughop, C. W.....Newark, N. J.
Weatherby, K. .....Newark, N. J.
Williams, Chas. B.....Pittsfield, Mass.
Wintsh, A. F.....Newark, N. J.
Wills, J. W.....Columbus, O.
Webb, Chester .....Newark, N. J.
Woodruff, S. .....Newark, N. J.
Yonge, Laurie .....Ocala, Fla.

CORRECT ON MIAMI

Adams, Adam .....Nokomis, Ill.
Brown, R. D.....Detroit, Mich.
Burdok, Russell .....Detroit, Mich.
Cambell, T. E.....Mammoth Spring, Ark.
Carlisle, A. .....David City, Nebr.
Coddington, L. H.....Peekamoose, N. Y.
Darnell, R. C.....Detroit, Mich.
Edwards, W. J.....Springfield, Mass.
Forrie, Jennie.....Port Jervis, N. Y.
Gorfin, I. S.....Hartford, Conn.
Johnson, Gustaf .....Washington, D. C.
Kirsch, I. H.....New York City
Marti, Emilio Sanchez.....Havana, Cuba
Nelson, Christ .....Racine, Wis.
Netzer, Miss D.....New York City
Randerson, A. R.....New York City
Safford, Elwin.....Corry, Pa.
Schlanger, M. H.....New York City
Yakie, Aug. .....Port Arthur, Texas

CORRECT ON SCHICKEL

Salo, O. J.....Red Lodge, Mont.

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A Few Spare Links

By E. B. HOLTON

ONE of our local riders came home from a tour this summer with a tale of a "bawling out" that he and we too, felt was unjustified.

Up in New York State a "constabule" stopped him and told him how he had defied the "willage" ordinance that called for sounding the horn at each and every street crossing. Now, in our town, we'd get the law on us if we did that same little thing, for it would be classed as unnecessary. Our local rider said something to this effect and the minion of the law let him go—but oh, so regretfully!

Ever run up against something like that when in a strange town or state?

Best thing to do is to act gentlemanly and firmly insist on your rights. Acknowledge you were wrong but that you want to do the right thing.

Some day we are going to have a set of Federal Traffic Laws that will be the same from Tacoma, Wash., to Jacksonville, Fla., and all points intermediate. Speed the day!

Just because the Van Buren sisters crossed the continent solo is no indication that the rest of their sex are accomplished drivers. Not at all. *I know*, for Friend Wife drove me today—that is, until she hit a water-pipe with the sidecar wheel and turned the outfit turtle. No one hurt, but the machine needs ole Doc Drummond, for she shore is bent up a bit. The bill will be about what I get for 10 feet of this stuff. We sure will have to keep pounding on the old typewriter now. Boys, take heed! The ladies make much better passengers than drivers. Keep them in the sidecar or on the tandem.

If you are at all amused by human nature stand in the background and listen to the talk when a group of riders get their first peep at the new models. Some are all praise and gaze at the bright enameled motorcycle with a rapt smile of awe; others coldly critical with a keen searching eye looking for something to criticize. It is worth while to hear the comments, so hang round and listen to the next batch that flock in the agency. I'll bet you get a quiet laugh.

I'm looking for an oil-can that I will be able to clip to the frame à lá pump. An oiler about the diameter and shape of the pump and about three inches long. The idea is to clip it to the frame, where it will be out of the way, yet handy when the "crickets" start chirping in the rockers, etc. No matter how well you lubricate, a ride of 75 miles or more starts the squeaks going in the fork-rockers. Searched through the stock of two hardware stores, but all they had was the usual spherical oil-can. Why can't some enterprising jobber fill in this hiatus?

Did you ever notice when you are riding along, and the forks start to squeak, or the chains slap against the guards, how you promise yourself that you will attend to the matter at the next stop—then forget until you get underway again and the noise brings it to your attention once more? Gee, but I wish that I could bring myself to stop at the time, go to the seat of the noise and eliminate it, but I go on and on with the chains slapping or the crickets chirping, until I do happen to think of the matter while standing round. Yes, and I'll bet I'm not alone in my bad habits either.

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Bicycle Section

REVENGE RACES AT THE NEWARK TRACK

Races Between Former Rivals Net Only One a Victory—Arthur Spencer Beats Goullet; Spears Triumphs Over Kramer and McNamara Bests Egg

NEWARK, N. J., Oct. 16.—Three match races were staged at the Velodrome yesterday and each one of them might well be termed grudge or revenge affairs, and in but one of them did a defeated rider in the last match in which they met administer a beating and get ample revenge.

Quite some time ago Alfred Goullet, the Newark rider, met Arthur Spencer, the Toronto rider, in a match for the Brassard and was beaten. Goullet met Spencer in a best-two-out-of-three heat match race yesterday and the Canadian won in two straight heats. Frank Kramer, the American sprint champion, who has been defeated pretty regularly in match races by Bob Spears, the elongated Australian, met Spears again yesterday, this time in the race for the Brassard, and the Australian won again. Reggie McNamara, the "Iron Man" of the cycling game, who was defeated by Oscar Egg, the Swiss, in a tandem-paced race a fortnight previous, reversed the order of things and won by over a lap. The time was 20:04 3/5.

Spencer Outjumps Goullet

In the Spencer-Goullet match the former went by Goullet at the bell in the first heat and was never headed. On the last lap of the second heat Goullet elected to trail the Toronto rider and try and beat him in the last stretch. Spencer, however, showed just enough speed to lead the former Australian home by a length.

Kramer rode the Brassard just to the liking of Spears. Kramer was leading coming into the bell lap, but Spears, who had been riding lengths back of the East Orange man, got the jump on Frank and passed him in the first turn. Kramer got on almost even terms in the last turn, but the Australian put all the speed that he had in him into the last few kicks and held the American off, winning by almost a length. This marked the seventh time that Spears has defeated Kramer in match races this season, a record that no other rider has ever put up.

Egg In No Condition

The tandem-paced race between Egg and McNamara failed to come up to expectations. Egg, who was still suffering from the fall of the Sunday previous, when he took a "Brodie" into the grand stand in the long team race, had fine pace, but he was unable to hang on the latter part of the race and McNamara soon had a lap on him and he could have put an extra one onto the Swiss had he desired. In the last lap Egg, although hopelessly beaten, tried to beat out McNamara in the sprint, but the Australian led him home by a length.

Although beaten in the match with Spencer earlier in the day Alfred Goullet annexed first place in the mile open. Alfred Grenda finished second in this race, while Arthur Spencer finished third and Charles Piercey fourth. Frank Kramer was shut out of the final of this race as was Reggie McNamara and Bob Spears, but

RACING MEN ON A TOUR

William and Arthur Spencer, Pro. Cyclists, Who Are Riding to Toronto

there was plenty of team work in connection with the elimination of this trio that must have been overlooked by the referee.

Carman Is Some Sprinter

Clarence Carman, the motor-paced champion for the year, turned sprinter yesterday and annexed first place in the one-mile handicap for the professionals from the 115-yard mark, leading Lloyd Thomas, 85 yards; Ray Eaton, 130 yards, and Floyd Krebs, 125 yards, home in the order named in 1:51 3/5. The handicaps proved to be too much for the back-mark men and they failed to show in the finish.

Tom Bello, the strong Brooklyn rider, accounted for the one-mile open for the amateurs by taking a long chance and a long sprint. Second honors went to Fred Taylor, the local rider, while Tom Fitzsimmons, East Orange, and Edward Byron, Australia, finished third and fourth, respectively. Marcel Perger, the San Francisco amateur, copped the third-mile handicap for that class from 40 yards. Buddy Dunn, Newark, 60 yards; Harry Hoffman, San Francisco, 35 yards, and Albert Krushel, Buffalo, 35 yards, finished as named in 37 1/5 seconds.

B. V. W. ROAD RACE WON BY BENWELL

NEWARK, N. J., Oct. 16.—Twenty-four riders started in a ten-mile handicap road race run by the Bay View Wheelmen yesterday morning. First honors in the race was accounted for by Robert Benwell, who covered the course in 26:14 2/5. The others finished in this order: William Keller, William Weimer, Nick Howarth, Larry Smith, Eugene O'Mara, Gus Klingel and John Martin. The time was excellent considering the hilly nature of the course and the head winds. The weekly Brassard race was won by George Brindle, who defeated Larry Seyfarth. Brindle has won the race three weeks in succession.

THREE RACES AT TAUNTON

TAUNTON, Mass., Oct. 17.—Three bicycle races were held here Columbus Day, Oct. 12, and they created quite a bit of comment. The one-mile state championship was taken by T. P. Hendricks, of Brocton, in 2:38. R. M. Torrey, of Revere, finished second and Roy Oman, of South Easton, third. J. J. Flynn, starting from scratch, accounted for the five-mile handicap from A. Sousa, of Taunton; R. M. Torrey and T. P. Hendricks, the time being 14:21 3/5. The half-mile city championship was won by Manuel Sousa in 1:17 3/5.

SPENCER BROTHERS CYCLE HOME

NEWARK, N. J., Oct. 17.—Arthur and William Spencer, two of the local stars at the Velodrome, left this morning for a trip awheel to their home in Toronto. They are going via Suffern, Newburg, Albany and the northern route to Buffalo. William Purdue, a local amateur, will accompany them as far as Toronto and then continue on to Detroit, Mich.

ST. YVES GOES HOME

NEW YORK, N. Y., Oct. 15.—Henry St. Yves, the old Marathon runner, who has been acting in the capacity of a pacemaker at the Philadelphia track, sailed for France on the French line steamer Espagne yesterday. St. Yves expects to join the French army upon his arrival in France.

KEYSTONE STATE CYCLISTS EN TOUR

LEBANON, Pa., Oct. 16.—Members of the Fifth Ward Bicycle Club recently toured to Myerstown, Richland, Tulpehocken and Newmanstown. Another interesting trip is being mapped out by Robert Christ, the president.

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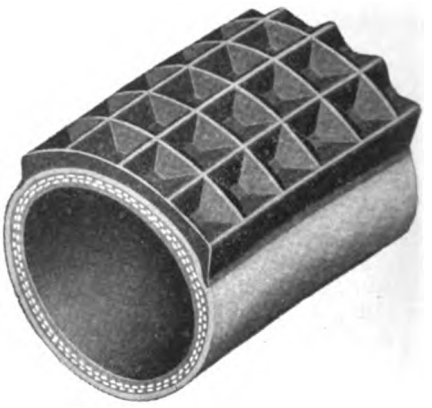
EIGHT SINGLE TUBE TYPES IN KOKOMO LINE

Offerings From Kokomo Rubber Company Include Three New Tires, Two in New Dress, and Three Continued From Former Seasons—Double and Single Clincher Types Also—Increase in Advertising Campaign

The Kokomo Cord Tire

The Splendid Pioneer



The Anti-Skid Defender

KOKOMO, Ind., Oct. 16.—Keeping pace with the increasing interest in bicycling, the Kokomo Rubber Company, of this city, has improved and added to its line of Kokomo tires and will be in the front rank of exhibitors at both the Chicago and New York shows.

In the single tube line, Kokomo tires come in eight types, varying in price from $2 to $5 each. Of these three are new, the Sticktight, Pioneer and Utility; two are "rejuvenated," the Defender and Oxford, and the other three, Everlaster, Kokomo Kord and No. 13 Special, remain unchanged. In the clincher line the Kokomo Clincher and Everlaster Clincher are offered for 1917. The prices range from $3 to $5 each.

With the line as it stands, the Kokomo factory feels that it is now offering a tire to fit every need and every pocketbook. Each Kokomo tire is built up to the same high standard of workmanship, the prices varying with the quantity of material used, the weight and character of fabrics, the style of construction and compound.

The Sticktight, the first of the three new members of the Kokomo family, will have a strong appeal for those partial to a suction tread. It has a blue tread with white walls, the heavy O's on the tread providing real anti-skid efficiency. It is attractive in appearance and strongly built, with two layers of medium-weight motorcycle fabric. It sells for $3.75.

Pioneer and Utility Types

The Kokomo Pioneer, selling at $2.25 each, has gray walls and red studded tread. Two layers of fabric are used in the carcase. It is strong and well built. The Utility, selling at $2 and vouched for by the factory as a splendid tire at the price, measures well up to Kokomo standards of appearance and service. It has gray walls and a red dotted tread, with two layers of bicycle fabric all around.

Kokomo Everlaster and Kokomo Kord have led the line during the past season and continue to do so for 1917. They sell for $5 each, being "aristocrats" of tiredom. The Everlaster was brought forth in the summer of 1912 and has since gained a wide reputation as one of the sturdiest and most serviceable tires ever built. It is preeminently a general-purpose tire. It is pure white with heavy studded tread.

The Everlaster contains the strongest fabric ever built into a bicycle tire—motorcycle weight Sea Island cotton. The tire wall is generously thick and is supported by two layers of heavy fabric, with a topping in the form of a heavy non-skid tread. The resultant tire is easy riding and yet hardy under the severest service, no matter what the road or weather conditions.

The Kokomo Kord tire is as sturdily built as the Everlaster but is a trifle more resilient, being more adapted to service a little less rough. It is an ideal boulevard or racing tire. It has white sidewalls and a black tread, showing three raised ribs. Cord construction is used in this tire—the fabric being actually as heavy as in some automobile tires. Kokomo Kord was first introduced at the Chicago Show in 1915, where it met with great favor. And its popularity has been growing every day since. Kokomo Kords sell at $5 each.

Here is the Utility

The Sticktight Brand

In the Summer of 1913 the Kokomo factory brought out the well-known No. 13 Special, selling at $4.25 each. No change has been made in this tire. It has a heavy studded red tread and white walls. Motorcycle-weight fabric is used in its construction, and in every way it is up to the Kokomo standard.

Both Kokomo Defender and Kokomo Oxford are old friends with new faces. Each of these tires has had a long and honorable career and is widely popular in all sections. Changes have been made in the appearance of these two tires merely to meet new trade conditions and tastes. Both tires, however, retain their constructive individuality and will give the same service that has distinguished them for more than 20 years.

Defender in New Dress

The Defender was formerly all gray, but it appears with a black tread and white walls for 1917. The present tread is heavier than in past seasons, but its character is much the same. This tread is known as the "air spring." and gives unusual resiliency and an anti-skid surface to the tire. The Kokomo Defender sells at $3.25 each.

The Oxford also makes its bow in a new dress. Instead of being all gray as formerly, it now wears a black tread and shows white walls. The tread is now "gridiron," while formerly it carried 13 light longitudinal corrugations. Four-ply, thick-tread construction is used. There are two layers of heavy fabric all around, and two extra layers in the tread. At $2.50 each, the Kokomo factory believes it is offering a wonderful value in Kokomo Oxfords.

(Continued on page 35)

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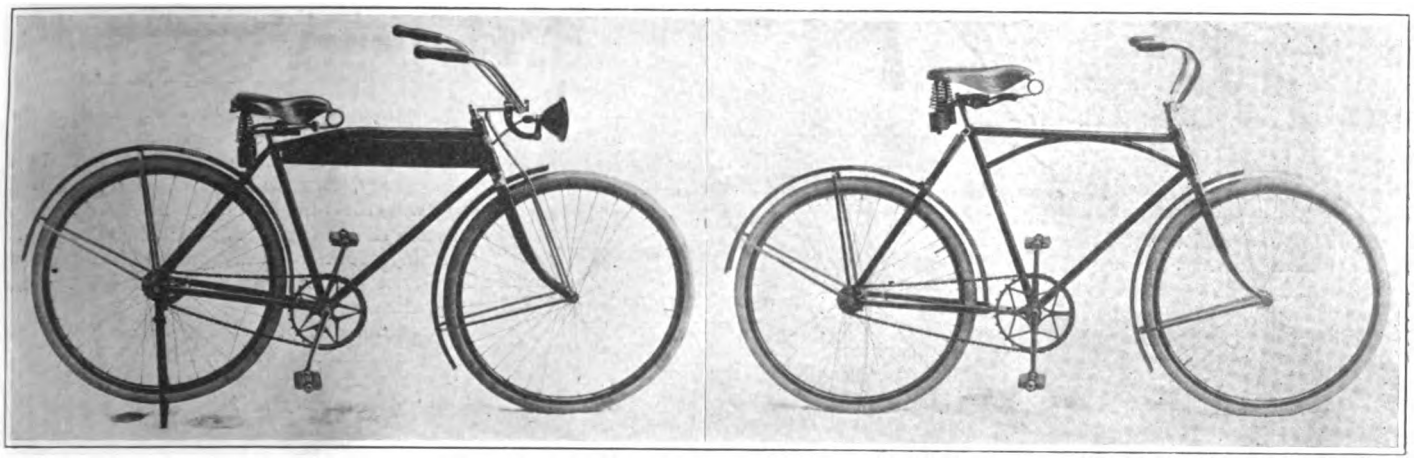
SEVENTEEN MODELS IN 1917 IVER JOHNSON LINE

Few Changes Made in Bicycle Line of the Fitchburg Manufacturer—Prices on Three Models Only Raised as Result of Increased Manufacturing Costs



The New Iver Johnson Mobicycle and the Cushion Frame Roadster

FITCHBURG, Mass.—Of the 17 different models which comprise the Iver Johnson line of bicycles for the coming season, none with the exception of the "Mobicycle" model, which as the name would imply, is a bicycle with certain characteristic motorcycle features, has been changed to any appreciable degree.

But what is even more significant than a continuation of the line practically without change is the fact that despite increased manufacturing costs, the prices on only three of the 17 models have been increased.

The models affected by the price increase are the Truss Frame Roadster which has been increased from $30 to $35; the Mobicycle, from $35 to $40, and the Ladies Roadster from $30 to $35.

In offering the line practically without change from the machines sold under the 1916 nameplate the Iver Johnson Arms & Cycle Works lays emphasis on the fact that mechanical changes or improvements were found necessary since the 1916 line represented the "ne plus ultra" in bicycle construction and fully satisfied both the trade and the rider.

The changes affecting the Mobicycle model are by no means radical. A combination battery and tool case has been fitted between the double bars bringing the model even closer in appearance to its prototype than it was last year, while to the same end an electric headlight, patterned after the motorcycle headlight, has been fitted.

The combination case has separate compartments for the battery which supplies the headlight and the tools; the case is formed of pressed steel and neatly enameled to match the bicycle. Adding still further to the effect is the fitment of a detachable front fork truss.

As was the case last year, the all black weather proof finish will again be features on the racer, cushion frame, heavy service and high grade roadster models.

The "Full Grown Bicycle for the Boy" is again prominent in the season's offerings. This is an adult bicycle with the exception of the 18-inch frame.

It has the truss reenforcement, 22-inch handlebar, and absolutely the same material and equipment as the adult wheel. It is designed for use by the boy who has outgrown the juvenile bicycle but is still not large enough for the full size adult wheel.

Tires and saddles for 1917 are noteworthy, with the exception of the racing models, every bicycle carries fancy tread tires and the list includes Fisk Motorcycle Non-Skid, Fisk Cord Non-Skid, Goodrich White Safety Tread, Fisk Premier Tough Tread, besides many others in the list of options.

The list of saddles embraces Troxel Eagle Climax, Eagle Eazy and Motorbike with a wide range of options allowing the rider a liberal choice between the suspension and the wood base types. Diamond chain is used as regular equipment on all of the roadster models.

THE IVER JOHNSON BICYCLE LINE AT A GLANCE

	Price
Track Racer	$55.00
Chater Lea Racer	60.00
Road Racer	50.00
Cushion Frame Roadster	50.00
Spring Frame Roadster	50.00
Heavy Service Model	45.00
Superior Truss Frame Roadster	40.00
Ladies' Special Roadster	40.00
Mobicycle	40.00
Truss Frame Roadster	35.00
Ladies' Roadster	35.00
Boy Scout	25.00
Camp Fire Girls'	25.00
Boy Scout Junior	22.50
Camp Fire Girls' Junior	22.50
Girl's Midget	20.00
Boy's Midget	20.00

EIGHT SINGLE TUBE TYPES IN KOKOMO LINE FOR 1917 SEASON

(Continued from page 34)

The Kokomo line of clincher tires is also a representative line, and is built with an eye to beauty as well as service. Everlaster Clincher double or single is pure white, with studded tread, and like its single-tube brother, sells at $5 each. It is built with the same materials and the same workmanship that have established the name Everlaster in the front rank of bicycle tires.

Kokomo Clincher (double or single) has gray walls and gridiron tread. The double clinch sells at $3.75 each; single clinch, road weight, at $3 each, and single clinch, thick tread, at $3.25 each.

Kokomo inner tubes are also offered in ample variety to meet all needs and tastes. They come in both endless and butt-end types and in black, white, gray and red. They are generously tough, heavy and durable.

In speaking of the Kokomo line of tires, D. L. Spraker, now actively managing the affairs of the company, says:

"It is our purpose, in adding to our line, to have a variety of styles and treads—as well as a range of prices. No rider need look further than the Kokomo line to find exactly what he wants—and at the price he wants to pay. Peoples' tastes differ. One tire cannot possibly suit everybody. And various people desire to pay various prices—just as one man wants an $18 suit of clothes—and another a $28 suit. Each is entitled to his choice—and should expect and receive full value in return.

"That is exactly what may be expected of each and every Kokomo tire, for each is built to give a maximum return in service, convenience and comfort, for the price paid."

The Kokomo Rubber Co. has also taken a forward step in its advertising policies and, in addition to the regular space used in trade journals, has become prominent among the manufacturers who are extending their market through the use of national advertising. It is worth noting that the Kokomo Rubber Co.'s current advertisements in the big national publications, beginning in June and continuing through November, are devoted in part, to the ad-advantages and pleasure of bicycling—and contain the slogan "Ride a Bicycle."

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PROVIDENCE THE SCENE OF THRILLING RACES

Two Contingents, One From Boston and the Other From Fall River, Indulge in Race to Crescent Park

PROVIDENCE, R. I., Oct. 17.—The greatest bicycle races conducted in this State in years was run off here last Thursday (Columbus Day) in connection with the Tri-State fair. Thirty entrants from Fall River and about a dozen from Boston participated.

Mounted on a low-geared ladies' wheel, Lorimer Winslow, of Providence, won for the Fall River contingent while Fred McKenzie, of Revere, won for the Boston starters. Other winners were: Boston—R. N. Torrey, Beachmont; William Cupid, Waltham; Mike Barber, Brighton and Reubin Dahl, Dorchester.

Eleven Fall River Finishers

Other Fall Riverites finished as follows: Second, Angelo Delsant, Nayatt; third, Samuel Trimback, Pawtucket, R. I.; fourth, John A. Rock, Fall River; fifth, Alfred Greenwood, Fall River; sixth, George Clarkson, Fall River; seventh, Edward Carter, Fall River; eighth, Edward Byrant, Fall River; ninth, John Folster, Fall River; tenth, John J. Marland, Fall River; eleventh, Lucien Manderville, Fall River.

The Boston end of the race was unique because of the fact the contingent was paced by a motorcycle. B. A. Swenson, of this city, set the pace for the crowd as they left Park Square, making about 20 miles an hour. The winner finished at Crescent Park, in 2 hours and 42 minutes, the distance being 45 miles. The race was said to be the finest event ever held in this section and all along the line there was a large number of enthusiasts waiting for the lads to come along. The roads were fairly good and uphill stretches were found in abundance. The distance from Fall River to the park is 15 miles and the winner, who is employed in the city engineer's office in this city, covered it in 42 minutes. As a reward for keeping the woman's low gear machine moving all the time he received a $40 Oxford bicycle. On good stretches it was figured he was making 25 miles an hour.

Delsant, the second man in from Fall River, was three minutes behind the winner at the finish, but about three feet ahead of Sam Trimback. There was a lapse of 18 minutes before the next rider, John A. Rock appeared. Marland was ahead for the most part with Winslow stringing out in the rear, as the starters left Fall River. He took the lead in Brayton, some five miles from Fall River, and was never headed. Some of the riders had their pace makers and others just plugged along.

The Boston Lineup

The Boston contingent came by way of Dedham, Norwood, Walpole, Wrentham, Plainville, North Attleboro and Pawtucket, with official checking places in nearly all the cities. The prizes for the Boston contingent included the following: Oxford truss frame bicycle, gold watch, sweater and three sets of $10 tires for the last three.

Fall River seemed to show much more interest in the race and offered eleven prizes. These were: $40 bicycle, given by the Fall River *Globe;* silver loving cup, by Frank Riley; set of $10 tires by W. D. Wilmot, North Main street; set of $6 tires by J. W. Newton, 1153 Plymouth avenue; choice of saddle in stock, F. C. Nichols, Bedford street; bicycle lamp, John Williams, Pleasant street; stand and rack, L. Madowsky & Brothers, South Main street; bicycle lamp, F. R. Motor Equipment Company, Second street; bicycle horn, Fontaine's auto supply, Purchase street; bicycle horn, Foster's, Pleasant street; bicycle lamp, J. B. Gaudreau, Pleasant street.

A YOUNG MOTOR WHEELIST

CHICAGO, Ill., Oct. 16.—A recent motor wheel purchaser is Tracy C. Drake, proprietor of the famous Blackstone Hotel. His 10-year-old son, Francis, rides the wheel, and the youngster is a splendid little rider. Most of his riding is done at Lake Geneva, Wis., where his father has a summer home in the exclusive millionaire colony.

The roads around Lake Geneva are among the finest in the State, and the scenery there attracts thousands of tourists every year.

EXCELLENT RALLY BY R. I. BOY SCOUTS

Northern Division Turns Out 40 Strong for Manoeuvres at Providence — Show Great Drilling Stunts

PROVIDENCE, R. I., Oct. 15.—The annual rally of the Northern Division of the Rhode Island Boy Scouts, held here yesterday, saw 40 bicyclists out in force. It was the first time that the two-wheeled machine has been brought before the public in boy scout work, although it has been an adjunct of the troop for the past eight months.

Scoutmaster J. Harold Williams directed the manoeuvres of the troop, which were along the same line as those used by the mounted cavalry in the regular army. He has been a "war correspondent" at Quonset Point, R. I., and at Plattsburgh, N. Y., during the summer and has trained the boys under him along strict military lines.

The Cycle Drill

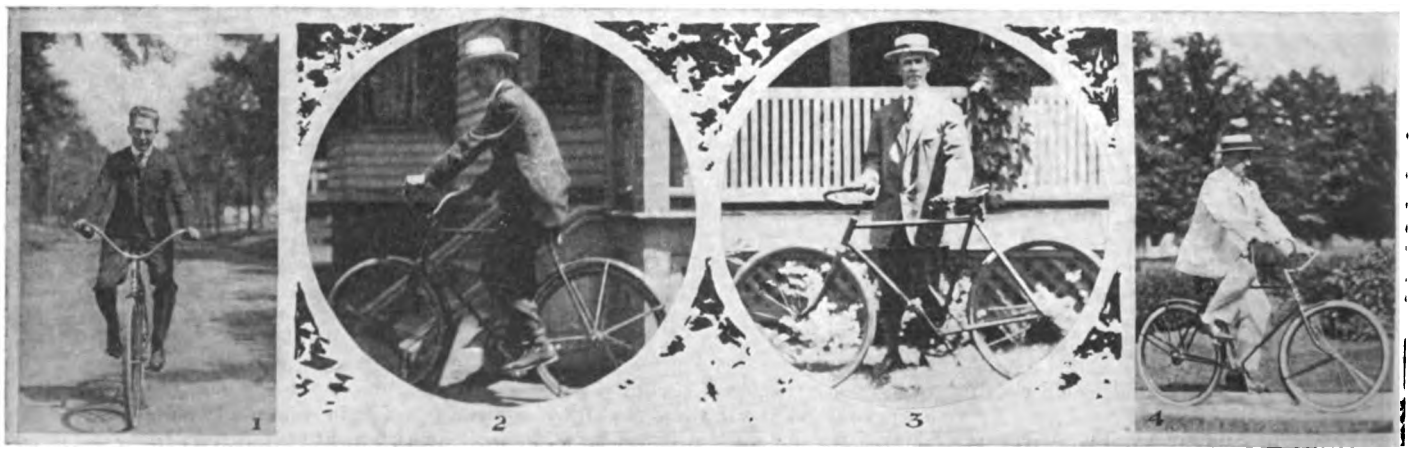
The troop gave demonstrations in speed, formation drills, quick wheeling, dismounting and rapid mounting, the hauling of small supply wagons and the carrying of equipment. They executed some clever and fast riding and in forming from twos to fours and eights not a spill was registered against them.

Scoutmaster Williams' officers are: Assistant Scoutmaster, Thomas A. Roberts; first sergeant, Donald D. Armstrong; supply sergeant, J. Fenton Bellows, and sergeant, W. Chesley Worthington.

The bicycles used in the troop are owned by the individual members and it is doubtful if there are any two alike. The troop is kept up by wealthy East siders who have seen a great good in it.

Mr. Williams during the past summer has ordered the troop out on many a long hike, many times the riders carry along a full army equipment that they might readily come away from home during the night. It has aroused a great deal of enthusiasm among the members, while outside troops are beginning to realize the importance of the bicycle and other troops are likely to form their own brigade.

FOUR LIVE ONES OF THE WESTFIELD MFG. CO.'S STAFF



1—J. E. Lyons, Purchasing Agent, On His Columbia Chainless; 2—C. P. Gorman, the Controller, Always Rides a Bicycle; 3—J. P. Fogarty, Manager of the Order Dept.; 4—L. D. Harden, Sales Manager, Rides a Columbia to Work

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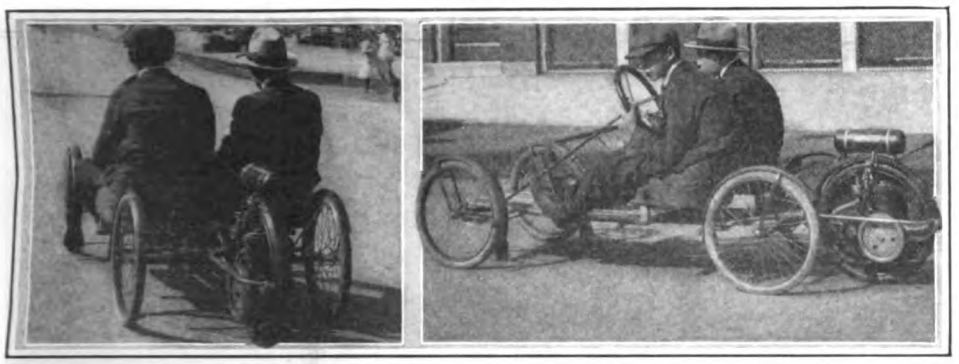
USING SMITH MOTOR WHEEL AS POWER PLANT



MILWAUKEE, Wis.—The A. O. Smith Company, maker of the Smith Motor Wheel, has just produced the Smith Flyer, a two-seater of the buckboard type of four-wheeler, whose general arrangement will be seen in the illustrations above. The power-plant is a Motor Wheel attached by special connections to the rear portion of the frame and its contact with the roadway is controlled by a lever close to the driver's seat. The typical wire control for the Motor Wheel leads to the steering wheel of the Flyer.

The Smith Flyer weighs 135 pounds and seats two passengers comfortably. It is stated to cover 80 to 90 miles per gallon of gasoline. The makers claim for it that it is the lightest and most economical motor vehicle ever built. The price is $215 f. o. b. Milwaukee, Wis., and for winter use, interchangeable sled runners can be had for an extra $15.

FOREIGN CYCLE NEWS

HENRY RHEINWALD, who recently won the professional championship of Switzerland, was arrested in Lyons, France, by the French military authorities. The charge against Rheinwald is that he was trading in rubber with the Germans. The offence is a serious one, and instead of riding bicycle races the Swiss may find himself in durance vile for a few years, if he is convicted.

Arnold Grandjean, the Swiss professional, won the 160-kilometer (about 100 miles) road race run between Berne and Geneva, Switzerland, last month. Grandjean defeated a big field and covered the course in 4 hours, 47 minutes and 19 2-5 seconds. In the amateur division Ernest Suter won, his time being an even second slower than Grandjean.

The 200-kilometer (125 miles) Danish road championship for 1916 was captured by Malingreens, who covered the route in 6 hours, 33 minutes and 19 seconds. Mortensen, Billgreen, Frisch and Andersen finished as named.

Eugene Stabe, the German sprinter, defeated Walter Rutt, Willie Lorenz and Willie Arend in a point race at the Halle, Germany, track Sept. 10. Stabe scored 8 points to 7½ for Rutt, 6½ for Lorenz and 5 for Arend. The half points are accounted for by Rutt and Lorenz having ridden a dead heat. At the same meeting Richard Weiss, the South African, who won the 1912 Olympic race around Lake Malar, Sweden, annexed the 50-kilometer (31.25 miles) paced race from Krupkat and Rosenblocher.

On Sunday, Oct. 1, Thorwald Ellegaard, the Danish cyclist, performed in great fashion at Lyons, France. Ellegaard defeated Rousseau and Simeoni in a match race, and then with Ali-Nefati, as his team-mate, won a 50-kilometer (31.25 miles) team race. Rosseau and Figuet finished second and Simeoni and Bertrand ran third.

EVERARD WINS AND LOSES

HOBOKEN, N. J., Oct. 16.—Three races were staged by the Century Road Club of America here yesterday. Champion Everard annexed the two-mile scratch from G. Schmidt, Harry Bell and F. Peterson. Peterson won the four-mile handicap from the minute and a half mark, beating G. Schmidt one minute; H. Bell, one minute, and Everard, scratch. The Brassard, which brought together Peterson and E. Fraysee, was won by the former.

CHAMPION STAEHLE ENTERTAINS

NEWARK, N. J., Oct. 17.—Amateur Champion John L. Staehle, acted as host to fellow members of the Bay View Wheelmen, at the clubhouse of that organization, Friday, Oct. 13. Staehle had as his guests in addition to the club mates the members of the Trainers' Union of the Velodrome. Staehle not only acted as host, but as one of the entertainers as well, supplying his part by giving a few selections on the piano.

TEN-MILE RACE FOR BALTIMORE

BALTIMORE, Md., Oct. 16.—A ten-mile handicap road race will be staged by the Crescent Bicycle Club, of this city, Sunday, Nov. 5. The course will be over the old Annapolis road, the start and finish being at Linthicum Heights.

C. R. OF A. RACE ASSURED

NEW YORK, N. Y., Oct. 17.—After several postponements which for awhile threatened to cause the abandonment of the race, the ten-mile handicap road race of the New York Division, Century Road Club of America, originally scheduled for June 4, will be run October 29. Entry blanks and other information may be obtained from William Muller, 1,212 Leland avenue, Bronx, New York City.

TWO CRESCENT RIDERS ADD TO MILEAGE

BALTIMORE, Md., Oct. 17.—Walter V. Ingelhart and Fred M. Sanborn, two members of the Crescent Bicycle Club, returned Sunday from a trip to Philadelphia. These two riders are battling hard for the mileage honors of the Crescent Club and through the trip each added 214 miles to their score.

They left Baltimore at 2:45 p. m. Saturday, and reached Philadelphia at 12:25 Sunday morning, the latter part of the journey being ridden in the moonlight. While in Philadelphia they were the guests of William Yorke, of the Century Road Club of America. The return journey was started from Philadelphia at 10 o'clock Sunday morning, Yorke accompanying them as far as Wilmington. The pair reached home at 9:15 that night.

The regular club run of the Crescents was held to Brookland, and a pleasant stop was made at the model farm of Isaac Emerson, of headache cure fame.

WENIGE BACK FROM TRIP TO EASTERN STATES

LONDON, Ont.—George A. Wenige, manager for the Bicycle & Motor Sales Company, Limited, London, has just returned from a business trip to New York and Springfield, Mass., where he made necessary arrangements for 1917. Wenige will again represent the Indian in Western Ontario while he will continue to act as a distributor for the Pope. His bicycle feature is the "Brantford" line.

Wenige had a large and attractive motorcycle and bicycle exhibit at the London Fair. This was the only display of two-wheelers on the grounds. George Hardy and W. England were in charge of the big booth. Jack Carr, formerly chief mechanic for the Bicycle & Motor Sales Company, has gone to Springfield, Mass., to join the Hendee factory staff.

SALT LAKE'S BIG DEMAND

SALT LAKE CITY, Utah., Oct. 12.—A. Brodbeck, former cycle and motorcycle racer, now manager of the Meredith Motor & Bicycle Co., states that 1,000 bicycles are now on the way for that company's trade.

ARCHIE ROOSEVELT BUYS A BICYCLE

OYSTER BAY, L. I., Oct. 16.—Archie Roosevelt, son of Theodore Roosevelt, former president and exponent of the outdoor life, has purchased a Pierce bicycle from the New York Sporting Goods Co.

VETERAN MAKER PASSES ON

PITTSBURGH, Pa., Oct. 17.—Robert S. Crawford, pioneer bicycle manufacturer, died here Saturday, Oct. 14, at the age of 70 years. Mr. Crawford, after his retirement from the bicycle field, founded the Crawford Automobile Co., of Hagerstown, Md.

CYCLE CLUB HEAD WEDS

HAVERHILL, Mass., Octo. 12.—George Edwin Smith, president of the Haverhill Cycle Club, was married here recently to Miss May Walker, or Merrimacport.

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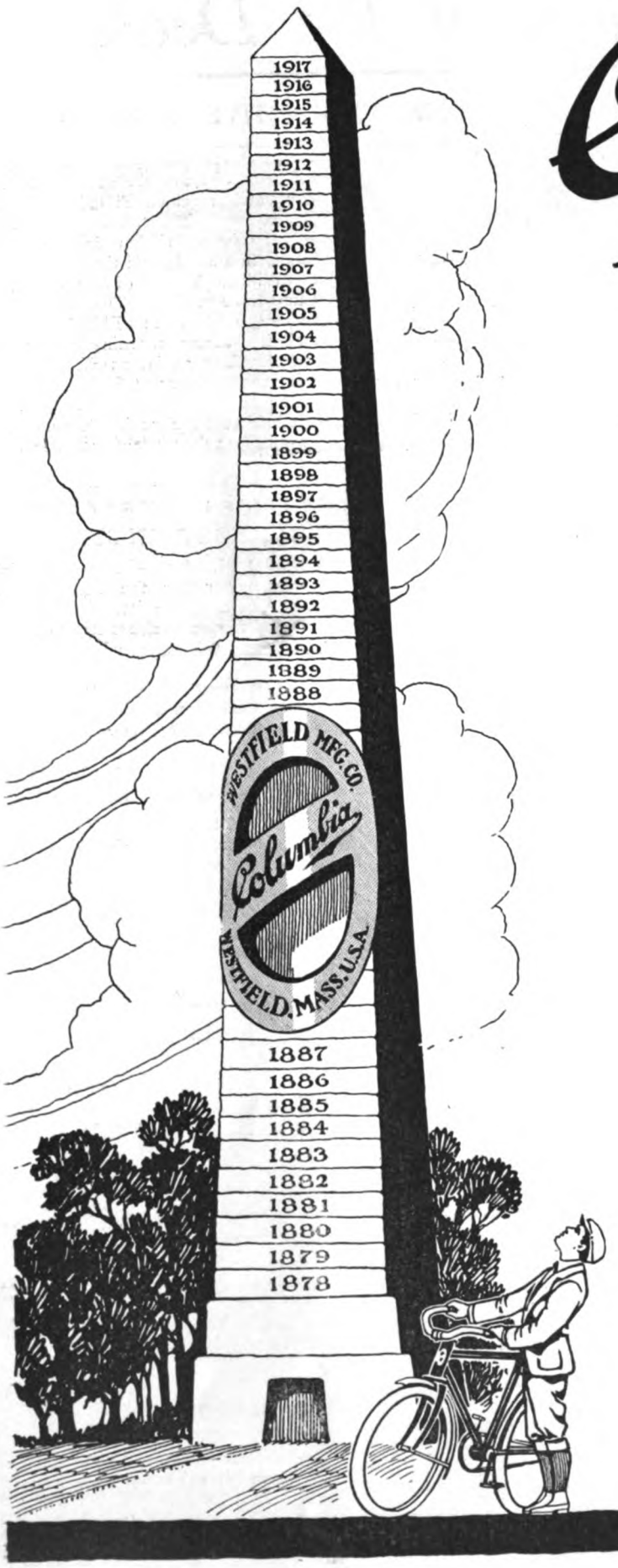

Columbi

Nameplate Ta

No. 1

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and daughters are advi
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their youth.

***That's what the Columbia na
means.***

Westfield Manufacturi

(Successors to the Pope Mfg

11 Lozier Ave., Westfield

*Largest Manufacturers of Hi
Bicycles in the World.*

Makers of *POPE* Moto

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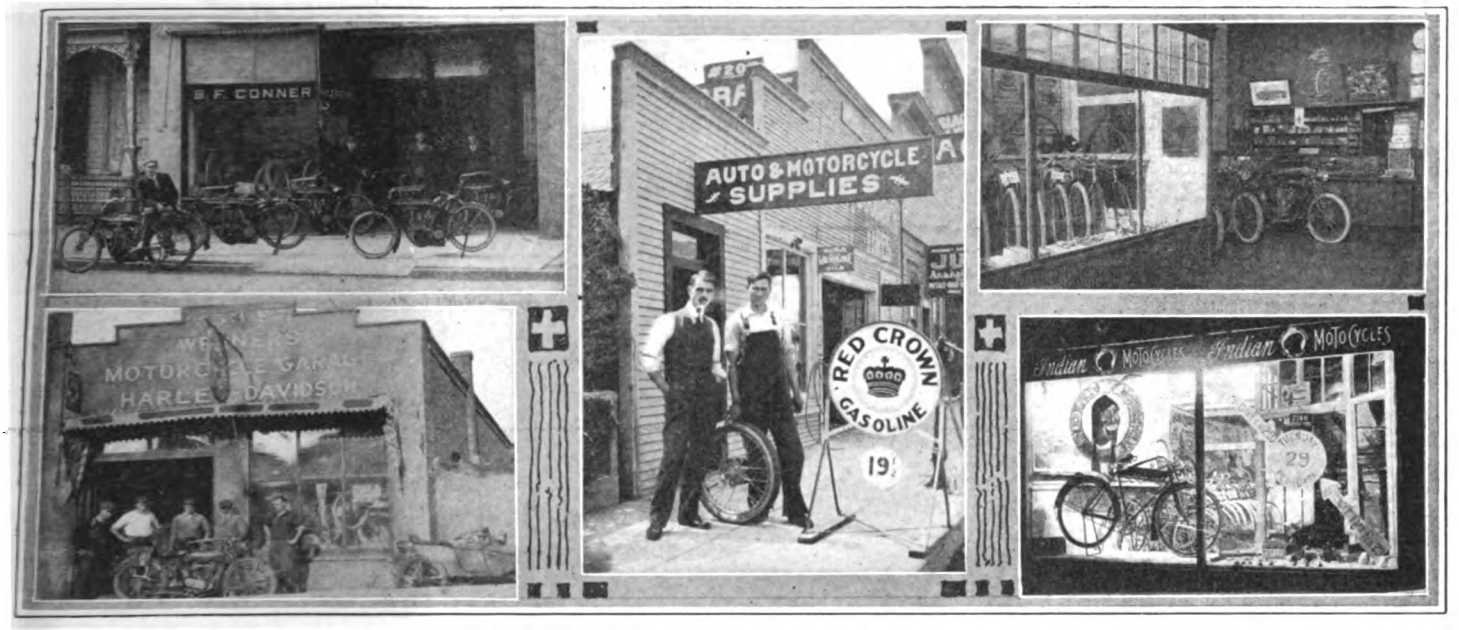
Varied Activities of the Dealers

A BATCH OF BRISK AGENTS AND SOME ATTRACTIVE QUARTERS



Upper Left, Headquarters of B. F. Conner, Handling Indian in Wilkesbarre, Pa.; Center, The Firm of Shiner & Minyard, Specialists in Accessories and Repairs at Anaheim, Cal.; Upper Right, Interior of Turlock Cyclery, at Turlock, Cal.—Note Novel Way of Keeping Cycles; Lower Left, J. B. Werner's Harley-Davidson Store at Passaic, N. J.; Right, Show Window of Turlock Cyclery

OLIVER BOOKING ORDERS; SIGNS TWO SUBS

BRONX, N. Y.—Oliver, Indian chieftain in this county, is busy answering questions on the 1917 Powerplus these days. While handicapped by not having a demonstrator as yet, he is booking orders for seven just the same, and states that he could use a carload of machines if he could get them.

Oliver has signed up two sub-agents for the city already and is out for others in the county. He sold 72 Indians in 1916, as well as 11 Cygnet rear cars and 10 side cars.

BURNETT MAKES FIRST 1917 SIDECAR SALE

PROVIDENCE, R. I., Oct. 15.—William N. Burnett, local manager of the Harley-Davidson Sales Company, has just received the first 1917 sidecar outfit. He has placed an order for a sidecar van with the Dime Messenger Company and expects to sell them two more.

SIDECARS MADE UP 75 PER CENT. OF LEWIS' SALES

STOCKHOLM, N. J.—George W. Lewis, who handles the Indian in this section of the State, has just closed a successful year. Seventy-five per cent of his sales were sidecar outfits, while the Prest-O equipped and electric lighting models sold were about equal in numbers.

Lewis has an order for one of the new Lightwin Indians, an electric and a gas-lighted Powerplus twin. These were all sold without catalog or demonstrator, which speaks well for Lewis and his line.

JANOSCHEK TAKES CLEVELAND AND R-S

BRONX, N. Y.—Joe Janoschek is handling the Reading Standard and the Cleveland lightweight for 1917. Joe is hard to find around the shop these days, as he is out most of the time on either the big brown twin or the little gray two-stroke, showing off their paces to prospects.

"My line will get them coming and going," says Janoschek. "If they don't want a light machine, there's the Reading all ready for them. If they don't favor a big twin, there's the Cleveland right at hand."

MANY SIDECARS IN RUN

PROVIDENCE, R. I., Oct. 15.—About 25 sidecar outfits and six solo machines were entered in a pleasure run conducted today by William N. Burnett, manager of the Harley-Davidson Company here. The run was to Newport and Seaconnet, a distance of 110 miles.

FIVE 1917 ORDERS FOR SYKES

TRENTON, N. J.—John Sykes, Jr., local Indian agent, has taken orders for five of the 1917 Powerplus models. Sykes' demonstrator is on the road now and prospects in plenty are being lined up.

A considerable demand for the Lightwin is also looked for.

SIXSMITH SELLS EIGHTEEN NEW EXCELSIORS

NEW YORK, N. Y., Oct. 14.—Thomas J. Sixsmith, the veteran dealer at 203 West 100th street, handling the Excelsior in the metropolis, has sold 18 of the three-speed Series 17 models to date. Ten of these were sidecar combinations. In addition to the Excelsiors, "Tom" has disposed of a number of Indian Powerplus models.

RAYMOND IS BUSY WITH THOR PROSPECTS

BRONX, N. Y.—Edward Raymond, handling the Thor, on 163d street, reports business as booming. Ever since the announcement of the 1917 Thor, Raymond says that he has been besieged by inquirers.

SELLS FOUR READING STANDARDS

TRENTON, N. J.—R. S. Woods, handling the Reading Standard for Trenton and vicinity, has just made his fourth sale of a 1917 R-S. He has already delivered one of the new brown twins and is awaiting a shipment from the factory this week.

FERRARO TAKES FIVE ORDERS

SLOATSBURG, N. Y.—Michael Ferraro, handling the Reading Standard, Thor and Flying Merkel in this city, has already taken orders for two R-S twins and three Thors. This beats his record at this time last season. "If things keep on this way," says Ferraro, "1917 will be a boomer, all right."

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Give Your Demonstrations With a Sidecar

You Can Explain the Workings and Control of the Machine Better By So Doing—Value Confidence to Prospect of Mount's Ease of Operation.

By R. F. MUNDORFF

IN every city and town throughout the United States there is a large number of people who would be motorcycle prospects if it were not for the idea, long harbored, that they will never be able to learn the operation of a motorcycle. It is these people who should be gone after by the dealer; they need instruction, and need it in a systematic way, and it is up to the dealer or his men to give it to them. Otherwise, they will not become prospects except through the assistance of some rider, and not many riders will give such instruction to laymen, unless it is made worth their while.

These prospects—for most of them are really prospects, although they may not become such by the cut-and-dried methods used by too many dealers—are not to be blamed for this feeling of not being able to learn the motorcycle. Nearly every dealer has himself had the experience of trying to ride a horse, or at least watched others steeling themselves to make the attempt. Now, about everybody who gets near a horse would like to ride one and nearly everyone of them first found enjoyment in riding behind a horse before starting to mount one. They nearly all have a sort of fear, however, that makes the idea of riding a horse seem somewhat dangerous, and it is the same feeling that many people in each dealer's city or section have with regard to the motorcycle.

Give Prospect a Ride

This is the feeling that you have to overcome, Mr. Dealer, to make real prospects of such people. One of the best preliminary steps to do away with the feeling is the same as the first step in overcoming the feeling toward the horse—giving him or her a ride with the sidecar to replace the wagon. The first step is simple: Meet the prospect accidentally or arrange with him for a sidecar trip.

Any dealer can do this, if he has a sidecar outfit and every dealer should have one just for this purpose. The average person is inquisitive—perhaps it is better to say that all people are inquisitive—and if they do not already know they will, upon being taken into a sidecar, display interest in what power is sending that sidecar along. Then, too, there is to be considered that this man's distrust of riding a motorcycle will not be in any way advanced by the possibility of his accidentally bouncing from the tandem seat of a machine.

The prospect is in a position to talk with the sidecar driver, for one thing. He can carefully watch the driver's movements. He can also observe
motor. Feeling grat
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Beats Shop

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(Continued

3 Strong Leaders –

a complete quality line that meets every demand

VITALIC BRIGA

ANY DEALER with a stock of these three tires is completely equipped to supply the demand of *every* customer that comes into his store—from the one who wants the *best regardless of price* to the one who wants a *good* tire at a *popular price*.

THE VITALIC

is built throughout of the best tire materials obtainable,—two plies of genuine *motorcycle* fabric frictioned with pure rubber, an inner tube of pure Para rubber so heavy as to eliminate any possibility of leak, an extra heavy non-skid tread of finest quality pure rubber. Will outwear any ordinary bicycle tire *more than two to one*. Once introduced it easily brings a higher price than other tires and always sells over and over again to the same trade because it *never* disappoints.

THE BRIGADIER

The best popular priced tire ever put on the market, far excelling others anywhere near its price. It is a four-ply tire, built with two plies of best Egyptian fabric all around the tire and two extra plies on the tread. A very high grade friction is used.

The extra heavy inner tube is made of a very high quality rubber. The Brigadier is made with gray side walls and a heavy large white studded tread as shown in the illustration.

THE ENDURO

Another excellent popular priced tire that fills a long felt need for a tire of lower price that has genuine quality. It is built with two plies of high grade Egyptian fabric with a very high grade friction, has a heavy inner tube of very good quality and a good substantial diamond studded white tread.

Write us today for sample sections of these three tires and attractive display material and dealer helps.

Your jobber will show you the tires.

CONTINENTAL RUBBER WORKS
1718 PLUM STREET, ERIE, PA.

Specify VITALIC Very BRIGADIER Best ENDURO Equipment on your new stock of bicycles. Every manufacturer can get this line.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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Day by day, month by month, year by year, the New Departure Coaster Brake increases its reputation for dependability.

Its popularity has become nation wide.

Looking at it from your view point as a Dealer, choosing a brake equipment for present needs and for the coming year, you should consider what this reputation, this popularity means to you.

It means just this.

The New Departure will increase your Bicycle business as surely as it has increased the business of the thousands of Dealers who have learned to rely upon it as the big factor in their success.

Write today for full particulars.

The New Departure Manufacturing Co.
Bristol, Conn., U. S. A.

The Brake that Brought the Bike Back

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GIVE YOUR DEMONSTRATIONS WITH A SIDECAR

(Continued from page 40)

impresses the person in the right way, it is almost always possible to sell that person a sidecar combination hooked to the motorcycle and the dealer must remember that here is a double sale and an extra profit. He should make a studied effort to make this profit.

Gives Him Confidence

The sidecar ride can be made so impressive that the new prospect will be almost saturated with admiration for the advantages which it offers. If the prospect sets his mind on a motorcycle without a sidecar, by demonstrating to him from a sidecar you have instilled confidence in him. He will have no qualms when you place him upon the solo machine and send him forth.

The sidecar combination does not lose sales for you through demonstrating with one. It will, in almost every case, make a sale for you and in most cases, will bring the extra profit from the sidecar sales.

It is up to you to go forth and convert these people, Mr. Dealer. Make them riders and sidecar drivers. Educate them, and in due time you will secure their proportion of business.

FIND READING TABLE AN ASSET TO BUSINESS

DENVER, Colo., Oct. 14.—Boyd and Williams, Western distributors for the Indian motorcycle, have one corner of their salesroom taken up with a table around which is arranged chairs. On the table is placed all manner of reading matter that is of interest to motorcycle riders. The corner is not only attractive, but it serves as a drawing card in bringing people to the store and helps keep the motorcycle dealers in touch with riders.

MacGRAW IN NEW QUARTERS

SYRACUSE, N. Y.—A. H. MacGraw, Henderson and Excelsior dealer in this city, recently moved into new headquarters at 544 South Salina street. MacGraw states that the rapid increase of his business has made the change necessary. The new salesrooms are larger and are also of fireproof construction.

WHITING GETS A CARLOAD

DENVER, Colo., Oct. 14.—Walter W. Whiting, Western distributor for the Harley-Davidson motorcycle, in this city, has just received a carload shipment of the 1917 model of these machines.

ORANGE COUNTY HUSTLERS

ANAHEIM, Cal.—One of the most active and prosperous teams of motorcycle enthusiasts in this part of the country is composed of F. S. Shiner and Fred Minyard, who do practically all the repair work in Orange County. Minyard recently associated himself with Shiner in a new business, handling the automobile and motorcycle repairs. Minyard specializes on the repair work, while Shiner devotes most of his attention to sales and new business.

MANY ATTEND SCOTT NIC AT MAPLE GRO

MARION, Ind.—Glenn A. S ley-Davidson agent in M cently acted as host at a picnic participated in by 71 riders. lined up at Scott's headquarter day morning and were photogra which they made an 18 mile run Grove, on the Mississinewa Riv the picnic was held. Brose H. B ager of Scott's motorcycle Huntington, co-operated with Sc

All kinds of athletic sports wer in at the grove, and a dinner w Many accessory prizes were a winners in the various contes were 31 sidecars in the line-up of and women and children were c by their presence.

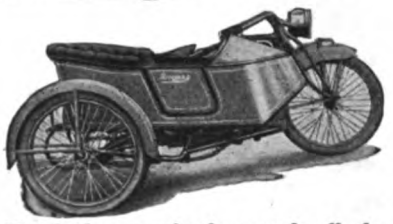
STONE & LUKE EXPA

ILION, N. Y.—The firm of Luke, which handles the India Ilion, Frankfort and Mohawk, extended its territory to cover I and Dolgeville. F. R. Wright, wh connected with the Stone & Luk for the past three years, is to h of the motorcycle sales.

BADGER STATE SALES M

MILWAUKEE, Wis.—The Ba Motorcycle Company, at 222 street, has sold 40 Indian twins well as many Indian bicycles. five 1917 Powerplus models booked already.

Rogers
ROGERS MANUFACTURING COMPANY CHICAGO



Finished to perfectly match all the new motorcycle colors.

UNIVERSAL ATTACHME

Standardized by the Motorcycle Manufacturers

Every 1917 motorcycle announcement made or to be made de some special construction for sidecar attachment.

No change in the ROGERS SIDECAR is necessary as the sta ized ROGERS chassis conforms perfectly with all the new, as well previous model frames.

This is a point of inestimable value to dealers and owners a exclusive feature of ROGERS All-Steel Construction.

WRITE FOR CATALOG

ROGERS MFG. COMPANY, 337 W. Madison St., Ch

IRVING BECK (Service Station), 1691 Park Ave., New York

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycl Illustrated. And the cost of putting your proposition before this grea buying power is only three cents a word per single insertion and two cent a word when repeated.

If you've got something to sell—don't delay, send your ad. to the classified department—THE BIG RESULT GETTER.

MOTOR CYCLE ILLUSTRATED 13 PARK ROW NEW YORK

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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Henry Ford's Ambition

When Ford first put out his low-priced car, the entire automobile trade condemned him as something worse than a fool. They claimed he was disturbing, disintegrating values in motor cars, that he was a dreamer, a theorist of the worst calibre.

But the results speak for themselves. Ford's ambition was to be of some definite benefit to the public, to make motoring a pleasure to be enjoyed by the masses as well as the classes—and believing this and building to that belief in hitherto unheard-of quantities, yet rigidly maintaining the highest pitch of service-giving quality, he became —almost automatically—the most commanding, the most wealthy, motor-car builder in the world.

Morrow

The makers of the MORROW have the same goal—that of being of some definite service to the bicycle industry and rider. Everything else is subjugated to this high aim. Every second of time, every ounce of steel, every atom of brain-energy in our plant is concentrated upon this service-idea —and the result is that the MORROW Coaster Brake, in its eighteen years of existence, has been of really distinguished service in promoting bicycle sales, easing the work of the bicycle rider and forever guarding his absolute safety under all conditions. Our aim is a worthy one—the result is written for all to see.

Are YOU a MORROW dealer?

Eclipse Machine Company, Elmira, N. Y.

Licensed Coaster Brake Manufacturers

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EFFICIENT LIGHTS ENSURE AGAINST ACCIDENT

(Continued from page 24)

comes through the bottom of the lamp. It is there to permit focusing, and the burner can be moved back and forth in it. Take your machine out on an unlighted road somewhere, preferably in the woods where it is really dark. Now slack off the nut on the burner stem under the lamp, and move the burner. You will find that one extreme position will give a widely diffused light suitable for city riding, while with the burner at the other end of the slot the light will be projected far in front in a beam, making a good light for country or speed work.

You have probably noticed that the reflector makes the image of the flame appear upside down on the road or any object in front of you. Probably you have seen, too, that the top of the flame is its brightest part. To get the most satisfactory results with your outfit, adjust the burner in such a position that the brightest part of the image of the flame falls at the point where you want the road to be best lighted, whether it is far or near.

One thing which often causes trouble in focusing is removing the burner and not putting it back in the right place. When the lamp is lighted the center of the bright part of the flame should come exactly opposite the middle of the reflector, the front of the lamp being in a vertical position.

In conclusion, when cleaning up, don't merely polish the metal work and the glass in the door. Wipe off the reflector with a soft cloth; if covered with dust it will cut down your lighting efficiency by fifty per cent.

WERNER SOLD 26 DURING 1916 SEASON

PASSAIC, N. J.—Joseph B. Werner, Harley-Davidson dealer in this town, sold 26 motorcycles last season, 19 of which were sidecar outfits. His electrically equipped sales were 14 machines. This coming season looks good to him for he has eight orders on the books now for 1917 models. The local police department is investigating the possibilities of a motorcycle patrol to curb speeders, and is pleased with the demonstration Werner has given them. An early sale is anticipated by him.

Werner has been using a sidevan outfit for showing small merchants the economy of the motorcycle over the cheap auto, and expects a large van in this week for a local grocer as a result.

COLUMBUS DEALERS TO CELEBRATE ON OCTOBER 21

COLUMBUS, O.—Motorcycle and bicycle dealers, many of whom are located on East Long street, will take part in a celebration of the reopening of that street after repaving on October 21. Arrangements have been made for floats and the decoration of business houses along the thoroughfare.

Cycle firms interested in the celebration include the John Sykes Motor Company, Central Ohio Indian representative; Columbus Cycle Company, Pope dealer; L. P. Birkenbach & Company, bicycle dealers, and the Franklin Cycle & Supply Company, dealing in bicycles.

WESTERN SUPPLIES CLEAR USED MACHINES

DENVER, Colo., Oct. 16.—The Western Supplies Company, 923 Acoma street, this city, is at the present time conducting a sale of used motorcycles. The concern states that it has a large shipment of new machines on the way and they must have room on their salesroom floor for these, and so the second-hand ones must go.

The used machines are being sold from $35 up and are being disposed of for cash or on the time payment plan.

TO USE NOVEL SIDECAR AT WINTER GARDEN SHOW

NEW YORK.—The Shubert Theatrical Enterprise of this city has purchased a Rogers sidecar chassis which will be attached to a twin motorcycle and used in the next "Winter Garden" show. A bathtub will be mounted on the chassis of sufficient size to accommodate a show-girl. The nature of the act has not yet been announced.

No. 3 MOTORCYCLE PEDAL

No. 3 STANDARD MOTORCYCLE PEDALS

Our products comprise:

Diamond "E" trade mark brand Spokes and Nipples for Bicycles, Motorcycles, Tricycles, Velocipedes, Invalid Chairs, Sulkies, Carriages, Cyclecars and Automobiles. Pedals for Bicycles, Tricycles, Velocipedes and Motorcycles. Toe Clips for Bicycle Pedals. Emergency Axles for Pedals. Screw Machine Products.

When you buy a motorcycle, make sure that it is equipped with STANDARD PEDALS.

Most manufacturers have reasoned out that "STANDARD" EQUIPMENT means increased value on the machine.

STANDARD PEDALS are big, roomy, soft and minimize the shocks. Deeply corrugated to insure positive foot grip. Insist upon STANDARD EQUIPMENT.

The Standard Company

TORRINGTON, CONN.

We are boosters for "One Million Bicycles in 1916"

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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The Cleveland Motorcycle the Universal Vehicle

The Motorcycle Market hasn't been scratched yet.

Thousands of people who never thought of owning motorcycles will buy motorcycles next year.

They won't be the kind of people who bought last year.

The Motorcycles won't be the kind that were sold last year.

The Cleveland lightweight has changed the entire situation.

For every speed fiend who wants a heavy machine, there are hundreds of genteel people who will buy Lightweights.

The future of the Motorcycle business is in the Lightweight. Everybody knows it.

And the only Lightweight that has made good in a year is the Cleveland.

We are now selecting the men who are going to make money on motorcycles. They are broad gauge salesmen who want a larger market, steadily increasing income and a permanent business.

If you are in this class, remember that the opportunity won't be so easy to get next year. Unless you are a comer, an A1 merchandiser and a man who can see things in a big way, you won't be interested in this.

The Cleveland Motorcycle Mfg. Co.

7211 Platt Ave. **Cleveland, O.**

for Men and Women

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Questions and Answers

MADE BY ERO MFG. CO.

I WAS asked recently for one of the Ero No. 32 tandem attachments, but have so far been unable to locate any firm who could supply me. Please give me the name of the maker. GEORGE A. STUMP.
Pine Grove, Pa.

The Ero line of tandems was made by the Ero Manufacturing Company, of 416 West Grand avenue, Chicago, Ill. We do not know whether they are still making these articles, and advise that you drop the firm a letter.

FITTING WARM AIR PIPE

FOR winter riding I propose fitting a warm air pipe to my carbureter and would like to have some information with regard to it. J. W. WALTER.
Chicago, Ill.

Measure across the long way of the air intake part at the bottom of the carbureter and obtain a thin copper tube of ⅛-inch less diameter. The length will be about 7 inches. Form one end to fit over the air intake part and the other in the form of a funnel to pass part way around the front cylinder. It may be necessary to cut this end to fit. Allow space between this funnel-shaped end and the cylinder to take in air. Pin or solder the other end to the carbureter air intake.

AT UNEVEN INTERVALS

TO settle an argument, please tell me whether the explosions in the cylinders of a V motor occur at even intervals.
JOHN MCINNIS.
Washington, Mich.

In a motor where the cylinders are 45 degrees apart, commencing with the rear or number 1 cylinder the crank passes through 360 plus 45 degrees or 405 degrees before number 2 cylinder fires. Following the ignition in number 2 cylinder there is an interval of 360 minus 45 degrees, or 315 degrees before number 1 fires again. A complete revolution is 360 degrees of crank-movement, hence the front cylinder fires after the crank has passed through 1⅛ revolutions, and the rear cylinder after the crank has passed through ⅞ of a revolution. The firing intervals are unequal in all V twins.

PARTS FOR

BEING desirous of pu Yale motorcycle, I w informed whether parts fo be had and from what cor
National City, Cal.

Parts for the Yale motor of Harry Capron, care of t Toledo, O. The Consolida ing Company, as you pro longer makes either Yale bicycles.

MAKER OF CY

PLEASE give me the makers of the Cyclo a 1917 model of that mac be built.
Liverpool, O. C

THE Joerns Motor C Paul, Minn., is the maker motorcycle. We suggest municate with the firm as yet heard from them production.

Another record for Splitdorf Spark Plugs

A Size and Type for Every Engine

Splitdorf Plugs are made in all sizes and in types to suit every motor cycle, motor car, motor boat, tractor and aeroplane. Upon request we will send you a complete directory, which specifies the correct type to use with each make of engine.

SPLITDORF ELECTRICAL CO.
Newark, N. J.

The Rider's Ch

The pick of the present day Mo

The 1917 R

Three Models for 1917

Model 17 T, 12 H.P., Twin Cyl.....
Model 17, T E, 12 H.P., Twin (Equipped with Bosch Electric I ing System).....
Model 17 S, 6 H.P., Single Cyl.....

Write for Agency Proposition

Reading Standard Co
501 Water Street **Readi**

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Prest-O-Lite for Motorcycles

Light that is Safe, Certain and Enduring

BECAUSE it is so simple, so sturdy, so sure, under all conditions of service, Prest-O-Lite is the choice of riders everywhere. No matter whether you take a short night spin on the boulevard or a long night ride over rough country roads, Prest-O-Lite never fails you.

Its steady, brilliant, white-light beam fully illuminates the road ahead at all times, regardless of bumps and jolts to your machine.

This simple and trouble-proof lighting system is used on more motorcycles than all other lighting systems combined.

YOU should enjoy its many advantages by having **your** mount equipped with Prest-O-Lite.

On any make of motorcycle

you buy, you can get Prest-O-Lite with a combination of "complete equipment." That means a **Prest-O-Lite lamp and a good mechanical horn,** which any dealer can supply if you ask. Thus equipped you are ready for the road—any road. Insist and see that you GET Prest-O-Lite. It's best and cheapest in the long run.

Valuable information on motorcycle lighting is contained in our booklet. Write for your copy today.

DEALERS—Satisfied customers are bound to be your biggest boosters. Satisfy them with Prest-O-Lite quality and service. There's more business in it for YOU. If you don't know all about it now, write for details.

The Prest-O-Lite Co., Inc.
The World's Largest Makers of Dissolved Acetylene
246 Speedway, Indianapolis, Ind.
Canadian Office and Factory: Merritton, Ontario.

Prest-O-Lite Exchange Agencies Everywhere

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Our Canadian News Letter

NO AGENCY CHANGES IN TORONTO FOR 1917

Motorcycle Representatives in Ontario Metropolis to Continue Lines Held During the Past Season

TORONTO, Ont.—According to latest indications, the motorcycle dealers of Toronto will stand pat for the season of 1917. The four local houses will continue as in 1916 and prospects will have a range of eight different makes from which to make a choice. Seven of these productions are of American origin while the sole remainder is a British line, the Douglas. The American makes represented on the Toronto market include the Dayton, Excelsior, Indian, Henderson, Harley-Davidson, Miami Lightweight and the Reading Standard.

The four dealers will hold down their present premises, three of which are located within a short section of Yonge street, the main thoroughfare of the city. The dealers and the lines they are handling are as follows: Walter Andrews—Harley-Davidson; H. M. Kipp & Co.—Indian, Dayton and Douglas; Percy A. McBride—Excelsior, Henderson and Miami; William Porter—Reading Standard. McBride boasts of three stores in Toronto, one of which is devoted exclusively to the sale of sporting goods.

Toronto will probably continue to be the outstanding motorcycle centre of Canada. This city is the principal shipping and distributing point and the majority of all Canadian manufacturers and jobbers of both motorcycles and bicycles are located here. At the same time there are more motorcycles in use on local streets than in the whole of the rest of the Province with its population of over 2,500,000. The inhabitants of Toronto number 525,000 and approximately 2,500 motorcycles are owned here. About 2,000 motorcycles are in use in Ontario outside of Toronto. Another fact is that there are more motorcycles in Toronto than are registered in any Province of the Dominion, other than Ontario. This has been the situation for several years.

TWO MORE TRADE MEN ENLIST

WINNIPEG, Man.—A number of prominent motorcycle tradesmen of Winnipeg have enlisted in the Canadian overseas army during the past month or two. One is C. Gordon Cruikshank, head of the Consolidated Bicycle & Motor Co., who has become a lieutenant of the 197th Battalion. Another is Jack Crabtree, half-owner of the Dominion Cycle Co., who has enlisted as an officer with the 222d Battalion.

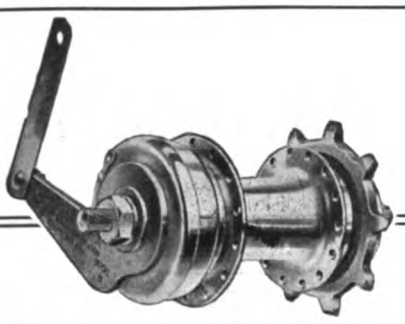
AUSTRALIA TO MAKE ITS OWN BICYCLES

Commonwealth Has Completed Arrangements to Build Bikes in Quantity for Varied State Services

OTTAWA, Ont.—According to D. H. Ross, Canadian trade commissioner, the government of the Commonwealth of Australia is going into the manufacture of bicycles on its own account. The government officials on the other side of the globe have completed arrangements for the establishment of the bicycle industry which will be government-owned in every respect, it is understood.

During the past decade the Australians have imported large quantities of bicycles from Canada. These shipments have been really heavy as many Antipodeans are ardent cyclists. There will be no drop in the wheel imports into Australia for some time, however, it is believed, because it is the intention of the Australian Government to manufacture bicycles for its own requirements first. It is planned, according to the official report received in Canada, to supply the post offices of the Commonwealth with

(Continued on page 50)



Power and Utility

and a smooth, elastic, dependable action. These highly essential brake requirements have been developed to the fullest in the

CORBIN

DUPLEX COASTER BRAKE

Built for tough usage, embodying all the advantages and improvements gained through many years of manufacturing experience the Corbin Duplex stands today as it has always stood since it first was introduced, the leader of the field.

All bicyclists know the Corbin Duplex. A great majority of them use it.

Specify it yourself.
Catalog on request.

THE CORBIN SCREW CORPORATION
THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York, Chicago, Philadelphia
Makers of Corbin-Brown Speedometers
"Will Exhibit at the National Motorcycle, Bicycle and Accessory Show, Chicago, Nov. 13th to 18th inclusive, space 119."

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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NATIONAL MOTORCYCLE BICYCLE

AND

ACCESSORY SHOWS

Coliseum **Chicago**

NOVEMBER 13th TO 18th

Madison Square Garden **New York**

DECEMBER 4th TO 9th

Sanctioned by the Motor and Allied Trades, Bicycle Manufacturers, Cycle Parts and Cycle Jobbers' Associations

The great opportunity of the year to place your product directly before the Jobbers, Dealers and the Public at Large.

Full Attendance of the Cycle Trade Is Assured

All 1917 Models and latest Accessories under one roof.

Write A. B. Coffman, Manager, 945 Ohio Building, Toledo, Ohio, for full information and space application blanks.

ACT TO-DAY

ARTHUR DAVIDSON, T. W. HENDERSON, F. J. WESCHLER, F. T. CHASE, F. W. GRUBB, Show Committee

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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(Continued from page 48)

the Government-built wheels. This will be a big item because it is intended to provide each postman and telegraph messenger with a bicycle. A certain number will also be made for military purposes while other branches of the Government will also have machines to go wheeling on duty bent.

The Australian Government will import some of the parts for the State-made bicycles until such time as the factory facilities are perfected.

LADY MAUD CAVENDISH IS A CYCLING DEVOTEE

OTTAWA, Ont.—Bicycle dealers and enthusiasts of Canada are much interested in the statement that the eldest daughter of the next Governor-General of the Dominion is a thorough cycling devotee. The coming ruler of British North America is Lord Devonshire and his eldest daughter, who is in her twenties, is Lady Maud Louisa Emma Cavendish. She is an out-and-out cyclist and has spent much time on the English roads a-wheel. It is reported that she is bringing her stable of bicycles to Canada and that she intends to visit many places on bicycle. In this event she will undoubtedly lead numerous members of the Canadian "court" to cycling and, eventually, both sexes of the fashionable set all over the country will take up the pastime.

Another help to the situation will be the fact that the question of economy in war time will make it almost imperative for the smart set to accept the bicycle in place of the automobile to set the example for the "common peepul." The Government, incidentally, is preparing to launch an economy campaign about the same time this fall that their Excellencies will arrive in Canada to assume nominal charge of the nation.

TORONTO M. C. NO LONGER AN ACTIVE BODY

TORONTO, Ont.—The Toronto Motorcycle Club has become so lost from sight that practically no attempt is being made to re-awaken interest in the organization for the winter months. The club is a mere shadow of its former self, the membership having dropped from 595 to a bare dozen. The cause is attributable to the war as but a handful of the original motorcycle enthusiasts are remaining at home.

The club has not actually held one run or race all year with the exception of the midnight dash to Hamilton last January 1. Some sports were held at Exbridge early in August but these were conducted under the auspices of a local dealer. A general meeting of the club has not been held since last spring.

ANOTHER WELL-KNOWN CYCLIST KILLED IN ACTION

TORONTO, Ontario.—Once more the European war has brought sorrow straight to the bicycling fraternity of Toronto, owing to the death on the field of action of one of the stalwarts of the wheel sport. The latest cyclist to pay the price is Private Charles T. Hewlett, whose widow and children reside at 60 Seymour avenue, Toronto.

Hewlett enlisted with the 59th Overseas Battalion at Kingston, Ontario, and was the sergeant in charge of 300 Russians when he crossed the Atlantic. While completing his training in England, he gave up his stripes in order to reach the firing line quickly and was killed in action after a short period in the trenches. Hewlett was a prominent member of the Tecumseh Bicycle club and was a familiar figure at the Toronto board track and other racing plants before he enlisted.

SPENCERS PLAN TO RIDE BACK TO TORONTO ON BIKES

TORONTO, Ontario.—Arthur and William Spencer, the youthful professional cyclists at the Newark Velodrome, have written home to the effect that they intend to ride the 540 miles from New Jersey to Toronto on their bicycles. They have not yet fixed their starting date on account of engagements at the Newark saucer, but their getaway and progress will be chronicled in Toronto newspapers when the dash does occur.

The Spencers have also arranged to jump into vaudeville for the winter with a bicycle act. They are getting the necessary props. and will become "ectors" after the six-day bicycle race in Boston, during the first week of November. Bill Spencer will probably start in this grind.

The Spencer boys have made good use of their winnings this summer. The surplus over their expenses and pin money has gone into a grocery store in Toronto over which Pa Spencer now presides.

WE have a body construction in the Pullman that we defy any other manufacturer to equal. The frame is of Kiln Dried Second Growth Ash. Every joint is tennoned and reinforced with metal plates. The metal cover—though relieved of all strain—is made extra thick to insure against denting.

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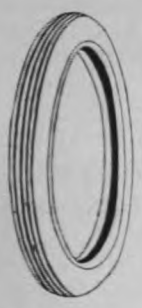

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Riding Leggings As Heat Collectors

A Veteran Discusses the Discomfort Caused by the Absorbing Qualities of the Black Variety and the Superiority of the Tan or Khaki Article

By D. B. PANGBURN

TWO riders pulled up in front of the store one warm day. "Gosh," said one, 'my oil must be low or the oil line partly plugged up. My engine feels like a red-hot stove, and it's been running hot all summer."

But when the two machines were compared his engine wasn't a bit hotter than the other fellow's, who hadn't noticed anything unusual, and the oil line was all right. The explanation was really something quite simple.

Franklin's Proof

You all remember how old Ben Franklin tried the effects of colors in absorbing heat. He laid a black handkerchief and a white one in the open sunshine on the snow, and found that it melted out two or three times as fast under the black one as under the white. He was proving the well-known law of physics that dark substances absorb heat at a much greater rate than light ones.

The fellow who was suffering from the supposedly hot engine was wearing black leggings, while the comfortable chap had on tan ones, which did not suck up the heat from the motor. Furthermore, the black leggings were a dull black, while the tan ones were polished. It is also a known fact that a dull surface takes in heat, while a polished one throws it off by reflection. Another point in favor of the light colored apparel.

Tan Shoes in Summer

Ask any intelligent shoe clerk why so many folks wear tan shoes in summer and he'll tell you the habit began because they are cooler. It is largely the color that makes them so, but also there is no dye to stop up the pores of the leather and make it air tight as in blacks.

In the same way, the advantage is all with the tan or khaki-colored leggings for the greater part of the year. It is true that when you are not on the machine they do not radiate the warmth from inside quite so well as do the dark ones, but the bodily heat is mighty small compared with that from the sun, and from the cylinders at several hundred degrees temperature, only a few inches away, while of the heat from these latter the khaki-colored rejects a large part that the black picks joyfully up and passes on to the legs inside.

Tan Leggings Cleaner

Another thing about the tan leggings is that they show the dirt much less and are more easily cleaned and polished, and they hold the polish better; certainly also they look no worse than the black ones on the rider. In fact, the tan puttee type gives about the snappiest effect that can be produced with any kind of leather covering.

If black leggings are not kept clean and black they look like original sin; if they are kept clean they are uncomfortable in hot weather. The best way out of it seems to be to have a tan pair for summer use, and a black pair that comes well above the knees for winter riding service.

FOX GETS INDIAN SHIPMENT AT GRAND JUNCTION

GRAND JUNCTION, Colo., Oct. 16.—Peter Fox, Indian agent in this city, has just received a large shipment of Indian machines and has them on display at his headquarters, 321 Main street. Fox is one of Colorado's best hustlers and his expectations of selling a big bunch of Powerplus and Lightwins this Fall will no doubt be realized.

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Harley-Davidson Production Now Near Top Notch

The Harley-Davidson production schedule this coming week calls for 500 motorcycles and 250 sidecars. We will be able to increase this schedule later on in the winter, to take care of the early spring demand.

Within two weeks we expect to be caught up on present orders and making *immediate deliveries.*

To Dealers

If you have the Harley-Davidson selling proposition under consideration, our advice to you is to close up now—do not wait for the show.

We are fast closing up those towns where the Harley-Davidson has not been represented, and there are only a limited number of towns where changes will be made in our representation.

Bicycles

During the month of November we expect to actually ship 2,000 Harley-Davidson bicycles, and intend to maintain the bicycle production at this rate, or increase it, throughout the active selling season.

By November 10th we will be in a position to handle carload shipments of Harley-Davidson bicycles.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.

The kind of a crowd that turns out to greet the 1917 Harley-Davidson motorcycle.

A *good* deed often means a *good* deal—Please mention Motor Cycle Illustrated.

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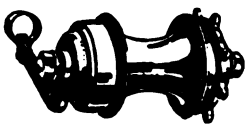
the Bicycle Dealer

who does the biggest business in any community is the one who stocks the goods his trade demand. Wherever a new Bicycle is bought, or an old one is repaired or rebuilt, it's a hundred to one your customer thinks first of the

NEW DEPARTURE COASTER BRAKE



It has been so almost since cycling began.

The demand this year has increased by leaps and bounds. It will be still greater during 1917.

It's more than likely your competitor is specifying New Departures in increasing number. Perhaps his sales have been larger than yours and you have asked yourself why.

Here is the answer:

The brake that has helped him build a successful business, is the brake his customers know best, the brake they ask for and expect to get.

What the New Departure has done for him it has done for thousands of other dealers.

It will do as much for you.

Just as soon as we receive your letter we will tell you all about the Brake, the Guarantee behind it and the Sales Helps that every New Departure Dealer uses.

The New Departure Mfg. Co.
Bristol, Conn.
U. S. A.

The Brake That Brought The Bike Back

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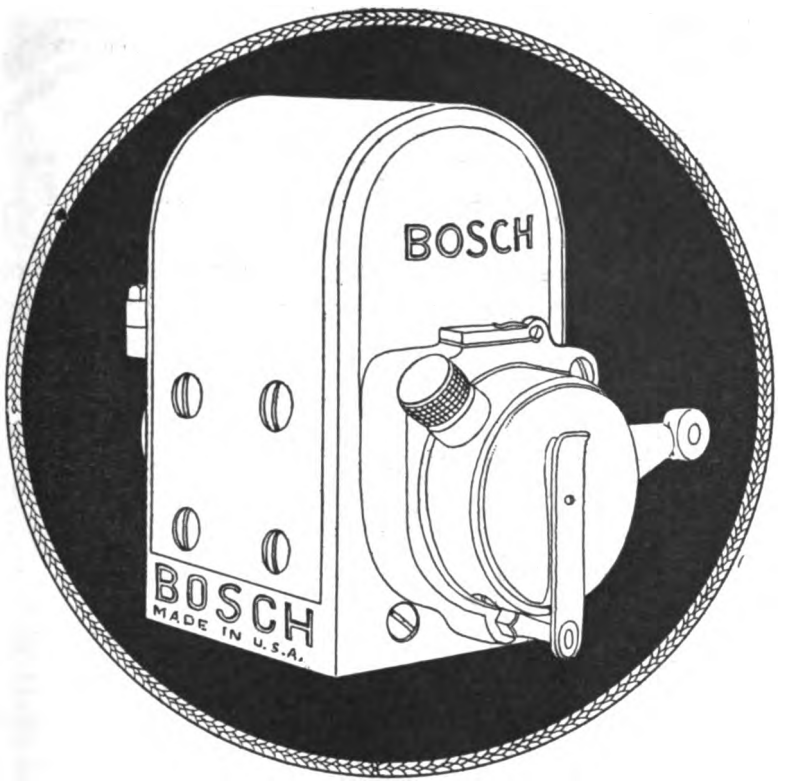

Safety First

SPECIFY
BOSCH
MAGNETOS
FOR 1917
AND RIDE
A WINNER

INSIST
IF YOU
MUST

Correspondence Invited

Bosch Magneto Co., 206 W. 46th St., N.Y.

Service Stations in every State

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THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS

Coming Down to Brass Tacks

WE have been telling you for a long time that the coming motorcycle, the big seller, is the Lightweight, a Lightweight because of its simplicity and ease in handling—the Lightweight has come; it will be the big seller in 1917.

Simplicity is the strongest point in selling Lightweights. The simplicity argument is going to get you a big market, the new people, those who couldn't and wouldn't see motorcycles as they are known today.

Remember, simplicity has to stick out all over, so to speak, and you can't and won't get real simplicity until you have belt transmission.

Look at any motorcycle—imagine how it would look with a score of contraptions removed, all those things which belt drive doesn't require. Imagine it without the whole transmission scheme and just a pulley front and rear and a belt that is real simplicity; that is what you need to sell Lightweights.

Mr. Dealer, get busy. You are the man that has to do the selling—insist on simplicity; insist on belt drive with a good belt. Specify the only really good belt there is, the

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made Only by the Graton & Knight Mfg. Co., Worcester, Mass.

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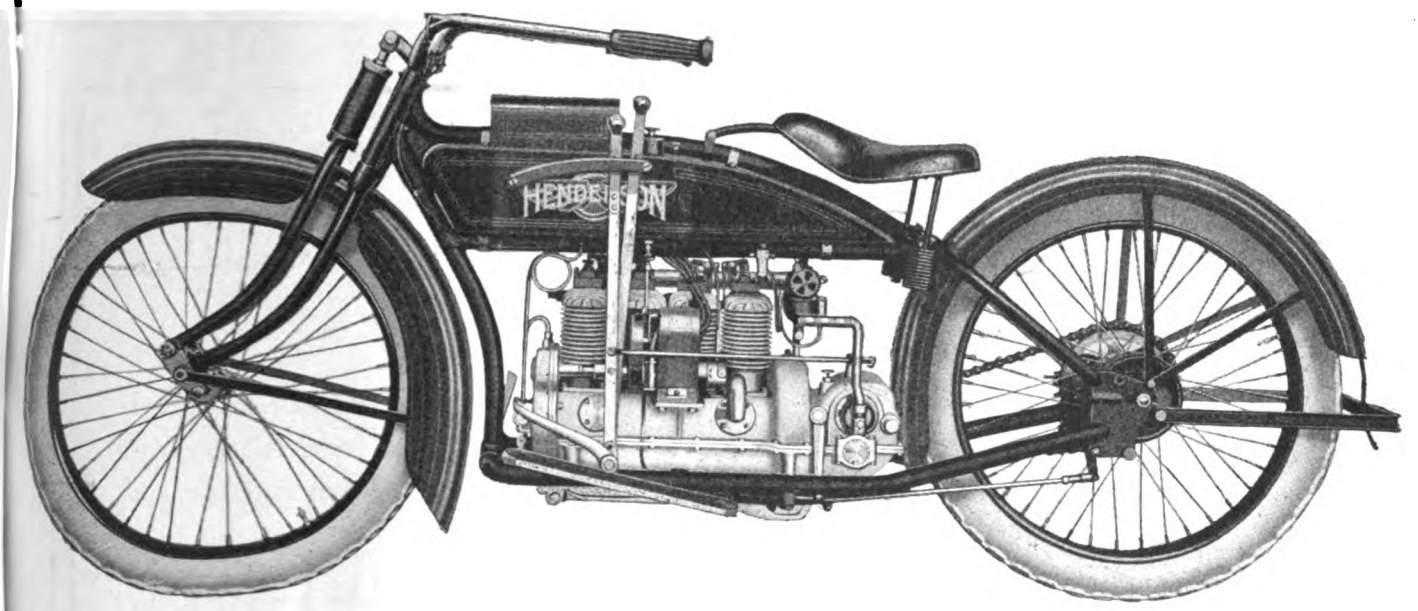

The **dealer** understands the insistent demand for the 1917 **Henderson** when he considers the proposition from **the** viewpoint of his customers. It's natural to prefer **the** masterful power and **silence** and luxury of this **four-cylinder** motor, with **the remarkable** range of ability provided by the perfected **three-speed** transmission and big **automobile-type** clutch.

HENDERSON MOTORCYCLE CO., Detroit

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The "Personality" a Reputation

To handle a product, no matter h
without a reputation, is like trying t
a match between an unknown fig
Jess Willard.

"Get a rep," is the invariable adm

There's the thing in a nutshell,
If the product you handle hasn't t
derful asset amounting almost to a
ality" — REPUTATION — you're
the tide of business instead of s
with it.

If the brake you equip on your
hasn't the backing of more than
million satisfied users, if it isn't a b
has put behind it nearly two decade
service on bicycles, in other words,
a MORROW Coaster Brake, you're
ting the full sales punch into yo
ments, and further, the wheels th
your store will not be so productive
eral all-around satisfaction than if t
MORROW-equipped.

Still further, you are neglecting to
vantage of the most interesting, t
instructive set of business-building l
ever put out by a brake manufactur

"Get a rep?" We've had it for

Morrow

Eclipse Machine Company, Elmir

Licensed Coaster Brake Manufacturers

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BLUE STREAKS

One Standard Tire Price

The one standard Goodyear Blue Streak Bicycle Tire price—$2.50 everywhere—is desirable for the public for several reasons.

1st. The one Blue Streak Tire, one quality at one price, means a tire easily identified everywhere at any time. Future purchases of Blue Streaks are simplified, and the time and energy of the rider and dealer are saved.

2nd. The rider is assured of the quality he is getting without examining before purchasing. The dealer is saved the time trying to explain and push the unknown, unstandardized tire.

3rd. The standard Blue Streak Tire serves as a basis of comparison. When the dealer substitutes another tire and tells the rider "This is just as good," the rider can compare these claims with the known Blue Streak quality and thereby hold the dealer strictly to his statements.

4th. The standard Blue Streak price is from $1.00 to $3.00 lower than other tires of equal quality. Because it is the only bicycle tire Goodyear makes, it can be made better and still sold at a smaller margin in order to make large sales possible and a quicker turnover.

You will agree that this is the best business practice and should enjoy its economies by ordering a stock of Goodyear Blue Streak Tires at once.

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
AKRON
BICYCLE TIRES

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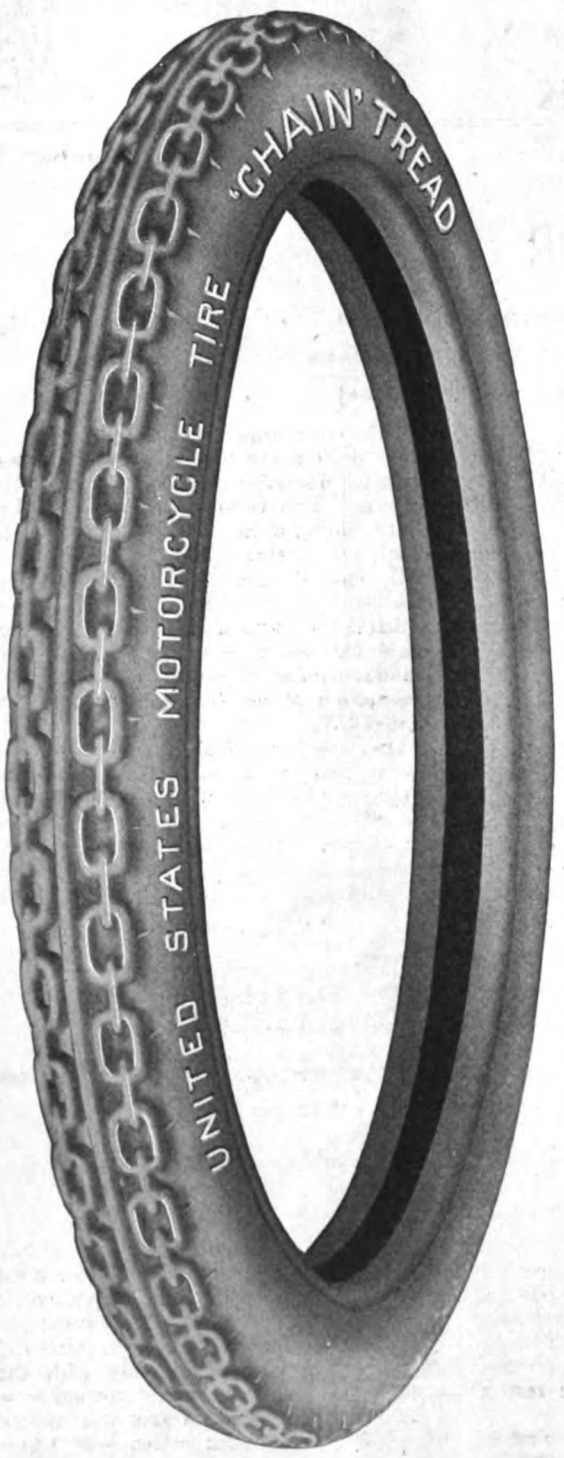

POPE MOTORCYCL

ADOPTS

United States Tir

FOR 1917

Another leader has joined the ever gr army of United States Tire users.

Another famous manufacturer has ac our tires.

Why? Because they make good for who ride them—because they give m service far beyond the ordinary.

The best motorcycles will be equippe United States Tires in 1917.

Get ready for the demand.

Stock United States Motorcycle Tire

United States Tire Comp

'Nobby,' 'Chain,' 'Usco,' 'Studded,' 'Corru Motorcycle Tires

1790 Broadway, New York

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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MOTORCYCLE ILLUSTRATED

For the Trade and the Rider

13 Park Row
NEW YORK

Volume 12 **October 26, 1916** **Number 17**

"LOOKS LIKE BIGGEST THOR YEAR"—O'HARE

Aurora Automatic Machinery Salesmanager, Calling on Eastern Trade, Sees Coming Season Through Bright Glasses—Early Deliveries and Catalogs as Sales Stimulators—Thor Orders From the War Department Gratify the Factory

NEW YORK, Oct. 24.—That there is nothing quite so effectual in stimulating the motorcycle business as an early announcement followed by immediate shipment of the new machines to the dealers, is just a touch of the Thor enthusiasm vented by Salesmanager C. B. O'Hare who dropped in on Gotham yesterday in the course of a business trip covering the entire eastern trade.

O'Hare came to New York out of New England, having spent the last week in visiting the Yankee Thor dealers and distributors.

Everywhere he has found the Thor dealers not only highly gratified with the new models, demonstrators now being on the floors of most of their establishments, but keenly enthusiastic over the new Thor cooperative dealers' policy which is already having its effect in increased business.

One of the most largely felt factors in the general enthusiasm is the early issue of the Thor catalog covering the new models which reached the dealer at the same time as the demonstrating machines.

The Thor catalog is a 16-page booklet done in two colors, blue and black, with a complete description of the Thor line profusely illustrated with half tone engravings. The booklet is bound in a neat cover handsomely illuminated with an eyepleasing sketch printed in the characteristic Thor colors.

In speaking of the new Thor dealers' policy and the enthusiasm it has met with by dealers the country over, O'Hare pointed out that during the past two weeks some 120,000 sales letters have gone out from the factory to as many Thor prospects in every part of the United States. The letters were sent to prospects whose names were supplied to the factory by Thor dealers and to lists obtained through national advertising campaigns and other sources. This is the sort of dealers' help that is lining up the best of dealers for the Thor, says O'Hare.

Up until the present time, the greatest call has been for the Thor Model 17U twin, which is the 12-horsepower model, although the dealers along the line are booking a substantial number of orders for both the 15-horsepower Model 17A and the light twin Model 17V.

That the Supersingle model is filling a distinct want in the motorcycle field is evidenced, says O'Hare, by the increasing call for this single two-speed service model.

As evidence of the fact that the man who wants a motorcyle cares not a whit for cost, O'Hare points out that a considerable

(Continued on page 21)

HOW ANNUAL SHOWS GAUGE THE INDUSTRY

Chicago Exhibition, November 13-18, Will Demonstrate Anew the Magnitude and Progressiveness of the Cycle Trades; Greater Opportunities Than Ever for Manufacturers, Jobbers and Dealers to Reap Show Week Benefits

By A. B. COFFMAN
Manager, National Cycle Shows

TOLEDO, O.—Just stick your head inside the doors of the Chicago Coliseum November 13 to 18 and have a five-second glimpse of the fifth annual National Motorcycle, Bicycle and Accessory Show—and, if you are a manufacturer, jobber or dealer, you will have a new respect for the great industry of which you are a part!

For fifty weeks of the year this great industry throbs away all over the United States—separated into its many parts—the manufacturers, jobbers and dealers scattered everywhere in their respective cities, and each plugging away to beat the band, making, selling and distributing their products to the great American public. Everybody realizes that it is a great industry—but it is invisible as a whole.

Then come two weeks of the year,—one in Chicago and one in New York—when this great industry is gathered together, tangibly, dressed up in its best clothes and put on exhibition. For these two brief weeks you can actually see the machinery of the big organization and get inspiration enough to drive you through the rest of the year at full tilt.

And right ahead of us is the first of these big weeks—the week of the Chicago Show.

There's been a lot of progress since the last show. There will be a lot of new stuff to see. The Coliseum will be full of it; new models and all the new wrinkles in everything. Flags will be flying. Lights will be blinking. There'll be the hustle and bustle of good, solid business in and out of attractively decorated booths. There'll be a band or two—surely! And, if you half shut your eyes and look out over the great scene you'll think you're at the Automobile Show; for it *IS* a Show that in variety of display and interest,—as well as size and attendance—compares favorably with the annual exhibits of the motor car industry.

The more you think of your business the higher it rises in your esteem,—the better you will do at it.

And if there's one place in the world where you'll get a real, tangible idea of its magnitude and importance, it is at the big shows.

You can't afford to miss the Chicago Show. No manufacturer should be missing from the list of exhibitors. Jobbers find an equal opportunity. And dealers,—it's a

(Continued on page 21)

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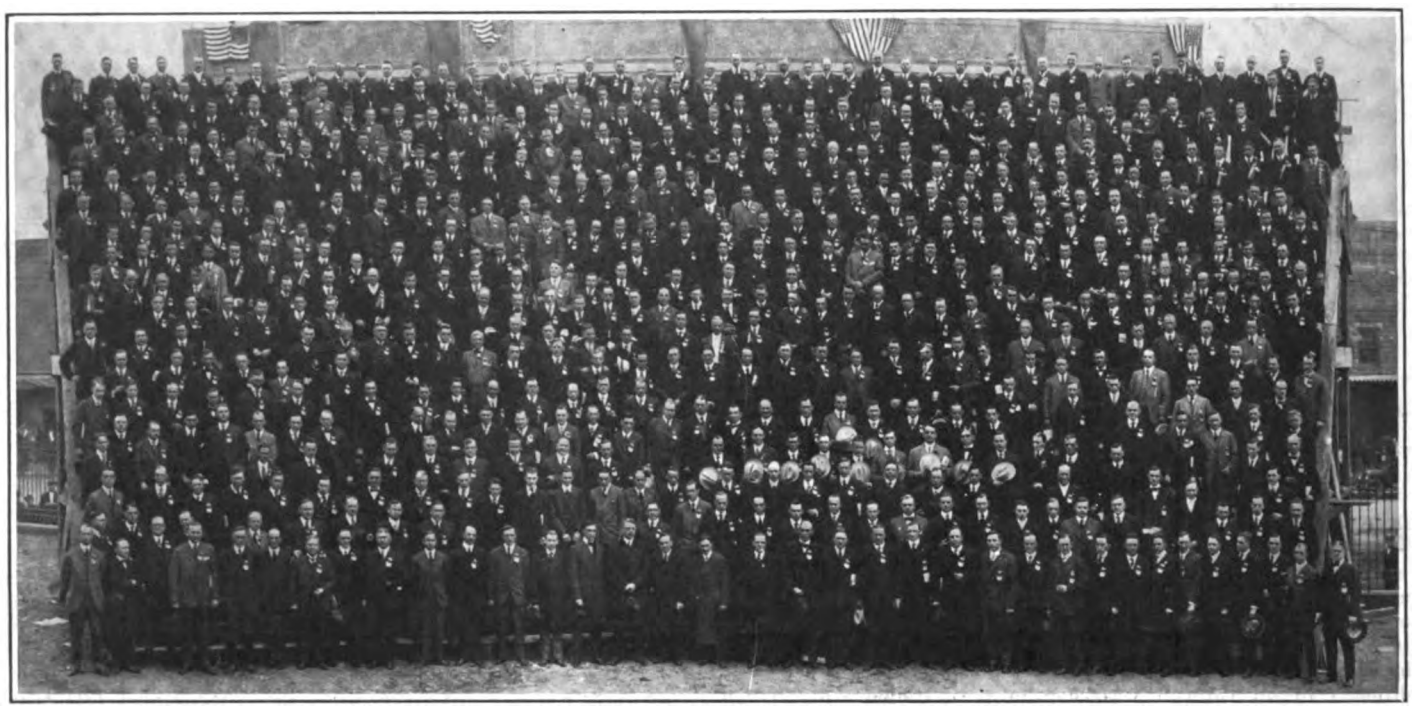
HOW THE FIRESTONE SALES ARMY LINED UP

Five-Day Convention at Headquarters in Akron Closes with 500 Attendants Keyed Up to High Pitch For Coming Campaign; Elaborate Business and Social Program a Complete Success



AKRON, O., Oct. 23.—Now that the 1916 annual convention of Firestone branch managers and salesmen is a matter of trade history—it closed Saturday with a final outburst of enthusiasm and good fellowship—the unanimous opinion of all concerned is that the program was by far the most successful of the kind ever arranged by the big tire-makers. The convention opened on Tuesday, Oct. 17, and throughout Tuesday, Wednesday, Thursday, Friday and part of Saturday there was never an idle moment for the 500 Firestone representatives who had gathered from all parts of the United States.

Inspiring reports were read by company officials, branch managers told of their rapid progress during 1916 and traveling salesmen contributed their share to the seemingly unlimited data concerning the popularity of Firestone products. Business and recreation were neatly blended, and when the men were not listening to spirited addresses or assisting in the working out of still broader campaign plans, their time was taken up by social activities. It was a busy week and a fruitful one for the salesmen.

The program opened on Tuesday with a reception in the company's executive offices, after which the men gathered in the auditorium of the new club-house, where Sales Manager R. J. Firestone opened the business of the day.

"We have never experienced a sales convention in which the whole-hearted cooperation of factory heads, branch managers and traveling salesmen was so clearly manifest," said Advertising Manager E. S. Babcox, at the close of the big program, "and under such conditions it is only fair to predict that the truly remarkable progress of the Firestone organization for the last year will be continued on a still broader basis for the coming season."

EIGHTEEN FINISH READING CLOVER LEAF RUN

Twenty-seven Participate in Three-Circuit Contest Out of Pennsylvania City, But Tire Trouble Jinx Disposes of Nine; Oue Single-Cylinder Mount Goes Through 200-Mile Event

READING, Pa., Oct. 24.—Out of the 27 entrants in the 200-mile Clover Leaf run of the Reading M. C., which was held Sunday, Oct. 22, 18 completed the rather severe route.

The finishers were as follows: Martin Hoffman, Harley-Davidson combination; Whitney B. Sanders, single-cylinder Indian; Raymond Fritz, Indian combination; William Buel, Harley-Davidson combination; Ezra Von Neida, Indian combination; Walter Shupp, Indian combination; Daniel Williams, Indian combination; Jacob Deisher, Indian combination; George L. Dengler, Thor combination; William G. Schaeffer, Reading Standard combination; Charles Cole, Excelsior combination; Earl Myers, Reading Standard combination; William Sweigert, Excelsior combination; Otis Hettinger, Dayton combination; Pierce Hettinger, Dayton combination; Alfred Eisenberg, Indian solo; Webb Slote, Henderson solo; Harry Somers, Harley-Davidson solo.

W. R. Sanders was the only one of the three riders mounted on single-cylinder machines to finish.

Tire trouble caused most of the delays along the route.

The detailed scores of the contestants will be announced at the meeting of the club to be held Thursday, Oct. 26, and the prizes will probably be awarded at that session.

The route was covered as follows:

First "leaf:" Fifth and Penn streets to Mt. Penn, Stony Creek, Yellow House, Douglassville and Pottstown. The first control was located at Pottstown. The route then led through Boyertown and Yellow House, back to Reading.

Second "leaf:" Fifth and Penn streets to Green Tree via Bingaman street bridge; to Morgantown, Elverson (control), to Joanna, to Birdsboro and back again to Reading.

Third "leaf:" Fifth and Penn streets to Glenside, Bernville, Rehrersburg, Harrisburg, Millersburg, Pinegrove, Schuylkill Haven, DeTurksville, Orwigsburg, Hamburg, Port Clinton, Shoemakersville, Leesport and back to Reading.

A 20-mile an hour schedule was maintained by the single-cylinder machines, and the twins with sidecars, while the solo twins traveled on a 22-mile an hour schedule.

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ROUTE FOR McALLEN-ALBANY MILITARY DASH

Army Motorcycle Couriers Who Will Ride From Texas Camp to New York State Capital Under Strict Military Field Conditions With Message From Major General O'Ryan Have Completed Plans; Hope to Get Under Way Before November 1 With Sidecar Outfit

NEW YORK, Oct. 24.—Dan LeR. Dresser, the army motorcyclist, who is planning to make a sidecar dash from Camp McAllen, Tex., to Albany, N. Y., in company with Harvey Edwards, another military rider, left New York for the border on Sunday. Dresser and Edwards will make the trip under strict military field conditions, and will go fifty-fifty on the operating of the machine. In other words, they will take turns in the saddle. Edwards is now at Camp McAllen and as soon as Dresser gets back they will perfect their plans for the trial. Dresser is also stationed at the border, but has been north on furlough.

As to how soon the trip will be started depends upon the stand taken by Major-General O'Ryan. The General is enthusiastically in favor of the trial, but has hinted that he would like to hold it off until he has military information of some special significance to communicate to Governor Whitman at Albany.

Dresser and Edwards are hopeful, however, that Major-General O'Ryan will decide to send them off without delay, even though there may be no military information of special import to communicate to Governor Whitman.

Route Outlined

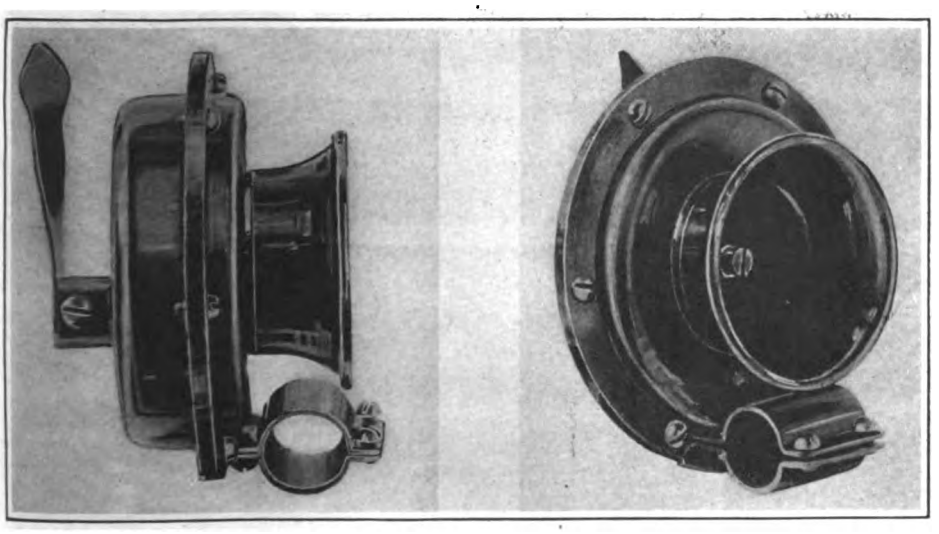
The route to be followed by the motorcycle couriers on the 2,700 mile dash will be as follows: From Camp McAllen to Rio Grande (a run of about 40 miles over uncharted trails), to Laredo, to Cactus, to Cotulla, to Pearsall, to Devine and thence to San Antonio, Tex. From San Antonio the route leads to Austin, to Waco, to Dallas, to McKinney, to Denison and to Oklahoma City, Okla. They will then strike through Guthrie and on northward to Wichita, Kan. At Florence, Kan., they will head eastward and proceed through Emporia, Kansas City, Higginsville, Mexico, Louisiana, Jacksonville and finally reach Springfield, Ill.

From Springfield the route leads through Decatur, Indianapolis, Cambridge and Richmond, Ind., to Springfield, Ohio, and through Columbus and Zanesville, Ohio, to Wheeling, W. Va. Striking into Pennsylvania the couriers will go through Washington, pass to the south of Pittsburg and then touch at Uniontown on the way to Cumberland, W. Va. They will then proceed through Hagerstown, Gettysburg, York, Lancaster and Philadelphia, en route to Trenton, N. J. From Trenton the route leads through New Brunswick, Elizabeth, Newark, New York, Poughkeepsie and Hudson to Albany, the final destination.

As has already been stated in these columns, Dresser and Edwards will use a 1917 Harley-Davidson and sidecar, of stock type throughout. They will carry 110 pounds of equipment between them and will be prepared to camp along the route, although they will not be barred from sleeping in a hotel when one happens to be handy.

MECHANICAL WARNING SIGNAL FROM INDIAN

"Motophon," Made Especially for the Indian, but Applicable to Other Machines, Latest Product of Hendee Plant — Simplicity and Low Price of $2 Its Outstanding Features



SPRINGFIELD, Mass., Oct. 24.—The Motophon, a mechanically-operated warning signal specially designed for use in connection with the Indian motorcycle, but applicable to others, marks the entrance of the Hendee Mfg. Co. into the realm of the accessory maker.

The newest Indian product is a small, light mechanical horn of the short-projector motorcycle type which lists at the record-breaking low price of $2.

In point of simplicity, it is doubtful if any construction capable of answering the requirements of a reliable and penetrating warning signal could be simpler. It comprises, in the main, a body of pressed steel in two sections; the front section is formed with a neat little projector, while the rear section is bellied out to form a receptacle for the operating mechanism.

The two sections are formed with flanges by means of which the sections are bolted together, a diaphragm of specially tempered steel being placed between the flanges; cork gaskets space the diaphragm from the respective flanges.

The mechanism comprises simply one large gear wheel directly connected to the operating lever which engages with a small spur gear formed integral with a specially heat-treated steel cam wheel.

The cam wheel contacts with an adjustable diaphragm screw positioned in the center of the diaghragm and causes the steel plate to vibrate at the requisite speed to emit a sharp clear penetrating signal when the lever is twirled by the operator.

A clock spring is so positioned in the gear train that it is wound up when the

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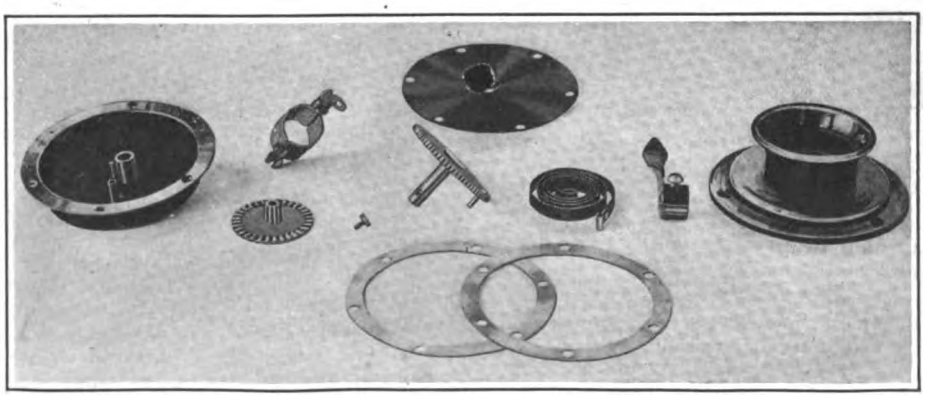

End and Quartering Views and the Parts of the "Motophon"

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The Weekly

NEWSY EXPLOITS OF THE CAMERAMAN

REEL 1, Scene 1—President T. W. Henderson of the Henderson Motorcycle Co. leaving Detroit on his annual coast trip.

Scene 2—Tom Sixsmith, New York Excelsior dealer returning from a trip to the Catskills with "Babe" Butler, Empire State amateur champ.

Scene 3—Here's the smile which a 17,000-mile season's selling trip brought to the face of John Fletcher, traveler for C. Will Risden, of Los Angeles.

Scene 4—Homer Walcott, of Hudson, N. Y., uses his Indian and sidecar as a family vehicle.

Scene 5—Taken in Detroit at the conclusion of a little hunting trip in the Michigan woods in which a Henderson played the leading role.

Scene 6—Here's a little Brooklyn, N. Y., miss, Florence Barnes by name, who is attracting attention to Bob Brazenor's 1917 Harley-Davidson demonstrator.

Scene 7—Chester Sewell, who has been putting the Schickel on the map in and around Framingham, Mass., where his father holds the agency.

Scene 8—Waterbury, Conn., is proud of this pair of motorcycle police officers. They are fitted out with Powerplus Indians.

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Motograph

PRESENTED IN TWO REELS ~ ~

REEL 2, Scene 1—Ray Day proving to an interested crowd that Tacoma's steepest hill is none too steep for the Powerplus Indian.

Scene 2—Pretty soft for this gentleman. He is Isaac Brubaker, of Manheim, Pa., and his fair pilot is Mrs. Brubaker, who takes keen delight in speeding along the Pennsylvania state roads on this three-speed Dayton and Rogers sidecar combination.

Scene 3—A pair of employees of the Herbert F. L. Funke Co., Inc., of New York, starting out on a week-end trip on Cleveland lightweights.

Scene 4—William Habet, of Newark, N. J., and his family caught at the start of a regular Sunday run on their Reading Standard with Rogers sidecar.

Scene 5—"Long John" O'Connor, editor of *Pacific Motorcyclist*, shaking hands with Alfred LeRoy on the occasion of the cripple's return to Los Angeles after twice crossing the Continent on his special Harley-Davidson machine.

Scene 6—W. A. Harland, a Davis factory man, who has given up the heavyweight machine in preference to the Dayton motor bicycle.

Scene 7—Depicting the sort of joy that prevails when the Harley-Davidson crowd of Providence, R. I., gathers for a Sunday club run in front of the agency.

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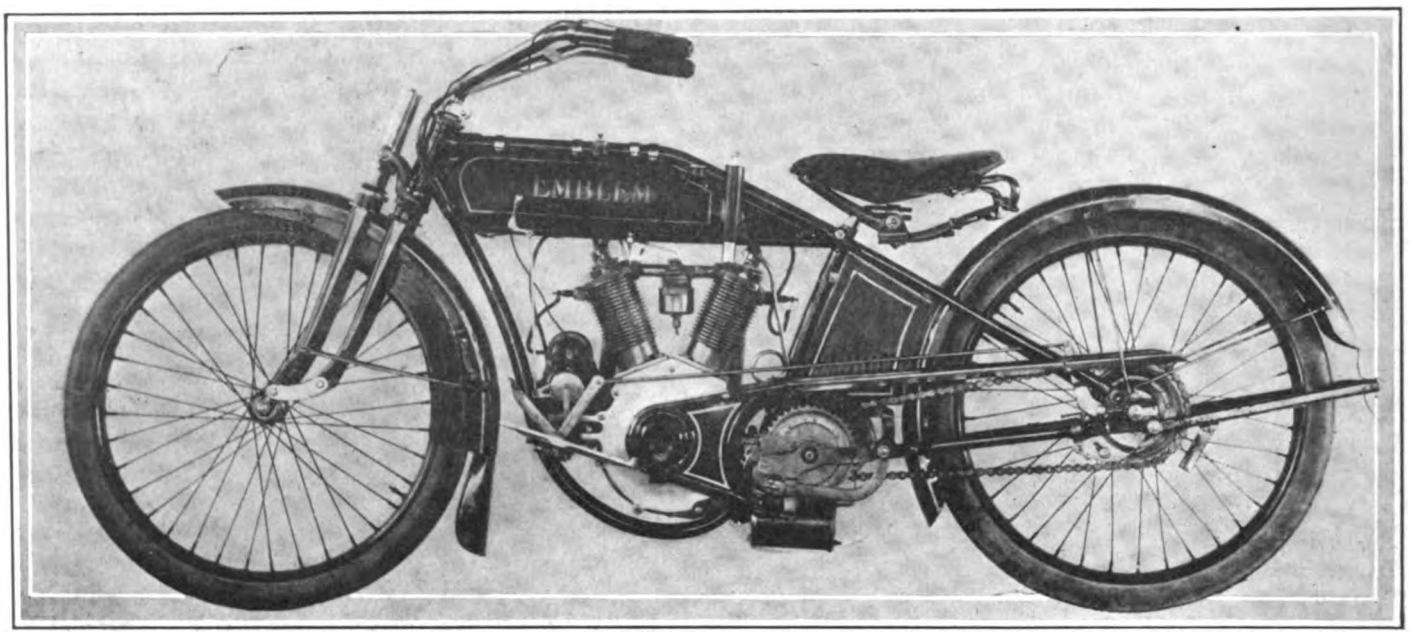
MEDIUM-WEIGHT TWIN FOR EMBLEM

Angola Factory Announces 5-7 Horsepower Two-Cylinder Model With New Kick-Starter and Cartridge Type Spring Fork in Either Single-Geared or Three-Speed Styles — Will Concentrate All Efforts on This Machine for 1917



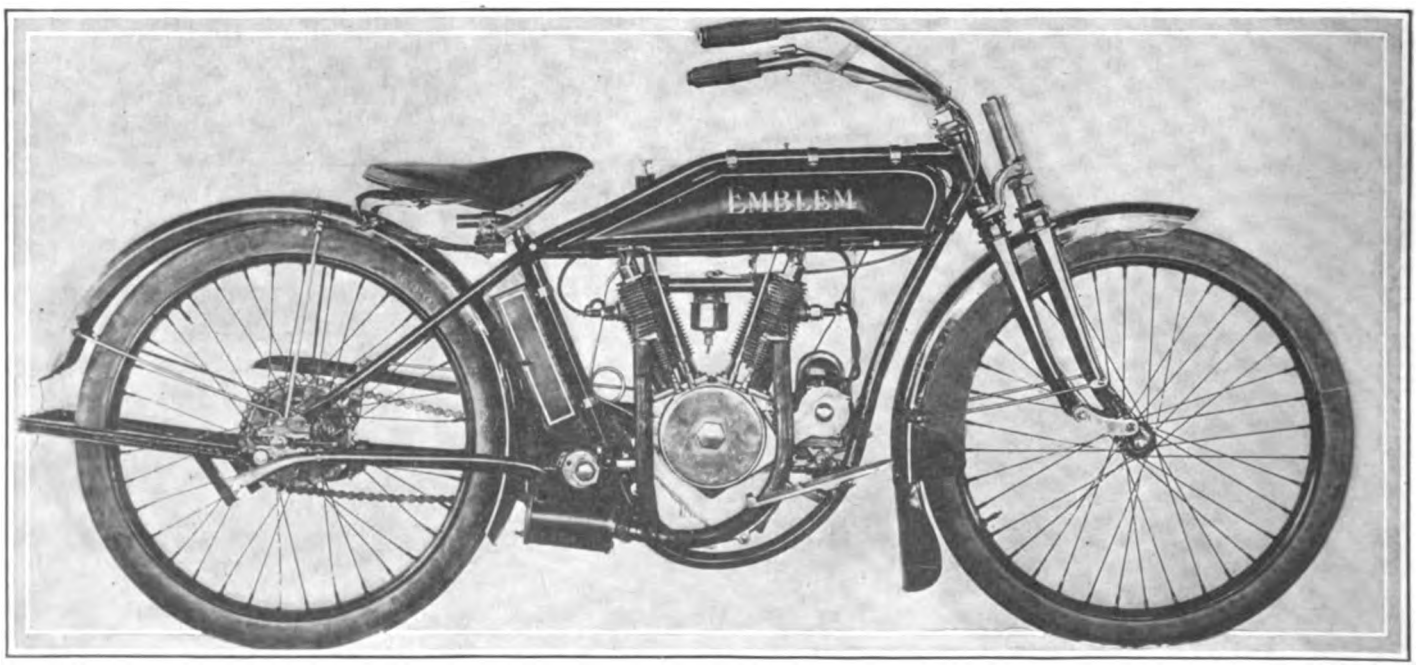
Left View of New Emblem with Three-Speed Gearset and New Type of Kick Starter; Note Low Saddle Position

ANGOLA, N. Y., Oct 24.—All the energy of the Emblem sales and manufacturing forces will be concentrated on one model of Emblem motorcycle for the 1917 season. This model is a medium-weight twin, single-geared with kick-starter, and lists at $175. It may also be had with three-speed sliding gearset for $210.

When Chief Engineer John Glass presented the designs for this model to General Manager W. G. Schack, of the Emblem Manufacturing Company, they met with instant approval. Mr. Schack stated that such a design would cover all requirements of the motorcyclist, and consequently all the firm's efforts would be devoted toward producing and marketing this model. In fact, the firm has commenced production on the 1917 twin and will be enabled to make deliveries in quantity in a short time.

"By confining our efforts to one model," says General Manager Schack, "we approach an ideal in standardization. There is but one set of parts to manufacture, stock and assemble; it is simpler for the dealer as well as for the manufacturer. It has been the aim of the Emblem Manufacturing Company to standardize all constructions, whether of motorcycle or bicycle, and we feel that we have done so thoroughly in our 1917 policy."

The powerplant of the 1917 Emblem is a twin motor, rated at 5-7 horsepower. The bore is 2⅝ inches and the stroke 3 inches, giving a piston displacement of 32.44 cubic inches. The inlet valves are arranged in a common valve chamber over the exhaust valves, while the cam gearing is characteristic of Emblem construction in



Right Side of Single-Geared Emblem Machine with Pocket Valve Motor, Stream Line Tank and Cartridge Spring Fork

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previous seasons, in having all valve cams in one piece, etc.

The carbureter used is a Schebler, especially adapted for use with this motor. Ignition is by Berling magneto driven by gearing from the distribution train and located forward of the motor. Lubrication is by hand-pump, located near the rear of the oil compartment in the combined fuel and oil tank. Splash oiling takes care of the working surfaces of the motor.

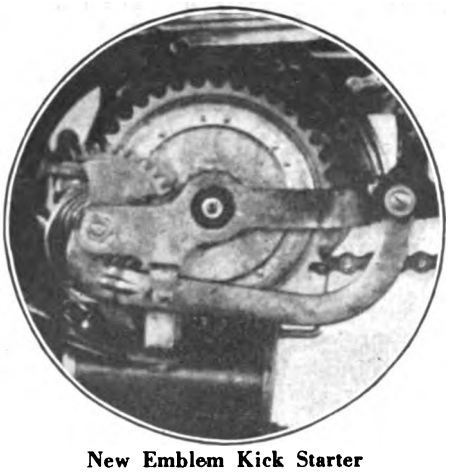
New Clutch Fitted

Transmission is by roller chain, the primary drive leading from a sprocket on the motor shaft to the body of a multiple disc clutch mounted on the countershaft. This clutch differs from previous types of clutch used by the Emblem folks in being of the dry-plate type, discs faced with friction fabric contacting with steel discs, interleaved. The clutch is controlled by a through-rod and worm-gear, the latter operated by a rocker on the right side of the countershaft or three-speed gearset as the case may be. The final drive is by chain to a sprocket on the left side of the rear hub, as in previous Emblem construction.

A new type of kick starter has been fitted for 1917. The former Emblem starter worked on a ratchet principle on the body of the countershaft clutch, but on the new machine the prolongation of the mainshaft of the gearset or countershaft carries a ratchet-pinion. This is acted upon by a sector carried on an arm of ample leverage, with folding pad. One full stroke of starter arm will rotate the motor shaft three times, ensuring quick and easy starting. This type of clutch and starter is fitted to the three-speed machine, while the former Emblem starter is fitted to the single geared model.

Three-Speed Gear

The three-speed gearset, which is listed at an advance of $35 over the regular price, is of the sliding-dog type, with direct drive on the high. The shifting is positive and there is an interlock provided between the clutch and shift control so that no move-



New Emblem Kick Starter

ment out of mesh can be made without prior withdrawal of the clutch. The gearset or countershaft device is mounted in a special bracket on the frame, which allows of taking up primary chain slack. The 1917 twin is the first Emblem to be fitted with three speeds.

Cartridge Type Fork

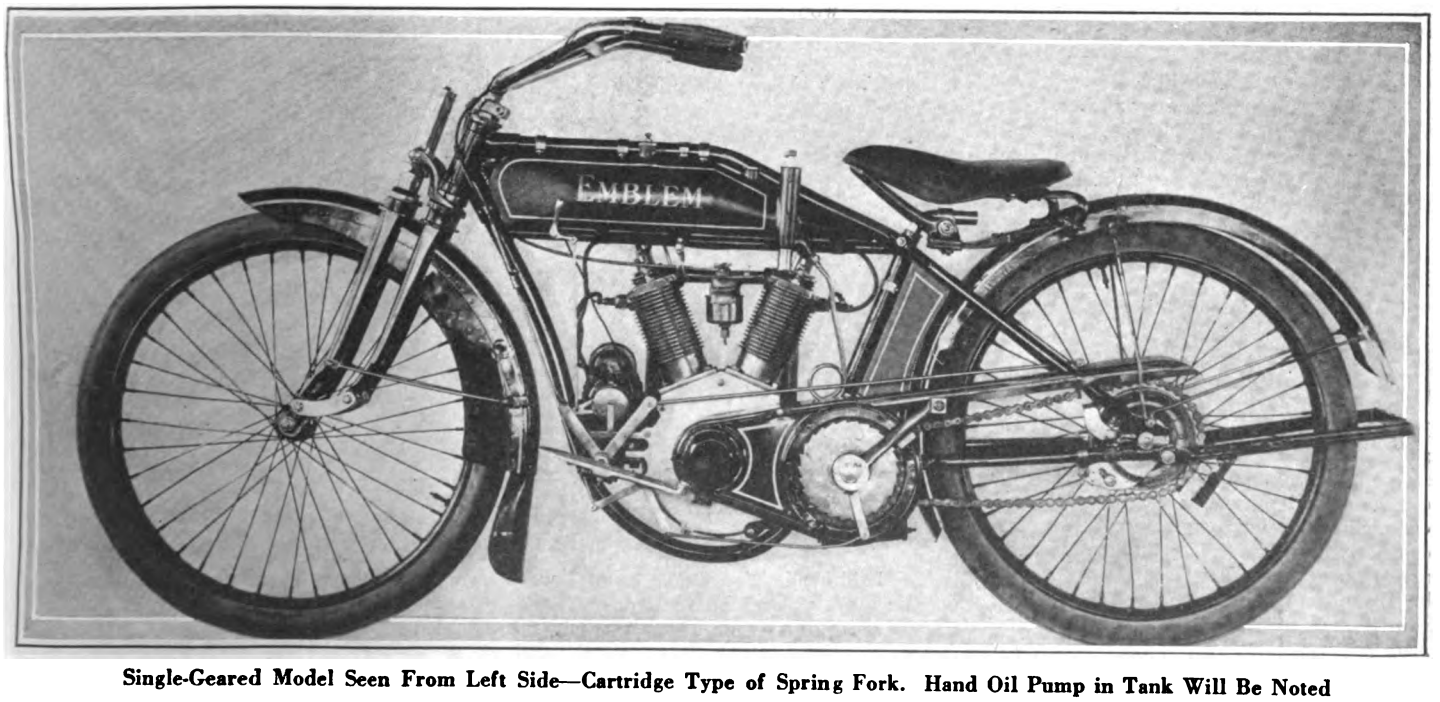
The front fork is of the Emblem cartridge type, carrying shock and recoil springs within the barrel. It is, in fact, an adaption of the spring fork used on the heavier Emblem twin and single cylinder models of previous seasons, the parts being lightened to take the difference in weight, etc., of the smaller machine. The frame is of the loop type, with tubing of 14 gauge and 1⅛ inches diameter. The top tube is sloped at the rear to give a low saddle position and there are ample reinforcements at all needed points. The handlebars are of the comfortable Emblem type, the grips being so positioned with relation to the rider that his hands fall into a natural position when taking hold. With this bar there is no such thing as riding fatigue to the hands and arms.

The fuel tank is seamless, the oil compartment being at the rear. The oil pump is recessed in the tank at the left, with vertically-operating plunger. A sight glass is provided to note the amount of oil taken into the barrel during the filling stroke.

Folding footboards of ample size and with spring attachment are fitted to the new Emblem. The throttle is controlled by the right grip and the spark by a short lever mounted on the frame directly above the magneto. Mudguards are of ample size and are fitted in front with valances to eliminate steering splash. The front chain has a guard which fully encloses it, while the final drive chain has an upper guard to prevent splash to rider and machine.

The wheels, 26 inches in diameter, are shod with 2¼-inch, Goodyear tires. The wheelbase is 52 inches on the single-geared or regular machine and slightly longer on the mount fitted with three-speed gearset. The weight of the new Emblem is 175 pounds. Standard finish is carmine, with black panel and gold striping. The price, single-geared, is $175, and with three-speed gear, $210, figures being f. o. b. factory at Angola, N. Y.

Emblem Bicycle Models for 1917 Are Described and Illustrated in the Bicycle Section



Single-Geared Model Seen From Left Side—Cartridge Type of Spring Fork. Hand Oil Pump in Tank Will Be Noted

WELSH'S JOB ON THE BORDER

AKRON, O.—Edward J. Welsh, assistant advertising manager of The Goodyear Tire & Rubber Company, now stationed at Camp Pershing, El Paso, is doing border patrol with Battery B, Ohio Field Artillery. Welsh has developed a wonderful hypnotic power over cantankerous mules, and is known as the champion mule tamer of the border. The most obstreperous jack on the Rio Grande simply wilts when he appears on the scene.

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HERMOSILLO-PHOENIX ROAD RACE OFF

Two-Day Road Race from Springerville to Phoenix Will Take Place of International Affair Slated for November 9-10—Complications Feared in the International Event

PHOENIX, Ariz., Oct. 24.—Because of the strained relations existing between the Little Old U. S. A. and our southern neighbor, the Republic of Mexico, the two-day road race scheduled for Nov. 9 and 10 from Hermosillo in Mexico to Phoenix has been called off.

Springerville-Phoenix Instead

In its stead, a two-day road race from Springerville in this State has been substituted and prromises to fill even better than the international affair. The run will start from Springerville on the morning of the ninth and follow the Arizona trail to Flagstaff, which is designated as the night control.

On the morning of the tenth a fresh start will be made from Flagstaff, which will bring the riders into Phoenix somewhere toward evening.

The route from Springerville to Flagstaff surveys at about 185 miles, and these 185 miles are about the hardest riding that Arizona roads, or lack of roads, produces—and that's some hard roads.

The second day's run is neither so hard nor so long. It measures about 130 miles, and while considerably easier than the first day's go is calculated to eliminate the boulevard rider in fairly quick order.

Blaine Working Up Details

The details for the event are being worked out by James C. Blaine, the F. A. M. State Commissioner for Arizona, who has been appointed by the Arizona State Fair Association to take care of the speed end of the program for the coming State event.

The international event was abandoned only after the details of the affair had been worked out to a nicety on the tentative promise of the military authorities that arrangements could be made for crossing the international border at Nogales.

Funston Reconsiders

Further consideration of the matter on the part of Major General Frederick Funston after going into the details of the contest with Governor Hunt and Commissioner Blaine brought forth the fact that to grant the request of the race officials was to open up possible complications at a most inopportune time.

Most of the motorcycle mounted soldiers who had served notice of intent to enter the international contest are endeavoring to obtain furloughs in order to enter the revised affair and with the expected factory support and local talent galore the contest bids fair to be the most interesting Arizona motorcycling event of the season.

STEVENS PROVES BEST IN N. J. HARE CHASE

Trails the Hares to Their Lair Acquiring the Lowest Score by a Novel Checking Method in the Third Hare and Hound Run of the New Jersey M. C.—Cordes Takes Second Honors

NEWARK, N. J., Oct. 22.—P. W. Stevens, on his 1916 Remy equipped Harley-Davidson sidecar outfit, with Howard Misner as passenger, won the third Hare and Hounds Chase held by the New Jersey M. C. today, scoring 4 points.

Fred W. Cordes, driving a Powerplus Indian, with his wife in the sidecar, was second, with a total of 6 points, while Chester A. Charles, on another Powerplus Indian, was third with a 10-point score and was the first of the solo riders to finish. William Weinkop, Indian solo and Frank Grimm, similarly mounted, were the only other riders who caught the Hares.

The Wily Hares

The Hares, Wilbur M. Walden, driving a 1916 Harley-Davidson sidecar combination with George Cogswell, Douglas Austin, Indian, with Les. W. Wintsch in the sidecar and Art Wintsch, Indian solo, laid a torturous trail over 33 miles of the backroads, alleys, dumping grounds and meadows of Newark, a course that twisted and turned so often there was little chance for the Hounds to "loop-it." In fact after the majority of them had over-run the first turn, beating it at 40, the pace fell below 25 right there. The pack began to thin out as well, for the non-observant rode on past turns and soon found themselves bewildered while the keener Hounds tore along on the scent.

Signs were posted by the Hares at various spots along the course, such as "Take the Elevator" at the foot of Walker Road, a fairly bad ascent. Segelbach said it cost him a half-dollar to get up that hill; he reimbursed several youngsters who helped push his machine when the going took on a decided slant. Another sign read, "If you don't get the Hares soon you'll go home bald-headed." Other signs were equally amusing and instructive.

P. W. Stevens and Howard Misner on Harley-Davidson, and Fred W. Cordes and Mrs. Cordes, Indian, Best Scores in N. J. Hare Chase

The most fun came though when the factory district was entered. Here the trail led through alleys and across yards that seemed to end abruptly; a swing to the right and away you went up another street, with the bunch after you.

The Last Check

Out on the meadows the way led where the last check was located and the Hares found; then back to the club-house to hear the "alibis" of the lost Hounds.

Stevens' mount was Fisk "shod," Mesinger Air Cushion saddled and Coventry chained.

Cordes had Goodyear Blue-Streaks all round, Hendee generator, Troxel saddle and Duckworth chains.

How They Were Scored

The scoring system gave rise to a great deal of fun. Three pads of paper, numbered from 1 to 100, were hidden along the course, their whereabouts being shown by the marking of a large circle of flour in the road. When the Hounds came upon the ring, they dismounted and searched for the papers. This was done to keep the field in check, and it worked well. The scores were as follows:

Stevens, Harley-Davidson sidecar, 4; Cordes, Indian sidecar, 6; Charles, Indian solo, 10; Grimm, Indian solo, 16; Weinkop, Indian solo, 25.

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BENSON STEPS INTO JACKSON'S SHOES

Motor Wheel General Manager Takes Up Other Smith Duties and Former Coast Representative Handles Sales

MILWAUKEE, Wis., Oct. 24.—J. A. Benson, who has been the California representative for the Smith Motor Wheel since its introduction a little over two years ago, has assumed the post of sales manager of the Motor Wheel Division of the A. O. Smith Co.; W. V. C. Jackson, formerly general manager of the Motor Wheel Division and who has heretofore been directly in charge of the sales, is taking up other duties for the Smith company.

Called Eastward

Benson is an oldtimer in the cycle trade in every sense of the word, his experience at selling the pedal driven two-wheeler dating back to the days of the old "ordinary." Perhaps there is not a trade man on the Pacific Coast as well known and as universally well liked as was Benson.

Several months ago he was called from his coast post to assume a broader one and since that time has been calling on the Motor Wheel trade in all four quarters of the United States; during the last couple of months his efforts have been chiefly directed to the eastern territory in which he has become intimately acquainted with the Motor Wheel dealers.

A "Back Door Salesman"

Even a brief sketch of Benson would be wholly lacking in completeness without the unique summarization of his qualities as expressed by General Manager Jackson at the Atlantic City convention. "Benson is a 'back door' salesman," said the Bicycle Booster's chief booster on that occasion. "He never gives up; if his prospect will not lend a listening ear when approached in the ordinary manner, Benson changes his angle—gets around by the back door, so to speak—and gains the confidence and finally the business of the man by meeting him on his own level."

FOR SIGNAL CORPS

Aviation Department Takes Ten Harley - Davidson Machines

AVIATION FIELD, Mineola, L. I.—Five Harley-Davidson three-speed twin motorcycles, three with sidecars, one with sidevan attachment, and one solo machine, arrived here this week for use in connection with the United States Signal Corps of the Aeronautical Department.

The machines were delivered through the agency of The Koch-Ruhle Co., of Jamaica, which will see to it that the machines are kept constantly in prime condition.

This order is but half of the full order for Harley-Davidson machines for the Aeronautical Department of the United States Army, a similar shipment having been made to the aviation field at Ashburn, Ill., just outside of Chicago. In the latter case delivery was made through C. H. Lang, Chicago Harley-Davidson dealer.

PROMPT ACTION NEEDED ON POSTCARD DATA

Manufacturers who have received return postals from Motor Cycle Illustrated with requests for data concerning their products are urged to send along the information at the earliest possible moment. Many manufacturers have supplied the desired details, but quite a few remain to be heard from.

It is the earnest desire of Motor Cycle Illustrated to co-operate impartially with the manufacturers, and to that end it is necessary that all the return cards be filled out and mailed to us before Nov. 1.

ELLIS REDUCES HIS RUNNING SCHEDULE

Sociability Run Will Be Made at 22-Mile Clip This Sunday to Let the Lightweights In —Entries Galore

YONKERS, N. Y., Oct. 24.—Because he has been swamped with letters from lightweight riders wishing to enter his sociability run to Poughkeepsie and return, which is slated for Sunday next, October 29, George A. Ellis, New York State F. A. M. commissioner, has altered the running schedule to provide a speed that is within the scope of the little fellows.

22-Mile Average

The revised schedule calls for an average speed of 22 miles an hour. The run will start from Getty Square at 9 a. m. and is due to arrive at Poughkeepsie, the noon stop and turning point at between 12 and 12.15 P. M. An hour will be allowed for luncheon at Poughkeepsie, the return start being made between 1 and 1.15; the riders are scheduled to check in at Getty Square again at between 4 and 4:15 p. m. The actual running time is 3¼ hours, both coming and going.

The bait, in the shape of a gold watch and a couple of pairs of gold cuff links, which Ellis has hung up for the event is enticing a phenomenal number of entries from every section of the Metropolitan district.

Classy Entry List

Among the riders who have signfied their intention of competing to date are Calvin Weber, Wallace Stuart and John Constant on Indians, E. McDonald on a Harley-Davidson with Cygnet rear car, Harry Raoul and C. W. Waughop on Clevelands, Ben Ruderman on a Thor and members of the Crotona M. C. and the Brooklyn motorcycle clubs.

There will be no extra post entry fee charged for the late comers.

MERKEL COMPLETES HIS ORGANIZATION

Forms New Empire State Corporation with Capital of $215,000 —Action Expected Soon on Latest Venture

NEW YORK, Oct. 24.—Following closely on the heels of incorporation, late in August, of the Merkel Motor Wheel Co., as was exclusively told in **Motor Cycle Illustrated,** comes the incorporation this week of a second New York company of the same name with an authorized capital of $215,000; of the amount 2,000 shares of a par value of $100 will be issued while 3,000 shares will be retained in the treasury of the company.

Just the Nucleus

When the original company was formed, Joseph F. Merkel, who for the present, at least, is head and shoulders of the new venture, let it be known that the company with a nominal capitalization of $10,000 was simply the nucleus out of which was to grow a well financed concern, which would take up actively the manufacture and sale of Merkel's latest invention; it was also disclosed that men of prominence in the motorcycle and bicycle trade were deeply interested in the venture.

This latest move gives evidence of the fact that Merkel has rounded out his organization plans and attests also the close approach of the date of denouement of his complete schedule. Not a hint of the real backers of the venture is to be gathered from the incorporation papers, the corporators in this latest instance, as in the first, being Merkel himself, Frederick R. Huntington and L. Schreiber, New York corporation attorneys with offices at 20 Broad street.

Merkel's address is given at 284 Washington Place, Flushing, L. I.

MECHANICAL WARNING SIGNAL FROM INDIAN

(Continued from page 11)

operating lever is turned and unwinds when the lever is released, prolonging the sound of the horn.

It is pointed out that the mechanism is so simple that there are but two bearing studs where wear can occur and both of these are made of heat-treated steel to stay the wearing process.

The Motophon is finished in durable black enamel, and is fitted with a screw clamp, fitting it for attachment to the crossbar of the handlebar.

It is guarantted by the maker in every respect, including the replacement of the horn at any time when found to be defective in either materials or workmanship.

MANILA RIDER COMING BACK

MANILA, P. I.—E. L. Watson, a well-known motorcyclist of Manila, is laying plans to visit the United States with his machine in the near future and will land at Seattle or San Francisco and ride across the country to Boston, Mass.

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Bulletins from California

All Ready for 1917 Season—Window of Pacific Motor Supply Co., Los Angeles, Announcing Advent of New Indians—Manager Ed. Lebell at Right

PLAN INDIAN DAY

To Open Wigwam Sales Campaign in Southern California

LOS ANGELES.—Manager E. Lebell, of the Pacific Motor Supply Company's Los Angeles house, is actively covering the southern part of California and assisting agents to get in on the big 1917 selling campaign on Indian motorcycles and bicycles. Roy Artley, speed rider and hill-climber of established fame, has joined the increased Indian organization President Freed and Manager Lebell are building up to aid in their campaign. Artley goes along with Lebell on the out-of-town trips to show the dealers the latest kinks in demonstrating. Lebell has already placed new Indian bicycle agencies with the Anakin Bicycle Supply Co., and Jimmy Urquhart, the Indian motorcycle agent at San Diego, and with J. E. Livesey, at Santa Ana.

A big opening of the Indian outdoor campaign is scheduled to come off about the middle of November. At the meeting of the Los Angeles Motorcycle Club on Oct. 17 the matter was discussed at length with a view of linking up the Indian day with the club's hill-climb to be held soon. Indian day will be extensively advertised, special stunts and entertainments will be featured for liberal prizes donated by the Pacific Motor Supply Co. and refreshments will be served to all riders attending.

GILBERT IN LOS ANGELES

LOS ANGELES.—C. A. Gilbert, sales manager of the Cleveland factory, is in Los Angeles. He has been investigating the whole western situation and getting ready to outline plans for a big increase in Cleveland sales in this territory in 1917.

C. Will Risden, western distributor for the Cleveland, has made sales in Los Angeles during the past year that total a formidable number, in view of the conditions of dull business in this section, and established Cleveland agencies all through the West.

JOINS HARLEY-DAVIDSON FORCES

LOS ANGELES.—A. F. Herold, formerly owner of a motorcycle agency at Santa Ana, and more recently in Riverside, has yielded to the lure of the bright lights of the metropolis of the Southwest and the attractions of the new Harley-Davidson. On October 17 he became a salesman with Passmore & Sayre, Los Angeles Harley-Davidson agents.

THE DEALERS GRABBED THEM

LOS ANGELES.—The first carload of Harley-Davidsons to arrive here is now scattered all over Southern California. Dealers were on hand when they arrived and grabbed the whole lot for demonstrators. Nearly every dealer had deposits on 1917 machines before he had ridden one himself. Now, with a demonstrator in hand, each figures he is well started on the biggest season in his history, and is crowding for early deliveries to fill orders.

HENDERSON INTEREST RUNS HIGH

LOS ANGELES.—The Henderson is getting big advance notices in the northern part of California. Mr. T. Lee, of the Henderson Motorcycle Sales Corporation, of Los Angeles, State distributors, writes that in a recent trip of 60 miles, just after the Henderson 1917 stock won second in the San Jose climb, he was stopped just 58 times by men who wanted to look at the machine. He says the Steam Vulcanizing works, Vallejo agent, "is spearing deposits right and left."

HENDERSON CARLOAD BOOKED

LOS ANGELES.—The Henderson Motorcycle Sales Corporation cleaned up sales on its first carload of the 1917 model nearly two weeks ahead of its arrival. This is the first year that the Henderson faces the season with agencies in many important cities outside of Los Angeles. All the first carload goes to these agents. C. A. Sheppard of San Diego is keeping in daily touch with headquarters and has secured the one machine now in Southern California for three days to demonstrate to a big list of prospects.

BRIGHT WINDOWS HELP BUSINESS

ANAHEIM, Cal.—W. H. Boon, Anaheim agent for the Cleveland, is a convert to the idea of using window decorations to bring in the coin. Last week J. Barney Maurath went over, and Boon asked him if he would fix up the window like the one that is a big attraction at Risden's Los Angeles store. Maurath took off his coat after hours and fixed up the window with a Cleveland and a lot of accessories, and the next day Boon had better business than he had seen for weeks.

MAIL ORDERS WERE TIMELY

LOS ANGELES.—Early rains dampened the ardor of Los Angeles dealers somewhat this week. Motorcyclists hate to talk business here when the sun is hidden. On the dullest day of the week Claude Short, at the Cleveland agency, found two letters with checks for machines from Arizona buyers. An inquiry was also received this week from a man in Armorel, Ark., which should have gone direct to the factory, but is considered by the local agency to have been directed here as a result of stories of Cleveland doings in Los Angeles which have recently appeared in **Motor Cycle Illustrated.**

Trade Doings in Busy Frisco

SAN FRANCISCO.—The official run of the San Francisco M. C. to Calistoga on October 15 was a most enjoyable affair as well as successful from the point of view of attendance. Twenty-five machines, mostly with tandems occupied, took the Vallejo boat from this city and were met by a delegation from the Vallejo M. C. which joined them in the run. The route was through Napa, St. Helena, to Calistoga, about forty-five miles out of 'Frisco.

The participants arrived at Calistoga to witness the spouting of the geyser, which occurs every two hours. After a good dinner and a swim in the warm mineral baths all left for home, catching the 6 o'clock boat at Vallejo.

THE MOTORCYCLE SALES CO. expects its 1917 sample Henderson in a few days. Last week the firm was showing a 1917 model used by Tennant Lee, the California distributor, in a trip through Pacific Coast territory.

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FOLLOWING the recent opening of the duck-hunting season, many riders went out with their shotguns. Mike Linn, with Hopkins & Alzina, bagged eighteen ducks at Halfmoon Bay, while John Baumgardner got fourteen ducks and one rabbit. Other riders did as well.

ZIMMERLIN BROTHERS, handling the Thor, expect their 1917 model in a few days. They have already placed many machines and made many sales of parts.

L. R. ALZINA, of Hopkins & Alzina, has received a letter from "Red" Armstrong, of the Hendee Mfg. Co., now on duty at the Mexican border. "Red" says that big rattlers are numerous, that the grub is good and riding is full of all kinds of incidents.

E. K. GUISON, Harley-Davidson dealer at Willits, stopped in town on business a few days ago. He reports a number of advance sales in his section.

L. E. DRAPER, of Santa Cruz, has been in San Francisco on a combined pleasure and business trip.

A. MAGGINI, of Maggini & Perkins, is the proud father of a healthy boy. The young Maggini came on Columbus Day.

Newsy New Items From Tacoma

TACOMA, Wash.—The Broadway Tire Shop has opened in this city at 762 Broadway. A full line of motorcycle and bicycle tires is stocked. H. A. White is the manager.

E. A. THOMAS, a pioneer bicycle dealer in the Sixth Avenue district, has just rounded out his seventh year in that location. He specializes in Hudson and Dayton bicycles and reports the sale of thirty-six wheels so far for the season.

THE MILLER GROCERY, on St. Helens avenue, has been using a Harley-Davidson twin to deliver groceries for the past season. The firm states that the machine has given every satisfaction.

MOTORCYCLE licenses to date in Tacoma and surrounding territory number 987, according to the records in the Pierce County auditor's office. In 1915 the total number of licenses issued was 735. At the opening of the season many persons declared that 1916 would be a poor motorcycle year because of the large number of low-priced autos, but the auditor's office figures prove that the prediction was wrong.

ALAN CONRAD, electrical contractor, finds his Indian machine absolutely indispensable in connection with his business in Tacoma. Not only is he able to supervise the various jobs in much shorter time, but he can carry a good-sized load of material on the machine, which saves express hire.

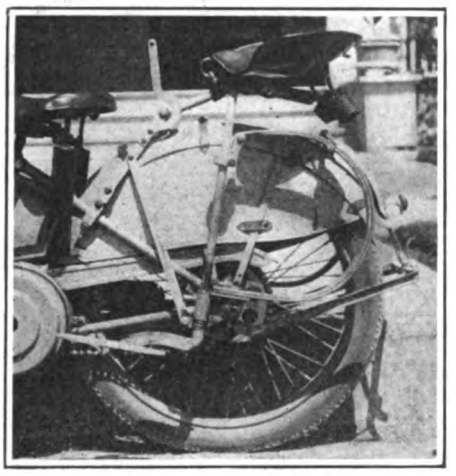
JACK McCONAGHY, Tacoma machinist, recently joined the Indian ranks, purchasing a Powerplus from Ray Day, Tacoma dealer, which will be used in connection with his work as well as for pleasure.

GEORGE W. CHILBERG, Pierce county speed artist, has ridden 500,000 miles on his Indian machine. He has been riding a motorbike for 11 years now and during that time has overhauled more than 7,000 speeders.

A NOVEL TANDEM

California Rider Obtains Patent on Leaf-Spring Design

LOS ANGELES, Cal.—Clark Shelton, of Huntington Beach, Cal., is the owner of the novel tandem attachment which is shown in the accompanying illustration. The principle of springing applied to this fitment is original with Shelton, and he has just taken out a patent to cover it. It will be noted that leaf springs are employed, and that the whole arrangement is such as to afford an ideal combination of strength and flexibility. About two months ago the correspondent for **Motor Cycle Illustrated** was one of the first to ride on the tandem, and wherever it was shown it attracted much attention among dealers and riders.



Shelton's Leaf Spring Tandem

Since the accompanying picture was taken, Shelton's Harley-Davidson has been stolen, and he now has the police on the lookout for it. The machine disappeared at Seal Beach on October 15.

RENEWS FOR THOR

W. R. Spear to Handle This Make Again in 1917 Season

NEWARK, N. J., Oct. 23.—William R. Spear, of 379 Washington St., this city, has just renewed his contract with the Aurora Automatic Machinery Co., of Chicago, Ill., to handle the Thor for 1917. Spear will distribute this machine in Passaic, Bergen, Essex, Union and Hudson counties.

"Bill" Spear is one of Newark's best known and liveliest motorcycle men. He has represented the Thor for the past two seasons in this section.

WAUGHOP SIGNS UP NINETEEN DEALERS

Eastern Cleveland Representative Makes Marked Headway in Preparation for Next Season's Lightweight Business

NEW YORK, N. Y., Oct. 24.—C. W. Waughop, eastern representative for Cleveland, with headquarters at 4192 Broadway, in sizing up the Cleveland situation for the coming season, brings to light the fact that he has signed up some 19 dealers and distributors to handle the little lightweight for the coming year.

Waughop's list of dealers in his territory includes the following:

Carl W. Bush Co., Newark, N. J.; J. W. Terhune Co., Hackensack, N. J.; Morton D. Lantz, Jersey City, N. J.; W. Edw. MacDougal Co., Paterson, N. J.; Anthony Manzo, Elizabeth, N. J.; J. LeRoi Wilding, Peekskill, N. Y.; Engle Bros., Hicksville, Long Island; S. Masi and Son Co., Port Chester, N. Y.; Crown Motor Company, Bay Shore, Long Island; Plaza Motorcycle Exchange, Long Island City, L. I.; Ralph Mann, Kingston, N. Y.; W. & V. Beecroft, Ossining, N. Y.; Geo. E. Woods, Bronx, N. Y.; Joseph Genoscheck, Bronx, N. Y.; Mitchell & Romaine, Yonkers, N. Y.; M. J. Goldman, 115 Greenwich ave, New York City; Myron Affron, Newburg, N. Y.; Ben Ruderman, Brooklyn, N. Y.; J. R. Nelson Motor Co., S. Brooklyn, N. Y.

As evidence of the sort of co-operation which the factory is extending, the Cleveland dealer brings to light the fact that the Audubon Motorcycle Garage, which has the distribution for practically all of New York State, including Long Island and a bit of other territory, has received its first carload of 1917 Clevelands this week and is at present sending out demonstrators to the dealers in this territory who have been signed up to date.

RUDERMAN SELLS 12

Brooklyn Thor Man Disposes of Dozen 1917 Models

BROOKLYN, N. Y., Oct. 21.—Ben Ruderman, of 1013 Bedford Ave., has received his 1917 Thor demonstrator. His sales of the new models to date number 12 Giant Twins.

Ruderman took on the Cleveland lightweight agency a few days ago, and shortly after getting his 1917 two-stroker demonstrator made his first sale. This was for two machines to the same party, a finger-print expert. When Ben asked him why he desired two machines at once the expert stated that one was for his girl, so that both could enjoy the Cleveland on the road together. He said the Cleveland was the ideal machine for lady riders.

TAKES ON INDIAN

JAMAICA, N. Y., Oct. 23.—Ned Morris, Excelsior dealer, at 465 Fulton street, has taken the Indian for 1917. Morris has Jamaica and adjacent territory for the machine. His 1917 demonstrator has arrived and he is lining up prospects.

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NO SUNDAY RACING

Church Workers in Wichita Sidetrack Bill Ash's Plans

WICHITA, Kan., Oct. 16.—Kansas cities will not allow Sunday motorcycle races. This was proven here during the Wheat Show, the big fall festival, when W. J. ("Bill") Ash, the well-known booster, promoted events to be held Sunday, October 8. He carried big advertisements in all the newspapers.

Saturday night Mayor O. H. Bentley was visited by a delegation of church people and he called the events off, causing Ash to lose money. The events were held Friday, October 13, before a good-sized crowd. No other city has ever tried to run raçes on Sunday in this State.

GASOLINE LEGISLATION

Calls for National Statute Backed Up by State Laws

WASHINGTON, D. C.—The United States Bureau of Standards has suggested that national legislation, supported by State laws, be resorted to in the campaign to standardize the country's gasoline output. A system of inspection, either national or State, is also proposed by the Bureau as necessary to safeguard the consumers' interest.

A statement just issued by the Bureau tells of systematic efforts by government experts to arrive at a special standardization test, and warns State legislative bodies to use great care in adopting gasoline tests without the advice of technical experts. It is admitted that satisfactory specifications are hard to find, in view of the various grades of gasoline sold and the widely different conditions under which it is distributed.

SAVANNAH M. C. PROGRAM

THE Savannah M. C. has appointed a committee to lay out plans for a field day and Dutch lunch to be held on Oct. 29. New rooms are being sought by the club, as the present quarters are rather too small. J. H. Hetzel, C. B. Taylor and Martin Schroder are a committee to select the new headquarters.

ENCOURAGING GOODYEAR ATHLETES

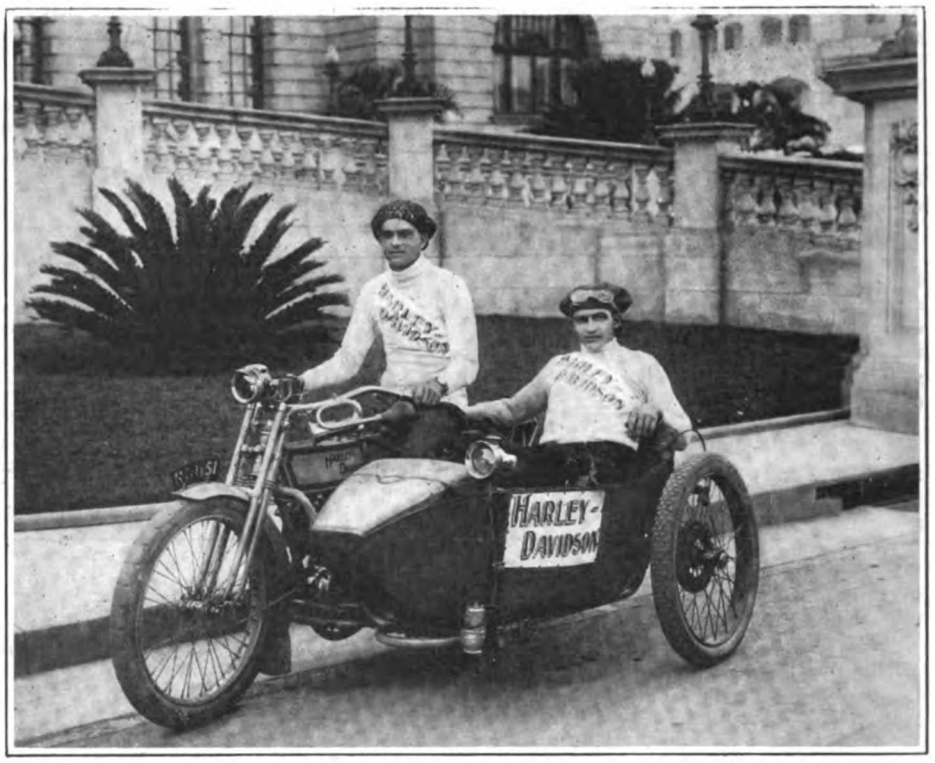
AKRON, O.—The Goodyear Tire & Rubber Company encourages athletics of all kinds among its employes and has recently employed an athletic director who is at the service of all Goodyear athletic organizations in the capacity of business manager, coach, trainer or mediator, as his services may require. Goodyear has a magnificent athletic field and park of more than 40 acres.

TIME PAYMENTS SUCCESSFUL

MILWAUKEE, Wis.—The Lippow Cycle Co., at 801-803 7th street, is selling many bicycles on the time payment basis, and that the plan is a successful one with this company is indicated by the fact that no less than 300 bicycles have been delivered during the past season. The company states that trouble over collections is seldom experienced.

TAYLOR'S NEW TIME FOR DURBAN-MARITZBURG ROUTE

Cuts Five and a Half Minutes from Former Sidecar Record



DURBAN, South Africa.—George Taylor, who occupies the saddle in the accompanying photo, has just clipped five and a half minutes from the best previous time for the sidecar run between Durban and Maritzburg. He made the trip in one hour, twenty-four and a half minutes, or an average of 39 miles per hour. The roads were rough, but Taylor was not delayed.

T. H. Spargo was Taylor's sidecar passenger on the trip. As there are many seasoned riders in this section of the country, the feat of Taylor and Spargo has won them considerable distinction. A regular Harley-Davidson rig was used.

A CYGNET HUSTLER

Traveler MacDonald Spreads His Activities Over a Wide Field

NEW YORK—E. W. MacDonald, traveler for the Cygnet Rearcar Co., is making his headquarters with the New York Sporting Goods Co. during a sales boosting campaign throughout eastern territory.

E. W. MacDonald

MacDonald has been one of the busiest salesmen at work in the Metropolitan District for some time past, combining his general educational work with special sales expeditions and with varied activities in the military field.

Not long ago "Mac" spent several weeks with the First Motor Battery, at Camp Whitman, while Cygnet rearcar machine gun carriages were being tested. He helped demonstrate to the army officials that the latest Cygnet equipment for machine gun service is capable of meeting the most severe road conditions, and under his direction the Cygnet outfits went through all kinds of cross-country tests and frequently surprised the military authorities by their ease of handling and their ability to take punishment.

When his work in the Metropolitan District is cleaned up, MacDonald will be found at the Cygnet booth in both the Chicago and New York shows, and later on he plans to make a trip with a Cygnet outfit throughout the southern states.

ENGLAND MODIFIES REGULATIONS

WASHINGTON, D. C., Oct. 20.—Finding that its restrictions on imports of rubber have somewhat hampered its war plans, Great Britain has modified its import regulations, and all goods now on the prohibited list may be taken into England provided they are made wholly or mainly of rubber. This information has reached Washington through Consul General Skinner.

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HOW ANNUAL SHOWS GAUGE THE INDUSTRY

(Continued from page 9)

crime for them to stay at home when, in a few short days, they could look over the goods of the entire trade and meet the manufacturers and jobbers face to face.

The 1916 Show is going to be the greatest of them all. They've been pretty fine in the past,—as you know. They have grown bigger and better every year,—and now we come to the best.

If you were only to walk in and spend five seconds, it would be worth your time and money, no matter what it cost you. For in one glance you would see a picture that would give you a thrill from your belt to your collar, and you could go back home with new energy and enthusiasm. The motorcycle, bicycle and accessory show represents a *great* industry, and even a glance at it will make you proud that you are a part of it.

That's one of the big benefits to the trade —only one of the many good things the Show offers. Also you'll find a chance to renew old frieidships—and make new ones, as well. That helps your business.

And then there's the opportunity for actual buying and selling—an opportunity that is not being neglected. The exhibitors do business,—and that's what they want. The dealers do business,—and they profit, too.

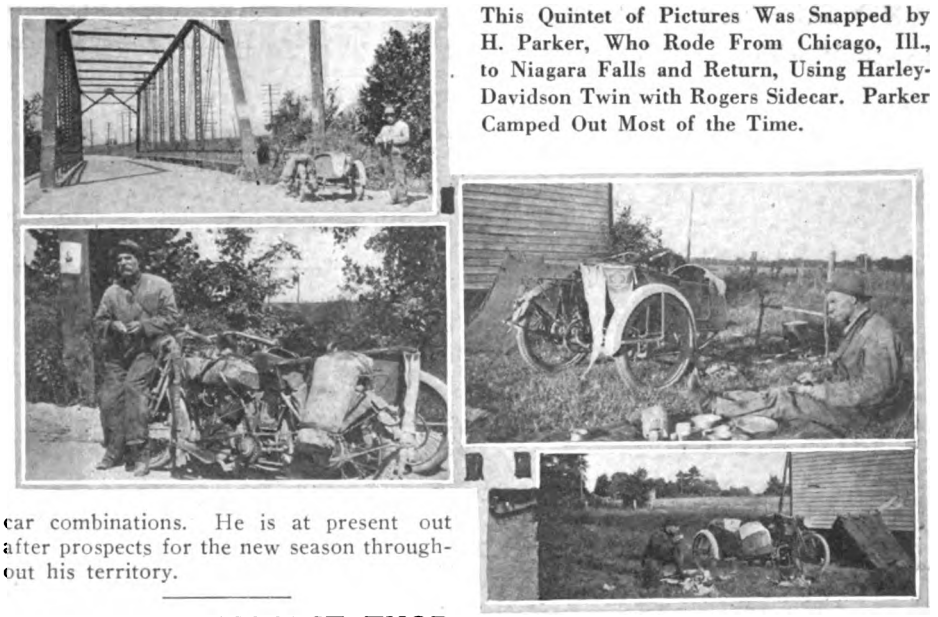
And the public—well, it's a great show for the public—and the public knows it. The public will be there! See that *YOU* are!

EIGHT ORDERS FOR RAOUL

NEW YORK, Oct. 23.—H. Raoul, Indian representative at 4192 Broadway, has orders for five of the 1917 Powerplus models, as well as three sidecars. He has been appointed uptown distributor for Indian bicycles also.

At the close of the 1916 season Raoul had sold 32 Powerplus solo models and 14 sidecar combinations. He is at present out after prospects for the new season throughout his territory.

TAKEN ON A VETERAN'S SIDECAR TRIP TO NIAGARA



This Quintet of Pictures Was Snapped by H. Parker, Who Rode From Chicago, Ill., to Niagara Falls and Return, Using Harley-Davidson Twin with Rogers Sidecar. Parker Camped Out Most of the Time.

LOOKS LIKE BIGGEST THOR YEAR, SAYS O'HARE

(Continued from page 9)

portion of the heavyweight twin business booked to date covers electrically equipped models.

One aspect of the business which has pleased the Thor folk quite as much as anything else is the ever increasing number of Thors being sold for United States military service. In this line, the Thor folk booked the most recent order for ten motorcycles for use at Fort Bliss and the machines are on their way to the border now.

That is the first military order that has come to the Thor folk direct from the United States Army, but O'Hare points with a deal of pride to the fact that for the past seven weeks orders for anywhere from three to five motorcycles at a clip have been coming in at the rate of at least three a week from the state militia detachments stationed on the Mexican border.

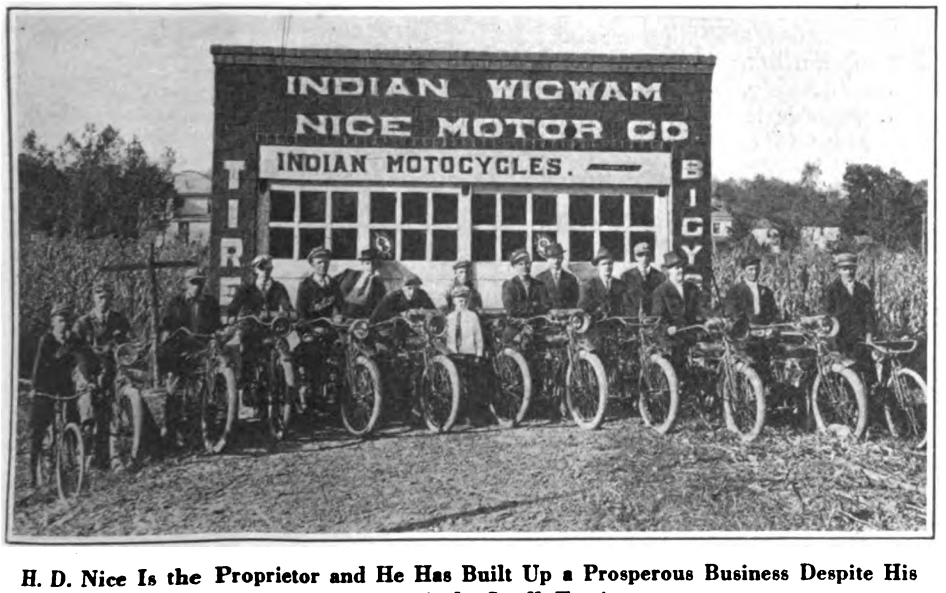
It is chiefly due to the fact that the Thor in this service has measured right up to the high standard of efficiency demanded by the military "powers that be" that the latest order for ten machines has been awarded to the Thor.

On his way east, O'Hare stopped off at Detroit and made arrangements for the distribution of the Thor line through H. B. Schied. Schied was formerly sales-manager for the Wandersee Co., which handles the Harley-Davidson in the Detroit territory and has had the experience necessary to swing the proposition on a scale which will do full justice to Thor prestige.

O'Hare jumped the train for Philadelphia tonight and will look in on the trade in Baltimore, Washington and Pittsburgh before he heads back for Chicago. "Looks like the best Thor year ever," were his parting words as he waved "au revoir" to the **Motor Cycle Illustrated** man.

TIDY TEPEE OF INDIAN BRAVES IN ATHENS, OHIO

A Small Agency but a Businesslike One



H. D. Nice Is the Proprietor and He Has Built Up a Prosperous Business Despite His Comparatively Small Territory

HELP FOR SPEEDERS

Hamilton Auto Club Employs Motorcycles to Warn Road Burners

HAMILTON, Ont.—The Hamilton Automobile Club has adopted the employment of motorcyclists to discourage speeding on the new Hamilton-Toronto concrete highway. The riders are not used to chase offenders against the Motor Vehicle Act but are detailed to co-operate with the motorcycle cops of the commission which controls the use and maintenance of the model road. The motorcycle representatives of the Hamilton Club bear large signs on which are painted the words "Go Slow." These riders also warn motor-tourists of the presence of speed traps and all road users are cautioned to temper enthusiasm with judgment.

There's a Helping Hand for You, Mr. Dealer, On Pages 26 and 27. Grasp It.

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ARMY BUYS THORS

Ten Sidecar Outfits and a Trailer Go to Camp Bliss

CHICAGO, Ill.—Further evidence that United States military officers now have a full appreciation of the motorcycle's value is shown in an order just received by the Aurora Automatic Machinery Co. for ten Giant U-17 Thors, ten sidecars and one trailer. These machines have just been purchased by the War Department, and are to be sent to Ft. Worth, Texas, where they will be used at Camp Bliss by Battery C of the Fifth Field Artillery. It is stated that the equipment of the machines is standard, except for special demands made by the War Department for Prest-O-Lite, Corbin-Brown speedometer, and Seiss warning signals.

The Thor factory officials were particularly pleased over the fact that this order was placed by the Government so soon after the appearance of the 1917 models, and arrangements were made to meet Uncle Sam's demand for immediate delivery.

HARRIS ON TRIP

Rollfast Specialist Visiting Eastern and Central Trade

NEW YORK.—With plans laid for covering the eastern and central States as far west as Chicago, D. P. Harris, of the D. P. Harris Hardware Co., the Rollfast specialists, has just started on another of his business-building trips. Mr. Harris recently returned from a highly successful trip and after a short stay at his office, for the purpose of catching up with the business that had accumulated during his absence, at once made arrangements to strike the trail of the jobbers and dealers again.

Before leaving New York, Mr. Harris found time to state that shipments of Rollfast products so far for 1916 are five times as heavy as they were at this period last year.

PARK ROAD IMPROVED

DENVER, Colo., Oct. 23.—The Estes Park, Colo., road which runs from Loveland to the Rocky Mountain National Park is to be improved and will be ready for motorists this spring. The work of putting the mountain highway in first class condition will cost somewhere in the neighborhood of $12,000.

INJURED FIGHTING FIRE

DENVER, Colo., Oct. 23.—Karl Sahl, a well known Colorado motorcycle rider, was injured while fighting a fire in Grand Junction, Colo., one day last week. He suffered a serious gash across the back of his right hand and is at present fighting a case of blood poisoning.

BURGLAR LOST HIS NERVE

PUEBLO, Colo., Oct. 16.—A thief who broke into the Willis Cycle Shop, Roy Willis, proprietor, a few nights ago left without taking anything. The burglary is a mystery, as the place was full of new and second-hand motorcycles and bicycles, and considerable cash was in the cash drawer.

MOTOR CYCLE ILLUSTRATED

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AD SUGGESTIONS FOR DEALERS

ONE of the service features in this number of Motor Cycle Illustrated is a series of four catchy little advertisements for the use of the dealer who wishes to let the prospects in his town know, through the local newspapers, that he is on the map. This is the logical time to jog the minds of potential buyers, for with his new demonstrator in hand every dealer is in position to put forward his strongest sales arguments.

The new demonstrator is something of an inspiration in itself, and no dealer can inspect a 1917 model, fresh from the crate and representing the best engineering standards that experience, conscientiousness and money can provide, without feeling a genuine thrill.

How to communicate that thrill to all the folks in his town who ought to ride motorcycles is the dealer's problem. Follow-up letters are important, personal visits more so,—and newspaper advertising is not to be underestimated.

At this "get-acquainted" period, when the dealer is striving to bring in new enthusiasts in addition to lining up the veterans, we believe the series of ads referred to will prove timely and helpful.

FACTORY VISITORS

Tell of High Regard for American Machines in Winnipeg

MILWAUKEE, Wis.—M. H. Stonson, proprietor of the West End Cycle Works, in Winnipeg, Man., and C. Moyer, another Harley-Davidson enthusiast of Winnipeg, were among the visitors to the factory of the Harley-Davidson Motor Co., last week, and both were moved to comment upon the bright outlook for American-made motorcycles in Canada.

"American motorcycles have shown themselves to be the best on the Canadian market," said Mr. Stonson, "and their growth in popularity, in contrast with the decreasing use of machines made in other countries, is evidence of the fact that American manufacturers have successfully gauged the demands of the Dominion riders. The growing demand for motorcycles from the States can be accounted for partly by the consistent efforts of the American manufacturers to back up their products with first-class service.

"The new bicycle line added by the Harley-Davidson Company looks very good to me," continued Mr. Stonson. "The models in this line are of greater merit, and in my opinion give the rider much more for his money than do any of the foreign makes."

Mr. Mayer seconded the remarks of Agent Stonson and added that winter riding is gaining in popularity in Winnipeg, even the ladies joining cold-weather parties in sidecars and on tandems.

PUEBLO RIFLEMEN FIND MOTORCYCLES HANDY

PUEBLO, Colo., Oct. 16.—Because they believe in military preparedness as well as the most effective method of rapid transit, seven motorcyclists of Pueblo have joined the newly-organized Pueblo Rifle Club, composed of citizens, and will try to exceed the highest marksmanship record in the world.

A movement is on foot locally to get all owners of motorcycles in the club, as the rifle range is several miles from the city limits and the road is just right for motorcycles. Those who have attached their names to the rolls so far are: Ebert Johnson, Olaf Johnson, Bernard Chasteen, William Brown, Damon Royce, Frank Campbell and Clarence Studzinski. Several types of machines are represented.

NEW LINES FOR SWENSON

PROVIDENCE, R. I., Oct. 24.—B. A. Swenson has announced that he will soon enlarge his business by adding a full line of all forms of sporting goods. His main line will continue to be motorcycles and bicycles. For a few years back he has carried fishing tackle and a line of motorcycle clothing.

BIG VAN FOR TAILORS

NEWARK, N. J.—The Carl Bush Company has on exhibition a motorcycle van that is probably the largest ever manufactured. The van was built for the John Durna Company, of Bloomfield and Montclair, which will use it in connection with a tailoring business.

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TALKING F. A. M.

T. R. Thomas Is a Busy Federation Missionary These Days

CHICAGO, Ill.—One of the liveliest visitors to drop in at Chicago for some time was T. R. Thomas, the well known Goodyear booster, who is now doing special F. A. M. missionary work for President Shelby A. Falor. Thomas has recently visited Toledo, Lorraine and Sandusky, Ohio; Grand Rapids and Kalamazoo, Mich.; Buffalo, N. Y.; Springfield, Decatur and Peoria, Ill., and Davenport and Bloomington, Ia. He is still booked to visit Elgin, Joliet, Aurora and Rockford, Ill.

Mr. Thomas reports that he found the average rider somewhat at sea as to the aims and purposes of the F. A. M., but that when explanations were made it was usually possible to revive interest in the national body. He also states that dealers in general are looking forward to favorable results from the renewed activity of the Federation, and that they are willing to give their support to any movement which promises a stronger national organization.

RACES FOR PETALUMA

Local Dealers to Run Off Meet Oct. 22—Amateurs Welcomed

PETALUMA, Cal.—An afternoon of races, to take place Sunday, October 22, is now being planned by local tradesmen. An invitation is extended to all the northern counties, and no one will be barred unless he holds a world's record. Amateur riders will be given preference in this meet.

Many entrants are expected from Napa, Santa Rosa, St. Helena, Vallejo, Healdsburg, San Rafael and other nearby towns. The affair promises to be a lively one.

PLAN SIOUX CITY CLUB

SIOUX CITY, Ia.—Harley-Davidson motorcyclists had a dinner several days ago at the Jackson Hotel. This social event was a preliminary step towards a permanent organization which will be formed within a short time. They expect to have about 100 in the club.

PETERSON TAKES A PARTNER

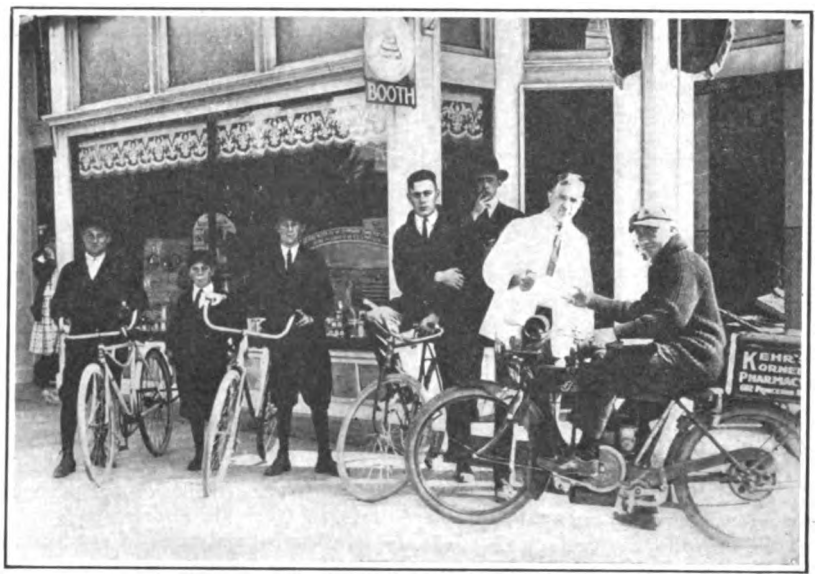
RACINE, Wis.—A. Peterson, located at 529 Jackson street, has entered into a partnership with H. C. Lawton, and the store will hereafter be operated under the name of the DeLux Cycle Company. Peterson reports having sold over 50 Excelsior bicycles this year, and has made five deliveries of Smith Motor Wheels.

The new firm has just delivered a Smith Motor Wheel to Ole Jackson, an 82-year-old rider of North Cape, a suburb of Racine. City Truant Officer Firks has also purchased a Smith Motor Wheel for use in connection with his duties.

FOX STOCKS MACKINAWS

DENVER, Colo., Oct. 23.—Peter Fox, Indian agent in Grand Junction, Colo., has taken on a side line in the shape of mackinaws. This stock Fox is offering to motorcycle and bicycle riders in his city, and expects to do a fairly good business in this line this winter.

Cycle Delivery Service Is Rapidly Increasing Trenton Druggist's Phone Orders and Rural Business



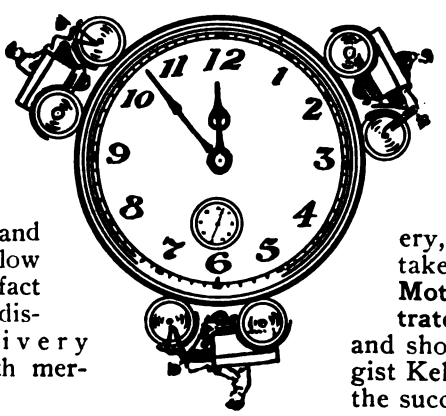
Druggist Kehr and His Quick Delivery Squad.

SOME retail merchants use motorcycles for quick delivery service, while others employ bicycles, but it has remained for Henry Kehr, a druggist of Trenton, N. J., to demonstrate that both types of the single-tracker can be utilized to save time and money in the same establishment.

As will be noted in the accompanying photograph, Druggist Kehr uses one motorcycle messenger and three mounted on bicycles. The bicycle trio covers the district within a comparatively limited radius of the store, while the motorcycle messenger dashes out on trips of almost any length.

The druggist reports that since installing the cycle delivery service he has about doubled his telephone orders, owing to the promptness with which he is able to fill and deliver them. He is also building up quite a business in Lawrenceville, a nearby college town, because of the quick service given by his motorcycle messenger. As proof that Kehr is a consistent believer in the motorcycle's utility, he has just placed an order for a new twin Indian with the Sykes Motor Co., of Trenton.

Cycle delivery service means all-around-the-clock satisfaction for both merchant and consumer, at low cost; drive that fact home when discussing the delivery problem with merchants.



When you visit your local druggists to talk cycle delivery, Mr. Dealer, take this copy of **Motor Cycle Illustrated** with you and show what Druggist Kehr is doing and the success he's met.

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N. E. DEALERS' BODY GROWING RAPIDLY

Recently Organized Association of Tradesmen Numbers 140 Members and More Are Expected Soon

BOSTON, Mass., Oct. 18.—An association has been formed for the advancement of trade among the motorcycle dealers of New England. It is known as the New England Motorcycle Dealers' Association, and although only less than four weeks old has more than 140 dealers in this section of the country on its rolls. Meanwhile every effort is being made to get the 300-odd remaining dealers in the six New England States as members.

Following the preliminary steps in forming the association, the following resolutions were adopted: Universal allowances on machines traded in; uniform terms for installment sales; a reasonable profit on used machines; uniform service throughout the association; amicable assembling of the members to the end that the best business interests be served, and that the sport be fostered.

The plan was brought about by the efforts of the Boston motorcycle dealers who have had this working arrangement in effect for over a year. The Hub tradesmen, accordingly, determined that as the arrangement was such a success to spread the idea to include the entire New England retail trade, and an initial meeting to this end was planned for September. Dealers were then notified and about 40 responded to this first call. They all were in favor of the proposition, and plans were made to go ahead with the idea. At the second meeting, held recently, 50 more dealers attended, practically every large city and town in New England being represented.

At this meeting it was voted to take the by-laws of the Boston dealers' organization and fit them so as to cover the entire territory. The question will be considered and decided upon before the next meeting, which will be held early in November in this city.

The officers of the association are from among the most prominent men in the motorcycle trade in Boston. They are: President, Ben. C. Straube, of the General Motorcycle Sales Co.; George N. Holden, local Indian man, vice-president; George W. Campbell, of the General Motorcycle Sales Co., secretary; W. J. Walker, local Harley-Davidson agent, treasurer. Secretary G. W. Campbell's address is 145 Columbus Ave., Boston, Mass.

STUCK THE "STICKER"

Contest Editor Saw Indian Red for Harley-Davidson Gray

WOE is the lot of the Contest Editor! He's been slipping it over on the poor contestants for weeks past and enjoying fully their efforts to conjure up a full-fledged Excelsior out of a diminutive view of the spark plug terminal of a Miami lightweight, and such like other "posers," as he likes to label his efforts.

He has been accused of not being able to identify his own best "stickers" without a guide book—an allegation which he has not yet denied in print and now some one comes along and comes close to proving it, only——

Well, the fact of the matter is that the Contest Editor cast his eagle eye on that line-up of shriveled up automobiles which appeared in the Motorgraph Section, Reel 1, Scene 1, last week and, catching a glimpse of a motor through one of the little radiator passages, egotistically ups and shouts "Indian." And, by gosh, it was a Harley-Davidson; and the rest were, too.

THIRTY MORE INDIANS FOR PHILLY'S COPS

Police Officials Say Motorcycles Are Indispensable in Their Work and Place Another Order With Factory

PHILADELPHIA, Pa.—The Philadelphia Bureau of Police, which has made an extensive tryout of motorcycles for police work, has pronounced its opinion that the motorcycle is indispensable in police work by placing an order with the Hendee Manufacturing Co. for 30 more Indian motorcycles.

These machine, which will be delivered as called for by the Superintendent of Police, will be used in the extension of the strong motorcycle squad which Philadelphia has already equipped. At present the police of that city have in service a total of 50 Indian motorcycles. The squad was organized ten years ago.

Some time ago the department was supplemented by the development of the new riot-bus, a machine designed especially for Philadelphia. This machine, a product of the Hendee Manufacturing Co., is of the sidecar type, with seating capacity for two men and a driver. The latest ones are Powerplus models.

QUICK AID FOR BAD VALVE

A GOOD method to use in grinding in a badly burned valve is to cut a piece of fine emery-cloth and fit it over the valve-stem, cutting side toward the valve and twirl the screw-driver vigorously for a minute or two. This method should not be used except in extreme cases, as it gets through the carbon-glaze rapidly, and if continued too long wil score the metal too deeply.

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CONTEST INTEREST INCREASES AS WEEKS PASS

Fair Number of Would-Be Motorcycle Experts Fall Down on Last Week's Picture Which Was Taken from a Dayton—Influx of Feminine Contestants Result of That Huyler's Offer

MY how easy it is to mislead a bunch of "motorcycle experts." Said last week that there was no rule against repeating from machines that have been run before, and Lordy how those "experts" did swallow it and come back with Harley-Davidson and Indian answers.

All wrong, Algernon! That particular little view was clipped from a picture of a 1916 Dayton, with Dayton motor, as some 17 of the wide-awake ones correctly answered.

Guess those Newarkers were none too sure of their footing on this occasion—else their feelings were hurt at what we said last week—for only a couple made an attempt to decipher the picture.

Huylers for Jennie

Glad to announce that Jennie Forrie got her Harley-Davidson answer in on time to lay claim to a box of Huyler's—on their way, Jennie. But Millie Mulliner still withholds her street address.

It's all right, girlie, send it along. The Contest Editor lives 942 miles from Chicago's loop district, and besides he's—well, what's the use of saying it out bluntly. Suffice it to say that he's getting bald, and you know what that comes from.

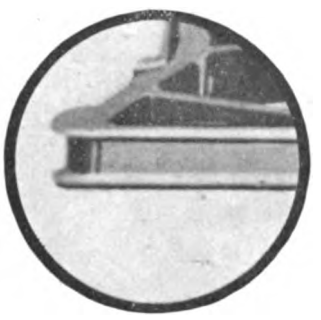
Sorry to note that Glen E. Carlson, of Saybrook, Pa., who has had a perfect score to date, went bad on the Dayton picture; he thought it was a Harley-Davidson. So did R. C. Darnell, of Detroit, and G. W. Silsby, of Littleton, N. H., both of whom have had fine scores to date. Silsby forgot to sign his card and ye C. E. had to go back through his files and dope out the contestant's name from the handwriting and address. Never mind, G. W., we got you.

Others Who Went Bad

The other contestants who saw Harley-Davidson features in that Dayton picture are: Henry J. Smith, Derby Line, Conn.; J. Harry Hill, Seaford, Del.; Al. Teporten, Superior, Wis.; while Frank Hedler, of Brooklyn, N. Y., and H. M. Smith, of Kenosha, Wis., both claimed it for an Indian.

Those Huylers—or maybe it was something else—attracted a couple of new lady

WHAT DO YOU KNOW ABOUT MOTORCYCLES ?



WHAT MAKE OF MOTORCYCLE IS THIS TAKEN FROM?

contestants into the lists. "Experts," allow me to present Miss "Tommee" Latterman, of Park Ridge, N. J., who, take it from her letter, "is a Tom Boy Girl—grown tall, that's all—with a sixteen-year-old heart that will never grow old." One time-table from New York to Park Ridge, please!

Another Female Expert

And here, boys, we have Miss Ethel Bowers, of Glens Falls, who has given every picture the "once over" and finally became expert enough to identify the Harley-Davidson picture which we ran a couple of weeks ago. Keep it up, Ethel, we'll have you in the "expert" class in another couple of weeks.

But to get around to real serious business, how does the little picture this week strike you? Looks like it might be easy at first glance, but when you give it another slant why it doesn't look quite so simple, does it? To tell you the truth, fellows, we had to keep it labeled ourselves in order not to get it mixed up with some other "stickers" we have ready to submit for your official approval.

So now, go on to it; examine all the machines that you see. And don't forget that there's no rule against repeating on machines that have already been used in this contest. The only thing the Contest Editor will vouchsafe is that all the pictures are taken from 1916 models.

BATTERY SERVICE CARD

Issued by Harley-Davidson Dealers for Battery Inspection

MILWAUKEE, Wis., Oct. 22.—A new service feature which will be appreciated by riders of Harley-Davidson electrically equipped models has been inaugurated by the Harley-Davidson Motor Co. in conjunction with the Electric Storage Battery Co., of Philadelphia.

Every Harley-Davidson dealer, according to this new policy, will upon request furnish the rider of the electrically equipped Harley-Davidson machine with an Exide Battery Service card. This card entitles the rider to free monthly inspection and test of the Exide battery, which is included as part of the equipment of the Milwaukee-made machine.

The name of the nearest Exide service station is printed on the card and the riders are urged to take advantage of the free inspection service.

APPOINTS DIETRICH

N. Y. State F. A. M. Commissioner Ellis Takes Brooklyn Aide

YONKERS, Oct. 24.—J. O. E. Dietrich, of Brooklyn, has been appointed Vice State F. A. M. Commissioner for the State of New York by State Commissioner George A. Ellis.

When appointing Dietrich to this high post in the State organization, Ellis says that he has always found him a hard worker for the interests and welfare of the F. A. M. and he believes that with Dietrich's help he will be able to put the F. A. M. of this state on its footing again.

THIS WEEK'S ANSWERS TO THE CONTEST PICTURES

CORRECT ON DAYTON

Bruchelle, Wm. M., Jr. . Newark, N. J.
Campbell, T. E., Mammoth Spring, Ark.
Coddington, L. H. . . Peekamose, N. Y.
Forrie, Jennie . . . . . Port Jervis, N. Y.
Gale, Herbert . . . . . Angola, N. Y.
Hetland, A. S. . . . . Newark, Ill.
Hill, George M. . . . Long Branch, N. J.
Heyer, Paul . . . . . Dover, N. J.
"Kraze Duck" . . . . . Chicago, Ill.
Latterman, Tommee, Park Ridge, N. J.
Leathe, W. . . . . Larchmont, N. Y.
Mader, H. J. . . . . Park Ridge, N. J.
Mechanic, Harry . . . . . Cleveland, O.
Safford, Elwin . . . . . Corry, Pa.
Wansleben, Thos. O. . . Riverdale, Md.
Wells, J. W. . . . . Columbus, O.
Williams, Chas. B. . . . . Pittsfield, Mass.

CORRECT ON HARLEY-DAVIDSON

Adams, Adam . . . . . Nokomis, Ill.
Barracks, M. . . . . Washington, D. C.
Bonaguidi, Dante. . . . New York, N. Y.
Bowers, Ethel C. . . . . Glens Falls, N. Y.
Brazenor, Wm. . . . . Brooklyn, N. Y.
Brown, R. D. . . . . Detroit, Mich.
Burdick, Russell. . . . . Detroit, Mich.
Carlisle, A. . . . . David City, Nebr.
Dillow, D. . . . . Lincoln, Nebr.
Fehr, Fred. . . . . Napeville, Ill.
Forrie, Jennie . . . . . Port Jervis, N. Y.
Gieselman, E. R. . . . . Princeton, Ind.
Gorfin, I. S. . . . . Hartford, Conn.
Gulesian, E. S. . . . . Dorchester, Mass.
Hetland, A. S. . . . . Newark, Ill.
Heuser, Frank, Jr. . . . . Elizabeth, N. J.
Hysler, M. A. . . . . Springfield, Ill.
Johnson, Gustaf. . . . Washington, D. C.
LeManquais, H. E. . Scotch Plains, N. J.
Malesardi, Gelindo. . . New York, N. Y.
Nelson, Christ. . . . . Racine, Wis.
Pierce, Clifton H., Carneys Point, N. J.
Ritcher, Henry J. . . . . Wauseon, O.
Wansleben, Thos. O. . . Riverdale, Md.
Yakie, Aug. . . . . Port Arthur, Texas

CORRECT ON MIAMI

Salo, O. J. . . . . Red Lodge, Mont.

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Sever the Bond of Trolley Car Slavery!

SLAVERY went out of style *years* ago. But the man who pays out his *nickels* morning and night to ride in a *crowded, jerky* trolley *car* is a *slave* to the traction *monopolists.*

If he owns a *Motorcycle,* that's *different.* He can give the "ha-ha" to the bloated trolley magnates—he is his *own* traction company. He *saves* money, time and worry, and *always* has a *seat.*

Waits, blockades and strikes don't *delay* him. His mount is *ready* for business *seven days a week.* Come in and see the *1917 Models* and let us tell you of the merits of the

"Best" Motorcycle

SPACE FOR
CUT OF YOUR
MOTORCYCLE

Dealer's Name, Address and Phone Number

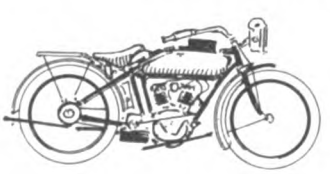
Catch a Breath of Real Fresh Air!

"TRUSTS" own about *everything* in this country—and they're still *grabbing.* But they haven't cornered *fresh air* or *sunlight* yet! These belong to *you*—if you can *reach* them.

With a *Motorcycle* you *can.* A few cents for "gas," a twist of the wrist and you are out in the open—*Free!* Free to answer the call of *health,* of *romance* or *adventure.*

Every hour you have to spare the *Motorcycle* is ready to carry you to the sunny realm of *good sport.* Drop in on us and we'll show you the way on the *new models* of the

"Best" Motorcycle



Dealer's Name, Address and Phone Number

TOO RUSHED [illegible] THEN HER

Mr. Motorcycle Dealer, we [illegible] ute and have neither the tim preparation of newspaper a four suggestions and an offe

IT is a simple matter for well-meaning boosters in motorcycle circles to suggest at this season that the dealer should do some introductory advertising in his local newspapers, but few of those who advocate this course stop to consider that even an ambitious and progressive dealer might find it somewhat difficult to carry out the idea.

In the first place, every motorcycle dealer worthy the name has his time pretty well taken up at this period, and, secondly, the job of ad-writing is a little out of his line. A dealer may handle his repairwork with skill and celerity and make the most of his sales opportunities but when it comes to the painstaking preparation of an advertisement he is likely to decide that he can get along without the publicity.

Trained for Other Things

That's because all his training has been along other lines, and his disinclination to tackle ad-writing does not mean that he won't make a first-class publicity man once he gets the knack of the thing. Many a dealer who feels that he ought to do a little advertising, and who is willing and able to spend the money, has dodged the issue from day to day rather than buckle down to the rather tedious task of boiling all the things he wished to say down to fit the space he felt justified in paying for. As a matter of fact, that's quite a knotty problem sometimes, even for the experienced ad-writer.

With those points in mind, and following out its policy of giving the dealer the kind of co-operation he needs, when he needs it, the Service Department of Motor Cycle Illustrated has prepared the four terse and catchy advertisements which accompany this article. These little ads have been worked up with a view of creating a lasting impression without subjecting the dealer to heavy expense, and are designed to catch and hold the eye no matter where they may be placed in a newspaper.

Pleasure and Utility Ads

It will be noted that the two ads at the right are aimed at possible users of commercial motorcycles, or vans, while the two eye-catchers on this page deal with the purely pleasure value of the motorcycle and with the power two-wheeler as a vehicle for the man who ordinarily uses trolley service between his home and his work.

No attempt has been made to tell a long story or insert a mass of details in these little business-stimulators, for that can't be done. At least, it can't be done without spoiling the ad. The big object in an ad of this size is to put across one idea—

Digitized by Google

RITE AD COPY? GOOD PLAN

t you are hustling every min- experience necessary for the we are handing you herewith co-operation along these lines

and do it with a snap. Drive that one idea home and if a man is even remotely a motorcycle prospect he will watch for other ads., look the dealer's window over the next time he passes and then call for a sales talk.

In other words, the aim of the ad is to start the prospect's mind working along the desired lines. He'll do the rest when the idea has had time to sink in. But in most cases he must be given a start. That's what these little ads are for,—to head him in the right direction.

Supplement Factory Matter

Some manufacturers are already supplying copy or electrotypes for the use of dealers in local newspapers, and in such cases of course it is unnecessary for the dealer to seek other material,—at least until he has exhausted the factory supply. It is for the dealer who is not using advertisements furnished by any factory that the ad suggestions are offered.

In order to obtain the best effect it is desirable to use the illustration shown at the top of each ad. The smaller illustration at the bottom is intended to be a cut of the machine the dealer is handling.

Nearly always the local newspaper will attend to having cuts made of the illustrations shown,—working directly from these pages—although in small towns it will usually be necessary to send to a nearby city to have the work done. The cost of these cuts should not be more than 50 cents each anywhere in the country, and they can be used repeatedly.

We Supply Plates

Should a dealer find it difficult to obtain these plates in or near his home town, he need not give up the idea of using them. If he will take the matter up with the Service Department of **Motor Cycle Illustrated,** arrangements will be made to supply him with the cuts at cost price, plus postage.

While the illustrations are highly desirable, in view of the fact that they help to attract attention and drive home the idea, it is not absolutely necessary to use them.

These ads are certain to be attention-getters whether used with illustrations or without, and the dealer can exercise his discretion on that point.

Other ads along similar lines will be printed in an early issue, and dealers who wish to "hook up" their local advertising with any special occasion,—such as a carnival or a local show—are invited to tell the Service Department of this journal about their requirements. Arrangements will be made at once to give them active co-operation.

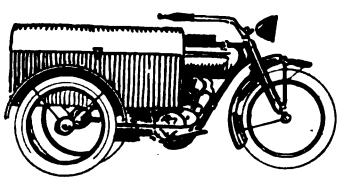
Dollar Saving Tips for Merchants

SUPPOSE you had two horses—one *ate* much and *did* little. The other *did* much and *ate* little. You'd sell or shoot the first and cling fast to the second, *wouldn't you?*

That's the *"Why"* of *Motorcycle* Delivery. The Motorcycle "eats" but little, but has a *big* capacity for work. Horse or automobile delivery represents the other extreme —*Big* appetite, *little* work.

Here's one reason why, if you operate a light delivery service, you should phone, mail or personally deliver a request for a demonstration and a talk on the several other "whys" of the

"Best" Motorcycle



Dealer's Name, Address and Phone Number

Dollar Saving Tips for Merchants

A TUG'S not much of a sea boat. But it *has it* on the ocean greyhound when it comes to *navigating* tight places.

The same sort of *"navigability"* enables the delivery motorcycle to negotiate the city streets faster than any other delivery vehicle.

That's why the *motorcycle,* dodging traffic *delays,* has the capacity for *extending your field.* It makes *new customers* for you.

Let the mailman, or the phone girl, or do you *personally,* deliver a request for a *demonstration* and we'll gladly *prove* the merits of the

"Best" Motorcycle

SPACE FOR CUT OF YOUR MOTORCYCLE

Dealer's Name, Address and Phone Number

Digitized by Google

79 Indians for the Philadelphia Police!

30 new Powerplus machines have just been ordered for use by Philadelphia's crack flying squad, bringing the total of Indians that keep Philadelphia's "house in order" up to 79.

Indians have been doing traffic, patrol, and special service duties in Philadelphia for a good many years. They've stood up under the hardest kind of usage. That's why Philadelphia has ordered MORE Indians. And they're performing just as faithfully for the police departments of over a hundred other cities.

They'd do the same things for the minions of the law in YOUR city. Why not get the business? As an Indian dealer you could gather in far greater profits than any other motorcycle dealer. Indian supremacy and Indian prestige never were more certain. Clinch YOUR territory *right now*—TODAY.

The new Indian Police booklets tell of the highly efficient service rendered by Indian Powerpluses in hundreds of cities all over this country. There's one for you. Write for it today!

HENDEE MANUFACTURING COMPANY
(Largest Motorcycle Manufacturers in the World)
Springfield, Mass.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED

Digitized by Google

Six and a Half Carloads of 1917 Indians with Powerplus Motors!

Just get the significance of this telegram. Bear in mind the 4 carloads of Powerpluses it covers are *IN ADDITION* to the 2½ carloads *ALREADY SHIPPED* to Dealer Freed.

POSTAL TELEGRAM — COMMERCIAL CABLES

TELEGRAM

CHECK

COUNTER No.
TIME FILED M

SEND the following Telegram, subject to the terms on back hereof, which are hereby agreed to.

3ny-Ic 36 NL 740a

g/San Francisco Calif Oct.6,1916

Hendee Mfg.Company,
Springfield Mass.

Received Nineteen Seventeen "Powerplus". Classiest machine we have ever seen. It certainly has stirred up enthusiasm in riders and dealers alike. Have already booked considerable orders. Ship immediately two carloads to Los Angeles and Two to SanFrancisco.

A.Freed. Oct. 7,1916

Dealers everywhere are not only *PRAISING* the 1917 Big Twin—they're *ORDERING* them in generous quantities. And we're filling those orders just as fast as we can—in the order of their receipt.

How about *YOUR* orders—*YOUR* territory? You can't swing into line any too soon to insure early shipments. Our 1917 Selling Plan is mighty generous—so is our allotment of exclusive territory. Better wire *TODAY* for full particulars.

HENDEE MANUFACTURING COMPANY

(Largest Motorcycle Manufacturers in the World)

SPRINGFIELD, MASS.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Chatter, Chin, Comment

By E. F. HALLOCK

Are F. A. M. Membership Lists Exploited?

WHEN plans are broached for the rehabilitation of the F. A. M., the first suggestion offered is invariably that some means or other be taken to bring motorcycle dealers the country over into the F. A. M. ranks and make of them the real boosters for the organization. Undoubtedly if such a condition could be realized, the organization would go ahead in leaps and bounds.

Unfortunately, justly or unjustly, many motorcycle dealers are not only not F. A. M. members themselves, but even worse that that, are strongly inclined to discredit the organization to those of their customers who make inquiry regarding the national riders' body. And if their "wail" be a true one, and undoubtedly there is at least the proverbial grain of truth in it, none can say that they are not fully justified in the stand they are taking.

Their main claim is that immediately a man joins the F. A. M. he receives all sorts of mail matter from mail order houses and cut price motorcycle dealers and is lost forever as a customer for the dealer who recommended his action. However much impressed we are with the value of the F. A. M., none of us can blame a dealer if he refuses to turn over a good customer to be exploited by the meanest of his competitors.

If the F. A. M. membership lists are being sold for exploitation of this sort the practice should be stopped at once. The returns brought in by the sale of the names can never offset the harm done the organization by antagonizing the dealers who in the end should be the mainstay of the federation.

Here's a Call for a Weather-Proof Sparkplug

NOT many of us, of course, ride habitually in the rain; on the other hand the rider is a rare one indeed who has not been caught in a sudden downpour under conditions which made going on either desirable or necessary. Such being the case I think that every rider will agree with me that one of the things we need most on the modern motorcycle is fuller protection for the sparkplug against moisture.

On every machine I have ever ridden—and I have straddled practically every make—at least one of the plugs is so positioned that the collection of rain on the tank drains right down on the plug, and missing under these conditions is a foregone conclusion.

To change the sparkplug location, however, is quite a serious problem. As far as the motor operation under normal conditions is concerned it probably is in the best location possible, everything considered. It is placed where the heat is not excessive, for the cool incoming gases modify the temperature; where it is easily "getatable," a fact which contributes much to our happiness; and where it is not readily fouled by the splash of oil brought up by the piston.

In the face of these facts, all contributing toward efficient operation, it would be ill advised to suggest a change in sparkplug location, and we must, therefore look to the sparkplug maker for some sort of a hood or cover to protect the plug from the weather. It would seem that some sort of a device could be devised which would shield the terminal altogether from moisture, and yet would not cause the plug to heat unduly. It would be a great boon to the rider and I hope that some day in the not too distant future, such a device or such a plug will make its appearance.

Something More About Lightweight Competition

AGAIN, the fallacy of expecting too much from the lightweight in comparison with the heavyweight machine has been brought forcibly home to me; and it was that 200-mile Jersey jaunt of the N. J M. C. that is responsible.

The lone lightweight entrant was C. W. Waughop on a Cleveland, and he failed to finish with a perfect score. This fact, however, reflects neither on Waughop nor on the little machine; it is simply a case in which if everything had gone "according to Hoyle," the lightweight had as good a chance as any machine to pull home with a clean record. But things did not break as Waughop had reason to expect they would and the speed element being lacking, he was unable to get back to his schedule.

As Waughop explains it, the course measured some 20 miles longer according to his speedometer than the "dope" sheet called for; as a matter of fact quite a few of the contestants were agreed that the course was somewhat longer than the announced 202 miles, although none put it quite as high as Waughop.

At any rate that was a small matter for a heavyweight machine which is always, barring real serious accident, capable of running 15 minutes to half an hour ahead of a 22-mile schedule. But with the lightweight, not capable of "doing sixty" to make up for lost time, every added mile means much on a double century run at that high speed average.

Even at that Waughop no doubt would have come through with flying colors if he had not banged hard up against the "tire jinx"; and this time the said jinx ousted him.

He blew out a shoe; repaired it only to find his pump hose connection missing when he came to pump up. Finally he got the tire inflated after losing enough time to disqualify him at the next control, for he was over 15 minutes late.

But in its weakened condition the tire had not the proper staying qualities and gave trouble throughout the remainder of the trip, finally forcing him to finish on the rim.

But despite his troubles and the loss of perfect score, Waughop figures that he covered the 220 miles he rode at an average rate of 22 miles an hour; but it took him so long to make up his lost time that he was late at one of the controls; which, of course, let him out.

It's just a plain case of matching the lightweight against the heavyweight; a stunt which is obviously unfair to the little fellow.

A Plea for a Revival of the Economy Contest

WHEN all is said and done, in selling any article, whether it be a motorcycle, an automobile or a pound of beef, price is a prime consideration. In the case of the motor vehicle, there are two prices to be considered—the first cost and the after cost.

We can go ahead and "kid" ourselves to a fare you well, the fact remains that for the heavyweight machine the gap separating the first cost from the selling price of the cheap automobile is dangerously small.

But as to after costs, there is no comparison. Many things enter into the cost of upkeep, chief among which are fuel, oil, tire, repair and garage costs. I do not think that anyone who has had aught to do with the motorcycle will doubt for a moment that each and every one of these charges is far and away below the respective items in the case of even the lightest of automobiles.

But in the case of the fuel costs at least, and also in the case of the repair costs there is ample opportunity for a widening of the breach between the motorcycle and the automobile. It is quite evident, for instance, that at this time, with gasoline "skyhigh" as to price, and with automobile prices on the descendancy; when much should be done tending toward motorcycle economy, the subject is given very little thought.

What's become of the old time economy contest? Many hold the modern endurance run too strenuous and will not enter; others feel that the tour without competition of any sort is far too tame and entries are few. Why not revive the economy contest?

There is competition enough for the fellows with a leaning for the "sporty." There's glory enough for the winning machine. There's good fellowship combined with real instruction, for the rider certainly will learn more about tuning up his machine, and the manufacturer cannot fail of picking up points that make for greater efficiency even as from the speed meet he has learned the lesson of swiftness.

At the same time, the publicity accruing from the economy test is of the sort that is calculated to impress rather than disgust the reader while at least a few of the objectionable features which now turn the thoughts of the casual observer of the endurance run forever away from the motorcycle for his own use, will be done away with.

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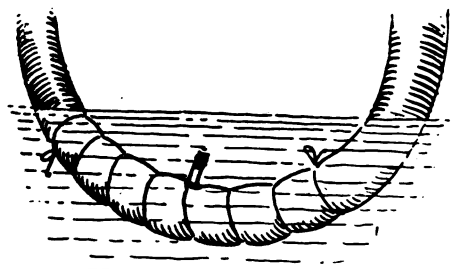
Repair Kinks and Shop Wrinkles

A Simple Method of Locating Small Punctures

ONE of the most troublesome things that the repairman has to contend with when it comes to patching tubes, is the location of a very small puncture which will not show up at all under the slight pressure that can be put on a tube when it is uncased.

Punctures of that sort are far from common and if the repairman attempts to locate the puncture by increasing the pressure to a point where the air will escape, the tube



Wrapped Tube Immersed

is sure to "balloon" at some point and threaten to burst.

The more usual way is to work with the low pressure and go through the laborious process of stretching the tube section by section until the extended puncture, by the escape of the air, gives evidence of its presence. This method, however, unless one is lucky enough to locate the puncture at the first couple of stretches, is apt to take a long time and is by no means certain of producing results.

The better plan is to wrap a string or a piece of wire around the slightly inflated tube, the string acting as a support for the tube so that the pressure can be increased to a point where the escape of the air will show up when the tube is immersed in a tub of water in the ordinary manner.

The Useful Box Spanner Can Easily Be Made.

IN shops where much general repair work is done, there are frequent instances where a box spanner or socket wrench is required to fit nuts or bolt heads of different dimensions from those ordinarily handled. There is no question of the value of a box spanner in restricted spaces and as such wrenches are easily made, they should be in every shop outfit.

In selecting the tube for the spanner, choose one of inside diameter about ⅛ of an inch smaller than the distance across the face of the nut. Rest the end of the tube on a flat surface and slightly flatten it on opposite sides. Insert the nut in the end top foremost and drive it into the tube until the lower surface is about ¼-inch from the end of the tube. This is to give a clearance for the nut when the spanner is in service.

The tube with the nut inside is then hammered until it conforms to the surface of the nut-sides. Hammering should be light, so as not to shape the tube too closely to the nut-sides. The nut should be driven in and out a few times, if needed, to make the spanner a sliding fit on it. The upper part of the tube, whose length should be at least 5 inches, can then be drilled with a ½-inch or ⅝-inch hole for the turning bar.

Here's a Tip You Should Pass to New Riders

THERE are several reasons why a machine should not be left with the motor running while on a hill or other incline, and the dealer would do well to point this out to the new rider. Outside of the danger of someone meddling with the levers and starting the machine inadvertently or purposely, the practice tends toward making the motor smoke and increase carbon deposit.

On the hill, the oil level is disarranged for the time being, the cylinder nearest the bottom having the oil in the crankcase nearer its base than the other, hence when the connecting rod splashes up the oil this cylinder gets more lubricant and the oil passes the ring and is burnt in the combustion chamber. If the hill is at all steep, the upper cylinder may get starved entirely of oil and the bearing surfaces be injured.

Practical Vulcanizing Hints for Repairmen

SOME vulcanizers have trouble with cure-back stock curling when making tube repairs. This cannot be avoided, as the action of the gasoline in which the patch is dipped will inevitably cause the cured stock to curl. The secret of this operation is speed. Thrust the patch quickly through the hole and press down with the fingers on the edges until the gasoline evaporates, after which there will be no trouble.

A good finishing or relining solution to be used on the insides of casings to prevent the tube sticking to the repaired section can be made from the following formula: Ten pounds high grade talc, one gallon Goodyear C-25 or C-35 cement, 1.4 gallons high test gasoline or benzol.

Put the gasoline in a container and gradually add the talc, stirring constantly. When the talc is all in continue stirring and gradually add the cement.

Plain powdered graphite is also good, but not so permanent.

In cementing tires before building, three coats should be applied. The first coat should be thin because it is a priming coat, just as in painting a building. The priming coat must get into the pores to form a foundation for the succeeding coats, and a thin application serves this purpose best.

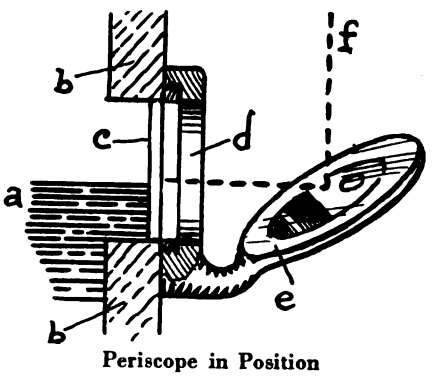
The first coat should be brushed in thoroughly and allowed thirty minutes to dry. The second coat should be 50 per cent heavier and given the same time to dry. The last coat is a light one and should dry in from three to five hours, according to atmospheric conditions.

"Periscope" for Verifying Level of Oil in Crankcase

THE rider, especially the new rider who is apt to be well primed with knowledge of the things he should not do, is sometimes quite anxious to keep his eye on the oil sight in the base of the motor in order to make sure that the motor is being properly oiled. While this is quite an easy matter in the case of the solo machine, unless the rider is careless enough to allow the sight to get so fouled up that all view of the oil level is lost, in the case of the sidecar machine such is not the case. As a matter of fact the rider of a sidecar has to be a contortionist in order to get a glimpse of the oil sight.

The dealer can inspire a greater degree of confidence in the rider who is "ticklish" on the score of proper lubrication by fitting a "periscope" to the oil sight so that the oil level can be seen from the saddle. The device is easily made and applied and the cost is but slight.

The principle of the periscope is clearly indicated in the accompanying sketch. It comprises simply a little hand mirror of the



Periscope in Position

type which milady is wont to tote around in her vanity case, fastened by means of a suitable bracket at an angle of 45 degrees in front of the oil sight; the reflection of the oil sight in the mirror can plainly be seen from the saddle.

The arrangement of the device will, of course, vary on different machines. On most machines, however, the arrangement indicated in the sketch will answer the purpose. The mirror (e) in this case is supported on a bracket of flat stock which is formed with a hole just large enough so that the flange of the bezel ring (d) will grip it firmly when the ring is screwed down in place. In the sketch (a) indicates the level of the oil, (bb) sections through the crankcase side, (c) the glass of the oil sight and (f) the line of sight to the saddle.

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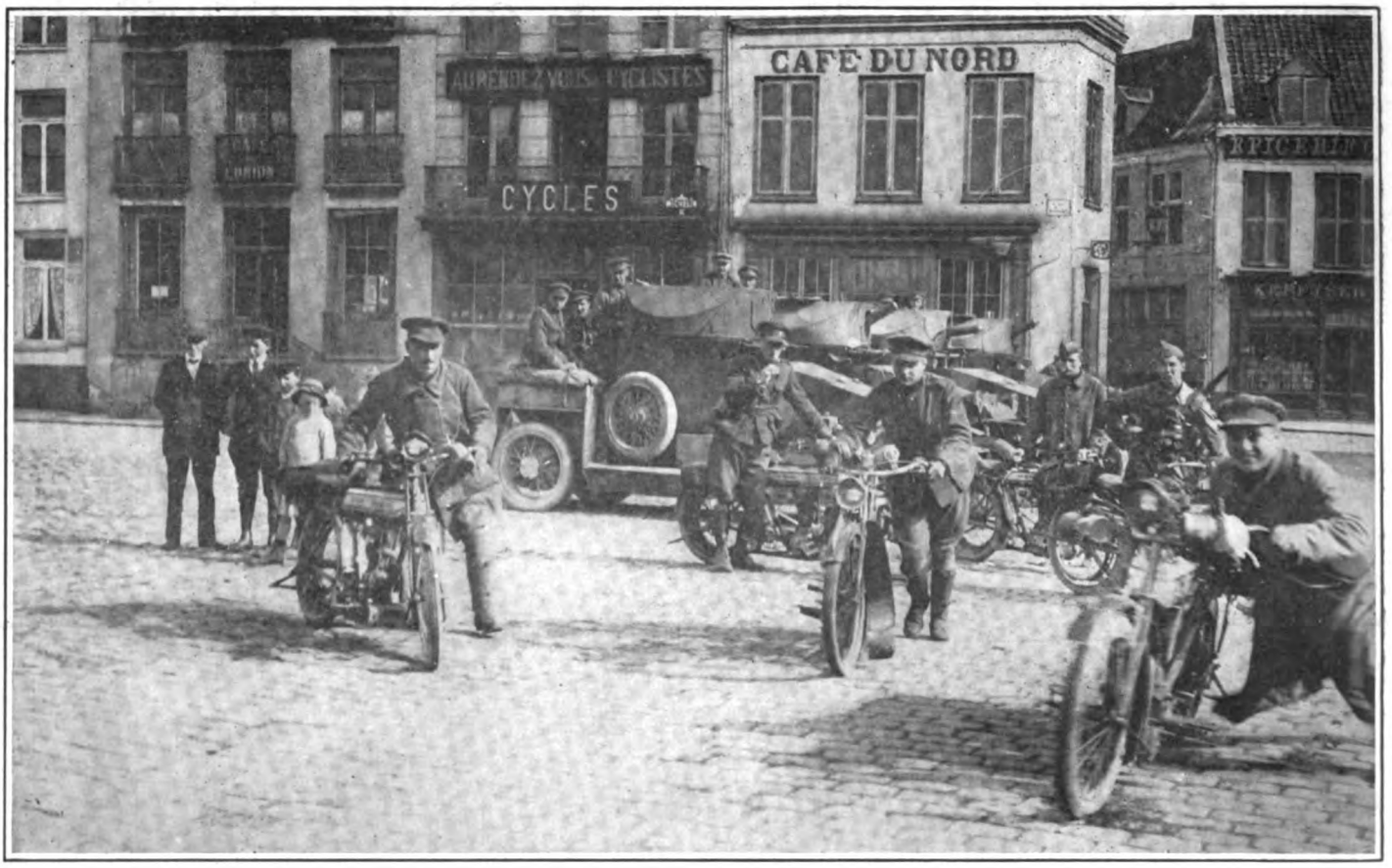
READY FOR A RAID ON ENEMY COMMUNICATIONS IN WESTERN FLANDERS

Motorcycle Escort Renders Excellent Service in Connection with Armored Motor Cars



This Photograph Was Taken as Escort and Car Were About to Start from a Belgian Village Against the Right Wing of the Kaiser's Forces in the Early Afternoon—Machines Are Rudges and Soldiers from King Albert's Forces

SPEEDY MOTOR-COPS

Give Denver People Fine Protection, Say Officials

DENVER, Colo., Oct. 21.—Recently Chief Armstrong, of the Denver police force, spent some time in investigating whether it was necessary to maintain the sub-stations in the residential sections of this city. It was pointed out that they were a good deal of expense to the city, and if they could be done away with that expense would be saved.

One of the points brought out was the fact that the motorcycle had now become just as much of a protector to the people in the resident parts of the city as the sub-stations. In the days before the motorcycle officers the sub-stations were needed, as transportation facilities were much slower. One instance was given to illustrate the point, as follows: A call for help was turned in to the Capitol Hill sub-station, and from there was relayed to headquarters. Before help arrived from the sub-station an officer riding a motorcycle reached the scene from headquarters.

COLORADO ROADS

To Be Improved by Next Legislature, Boosters Expect

DENVER, Colo., Oct. 21.—The "good road" fever has taken hold of the people of Colorado lately and many improvements in all sections of the State are being planned. The Colorado legislature that meets the first of the year is also expected to help the State by passing a number of laws that will aid in road improving and building.

Bettering of roads in Colorado is badly needed in many localities, and the fact that people are awakening to the fact means that action is not far off, and all motorcycle riders of this State are glad of the sentiment in favor of good roads. The news will also be welcome to riders from other states that are in the habit of coming to Colorado each year to spend their vacations.

A BRAZILIAN RECORD

Henderson Rider Covers 288 Kilometers in Ten Hours

METROPOLIS, Brazil.—Jose Lallet, mounting a 1916 Henderson motorcycle, recently hung up a new record for the ride from this city to Juiz de Fora and return, a distance of 288 kilometers. He covered the route in ten hours flat.

Another rider, Bento Caldas, had previously set a mark of 11 hours 55 minutes for the trip, and it was thought that this would stand as the motorcycle record for the distance for some time to come. Lallet, however, determined to cut down the time and was able to reduce it by an hour and 55 minutes.

He encountered considerable deep sand and much rutty and stony road on the trip, but his Henderson ran consistently throughout. The well-known Dr. Oscar Montiero, one of the most prominent figures in Brazilian motorcycle circles, acted as official and handled the event from the Petropolis end, while umpires were stationed at several other important points.

OFFICIALS WANT 'EM

N. Y. Water Supply, Police and Health Board Buy Indians

NEW YORK.—Under the live-wire direction of Calvin Webber, manager of the motorcycle department of the New York Sporting Goods Co., that company has closed several sales of Indian machines of late that are of more than ordinary interest.

Four solo Indians have been sold to the Board of Water Supply Police, who have charge of the protection of the water line from Ashokan Station down to the vicinity of New York City. The Water Supply Police bought one solo Indian some time ago, and, after giving it severe tests, put their O. K. on it and sent in an order for four more.

The Board of Health of New York City has recently placed with this company an order for three solo Indians, which makes 16 Indians sold to that board this year.

The company has also sold the Lehn & Fink, wholesale druggists, a 1916 Powerplus, electrically-equipped Indian, with Cygnet rearcar.

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HOW McCARTHY WON THE DETROIT F. A. M. CLUB RUN

Lineup of Starters in the 156-Mile Endurance Run of the Detroit F. A. M. Club Just Before the "Go" Signal Was Given

DETROIT, Mich.—Official returns from the endurance run of the Detroit F. A. M. Club, show that K. McCarthy, riding a Harley-Davidson, was the only contestant to receive a perfect score. McCarthy checked in one time at Detroit, Royal Oak, Orion, Goodrich, Flint, (noon control), Waterford and Birmingham controls. He is awarded the first prixe. R. Burdick, also on a Harley-Davidson, lost 2 points at Goodrich, making his final score 998, while A. Sonnenberg, on an Excelsior, came third in score with 974 points. Sonnenberg was penalized 26 points at Goodrich, Orion and Flint. Fourth place was awarded to S. Green, Harley-Davidson, 965; fifth to L. Ochsinkel, Excelsior, 963, and sixth position to E. Stevens, Harley-Davidson 939.

In addition to these six B. Clippert, Henderson, finished with 899 score; R. Yohey, Harley-Davidson, with 748 points. These two did not finish within the prize awards.

Twenty-two riders were started in pairs on the morning of October 15 from the center of this city, each pair being sent off at one minute intervals. All contestants checked in at Royal Oak on time, but W. Finch, J. McQuire and C. Granger retired at Orion, the second check. Finch, the club president, went into the ditch to dodge a light automobile and bent his forks so badly that he retired. Clippert ran out of fuel near Flint and lost much time getting more and off again. F. Smith was out at Goodrich, as was also B. Schmuck, B. Duschang, Johnson and Krol. At Flint, W. Senrich retired, and A. Olsen withdrew. J. Campbell and C. Eberline were missing after Waterford. This left eight going, all of whom finished.

The 156 miles of the course were completed by 5:27 p. m. by the first man in. The running time was 6 hours, 15 minutes. Plenty of spills marked the affair.

The prizes were awarded at the regular meeting of the club by President Finch, and all hands voted the run a complete success. The club has quarters at 132 Michigan avenue and issues a standing invitation to all motorcyclists to attend at any Thursday night meeting.

PUTTING CLOCK AHEAD

Harley-Davidson Official Advocates Advancing Time

MILWAUKEE, Wis.—Ina recent address to the Salesmanship Club of Milwaukee, E. J. Mueller, assistant advertising manager for the Harley-Davidson Motor Company, advocated a compulsory advance of the clock 60 minutes in this city. He showed the assembled salesmen the benefits accruing to merchants and their employes in the increased time which would be allowed the worker for more motoring and shopping.

"While some complications arose in Cleveland owing to the difference between railroad and municipal time, the benefits of the added hour of sunshine in the afternoon were ample compensation for any confusion in time schedule" said Mr. Mueller. He spoke about the good effect of the extra hour to motorcyclists in particular and stated that Detroit, Kansas City and the District of Columbia, as well as Cleveland would soon have daylight-saving ordinances in effect.

GIVES EFFICIENT SERVICE TO TIRE COMPANY

Harley-Davidson with Special Sidecar Incorporating Steel Air Bottle Used by Shawnee Tire & Repair Co., of Topeka, Kan., in Answering Emergency Calls

MEET AT SPARTANBURG

SPARTANBURG, S. C.—The Spartanburg County Fair Association, of this city, is promoting a race meet in connection with the annual fair, the date being November 3. There will be four events: a 15-mile, five, 10 and 20 mile. Prizes in the long race are $50 for the first place, $30 for second and $20 for third place. All but one of the events are for professionals. Entries should be sent to T. E. Gibson, this city.

ELLIS PLANS GYMKHANA

NEW YORK, Oct. 23.—George A. Ellis, F. A. M. Commissioner for this section, is promoting a gymkhana and race meet for motorcyclists at the Empire City track on Thanksgiving Day, November 30. Among the gymkhana events, will be obstacle races, fancy riding, etc. The meet will end with a 25-mile race.

HOLD RUN TO GREAT BEND

HUTCHINSON, Kan., Oct. 23.—Riders of this city paid a visit to Great Bend yesterday, participating in the Harley-Davidson run. The course was over the new Santa Fe Trail via Sterling, Lyons, Chase and Ellinwood. Over 20 riders started from Hutchinson. An Indian ride will soon be made to Ellsworth, Kan., the home of "Speck" Warner.

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OFFICERS ELECTED

New Departure Staff Named at Stockholders' Meeting

BRISTOL, Conn.—At the meeting of stockholders of the New Departure Mfg. Co., held at the plant here on October 17, highly satisfactory reports were received concerning the company's progress and its ability to meet the increased demands that will be made upon it for the coming season.

Officers were elected as follows: DeWitt Page, president and general manager; Frank P. Furlong, vice-president; Charles T. Treadway, treasurer; Arthur C. Hitchcock, secretary. The board of directors consists of the above named officers, with Townsend G. Treadway and Ernest R. Burwell.

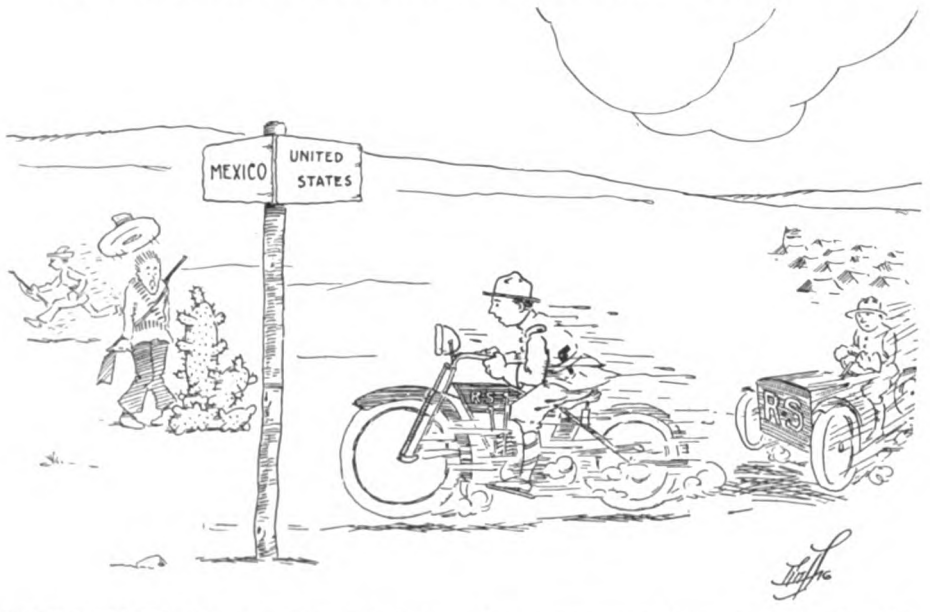
GOODYEAR "PEP"

Salesmen Gather at Local Meetings and Talk Sales-Boosting

NEW YORK.—Following the convention tion of district and branch managers of the Goodyear Tire & Rubber Co., at Akron, the Goodyear sales forces are being convened locally in a series of stimulative gatherings. During the past week one of these meetings was held at Hotel Astor, New York City, drawing a representative gathering from surrounding territory.

In discussing the astonishing growth of the Goodyear business during the past year emphasis was placed upon the cordial reception which the company's motorcycle and bicycle products have received throughout the country.

HOW MEXICANS VIEWED MOTORCYCLE GUARDSMEN

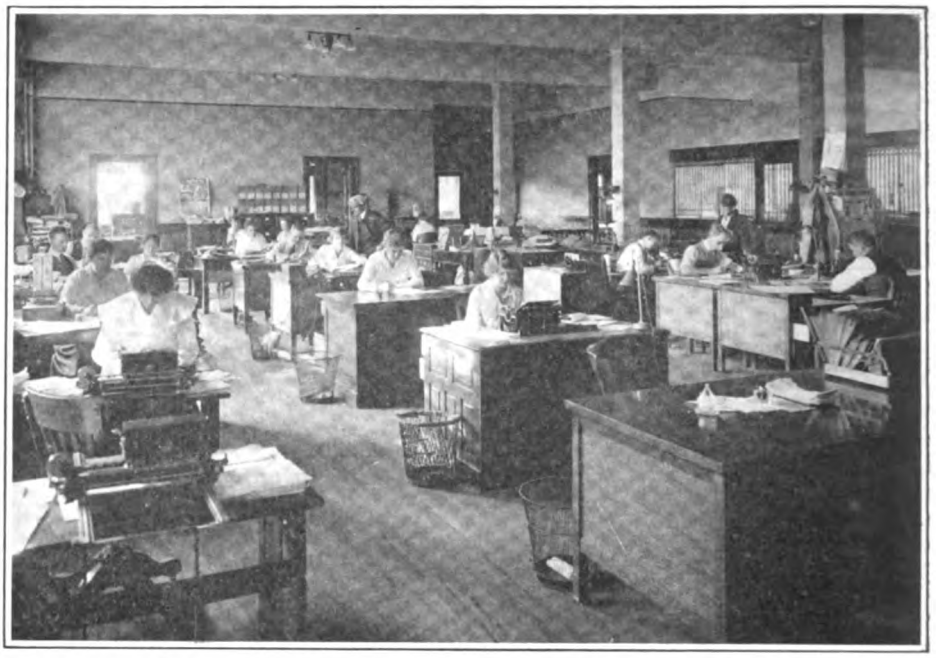


NEW YORK—Captain Ernest Schroeder, commanding the motorcycle machine gun company of the 71st Infantry, New York National Guard, is responsible for the drawing shown above, which he says is the manner in which the Northern Mexicans received his company, mounted on Reading Standard machines. Captain Schroeder worked up the cartoon during his term of duty at McAllen, Texas, with the company and sent it to Reading.

Officers connected with this organization report that the Reading Standard stood up finely under the gruelling conditions of border service, in which an extreme of heat would be followed by a downpour of rain and a quick drop in temperature, among other things. No matter what the weather, the Reading Standards were on the job at all times.

WHERE DAYTON BUSINESS IS EFFICIENTLY HANDLED

Busy Clerical Staff in Office of **Davis Sewing Machine Company**



This Picture Is Eloquent of the Dayton **Company's Attention to Details Which Make for Rapid and Economical Handling of All Its Affairs**

TO CURB VICIOUS DOGS

Attack on Excelsior Dealer in Pueblo, Colo., Starts Action

PUEBLO, Colo., Oct. 16.—O. N. Johnson, local Excelsior dealer, narrowly escaped serious injury when he was attacked by a huge dog on one of the residence streets, as he was riding to business on his motorcycle.

The dog sprang at the rider, and brought him to the ground. But for the fact that the motorcycle fell on top of the rider the animal would have seized Johnson by the throat. The front wheel acted as a screen, however, and spectators drove the dog away before it could inflict any damage.

By order of the police department, promulgated two hours after the accident, owners of all dogs which attack motorcycle or bicycle riders will be held liable.

MILITARY RIDER GIVES HIS MACHINE HARD USAGE

PLATTSBURG, N. Y.—The Indian motorcycle was given an unusual opportunity to demonstrate its ability to stand up under heavy usage during the past summer when used by First Lieutenant R. S. Ossman to transport himself to and from the Plattsburg camp.

Lieutenant Ossman, a member of the Coast Artillery Corps, is attached to the staff of Major General Wood, at Governors' Island, N. N., and his duties required frequent trips to Plattsburg, which he was accustomed to make on his Indian. A straight trip of from 200 to 250 miles was of frequent occurrence, and all of them were made over the rough, hilly roads of northern New York.

TO UPHOLD ANTI-TRUST LAWS

SAN FRANCISCO, Cal.—Uncle Sam is about to take action under the anti-trust laws to dissolve the alleged combination of a number of large oil companies for unlawfully fixing the price of gasoline. United States District Attorney, John W. Preston has the situation in hand, and is basing his action upon reports made by the Federal Trade Commission. The latter body has been making an inquiry into the conditions regulating the price of gasoline.

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Bicycle Section

McNAMARA-SPEARS DUO WINS LONG RACE

Takes Final Sprints in 100-Kilometer Team Race at the Newark Velodrome—Spills Mar Long Race, Which Is Marked by Considerable Rough Riding

NEWARK, N. J., Oct. 23.—Another victory in a long team race was registered by the strong Australians, Reggie McNamara and Bob Spears, when in the last two sprints of the 100-kilometer (62½ miles) race at the Velodrome yesterday they overcame the lead of Alfred Goullet and Alfred Grenda and won out by seven points.

The race, the only one on the program, was run along the so-called Berlin system. A sprint was staged at each five-mile mark and another one at the finish of the race. Winners of the sprints were credited with one point, the winners of the other places being credited as follows: Second, 5 points; third, 6 points; fourth, 7 points; fifth, 8 points; sixth, 9 points, and seventh, 10 points. All other finishers in the sprints outside of the first seven were credited with eleven points, the team scoring the lowest number of points being declared the winners.

Lots of Rough Riding

The race was marked by considerable rough riding on the part of the majority of the riders. At 20 miles Frank Kramer, the champion, was forced into Tom Bello, the Brooklyn Italian, who made his professional debut yesterday, and both Kramer and Bello went down in a heap and they brought Tommy Smith down with them. In one sprint Fred Hill was fined $15 for sacrificing his chances, and in another sprint Jake Magin was taxed a like amount for foul riding.

McNamara and Spears, Grenda and Goullet and Kramer and his mate, Marcel Dupuy, were looked upon as the logical favorites and they finished one-two-three, with Spears and McNamara scoring 62 points to 69 for Goullet and Grenda and 92 for Kramer and Dupuy. The chances of the Kramer-Dupuy pair were spoiled when Kramer fell and Dupuy was forced to stay on the track until Kramer could get patched up.

Hanley-Madden Are Fourth

Fourth money in the race was won by Willie Hanley and Eddie Madden, who scored 97 points. Jake Magin and Frank Corry and the Bedell brothers, John and Menus, were tied with 109 points each and they divided fifth and sixth money. Seventh place was accounted for by Hans Ohrt and Percy Lawrence with 118 points. The time of the race was 2 hours, 16 minutes, 182-5 seconds.

The sprints resulted as follows: Five miles—Won by Dupuy; second, Eaton; third, Goullet; fourth, Spears; fifth, Corry; sixth, Hanley; seventh, Hill. Ten miles—Won by Kramer; second, McNamara; third, Grenda; fourth, Hill; fifth, J. Bedell; sixth, Piercey; seventh, Magin. Fifteen miles—Won by Hanley; second, Spears; third, Eaton; fourth, Lawrence; fifth, Cameron; sixth, Dupuy; seventh, Goullet. Twenty miles—Won by McNamara; second, Grenda; third, Magin; fourth, J. Bedell; fifth, Madden; sixth, Hill; seventh, Piercey.

Twenty-five miles—Won by Dupuy; second, H. Ohrt; third, Spears; fourth, Cameron; fifth, Corry; sixth, Hanley; seventh, Goullet. Thirty miles—Won by Grenda; second, Madden; third, J. Bedell; fourth, McNamara; fifth, Magin; sixth, Walker; seventh, Lawrence. Thirty-five miles—Won by Goullet; second, Corry; third, H. Ohrt; fourth, Madden; fifth, M. Bedell; sixth, Spears; seventh, Kramer. Forty miles—Won by McNamara; second, J. Bedell; third, Hanley; fourth, Piercey; fifth, Corry; sixth, Grenda; seventh, Lawrence.

Forty-five miles—Won by Goullet; second, Cameron; third, Spears; fourth, Hanley; fifth, H. Ohrt; sixth, M. Bedell; seventh, M. Bedell. Fifty miles—Won by Goullet; second, Corry; third, J. Bedell; fourth, McNamara; fifth, Madden; sixth, Piercey; seventh, Eaton. Fifty-five miles—Won by Kramer; second, Walker; third, Spears; fourth, Grenda; fifth, M. Bedell; sixth, Thomas; seventh, Madden. Sixty miles—Won by McNamara; second, Hanley; third, Goullet; fourth, Corry; fifth, Piercey; sixth, Dupuy; seventh, Lawrence. Sixty-two and a half miles—Won by Spears; second, Kramer; third, Goullet; fourth, H. Ohrt; fifth, J. Bedell; sixth, Madden; seventh, Thomas.

MAKES A WINNING START

Mark Hannan, Toronto, Who Won the 23d Dunlop Trophy Race

DARK HORSE CAPTURES DUNLOP CUP TROPHY

Mark Hannan, Riding His First Race, Takes the 23d Annual Toronto Classic—Webster Takes Time Honors

TORONTO, Ont., Oct. 22.—Mark Hannan, a clerk in a local drug store, made his debut into the cycle racing game here yesterday, and it was a most successful one. Although Hannan had been riding his bicycle a few miles every day, it was not until the twenty-third annual Dunlop trophy race was announced that he decided to try his luck at the speed end of the sport.

The annual Dunlop trophy race was run over a course measuring twenty miles, and that distance looked like a hundred to young Hannan. Hannan had a handicap of eight minutes, and he took good advantage of the handicapper's liberality. At the halfway mark he was in second place, but just before the finish he assumed the lead and won by about a minute.

The members of the Classic Club captured both the first place and the time prize; Norman Webster, the fastest amateur in Canada, starting from scratch, beat out the other scratch men, Fred. McCarthy, Herb MacDonald and Harry Martin, in the classic race, his time being 55:57. The other three scratch men followed Webster over the line inches apart. Owing to the crowd surging onto the course at the finish a bad spill, in which the scratch men figured, marred the race somewhat, but the riders escaped serious injury.

Ten thousand people turned out for the race. The entry list was the largest in recent years, and it would have been larger but for the fact that a number of the cyclists who had enlisted were called to go to Europe's war zone. In the Dunlop race last year Hans Ohrt, who has since turned professional, carried off first honors. No American riders competed in the classic this year. The first ten finished as follows:

	Hdcp.	Time.
1—Mark Hannan (Classics)	8:00	.59:42
2—Leo Leeson (H. M. B. C.)	9:00	1.00:56
3—S. Wicks (H. M. B. C.)	10:30	1.02:35
4—Frank May (Salem)	7:00	.59:35
5—M. Gerrold (Classics)	7:30	.60:00
6—H. Coleclough (Classics)	6:00	.59:05
7—Jas. Hall (Salem)	7:00	.59:35
8—J. Pidgeon (H. M. B. C.)	7:00	.59:38
9—R. Hendry (Salem)	4:30	.57:05
10—C. Woodcroft (Classics)	4:00	.57:30

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NINE MODELS IN EMBLEM BICYCLE LINE

Extensive Offering of Veteran Cycle Works in Angola, N. Y., Includes Men's and Ladies' Fully Equipped Mounts, and Two Fine Juveniles—Racer Also Listed—Carmine or Black, With Suitable Striping, Optional Finishes

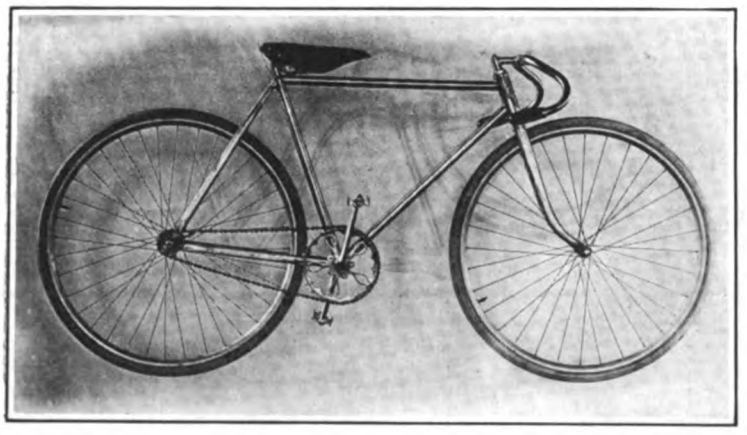
ANGOLA, N. Y., Oct. 24.—Nine models, covering the wants of all bicyclists, are produced by the Emblem Manufacturing Company for the 1917 season. These models range in price from the $50 racer through the roadsters for men and ladies, girl's and boy's juveniles, down to the $35 roadster with drop frame. All are of the high quality which has marked Emblem production in past seasons.

Following are the models offered, with their prices: Model 51, Emblem racer, $50; Model 43, fully-equipped roadster, $40; Model 45, ladies' fully-equipped roadster, $40; Model 32, roadster, $30; Model 35, ladies, $30; Model 72, juvenile, $25; Model 25, girls' juvenile, $25; Model 114, motorbike, $40, and Model 144, arch truss roadster, $40. On all except the racer, Model 51, coaster brakes are fitted for $5 additional.

Fully Equipped Roadster, Model 43, with Stand, Splasher on Mudguard and One-Piece Hanger

The Emblem Racer

The Model 51 racer, with 28-inch wheels front and rear, is the successor of the 1916 model of the same name. It is fitted with Thor racing hubs, Vitalic tires—1⅛ or 1¼ inches diameter; Lawson racing bars, Mesinger saddle, and Emblem two-piece D. & J. type hanger. It should be noted that the frame will not permit the use of tires greater than 1¼ inches in diameter. Finish is carmine. The price is $50.



Model 51, the Emblem Racer, with Thor Racing Hubs and Lawson Bars. Two-Piece Hanger

Model 43 Is Fully Equipped

Model 43, the fully-equipped roadster, has a frame of 1-inch tubing. It is shod with Vitalic 1¾ or 1½-inch tires, and has motorcycle type guard with splasher. The Emblem patent one-piece hanger is fitted and the hubs have the firm's double-faced reversible cones, which increase the life of the hubs and bearings by 100 per cent. A stand is provided on this model. The saddle in the Troxel Eagle Easy, or a Mesinger type, as desired. Box bars are provided, with long grips. Finish is black, with an option of carmine. The head is nickel plated. Price is $40 without brake, or $45 with coaster brake. A full set of tools is included in the prices.

Model 45 is for ladies, being a light roadster, with 1-inch diameter double-curved front tubing. Like its running-mate, Model 43, it is fully equipped, the tires, stand, etc., of that model being the same on both machines. A high-class ladies' saddle and special bars are fitted. Finish is black only. The price is $40 without brake and $45 with coaster brake.

The Emblem roadster, Model 32, is somewhat more moderate in price than Model 43, but all fittings are of high quality. Brigadier tires, 1½ or 1⅜ inches, are fitted with an option of Goodyears, and motorcycle type mudguards with splasher are standard. The Emblem one-piece hanger and standard Emblem hubs are used, with either Tip-Top or Mesinger saddle. Box bars with leather grips are furnished. The list price is $30 minus brake, or $35 when coaster brake is fitted. Carmine or black finish as desired.

Men's Roadster, Model 32, an Emblem of Moderate Price, But with High Quality Fittings Throughout

Juvenile Line

Model 35 is the ladies' counterpart of Model 32, and is similarly equipped, except for ladies' saddle, etc. It lists at the same figures. It is finished in black only. The boys' juvenile, Model 72, is the successor of the popular Model 22 of the 1916 season and is similarly fitted. It is to be had in carmine finish and lists at $25 without brake. The girl's juvenile, Model 25, is identical with the model bearing the same number in previous seasons, and is priced at $25, or $30 with coaster brake equipment.

The 114 Motorbike and 144 Arch Truss roadster follow similar models of the 1916 season and are listed each at $40, without coaster brake. An extra charge of $5 is made for fitting the coaster. In addition to the lines mentioned, the Emblem folks have a jobbing line of wheels in extensive variety. Those models bearing the Erie, Capitol or "D" name plates will be fitted with Goodyear tires for 1917.

The regular Emblem line can, of course, be had in colors differing from the standards or options mentioned on special terms. All Emblem products are fully covered by an effective and thorough guarantee for one year against imperfections or defects in material.

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DIRECTORATE RATIFIES SALES PROMOTION PLANS

Cycle Trade Body Paves Way for Putting Into Operation Biggest Cycle Exploitation Campaign Ever Attempted—Christmas Business Drive Well Under Way

NEW YORK, Oct. 18.—The full plans submitted by the Sales Promotion Committee for the stimulation and promotion of the bicycle business were ratified as recommended at a meeting of the United Cycle Trade Directorate at the Hotel Astor today.

The plans as submitted by Secretary Olin dealt first with an organized campaign to boost the Christmas bicycle business and the secretary reported that this campaign is already well under way and that bicycle dealers the country over will receive suggestions and sales helps along this line on or before the first of the coming month.

Electrotypes Furnished

One of the main features of the Christmas campaign embraces the furnishing of prepared electrotypes for use in newspaper advertising to the dealers, and it is made plain that the committee is assured the cooperation of newspapers the country over in obtaining editorial mention of the bicycle as a Christmas gift.

As a result of today's meeting, headquarters will be opened at an early date in New York City and a secretary will be employed to have entire charge of the details of the campaign.

Two men will also be employed who will spend their entire time visiting retail dealers, explaining to them every phase of the "Million Bicycles" campaign, organizing the dealers of the cities into dealers' associations, supervising road races, bicycle "weeks," instructing regarding window displays, advertising in moving picture theaters, and endeavoring to be of the utmost possible service in awakening new interest in the bicycle in every city which they visit.

These men will report on every dealer they visit daily to the central office so that the directorate may be in a position at all times to act promptly and effectively.

Dealers are to be assisted in making fine window displays. The directorate will loan to dealers life-size and expensive cut-out designs, handsomely printed in colors. Each one of these designs will give a happy atmosphere to cycling.

The cut-outs will be so arranged that the bicycle itself and not a picture of it will be a part of the display.

In connection with these displays material for trimming the window attractively will also be furnished.

Window Cards

The committee will also supply a series of attractive cards for use in the windows and elsewhere. Each one of these cards is full of color, life and snap.

A large line of electrotypes for illustrating newspaper advertising, circulars, folders, etc., will be furnished and these electrotypes will be even better than those furnished for Bicycle Day. Wherever dealers or dealers' associations use the newspapers, material will be furnished to such papers that will feature the bicycle.

Periodicals of every kind, including those devoted to boys and to women, will publish through the effort of the directorate valuable material, giving prominence to the bicycle in such a way as to stimulate a desire for it in all quarters.

The committee is to communicate with every dealer in the United States once a month, suggesting to them selling schemes, plans and work that have proved successful and otherwise, passing on the good things the directorate gets through its special representatives and correspondents.

Bicycle Racing

Bicycle racing is to be undertaken and promoted on a large scale and there will be another Bicycle Day or "week," probably at different dates in different sections so as to make it a big opening of the season everywhere. Special plans and co-operation will be given by the directorate in connection with these opening celebrations. Dealers will be furnished with very attractive slides than can be used to advantage in moving picture shows.

Plans will be adopted to making the bicycle prominent in fairs and local celebrations and brought to the attention of dealers in localities holding such entertainments. An effort is to be made to secure bicycle races on the program of all big athlectic events. The special work that has already begun in connection with the Boy Scouts and the Y. M. C. A. will be continued.

JAMES FLANAGAN LEADS THE H. C. W. RIDERS

BAYONNE, N. J., Oct. 23.—James Flanagan leads the other members of the Hudson County Wheelmen in the "cork" races run by that club this season. Flanagan has 85 points and the others stand as follows: R. H. Olsen, 75; Arthur Neminsky, 44; T. Flanagan, 35; H. Klotz, 31; L. Mahieu, 30; John Carey, 27; C. F. Hansen, 21; G. Kaetz, 13, and H. Kaetz, 11.

Charles Hansen won the "miss and out" race held yesterday by the club. James Flanagan finished second and T. La Rossax third. Dick Olsen won the 2½-mile handicap and George Kaetz won the Brassard race from John Fargo.

ERROR IN SMITH FLYER PRICE

In the last issue of **Motor Cycle Illustrated** a typographical error made the price of the Smith Flyer read $215. The price is $125 f. o. b. Milwaukee.

MONTREAL BIKE CLUB REORGANIZES

MONTREAL, Que.—Montreal has caught the spirit of bicycle club revival at last. The Montreal Bicycle Club has been reorganized with a membership of forty-one cyclists and a club room has been secured. The first run of the new organization was held recently to Chambly and St. John's, Quebec, and return, a total distance of sixty-five miles. Twenty-one riders participated in this tour. One of those actively interested in the new club is A. E. Bregent, distributor of the Smith Motor Wheel and Pope bicycles.

CHICAGO CYCLISTS ON TRIP

MICHIGAN CITY, Ind., Oct. 222.—Sixteen sturdy riders toured from Chicago to this city on their bicycles last Sunday. The start was made from Fred Nelson's bicycle store on Michigan avenue, Chicago, and the ride finished at Art Wolff's sporting goods and bicycle store here. All of the riders rode Excelsior wheels and Jim Bain, of the Excelsior Cycle Co., acted as host to the party, treating them to a swell spread and all the trimmings.

E. C. W. HOLD TWO RACES

BROOKLYN, N. Y., Oct. 23.—Dennis O'Shea annexed first honors in the ten-mile race run by the Empire City Wheelmen here yesterday. O'Shea had a handicap of one minute, and he beat out Peter Pesch, 1½ minutes; B. Crawford, 1½ minutes, and Joseph Phister, one minute, in the order named. In a one-mile race Lawrence Gaffney, scratch, beat O'Shea, 60 yards; Anthony Attardi, scratch, and George Laux in that order.

SCHOOL BOYS USE SMITH MOTOR WHEELS

HELENA, Mont., Oct. 20.—Spending five or six hours a day in school is hardship enough for the average boy, but when he has to trudge three miles to get there and three long, weary ones back, with the lifts from neighboring farmers few and far between, he thinks it is "tuff luk." But give the same boy a Smith Motor Wheel and going to school isn't a hardship—it's fun. So thinks Clark Whitcomb, who lives three miles out of this city, at the Blue Cloud Dairy, who rides one.

IVER LAWSON BOUND EAST

SALT LAKE CITY, Utah, Oct. 20.—Iver Lawson, the famous Swede cyclist, left here Tuesday, Oct. 17, for the East. Lawson is entered in the Boston and New York six-day races, being paired with Eddie Root in the former race. Lawson will go as far as Chicago by train and then ride his bicycle to Boston from the Windy City.

THE C. A. C. C. CHAMPIONSHIPS

SAN FRANCISCO, Cal., Oct. 23.—Four titular events will be run at the Golden Gate Park Stadium, Sunday, Oct. 29, by the California Associated Cycling Clubs at their annual championship meet. The races include the half-mile, one mile, three and five-mile events.

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TEN TEAMS IN BOSTON SIX-DAY RACE

Classy Field Secured for the Annual Race in St. Botolph's Town—Sprint Races to Usher in the Carnival at the Arena

BOSTON, Mass., Oct. 26.—Local lovers of cycle racing will soon be in their glory. The annual six-day bicycle race will get under way at the Arena on St. Botolph street, on the afternoon of Monday, Nov. 6, while a sprint meet will usher the cyclists before the public on Saturday night, Nov. 4.

Nat Butler, the old rider and at the present time manager of the Revere Beach track, will be associated in the venture with Alex McLean and John M. Chapman, manager of the Newark Velodrome. A strong aggregation of six-day timber has been secured for the coming race and the entrants include the best of the sprint cyclers now in this country.

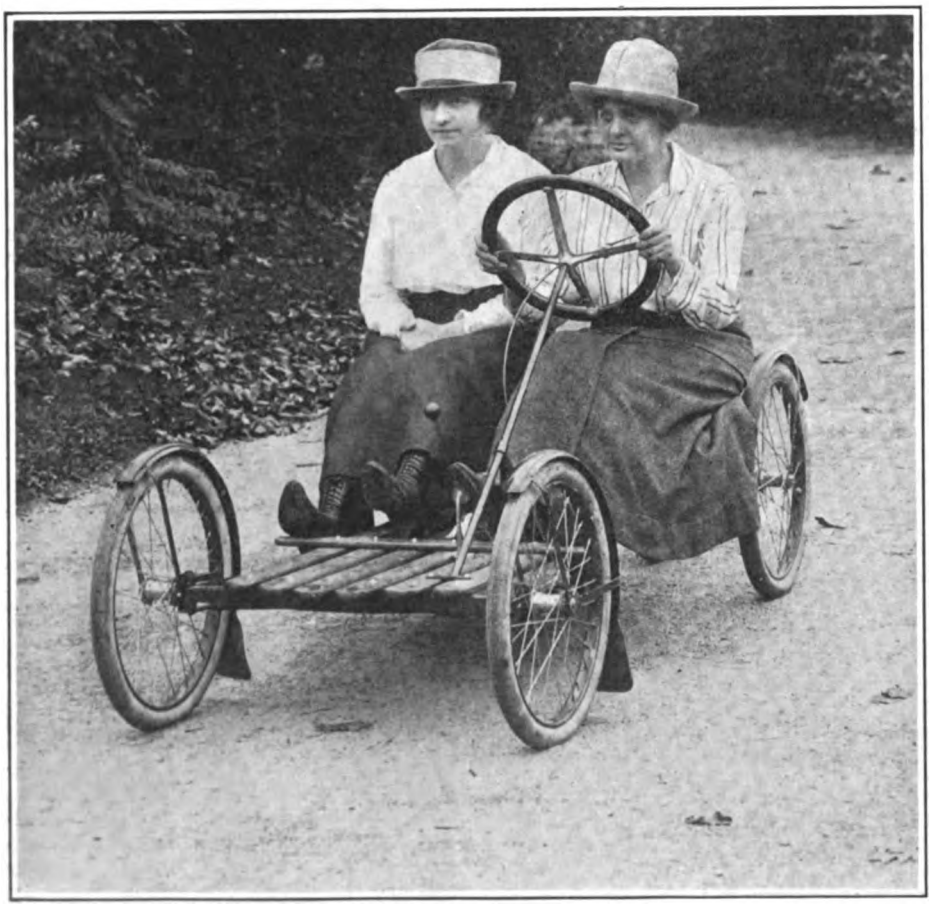
The Boston race as in past years will be of ten-hours per day, the race to start at 4 p. m. and finish the following morning at 2 o'clock. The curtain-raising card of events for Saturday, Nov. 4, is an attractive one and will furnish almost every kind of racing. The features for the opening meet are a 15-mile motor-paced race, which will be run in three five-mile heats, and the starters will be Clarence Carman, 1916 paced champion; George Wiley, the Syracuse rider, and Vincent Madonna, the Providence Italian; a four-cornered match sprint race between Reggie McNamara, Iver Lawson, Alfred Goullet and either Bob Spears or Arthur Spencer, a half-mile handicap for the professionals and a ten-mile open for the same class.

The Boston race will mark the entry of Tom Bello, the Brooklyn Italian amateur, into the strenuous six-day game, and his strong and aggressive riding should aid him in weathering the aches and pains that go with this end of the game. Iver Lawson, who recently retired, is doing a "come back" and will pair with Eddie Root, the old six-day champion.

THE FIELD IN THE BOSTON SIX-DAY RACE

Reggie McNamara and Bob Spears, Australia.
Clarence Carman, Jamaica, L. I., and George Wiley, Syracuse.
Alfred Goullet, Newark, and Alfred Grenda, Australia.
Eddie Root, Boston, and Iver Lawson, Salt Lake City.
Willie Hanley, San Francisco, and Eddie Madden, Newark.
Jake Magin, Newark, and Frank Corry, Australia.
Tom Bello, Brooklyn, and Vincent Madonna, Providence.
Tim Sullivan, New Haven, and Ray Eaton, Newark.
Lloyd Thomas and Percy Lawrence, San Francisco.
Marcel Dupuy, France, and Harry Kaiser, New York City.

ONE REASON WHY "SMITH" IS A POPULAR NAME



Just Because It Is Attached to This Flyer, Which Is Attracting Attention the Country Over

THE NEW SMITH FLYER HAS MADE BIG HIT

Reports From the Trade Give Ample Evidence of Its Popularity—Every Mail Brings in Praise for Vehicle

MILWAUKEE, Wis., Oct. 23.—The Smith Flyer has been on the market only a few weeks and already fine reports of how the public is taking to it are coming to the big Smith plant in every mail. Everywhere there is praise for the appearance and performance of the Flyer.

One Ohio dealer says, "I got the Flyer O. K., and it is a beauty. Everybody, young and old, is taken up with it." A New York dealer hasn't had time to write all about it, for "there are so many coming in asking questions that I'm kept on the jump. It sure brings them into the store," he says.

From Michigan a dealer reports, "The people crowd around wherever I let it stand for a minute." In Chicago, a big dealer who has just had his first Flyer writes:

"To say that we are pleased and enthusiastic is putting it mildly. All the police on the west side know her by now and many of them 'guy' me for riding a toy, but secretly they greatly admire it and are most friendly. To-day one of them asked me to take him from his post to headquarters; I told him the two of us would break down. He said if we did he would buy it. When we arrived, a large force were there reporting and when the enthusiasm displayed by that cop spread among the bunch and was taken up by a large crowd who heard the praise bestowed by the officer, they could not consider the thing a joke."

FORTY RIDERS ON B. V. W. CENTURY RUN

NEWARK, N. J., Oct. 23.—Forty members of the Bay View Wheelmen started on their fall century to Central Valley, N. Y., and return yesterday morning. Two divisions started—the fast and the slow—and in the former could be found Amateur Champion John L. Staehle, William Eager, Robert Henderson and other speedy Velodrome riders.

The slow division left the club house on Sixth street at 7:15 a. m., and the fast bunch at 8:35 a. m. The first named division arrived at Central Valley at noon while the fast contingent arrived at 1:1 p. m.

READING SCHOOL ON RUN

READING, Pa., Oct. 17.—A trip of 7 miles, which took the cyclists through Black Bear, Jacksonwald, Stonersville, Amityville and Yellow House, marked the third weekly run of the Reading High School Bicycle Club, held Saturday afternoon.

KISSMAN WINS N. E. W. RACE

NEW YORK, N. Y., Oct. 23.—Robert Kissman won the weekly point race of the New England Wheelmen, held yesterday over the Pelham Parkway course. C. Spaun finished second and A. Levine third.

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The National Cycle Show Number

of

MOTOR CYCLE ILLUSTRATED

Will be published on November 9th. It will be featured by the most complete and authoritative trade directory and buying guide ever compiled.

Forms close Monday, November 6th.

Make Your Copy Reservations NOW.

MOTOR CYCLE ILLUSTRATED

13 Park Row : New York

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NATIONAL MOTORCYCLE BICYCLE

AND

ACCESSORY SHOWS

Coliseum **Chicago**

NOVEMBER 13th TO 18th

Madison Square Garden **New York**

DECEMBER 4th TO 9th

Sanctioned by the Motor and Allied Trades, Bicycle Manufacturers, Cycle Parts and Cycle Jobbers' Associations

The great opportunity of the year to place your product directly before the Jobbers, Dealers and the Public at Large.

Full Attendance of the Cycle Trade Is Assured

All 1917 Models and latest Accessories under one roof.

Write A. B. Coffman, Manager, 945 Ohio Building, Toledo, Ohio, for full information and space application blanks.

ACT TO-DAY

ARTHUR DAVIDSON, T. W. HENDERSON, F. J. WESCHLER, F. T. CHASE, F. W. GRUBB, Show Committee

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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Varied Activities of the Dealers

GIVES SERVICE CARD

Burnett Allows Each Machine Buyer Six Hours' Free Time

PROVIDENCE, R. I., Oct. 24.—William N. Burnett, local Harley-Davidson agent, employs a novel means of keeping his customers satisfied. With each sale he gives to the motorcyclist a free service card, good for six hours' work. This is presented after the sale is closed and is not used as an incentive to create business.

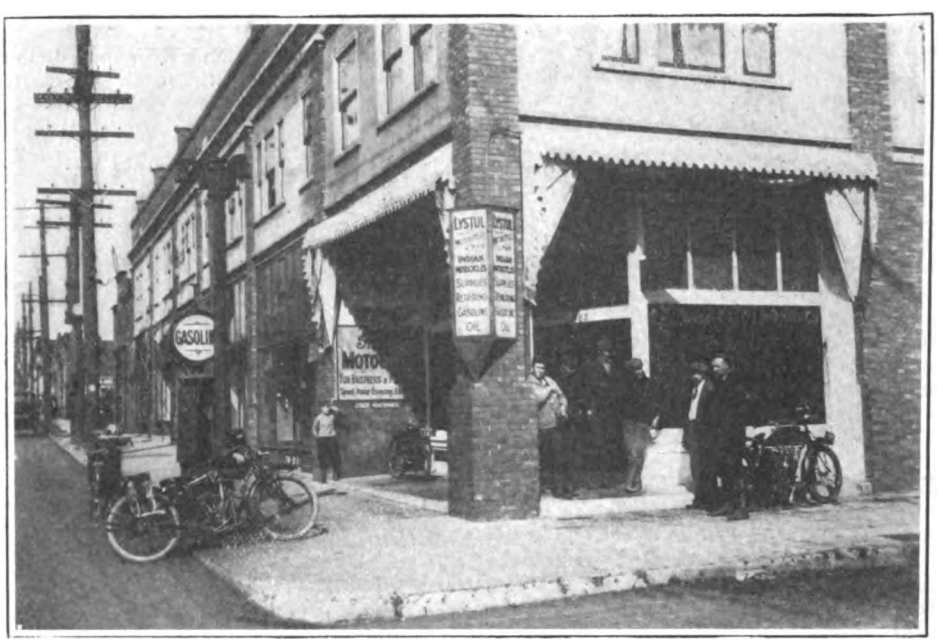
Burnett finds that those who receive the cards take pride in keeping them free of punches, and that it is only on rare occasions that the rider takes advantage of the opportunity to have free repair work done on his machine.

The card is divided into 24 sections, each representing a quarter of an hour's time. If the work covered by the free card was charged for at the regular rate of 75 cents an hour, it will be seen that it would cost the machine owner the sum of $4.50.

The card is good for work only on the machine with which it is issued and to guard against misunderstandings the number of the motor is printed on the card.

BUSY MOTORCYCLE HEADQUARTERS IN PORTLAND, ORE.

Accessory Lines Are Boosted Here by Howard Lystul, Proprietor



Attractive Home of Indian Where Crowds Gathered Recently to See and Order 1917 Indian—Lystul Has Wigwam Representation for East Portland

WALKER STAGES SHOW

Boston Dealer Has Big Exhibit at His Own Headquarters

BOSTON, Mass.—W. J. Walker, Harley-Davidson retail man in this city, had one of the largest exhibits of motorcycles, sidecars, sidevans and rearcars ever staged by an eastern dealer. The exhibit covered the whole floor of Walker's large store at 174 Columbus avenue.

Twelve new Harley-Davidson machines were on view, four of them 1916 models and eight of them 1917's. There were also three sidecars and one sidevan of the 1917 vintage, and six rearcars, two of the latter being finished in olive drab to match the Harley-Davidson machines, and fitted with tops and handbrakes.

Cutaway parts were also shown, such as the three-speed, the transmission, clutch and mechanical oiler.

Walker gave away souvenirs, and he and his staff had their hands full to handle the crowd of visitors.

FLOAT WHICH BROUGHT IN SALES IN LEWISTOWN, PA.

Designed by Agent Rube Ullrich. This Exhibit Swelled 1917 Orders Largely

Harley-Davidson Sidecar Combination on Float Which Was Driven Through Streets of Pennsylvania Town on Recent Boosting Campaign—Dealer Ullrich Is on Float

BROWN'S R-S SLOGAN

ST. LOUIS, Mo.—The E. S. Brown Cycle Company, at 1000 North Grand avenue, handles the Reading Standard, and is featuring the fact that the letters R. S. also stand for Real Service. In addition to the motorcycle lines, they carry the New England bicycles. An up-to-date repair department, in the hands of skilled mechanics, is conducted.

SYKES CO. IN FULL SWING

COLUMBUS, O.—The Sykes Motor Co., 37 East Long street, Central Ohio distributor for the Indian, is now thoroughly settled in the new store, and is doing a nice business for this time of the year. A large shipment of Indian bicycles has been received and quite a few have been sold. A shipment of 1917 motorcycles is expected within a few days.

DIXON SOLD TWENTY TWINS

RACINE, Wis.—Guy H. Dixon, Harley-Davidson agent in Racine, reports the sale of 20 twins during the 1916 season. Among the deliveries was a twin machine to the Racine Police Department, and another for the sheriff's office.

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"ZIM" BUSY AGAIN

Is Lining Up Dealers for a Big Week at Chicago Show

LINDSBORG, Kan.—P. E. Zimmerman, who always has an unusual stunt or two up his sleeve, is shooting the pep into his dealer friends throughout this territory, and exhorting them in a widely distributed circular letter to attend the Chicago Show and help to whoop things up.

Zimmerman is now boosting what he calls the "Wychmore Club," the members of which are signed up with the following "oath": "I Wychmore territory than I can possibly get; I Wychmore discount than the factory can possibly allow; I Wychmore business for 1917 than I ever Wyched before; I Wychmore enthusiasm so my business will prosper; I Wychmore hours in the day between Nov. 13 and Nov. 18."

"Having subscribed to this 'oath' and kissed the sacred white porcupine," Zimmerman's letter continues, "the dealer member is entitled to go as far as he likes."

The Lindsborg booster has sent out 200 of these letters to dealers throughout his territory, and it is expected that they will help to ginger things up considerably—provided some one finds out what the letters are all about before Show Week.

"Zim" is traveling representative for the Excelsior in Kansas, Nebraska, North and South Dakota and northern Missouri.

USED MACHINE SALE FOR MEAD

DENVER, Colo., Oct. 23.—At this time the Mead Autocycle Company, of this city, has a large stock of used motorcycles that have been taken in exchange for new Excelsiors. Of late the Mead people have been advertising their second hand stock quite extensively. E. A. Mead, head of the company, says business in all departments of his store is fine and he expects it to continue so during the winter months.

ROOS HITS A HOT PACE

OMAHA, Neb.—Victor Roos, one of the real live wires among the local motorcycle dealers, and Omaha agent for Harley-Davidson motorcycles, has acquired Potowatomie County, Iowa, as new territory and has sold his first 1917 Harley-Davidson to the Van Brunt Auto Co., which sells Overland cars in Council Bluffs, the auto company planning to use the motorcycle for service work.

Recently two 1917 Harley-Davidsons were sold before they even entered Roos' salesroom. Al and John Peterson, motorcycle enthusiasts, sat down on the curb in front of his place waiting for them to arrive, and when they did Al and John hopped on them and split the breeze.

BIG DEMAND FOR USED MOUNTS

KENOSHA, Wis.—Langanbach Brothers, located at Park and Exchange streets, have announced that they will not handle any new motorcycles in future, and will confine their operations to the sale of second-hand machines. They will also maintain a first-class repair shop, and will continue to sell the Chicago Cycle Company's lines of bicycles.

NO DELAY, SAYS EVA

Excelsior Traveler Assures damour of Prompt Deliver

CINCINNATI, O.—George L. Eva tory representative for the E Motor Mfg. & Supply Co., visited the amour Sporting Goods Company's st week. He states that there will be lay in getting the new Excelsior mod the hands of the Brendamours an dealers at the time set.

Joe Wandstrat, manager of the co reports the sale a few days ago of Excelsior with sidecar to a Cincinna ness man, in spite of the lateness season.

BUSY DAYS FOR WHITIN

DENVER, Colo., Oct. 21.—The Whiting motorcycle store is busy present time demonstrating the ne ment of 1917 Harley-Davidson mac

MAYSVILLE INDIAN MOVE

MAYSVILLE, Ky.—The Indian cycle & Bicycle Company has mo place of business from the Heise ing to 128 Wall street. The new is ideally situated.

1917 INDIANS IN COLORA

DENVER, Colo., Oct. 21.—The n Indian is now on the salesroom floo Boyd & Williams store. Different throughout the State have also cently received shipments of these n

The Non-Acid, Steel Encased

EDISON MOTORCYCLE SPECIAL

ALKALINE STORAGE BATTERY

Built Like a Watch, but as Rugged as a Battleship

Positive and negative grids are stamped out of sheet steel and heavily nickel plated; the positive active material, nickel hydrate, is held in tubes; the negative active material, iron oxide, is held in pockets—each made of perforated, cold-rolled carbon-steel ribbon, nickel plated. The container is made of nickel plated sheet steel, with side seam, bottom and cover all welded by the oxy-acetylene process, making it practically one piece of steel.

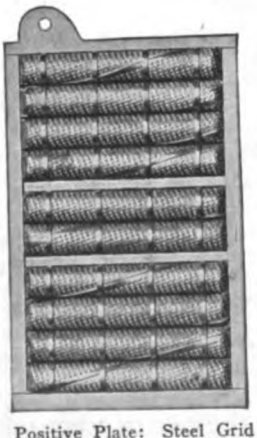
Nothing can bend, buckle, crack or jar loose, no matter how rough the going, and no amount of vibration or concussion can cause the active material to "shed" and form sediment.

The solution is non-acid—does not dissolve the active materials, is not corrosive, cannot cause sulphation, deterioration or attack the parts of the cell in any way.

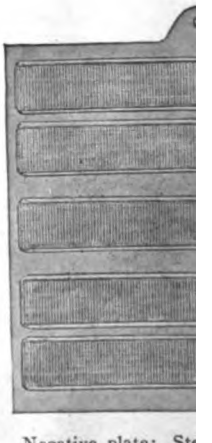
The top of the cell is specially constructed to prevent spilling.

The safe, efficient, long-lived, economical, always reliable storage battery is the Edison Nickel-Iron-Alkaline.

WRITE FOR BULLETIN 883.



Positive Plate: Steel Grid Holding Round Tubes of Nickel Hydrate There are Two Such Plates in the Motorcycle cell.



Negative plate: Ste Holding Flat P of Iron Oxide. T are Three Su Plates in th Motorcycle cell.

Edison Storage Battery Company

Factory and Main Office

242 Lakeside Ave. ORANGE, N. J.

DISTRIBUTORS IN

NEW YORK BOSTON CHICAGO
DETROIT WASHINGTON SAN FRANCISCO
LOS ANGELES SEATTLE NEW ORLEANS

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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The Wise Riders Stick to the Thor

Why shouldn't they? Each year the Thor jumps farther forward. It had a head start; it was the first made brand in the world. Off with a good lead in construction, the Thor has quietly maintained this advantage.

The Thor makes a practice of being quiet. Examples of 1917 improvements to further the quiet running of the Thor are an auxiliary silencer on the muffler and the enclosed transmission. The 1917 Thor runs so silently that one would almost think the motor had little power. Such a possible thought is dispelled when, with the muffler opened, the Giant Thor thunders ahead with a deafening roar of 12 horse power!

Dealers: We have a new sales policy that is bound to interest you, regardless of the agency you now hold. Ask about it. At least—

SEND FOR THE NEW THOR LITERATURE!

AURORA AUTOMATIC MACHINERY COMPANY

Oldest Motorcycle Manufacturers in the World

General Offices, Thor Bldg., 1307 Michigan Ave., Chicago. Sales Offices and Works, 361 W. Superior St., Chicago
Pacific Coast Branch, 61 Fremont Street, San Francisco

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MERRY'S CYCLEMOTOR CAMPAIGN UNDER WAY

EDWIN F. MERRY has been in Los Angeles working on final details of closing down the branch here and arranging to give Southern California dealers strong service direct from one sales headquarters and warehouse in San Francisco. Merry is going to make a strong campaign this year on the new type Cyclemotor, manufactured in Rochester, N. Y., 1917 model of which has just been announced.

Merry says it embodies certain refinements which will undoubtedly make the motor appeal very strongly to the trade. He is distributor for California, Arizona, Nevada and Hawaiian Islands. He is building up a good dealer representation and the dealers find that the motor sells. One man bought six of the 1916 model and already has a deposit up on 25 of the new type, which he expects to sell very quickly in his town as a result of the satisfaction given by the first six.

MOTORCYCLE NIMRODS BUSY

LOS ANGELES.—The list of successful hunters on the opening day for shooting duck, quail and rabbits included a big proportion of well-known motorcycle riders and dealers. "Bob" Sayre, of the Appeal, went out with Geo. Snyder, Bakersfield Harley-Davidson agent, and what they did to the quail was aplenty. C. L. Smith, Great Western bike distributor, is getting to be as keen after the shooting as he is for trout. Roy Breiter and two more brought in 26 ducks from a little lake it takes a motorcyclist to find. This year a man has to ramble a good many miles from the city to get into country that has not been shot over, and the fellow who does not own a motorcycle might as well give away his gun.

STICK CLOSE TO SHOP AND SUCCEED, SAYS LONG

LOUISVILLE, Ky.—Coleman B. Long, one of the pioneer bicycle dealers and repairers, and local agent for the Merkel, in a recent interview with the correspondent of **Motor Cycle Illustrated,** stated that one of the real secrets of his success in business had been the observance of the fact that the small dealer, operating with a small capital, contained practically his entire capital inside of himself, and that when he was away from his business, business was suspended.

The consequence has been that Long has always stuck closely to his shop, and has been grabbing the elusive dollar, while many dealers have come and gone, who endeavored to spent most of their time elsewhere and allow their shops to run themselves with the aid of a few repair men.

HILL-CLIMB TO BE BIG EVENT

LOS ANGELES.—Lester Miles, A. F. Van Order, L. E. Reed and Geo. Rubsch, the committee handling the forthcoming hill-climb of the L. A. M. C., have picked a long steep one out on the North Broadway highway to Pasadena. The hill is accessible by motorcycle and electric car, and a big crowd is sure to be on hand to see the 1917 models tackle the grade.

MOTORCYCLE RACER BACK FROM WAR WITH MEDAL

HAILEYBURY, Ont.—J. P. Morgan of this village, formerly one of the best known motorcycle racers of the dominion, has returned from the war with a scar across his forehead and the D. C. M.—Distinguished Conduct Medal.

Morgan enlisted in Montreal, went overseas with the Borden machine gun company and was attached to the Sixth Brigade. He showed conspicuous bravery in the defense of a machine gun during the bombardment of the British lines at Eloi last April, and was struck in the forehead by a piece of shell. For a long time there was doubt of his recovery. He was recommended for the medal immediately at the close of the action, and received it on May 1st.

CLIMBS HILL ON OLD MACHINE

LOS ANGELES.—Lester Miles rode one of the machines from the stock of second-hands, dealt in by Martin & Miles, out to the hill under consideration for the big November hill-climb. While the committee was debating whether any machine could get over so steep a grade Miles rushed it and made a creditable climb. The committee had to admit that Martin & Miles have good second hands.

THE HENDERSON IN HAMILTON

HAMILTON, O.—C. A. Clark & Son, Main and B streets, have just closed a contract to handle Henderson motorcycles in this territory.

Positive Grip

due to the generous design and construction—we think it is the best and strongest rat-trap pedal you ever put your foot on.

The No. 4 Standard

is a big, substantial, motorcycle-type pedal. It stands for the utmost mechanical value.

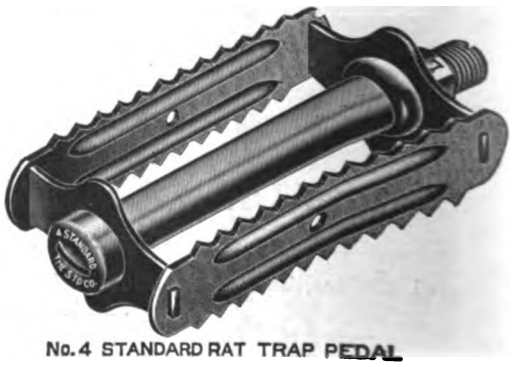
With a pair of these pedals on your wheel you are equipped with correct, up-to-date foot-holds, fairly representative of our business in the cycle industry.

Our products comprise:

Diamond E Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

We are boosters for a "Million Bicycles in 1916"

THE STANDARD COMPANY
TORRINGTON, CONN.



No. 4 STANDARD RAT TRAP PEDAL

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REMY
MOTORCYCLE LIGHTING & IGNITION SYSTEM

That the Remy system is reliable—that it furnishes best motorcycle lighting and the most efficient ignition—has been proved through its year-after-year adoption by the Harley-Davidson Motor Company. It has been standard equipment on this well known motorcycle for the past three years. See that the motorcycle you buy is equipped with the Remy System.

Have your nearest Harley-Davidson dealer demonstrate now.

REMY ELECTRIC CO.

Factories: Anderson, Ind.

Sales & Engineering Offices: Detroit, Michigan

144

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Sidecarist Ascends Mt. Washington

Boston Motorcycle Salesman Heads Party That Completes Eight-Mile Climb in White Mountains; Reached Summit in About Forty Minutes

BOSTON, Mass.—Ralph E. Watson, salesman for W. J. Walker, Boston, is curious to know whether he has the sidecar record for climbing Mt. Washington. With his brother, George Watson, in the sidecar and with Havelock Hennigar, John Lane and George Lane on solo machines he made a trip that is claimed to be one of the most scenically attractive in the United States.

Leaving Danvers, Massachusetts, at daybreak the party arrived at the foot of Mt. Washington, in the heart of the White Mountains, at 11 a. m. They stayed there for dinner and after dinner mounted their Harley-Davidsons for the climb. The mountain is a mile and a quarter high and the road is eight miles long, pretty rocky and so crooked that in no place can a rider see farther ahead than 100 feet at any one time.

"But this is made up for by the fact that you can look down for a thousand feet or more, and straight down, at that," says Mr. Watson, who has constituted himself a volunteer press agent for the White Mountains and overlooks no opportunity to boost them when he meets up with motorcyclists from other parts of the country. "Of course, the solo machines left me as soon as we started the main climb, but we made the summit in a little over forty minutes, which I believe is record time for this climb with a sidecar.

"When you get to the top you can see for many miles and on a clear day it is possible to see the Portland harbor, ninety miles away. After spending the afternoon on the top of the mountain we came down, and this is where one appreciates the value of a good brake. We rode westward through the famous Bretton woods and the Crawford Notch, putting up at the Crawford House for the night.

"The next morning we continued our ride directly across the range of mountains and then down to Boston, arriving there about eight o'clock in the evening, having covered 560 miles without having to fix so much as a puncture. The total expense for the entire trip was so small that it is not worth mentioning. We certainly had a beautiful trip, saw some of the finest scenery in New England, and I don't know but what it might well be called the finest in the United States."

TETLEY BACK ON JOB

RED BANK, N. J., Oct. 19.—The many friends of Lou Tetley, local Indian man, will be glad to know that he is now able to get around again, following the injuries he received a short time ago. "Lou" has had a good season, having sold 37 solo Indians and 10 sidecar outfits. To date he has taken orders for 12 of the 1917 Powerplus.

CLARK SIGNS AGAIN

Badger State Motorcycle Co. Continues to Handle Indian

MILWAUKEE, Wis., Oct. 24.—R. L. Clark, proprietor of the Badger State Motorcycle Company, 2220 Meinecke avenue, is back on the job and loud in his admiration and praise for Jesse Edwards and his methods of conducting the annual dealer sales convention of Wisconsin, Iowa and Illinois Indian representatives.

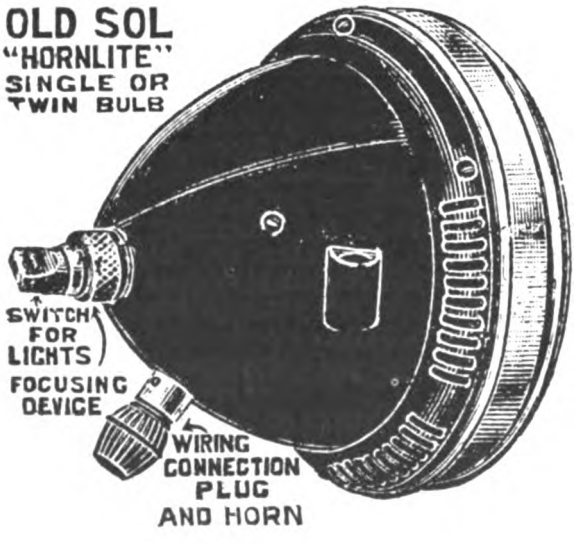
The Badger company has signed up for his second year to handle the Springfield product, and predicts that 1917 will be the biggest year he has had since in business. Intensive selling in the Milwaukee county farm districts is one of the features of Clark's policies that made the Reading-Standard a popular machine amongst the farm boys when he handled that make two years ago and previously. Adolph Waech, former partner in the Badger State company, now is handling the Reading-Standard.

Milwaukee motorcycle enthusiasts are all wrought up over the rumor that seems to be going around that Clark has something up his sleeve for this season in the way of a radical change in the organization. However, the boss refuses to divulge even the slightest inkling of what's coming off, in spite of questioning.

William Jensen, formerly head of the repair department in the Wisconsin Motorcycle Company, the old Indian agency, has been placed in charge of the Badger State repair shop. William C. Knuth is salesman.

Indian HENDERSON Dayton

These three "big-timers" will use the most advanced, the best looking, and the most effective warning and lighting system on the market—



Old Sol "Hornlite"

They do this because they have found that the HORNLITE gives the utmost in lighting power, with its two-bulb headlight, its specially built, highly silvered reflector, its focusing device, its 21 candlepower special Nitrogen Bulb, and, finally, its deep, far-reaching, harsh-toned horn, concealed in the lamp, the body of which forms the "bell" or sound-box for the warning signal. Consider the compact, efficient trim appearance of this combination outfit —then write us for prices.

Remember—three of the world's greatest motorcycle manufacturers are using HORNLITE *exclusively* in 1917.

Hawthorne Manufacturing Co.
BRIDGEPORT CONN.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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WESTFIELD MFG. CO.

Nameplate Talks
No. 2

This nameplate can do more for the sale of a bicycle than all the fancy selling talk in the world.

Not only *can* it do more, but it *has* done more, and *is* doing more right now.

Columbia

The bicycle on which it is found has advantages possessed by no other bicycle made: an already established market and a backing of old friends reaching thirty-nine years into the past.

These advantages the bicycle dealer can apply directly to his own business in the form of sales and profits.

The Columbia Nameplate is a quick, clean salesman

Write Dept. 11

WESTFIELD, MASS., U.S.A.

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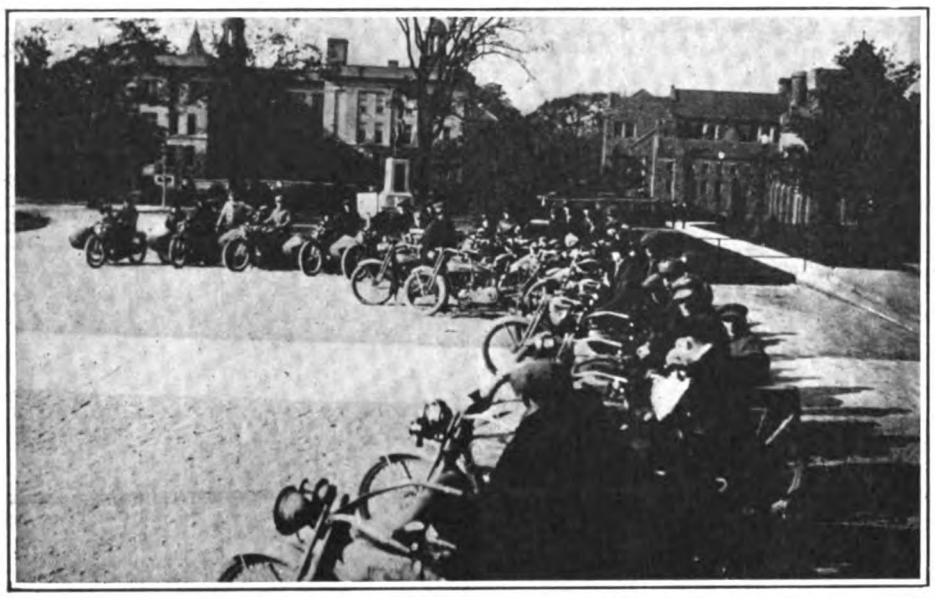
SIXTY JOIN ANDREWS IN LAKE SHORE TOUR

Three Score Harley-Davidson Enthusiasts Participate in 80-Mile Run Given by Toronto Agent—Tentative Plans for Club Discussed and Well Received



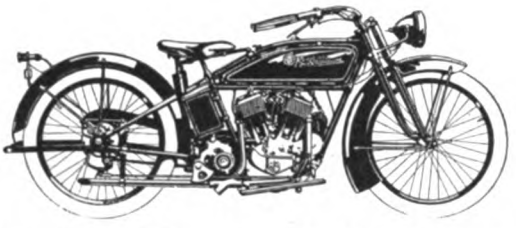
Lineup of Riders in Queens Park, Toronto, at Start of Andrews' Run

TORONTO, Ont.—Without exception, the very best motorcycle outing of the season for Toronto motorcyclists was the Lake Shore tour organized by Walter Andrews for Harley-Davidson riders on Sunday, Oct. 15. The pleasure-seekers made the 40-mile spin to Hamilton easily before dinner over the new Intercity highway and then returned home late in the afternoon after a chummy drive. Pleasant people made up the attendance of sixty participants, fifty of whom occupied the seats of Harley-Davidson sidecar outfits, the presence of so many sidecars arousing eighty miles of comment along the road. Although no guest had been requested to make a neat appearance for the occasion, every machine bristled with its best shine and the majority of the enthusiasts also bore attractive riding clothes.

With the get-away from the Harley-Davidson store here, the many sidecarists and soloists paraded orderly to Queen's Park where the riders grouped themselves among ancient guns and statues for the official photographs. After the photographic registrations, the front wheels were steered toward the open country and the machines fluttered, Harley-Davidson-like, over the concrete without a miss—excepting those in the sidecar tonneaux.

The tourists kept well together as the order had been issued by "Captain" Andrews for the boys to ride in "close column of route"—military style. At Hamilton the party dined at the New Commercial Hotel as the guests of Andrews. As smoke filled the air from after-dinner cigars, thoughts arose regarding a plan to organize a Harley-Davidson club in Toronto. The matter will be considered in a definite way at a future date.

The Rider's Choice



The pick of the present day Motorcycle

The 1917 R-S

Three Models for 1917

Model 17 T, 12 H.P., Twin Cyl. $275
Model 17, T E, 12 H.P., Twin Cyl., (Equipped with Bosch Electric Lighting System) $315
Model 17 S, 6 H.P., Single Cyl. $240

Write for Agency Proposition

Reading Standard Company
501 Water Street Reading, Penna.

Rear View

(Patented)

Have you seen the
LARGE OIL LAMP
For
MOTOR CYCLES
Burns 20 Hours
The Neverout
REG. U.S. PAT. OFF.
Has special bracket for handle bar
Write Today for Complete Description
ROSE MFG. COMPANY
933 Arch St. Philadelphia, U. S. A.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by **advertisers.**

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America's Standard Supreme through Merit

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WHEELER-SCHEBLER CARBURETOR CO. INC
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

THE COAST LINE TO MACKINAC

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TOLEDO, PT. HURON, ALPENA, ST. IGNACE.

A REAL VACATION

The D. & C. Line Steamers embody all the qualities of speed, safety and comfort. The freedom of the decks, cool, refreshing lake breezes and commodious state rooms makes life aboard these floating palaces a source of enjoyment.

"D. & C. A SERVICE GUARANTEE"

Daily service between Detroit and Buffalo and Detroit and Cleveland. Day trips during July and August, as well as two boats out of Detroit and Cleveland every Saturday and Sunday nights during these two months. FOUR TRIPS WEEKLY FROM TOLEDO AND DETROIT TO MACKINAC ISLAND AND WAY PORTS—From June 25th to Sept. 10th, SPECIAL STEAMER CLEVELAND TO MACKINAC ISLAND. TWO TRIPS WEEKLY. NO STOPS ENROUTE EXCEPT AT DETROIT EVERY TRIP. Daily service between Toledo and Put-in-Bay, June 10th to Sept. 10th.

RAILROAD TICKETS ACCEPTED on D. & C. Line steamers between Detroit, Cleveland and Buffalo, either direction. Send two cent stamp for illustrated pamphlet and Great Lakes Map. Address L. G. Lewis, G. P. A., Detroit.

DETROIT & CLEVELAND NAVIGATION COMPANY
P. H. McMILLAN, Pres. A. A. SCHANTZ, V. P. & G. M.

ELISCO

Light Gauge, Cold Rolled

Steel Tubing

Unequalled for Mechanical Accuracy and Finish

Made under the "Elisco" process by automatic machines which combine six operations in one, and ensure a degree of uniformity and finish hitherto unobtainable.

We are still able to make reasonably prompt delivery of 18 and 20 gauge tubing in most sizes from ⅜ inch to 2 inch outside diameter.

Let us submit samples and quote prices.

The Elyria Iron & Steel Co.

East 131st Street Cleveland, Ohio

Chicago Office, 1243 Peoples Gas Building
Atlanta, Georgia, Office, Candler Building

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ELLIS PROPOSES A NEW YEAR'S NIGHT RUN

New York F. A. M. Commissioner Suggests New York-Albany Ride Beginning Midnight and Invites Comment

NEW YORK, Oct. 23.—F. A. M. Commissioner George A. Ellis is proposing to hold a midnight run of motorcyclists from New York to Albany. The date is New Year's night. Start is to be made at Columbus Circle at 12 P. M. Dec. 31, 1916, and finish at Capitol Square, Albany. The winner will be the man to arrive first.

The run is to be held regardless of weather conditions. Commissioner Ellis proposes to get permission from the authorities to demonstrate that the motorcycle can be operated in winter to good effect as well as in fine weather. A series of prizes is being gotten up for the event.

Mr. Ellis invites comment upon this proposed run and will be glad to hear from dealers and riders about it. Address G. A. Ellis, c/o New York Sporting Goods Co., 10 Warren street, New York.

RAIN DOES NOT STOP MOTOR WHEEL SALES

MILWAUKEE, Wis., Oct. 23.—In far away Manila, the Smith Motor Wheel is daily demonstrating its efficiency, and F. H. Thompson & Co. write that the number of sales they have made right through the rainy season has surprised even themselves, as they didn't look for much business during the four rainy months which constitute our summer.

Gasoline there sells around one dollar a gallon—and we think the 16 to 20 cents we pay is exorbitant! One appreciates high mileage, therefore, in the Philippines, and one reason for so many Motor Wheels are being sold there is that the rider can get from 100 to 125 miles to a gallon of gas. One recent purchaser, Hignio Sepulveda, a merchant who uses his Motor Wheel for soliciting, says: "As a business getter the Motor Wheel can't be beat."

ROUTE TO GALT, ONT.

PLEASE give the best route from Auburn, N. Y., to Galt, Ont., also distance between the two cities. I wish to visit in the Canadian city.

Auburn, N. Y. W. H. HUGHES.

The route is Auburn, Seneca Falls, Waterloo, Geneva, Canandaigua, Mendon, Pittsford and Rochester, 71½ miles; about ten miles of poor roads. Rochester, North Chili, Churchville, Bergen, Byron, Batavia, East Pembroke, Pembroke, Clarence, Williamsville, Buffalo, 73.7 from Rochester. Buffalo, Tonawanda, North Tonawanda, Niagara Falls, 21½ miles from Buffalo. Canadian customs on bridge over Niagara river; New York license will carry you through all right.

Niagara Falls, Ont., St. Davids, St. Catharines, Jordan, Beamsville, Grimsby and Hamilton, 50½ miles, good roads. Hamilton, Dundas, Galt, 25.2 miles, fine roads. Total distance, from Auburn, 242½ miles.

A CASE OF OVERHEATING

MY 1915 twin is not acting right as regards climbing hills. It gets hot and will frequently not give power even on low gear. I recently had it overhauled so the ignition and valve timing must be all right.

R. M. M.

Reading, Pa.

Granting that the overhaul was made properly, the motor is overheating and this may be due to any of the following causes: Too rich a mixture, due to wrong carbureter adjustment; choked exhaust, due to soot in pipe or muffler; wrong lift on exhaust valves, due to too great a clearance between the tappets and the end of the stems; poor fuel; tight bearings. With the information you give us, we cannot give you the exact cause of the trouble. It may be also that your pistons are too loose in the cylinders, due to excessive wear of the latter.

SMITH MOTOR WHEEL SALES IN ALBERTA

MILWAUKEE, Wis., Oct. 23.—Remarkable activity in fall sales of Smith Motor Wheels has been shown by the Alberta Motor Wheel Co., Calgary, Canada. No less than seven sales have been reported in the last two weeks, and considering the cold weather already being experienced in Alberta, this looks like business will keep right up until the big snows come.

One purchaser, manager of a large lumber yard in Calgary, writes: "The Motor Wheel is perfect."

USE QUALITY OIL

The life of a motorcycle depends largely on how it is lubricated.

HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS AND GREASES

Are America's leading Lubricants. We've been making QUALITY oils for over thirty years. This experience, expert knowledge and best ingredients go into every drop of HARRIS OILS.

All Good Dealers Recommend Them.

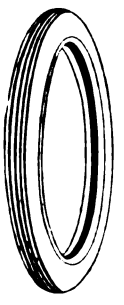
"A Little Goes a Long Way and Every Drop Counts."

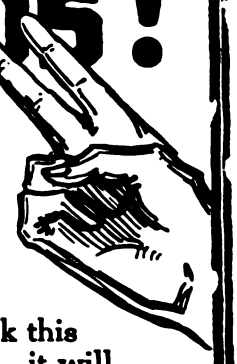
A. W. HARRIS OIL CO.,

326 S. Water St., Providence, R. I.

Branch: 143 No. Wabash Ave., Chicago, Ill.

SECONDS!





It's not often that the trade gets such an opportunity to stock up on standard tires at such "rock-bottom" prices. Look this list over carefully—it will pay you well to do so.

Firestone Corrugated, 28 x 2½, for BB Rims..	*Each*	*$5.50*
Federal Studded, 28 x 2½, for BB Rims.....	"	*5.50*
Firestone Non-Skid, 28 x 3, for CC Rims.....	"	*8.50*
U. S. Corrugated, 28 x 2¾, for CC Rims.....	"	*4.50*
U. S. Studded, 28 x 2¾, for CC Rims.....	"	*4.00*
Continental Studded, 28 x 2¾, for CC Rims...	"	*5.50*

Write for New Net List No. 60 Showing Latest Prices

NEW YORK SPORTING GOODS CO.

15 and 17 WARREN STREET NEW YORK, N.Y., U. S. A.

FREDERIC A. BAKER, President

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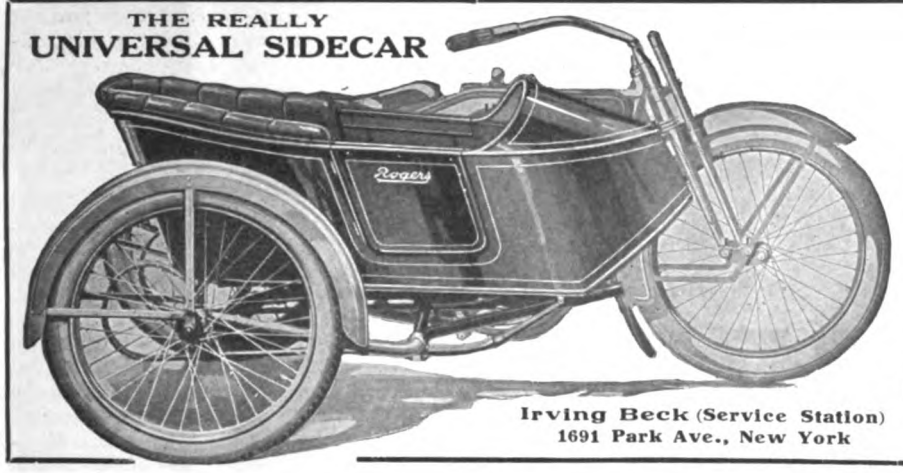
THE REALLY
UNIVERSAL SIDECAR



Irving Beck (Service Station)
1691 Park Ave., New York

Rogers
ROGERS MANUFACTURING COMPANY CHICAGO

APPROVED by leading motorcycle manufacturers

And the universal selection of discriminating buyers.

Passenger and commercial types to fit all standard motorcycles will be shown at Space 90, Chicago Motorcycle Show. Don't fail to see them.

ROGERS MANUFACTURING CO.
337 West Madison St., Chicago

Another record for Splitdorf Spark Plugs

A Size and Type for Every Engine

Splitdorf Plugs are made in all sizes and in types to suit every motor cycle, motor car, motor boat, tractor and aeroplane. Upon request we will send you a complete directory, which specifies the correct type to use with each make of engine.

SPLITDORF ELECTRICAL CO.
Newark, N. J.

A Point Worthy of Consideration

with reference to speedometers in general and in particular the

CORBIN-BROWN SPEEDOMETER

The point is: that mechanical simplicity means life and strength. This simplicity the Corbin-Brown possesses in the highest degree.

We do not claim it to be the only speedometer on the market that will do its work efficiently, but we do claim that there are many other speedometers constructed on a different principle whose mechanisms are so overcrowded with devices aiming to neutralize certain extraneous influences that the percentage of wear, friction and deterioration is appreciably increased.

This is not so with the Corbin-Brown. Its principle is fundamentally correct and as a consequence its mechanism is sturdy and beyond question the strongest made.

Consider this point carefully. Catalog on request.

THE CORBIN SCREW CORPORATION
The American Hardware Corporation, Successor
NEW BRITAIN, CONN.
BRANCHES:
New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

"Will Exhibit at the National Motorcycle, Bicycle and Accessory Show, Chicago, November 13th to 18th inclusive, Space 119."

Your Help Problem Solved!

It matters not whether you are a

Manufacturer, Jobber or Dealer

whether you need help in the shop, in the store, in the factory or on the road. You can get just the kind of a man you are looking for by advertising in the classified columns of

MOTOR CYCLE ILLUSTRATED

ACT QUICKLY AND YOU WILL GET QUICK RESULTS!

RATES: One insertion, three cents a word; two or more insertions, two cents a word for each insertion

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BOOSTS FOR BAKER

Admirer Tells Why He Considers Him a Good Sportsman

EDITOR **Motor Cycle Illustrated**: I hope you will print in your magazine this little tribute to Erwin G. Baker, the old "Warhorse" whom I greatly admire.

Although I ride a different make of machine from Baker's I can't help boosting for him. He is my ideal motorcyclist. He is always on the job, no matter what the conditions are, and when he goes into a contest he always gives the best that is in him. Most of the time he makes good against great obstacles, but at any rate he is a good sportsman.

His records for the past three years should be regarded by all motorcyclists with pride, regardless of the makes of motorcycles they ride. When I get into an argument with some automobile man about endurance riding I just dig down and bring up Baker's records. I point to the fact that he enabled the motor car to beat his own motorcycle record across the country, and remind the automobile man that his industry is glad to have a man like Baker pilot a car.

We can't give Baker too much credit, and it is too bad that the motorcycle sport hasn't more riders like him. We have a lot of mighty capable boys in the game, of course, but in my opinion "Cannon-Ball," or "Warhorse," or whatever you please to call him, is in the front rank as an all-round exponent of the motorcycle in this country. AN ADMIRER.

RAILROADERS FIND MOTOR WHEELS EFFICIENT

MILWAUKEE, Wis., Oct. 23.—That the Smith Motor Wheel is proving just as efficient for railway use when attached to a speeder as when used with a bicycle is evidenced by the following letter from Lee Vernnum, Rantoul, Ill., an employee of the Illinois Central Railway:

"I have used my motor wheel from three to four thousand miles this year. I get about 80 to 85 miles to a gallon of gas and the oil consumption is very small, about four gallons. The repairs have cost me about 80 cents to date. I cannot see that the tire has had any wear at all, and my opinion is that the tire will rot out with old age before it will wear out. The wheel gave me splendid service last winter, and while the weather was cool, I carried two men a great deal, and some times three, without any trouble."

OMAHA A GOOD CYCLE TOWN

OMAHA, Neb.—Always a good motorcycle town, Omaha is fast becoming one of the best in the country. The Omaha Club now has a membership of about 100, and is planning a series of week-end runs which will induce many more to join. One of the most popular runs is between Sioux City and Omaha, the last one being made in about six hours, each way, with a stop-over. The distance is approximately a hundred miles. A. G. Sorensen, the hustling secretary of the club, also says that the second annual ball, given October 10, proved a welcome rendezvous for many visiting motorcyclists who had been showing their speed over the Lincoln Highway, which runs through Omaha.

WHERE TO REACH JOE MERKEL

NEW YORK, Oct. 17.—Jos. F. Merkel, who designed both the Flying Merkel motorcycle and the Autoped and who even now, as was exclusively told in a recent issue of **Motor Cycle Illustrated**, is engaged in putting the finishing touches on a power wheel for bicycles, writes that since the appearance of that article he is getting much mail matter from trade acquaintances wrongly addressed to Flatbush. Merkel's address is 284 Washington Place, Flushing, L. I., N. Y.

SUPERINTENDENT BUYS ONE

PROVIDENCE, R. I., Oct. 23.—B. A. Swenson has sold a Powerplus machine with sidecar to Charles Brown, superintendent of the Rhode Island Malleable Iron Company. Mr. Brown will use it in going to and from his office. This was the fourth Indian sold by Swenson in the first three days of last week.

JAMAICA CLUB RUN, OCT. 28

JAMAICA, N. Y., Oct. 23.—The Jamaica M. C. will hold a club run to Eastport, L. I. on October 28. The start will be made about 8:30 a. m. and it is expected that 25 members, the usual number, will participate. Lunch will be eaten at Eastport and the return made in the afternoon.

Fits any Standard Motorcycle

"On or off in thirty seconds"

CYGNET REAR CAR

"Two Profits" Ask Us

CYGNET REAR CAR CO.

Dept. 4,

1200 Niagara St. Buffalo, N. Y.

Special Delivery!

For quick deliveries this Stevens Side Car is just the thing. Light construction, but tough—carries 100 pounds. Not unwieldy—only 26 inches wide over all.

Well hung and well sprung—equipped with non-skid, studded tires.

Easy to detach, leaving bicycle for other use.

Hamper furnished in wicker or enameled wood, [illegible]

PRICE, complete with fittings for attaching..... $20

Get discounts from your jobber

STEVENS & CO., 375 B'way, New York

Manufacturers of Accessories

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad. to the classified department—THE BIG RESULT GETTER.

MOTOR CYCLE ILLUSTRATED 13 PARK ROW NEW YORK

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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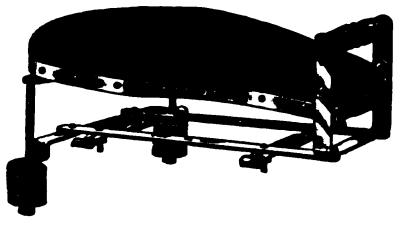

No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price

$6.50

Complete

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WORTH MORE Berling Magneto DOES MORE

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.

"THE CHAIN OF EVENTS"

There are many important racing and Endurance Events during the season. Count the number of winners who use

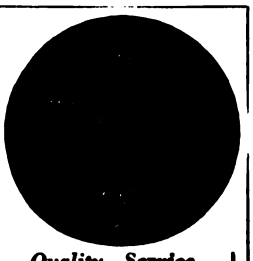
Duckworth

It is indeed the "chain of events." Your motorcycle will know its true power when it is fitted with Duckworth Chains—not before.

DUCKWORTH CHAIN & MFG. CO.

SPRINGFIELD MASS.

MASCO



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NEW CATALOG NOW READY
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

MIAMI-MADE BICYCLES

are sure trade winners

RACYCLE, HUDSON, MIAMI, FLYING MERKEL

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Miami Cycle & Mfg. Co., Middletown, O., U.S.A.

The choice of the experienced rider is

PREST-O-LITE

The Only Practical Light for Motorcycles.

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

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The World's Largest Makers of Dissolved Acetylene

Prest-O-Lite Exchange Agencies Everywhere

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THE HARRY SVENSGAARD SALES CORP. DETROIT

This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1916!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan

Two-thirds actual size.

***Brilliant* Burners**

THE PERFECT HEADLIGHT

have opened a new era in gas lighting by combining **Electric Brilliancy** with **Prest-O-Lite Reliability.** They are guaranteed to give three times the light of the ordinary burner. The thousands in use demonstrate their practicability. Price $2 per set.

DEALERS: Full details and our proposition will be sent on request

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Large Stock of Machines and Parts
Distributors for New York and Connecticut.
Dealers, write us for 1917 agency proposition.
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4192 Broadway, New York

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
209 W. 126th St. New York
'Phone, 3352 Morningside

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J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
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HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3986 Chelsea

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
533 West 110th Street, Near Broadway, New York
15 So. Lexington Ave., White Plains, New York

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 549

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Berckheimer, Prop. V. C. Pelezzare, Mgr.

H. RAOUL
Indian Motorcycle Agency
Uptown Indian Bicycle Distributor
Full Stock of Parts for All Models
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Repairs Storage

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
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AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
NEW 1917 INDIAN
NOW BEING SHOWN
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

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HARLEY-DAVIDSON
Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1080-1082 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

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Tel. 2008 East N. Y.

Distributor
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Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
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THOR MOTORCYCLES
Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN
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WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

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TIRES & SUPPLIES
INDIAN & EXCELSIOR MOTO
IVER JOHNSON & PIERCE B
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INDIA
AND SMITH MOTOR W
All makes of Bicycles—expert
FLUSHING BICYCLE EXC
30 MAIN ST. FLUS
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Territory—Long Island City to Por
on North Shore. Demonstration
Full Stock of Supplies—Used
HORN & McCRACKE
F. A. M. Shop.

THE KOCH-RUH
18 North Washington Street, Ja
Harley-Davidson Distributor
Island, Exclusive of Br
REPAIRS AND REAL SE

NEW JERSE

W. EDW. MACDOUGA
Dist. of Harley-Davidson Motorc
us a line if interested in second-h
102 Van Houten St., Paters

INDIA
MOTOCYCLES
Rebuilt machines. A written gu
each machine. Write for details
JOHN STEELE, 91 Broadway, Pa

HARLEY-DAVI
Territory—Bergen Cou
From North Bergen to N. Y.
Full Stock of Supplies an
J. W. TERHUNE C
193 Main St. Tel. 1890 Hacke

PROVIDENC

Motorcycle Repairing and Winter
Complete repairs on any
INDIAN A SPECIALTY. PR
Work guaranteed. 1916 India
stock; any make taken in trade.
second-hands on sale.
B. A. Swenson, 522 Broad St., Pro

If you've got something to sell—don't delay, send your ad. to classified department of Motor Cycle Illustrated

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Special Service Department

EXCELSIOR - SERVICE

Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

STANLEY T. KELLOGG Eastern Distributer
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Get our monograms for motorcycles. 500% profit. Motorcycles plentiful everywhere. Thousands sold daily. Samples 10c. Write for particulars.

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Cheyenne, Box 159 Wyoming

CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
MUNCIE PISTON CO., Muncie, Ind.

Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
CITY SUPPLY CO.
56 Warren Street New York

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Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

Motorcycles on Installments
Dealers' Accounts Carried
New York and vicinity only
C. Anthony Wolfe
1834 Broadway New York

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
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Classified Advertisements

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c. — MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

INDIAN 1916 Powerplus twin, spring frame, three-speed, and 1916 Indian sidecar. Both brand new, run only 60 miles; $295 takes outfit. Arden Rice, New Bloomfield, Pa.

FOR SALE at sacrifice, 1916 Dayton, three-speed, electric equipped, F. M. tandem. Run 2,500 miles, A1 condition. Write A., care of Motor Cycle Illustrated.

FOR SALE—Indian twin engine only with carburetor and magneto. One 1914 Harley 2-speed motorcycle. Write R. H. Sunderlin, Goldfield, Colorado.

FOR SALE—Yale motorcycle, newly rebored, $25; Indian Twin, overhauled and equipped, $75; Stewart speedometer, $5; 20 Tandem, fits Yale, Harley, XLCR, $4. Write Fred Hallgren, Youngsville, Pa.

BARGAIN—Motorcycles, motor wheels for immediate cash sales. 1915 2-speed Indian with horn, carrier cushion, foot rests, etc.; only run 2,000 miles; in good shape, with brand new Blue Streak tire on rear; price only $135 if taken at once. 1914 Model K, Big 4 Pope; has new cylinder, piston rings, belt, etc.; in good running order, for $35. 1915 Smith motor wheel, in good order, for $25. 1916 motor wheel in A No. 1 order, $30. Will crate and ship any of above for $10 deposit, balance C. O. D. R. W. Pellett, Danielson, Conn.

FOR SALE—1914 Eclipse 2-speed 7 h.p. Indian with full equipment, Prest-O-Lite tank, lamp, horn, carrier, foot rests, etc.; tires O. K., and machine in good order; only $110. 1912 twin 7 h.p. Indian in running order, only $40. R. W. Pellett, Danielson, Conn.

FOR SALE—Rebuilt motorcycles. We have a large line of second-hand motorcycles, all thoroughly rebuilt and warranted in A-1 condition, consisting of up-to-date models; Indians, single, 2- and 3-speed; Harley-Davidsons, 2- and 3-speed; also Excelsior in fine condition. Also Indian and Harley-Davidson sidecars and second-hand Cygnet rear cars. Write for description and prices. New York Sporting Goods Co., 15-17 Warren St., New York, N. Y.

FOR SALE—1916 electrically equipped three-speed Harley-Davidson twin, nearly new; must sell at once; $225. Frank E. Wells, Waverly, Nebr.

PREST-O-LITE TANKS, with gauge, $5.50 prepaid. Used parts at half price for all motorcycles. Van's Motorcycle Wrecking Shop, 111 West 10th street, Los Angeles, Cal.

WHO CAN USE 6 motorcycles, in running order, for $100. First reply with $25 gets them. Balance C. O. D. Crating and carting extra. M-M Cycles Co., 1777 Broadway, New York.

FOR SALE—Used Indian, Thor, Excelsior and Harley parts, all in serviceable condition, at one-half new prices. Large stock of all parts now on hand. Weeber Cycle Works, Albany, N. Y.

FOR SALE—One 1916 6 h.p. 3-speed twin Thor, brand new, $190; one 1916 12 h.p. 3-speed twin Thor, brand new, $215. Newby Bros., 2400 Grand Ave., Kansas City, Mo.

FOR SALE—Sporting goods and motorcycle and bicycle business for sale in a well-known oil town; agency for Indian motorcycle for one county; also vulcanizing plant in connection; good reason for selling; will be sold cheap. D. & A., care of MOTOR CYCLE ILLUSTRATED.

HELP WANTED

REPAIRMAN WANTED—Must be first class on Indian motorcycles. Sykes Motor Co., 37 E. Long street, Columbus, Ohio.

SALESMAN WANTED—A motorcycle accessories and repair parts house in New York City has vacancy for traveling salesman. Good opportunity for right party. Chance for repairman or motorcycle dealer having salesman's ability. C. M., care of Motor Cycle Illustrated.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—A good motorcycle; must be in A1 condition. S. R. Milbrandt, Alma Center, Wis.

WANTED—Catalogs and best trade terms for Motor Engineering trade. Please forward to Maraindas & Co., Automobile Engineers, Karachi (Sind), India.

WANTED to buy 1915 or 1916 Indian sidecar, must be cheap and in good condition. A. McCarthy & Son, 926 Francis St., St. Joseph, Mo.

STOLEN

$25 REWARD—Stolen at Seal Beach, Cal., 1916 H.-D., 11 h.p., twin, three-speed, model 16F, Engine No. 3,369M, license B831, leaf spring tandem, Jones speedometer, B. & L. lamp. Clark Shelton, Huntington Beach, Cal.

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THE STAR

STAR Ball Retainers

Bearings Co. of America

Lancaster, Pa.

N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.

Cleveland Ohio

CHAINS!

The value of a motorcycle fitment is fixed by its indispensability. Next to the motor, the chain is the most important part of the motorcycle.

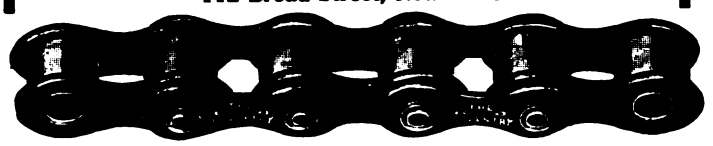
"The Coventry"

"The Motor's True Mate"

is well fitted to carry out its important duties. It is designed for super-service, strongest in the world. Price $1 a foot to the rider.

HERBERT F. L. FUNKE CO.

112 Broad Street, New York



It makes no difference what machine you ride.

There is an

F-N Tandem

made to fit it perfectly.

Price $11.00 Each

Your dealer stocks it

FENTRESS-NEWTON MFG. CO.

Detroit Michigan

Benton Service

You can't get blood out of a stone—likewise, it's impossible to get more out of a spark plug than is put into it by the manufacturer.

That's why you should specify Benton spark plugs. No spark plug made contains the high quality materials that go into the BENTON. The case-hardened construction of this plug is a guarantee of unflinching service for the life of your motor.

L. F. BENTON COMPANY

Vergennes, Vt.

FREE

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO

Hammondsport, N.Y.

3664 S. Main

LOS ANGELES, CAL.

The Oldest and Largest Supply House

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer

N.W. Cor 9th & G Sts., Washington, D. C.

To Buy or Sell

USE

THE MART

3 Cents a Word

Dealers—Write us for rates for advertising in our Dealers' Directory.

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Going! Going! ——?

Space reservations for our big

Chicago Show Number

Dated Nov. 9

Forms Locked Nov. 6

are coming in with every mail. There are still some choice positions left—but, they're going fast.

Get your reservation in NOW. Advertising copy can follow later. Or tell our Make-It-Pay Man to prepare a result-getting advertisement for you.

Motor Cycle Illustrated

13 PARK ROW, NEW YORK

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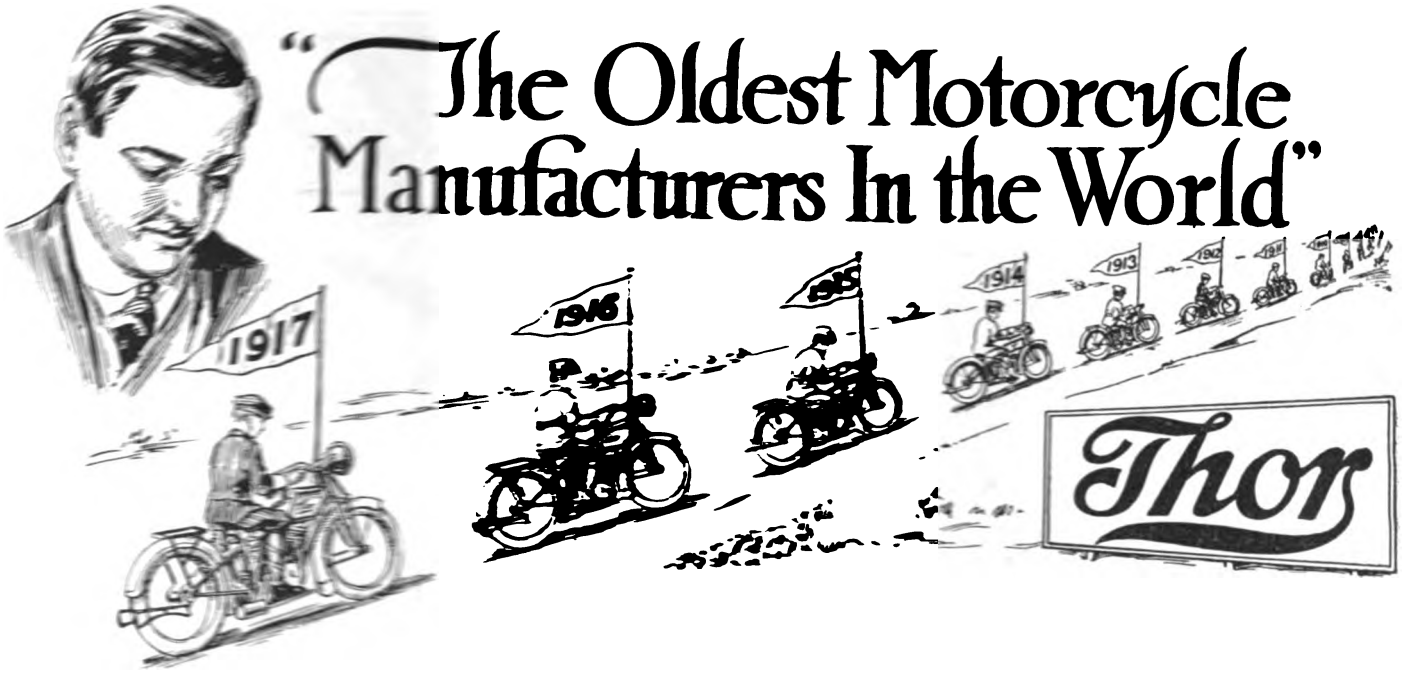

What Does This Mean to You?

The fact that the Thor is the pioneer of them all, means that the Thor has had just that many more years in which to attain perfection. A younger motorcycle cannot begin at the degree of perfection present in the older motorcycle. It must begin at the bottom of the heap and, by yearly changes, slowly evolve.

Since the Thor had a head start in life, it has had years of time to get its component parts together into smooth working order. That is why the Thor is the years-in-advance motorcycle.

Dealers: Why not investigate the Thor? We are in a receptive mood to consider live-wire agents. If you are in this class, we will be pleased to correspond with you.

WRITE US TODAY FOR LITERATURE

AURORA AUTOMATIC MACHINERY COMPANY

Oldest Motorcycle Manufacturers in the World

Thor Bldg., 1307 Michigan Ave., Chicago **Sales Offices and Works, 361 W. Superior St., Chicago**
Pacific Coast Branch, 61 Fremont Street, San Francisco

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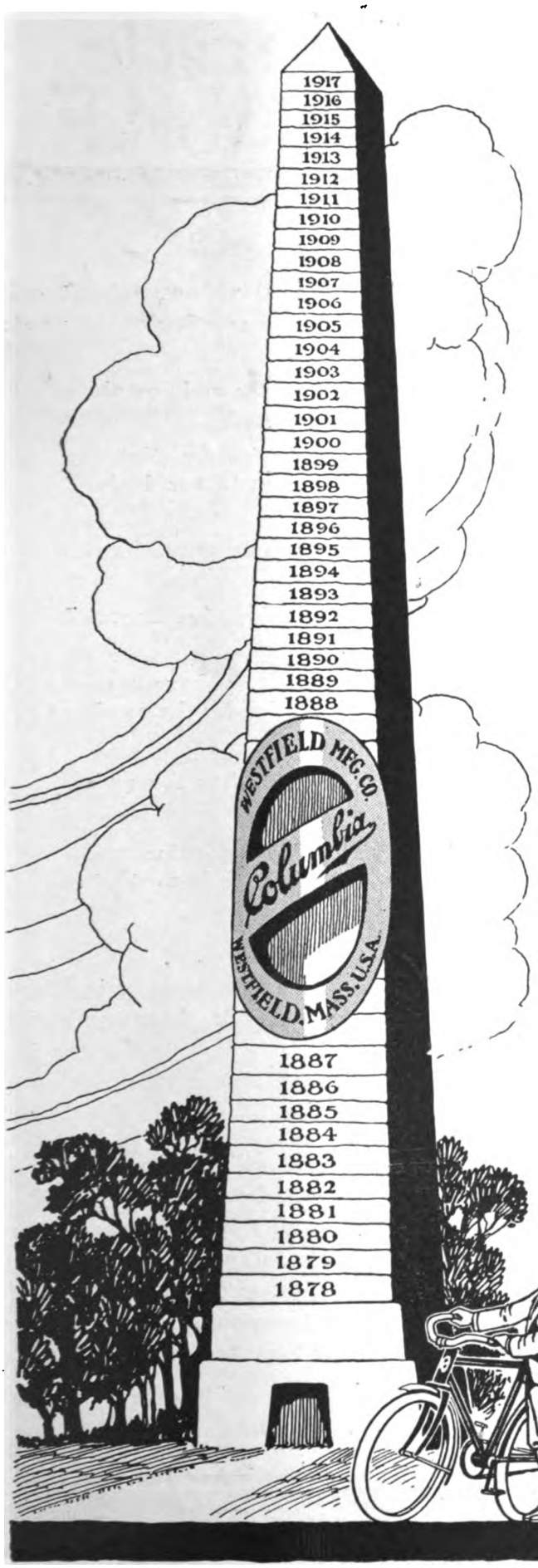

Columbia

Nameplate Talks

No. 3

Generations of bicycle riders stand behind this nameplate. It is unique in the bicycle field. No other nameplate has its reputation, its prestige, its friends.

No other bicycle enjoys such steady, consistent, assured sales as does the bicycle upon which it is found.

For thirty-nine years it has been making profits and friends for dealers the country over.

You are going to hear more about it.

Westfield Manufacturing Co.

(Successors to the Pope Mfg. Co.)

11 Lozier Ave., Westfield, Mass.

Largest Manufacturers of High-Grade Bicycles in the World.

Makers of Pope Motorcycles

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What the Harley-Davidson Contract Means This Year

For the 1917 season we believe the Harley-Davidson contract offers more than ever before, and quote the following as a few of the reasons for this:

1—We have given our dealers a popular and complete line to sell.

2—We have taken advantage of every factory efficiency plan to keep our production as close to our dealers' requirements as possible.

3—We have given our dealers what we believe to be the best sidecar made.

4—We have given our dealers the best line of commercial delivery vans.

5—We are placing on the market what we have reason to believe is the finest line of bicycles for the coming season.

6—We have given Harley-Davidson dealers the greatest service organization in the business.

7—We are offering all the practical co-operation possible to Harley-Davidson dealers, with the hopes that it will help them to materially increase their 1917 business.

That our dealers have appreciated our past efforts is evidenced by the unmatched loyalty to the Harley-Davidson Motor Company and the Harley-Davidson cause. What we have done for our dealers heretofore is but an indication of what we hope to do for them during this season.

We always hope to have room in the Harley-Davidson organization for any serious minded progressive dealer, whether he is at present handling motorcycles or not. If your locality is ably handled by a Harley-Davidson dealer, we may be able to tell you of some other locality where we believe you can make a success of the Harley-Davidson line. We have helped many riders to establish a pleasant and profitable business by locating a place for them to open up as accredited Harley-Davidson dealers.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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The 1917 *Indian* and the DEALER

This is the Internationally famed Cradle Spring Frame.

Expensive as it is to make, it adds nothing to the cost of the Indian to the rider.

Broadly patented, it can be used on no other motorcycle. This is its fifth year as an exclusive Indian achievement.

As a riding-comfort device, it is unapproached. It levels rough roads, prevents fatigue. It absorbs at high speed jolts and jars that makeshift appliances have to creep over gingerly.

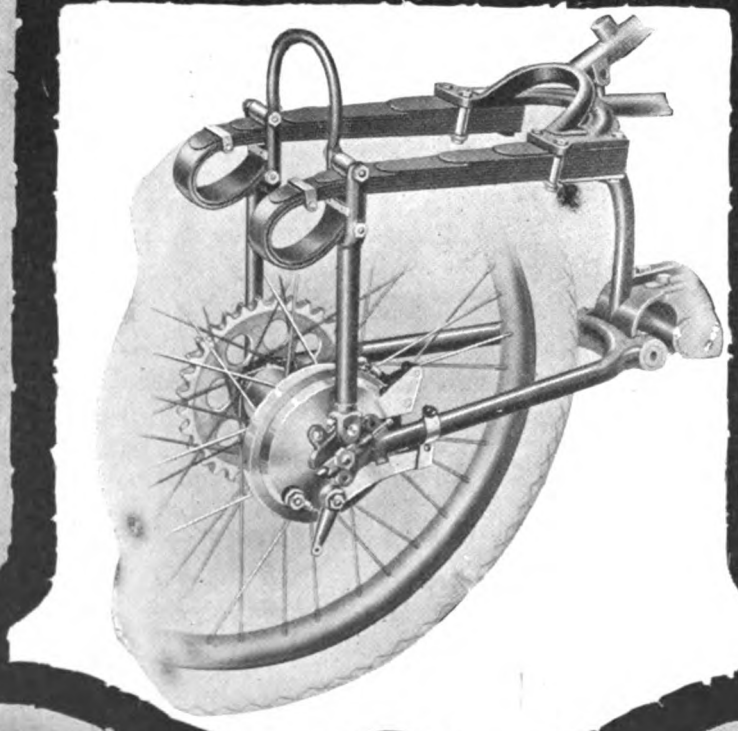
Practically every big cross-country motorcycle record has been made on the Cradle Spring Frame. It keeps shocks from jolting the motor mechanism —prolongs the life of the machine—greatly increases tire mileage—gives the touring buoyancy of a high-grade motor car.

It's a whale of a feature—a powerful sales clincher —over 100,000 Indian riders swear by it.

The dealer who can talk Cradle Spring Frame, Powerplus Motor, Triple Stem Forks, and a dozen other big things, is the Indian dealer. He has facts, not fancies, to close sales on. And he sells a machine that is supreme in the motorcycle world at practically the price asked for ordinary single-trackers.

Our 1917 Selling Plan gives the hustling dealer a chance to cash in heavily on Indian prestige. There won't be a better time than today to arrange for your territory.

Hendee Mfg. Co.
(Largest Motorcycle Manufacturers in the World)
Springfield, Mass.



The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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BLUE STREAKS

These Tires Save You Time And Your Time Is Money

EVERY retail dealer, whether he sells clothing or jewelry or motorcycle accessories, has in stock certain *standard* goods that he sells without effort.

The Blue Streak Motorcycle Tire is a standard of this kind.

For Blue Streaks are well and favorably known by the tire buying public.

More and more, every day, the boys on the race track and on the road — yes, and the merchants too, who must figure out their delivery costs to the penny and who want to get the most mileage out of their tires at the least expense — all of them are coming to consider Blue Streaks as necessary a part of their equipment as the very gasoline that shoots them along the road.

And so Blue Streak sales are made without persuasion—quickly, satisfactorily.

The dealer saves his time when he sells Blue Streaks—time that he can use to advantage in other directions.

Your time is valuable.

Your reputation as a square dealer is valuable.

Satisfied customers are valuable.

Blue Streaks save your time, add to your reputation and multiply your satisfied customers.

Blue Streaks are valuable tires for you to sell.

And back of every Blue Streak is the name of Goodyear.

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
AKRON

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

Dayton Motor Bicycles Equipped With United States Corrugated Tread Motor Bike Tires

The Dayton Sewing Machin Company equip their motor bicycles exclusively with United States Tires.

Why? Because they give uniformly satisfactory service.

The same tires for renewal purposes may be obtained by dealers at any of our branches.

Prices on Application

United States Motor Bike Tires

1790 Broadway **New York**

UNITED STATES RUBBER COMPANY
US
RUBBER SYSTEM
AND ASSOCIATED COMPANIES

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"ALL THE NEWS, PLUS SERVICE"

MOTORCYCLE ILLUSTRATED

For the Trade and the Rider

13 Park Row
NEW YORK

Volume 12 | November 2, 1916 | Number 18

ARTLEY BANGS UP LOS ANGELES-BAKERSFIELD RECORD

Well-Known California Speedster Covers 128 Miles with Indian and Sidecar in 4 Hours and 18 Minutes; Climbs Ridge Route Grades with Motor Sealed in High Speed

LOS ANGELES, Cal., Oct. 30.—Roy Artley has done a great deal during the last year to keep this section of the country in the motorcycle limelight, particularly with reference to speed work on the road, but he has never shown to better advantake than in a new dash between Los Angeles and Bakersfield, on Oct. 28, when he hung up a record for the trip by covering the 128 miles in 4 hours and 18 minutes with a 1917 Indian Powerplus and sidecar. Artley had as his passenger J. J. O'Connor.

The feat takes on additional significance from the fact that Artley had his motor sealed in high speed for the entire distance, although he traveled by the famous Ridge Route on which he encountered innumerable grades and many difficult turns.

As is well known, the Ridge Route is likely to cause trouble for even experienced roadsters, owing to the fact that there are points where the rider makes sharp turns with a sheer cliff on one side and a hair-raising precipice on the other. During his trip over this course Artley reached an altitude of 4,360 feet, and at several points he would have welcomed the use of his three-speed. He went through on high, however, and arrived in Bakersfield with his outfit in good order.

Artley recently joined the Indian camp in southern California, and the Los Angeles-Bakersfield record is his first contribution to the speed annals of the Wigwam. There are persistent rumors that Artley is planning a series of dashes between California cities with a view of setting up a few more new marks.

NEW BRANCH BUILDING FOR BOSCH IN CHICAGO

Site Has Been Purchased at Strategic Location and Structure Affording 15,000 Square Feet of Floor Space Will Be Ready for Occupancy About December 1

CHICAGO, Ill., Oct. 31.—Closely following the announcement that the Bosch Magneto Company had started a second addition on its Springfield, Mass., Works, comes the news of their purchase of a large plot of ground in Chicago upon which they will build a new branch building.

The erection of a new building has been rendered necessary largely by the big increase in general business of the Middle Western section. The present location, which is at Michigan avenue and 24th street, having an area of 6,000 square feet, will be vacated about the 1st of December for the new branch building located on the corner of Michigan avenue and 37th place, a location somewhat farther south on Michigan avenue than the old branch.

The new branch building is being erected in keeping with the treatment adopted for the Springfield works. It will be a structure of gray brick and stone and is expected to add considerably to the pretentious appearance of Chicago's new automobile district. Nearly 15,000 square feet of floor space will be provided, which is about two and a half times as much space as is now available. A new installation department will be opened, since the demand for the installing of lighting, starting and ignition systems is growing considerably, and requires special accommodations. In this respect, the branch will be able to accommodate five times as many cars as heretofore.

The spare parts, sales and repair departments will be on the main floor, as well as the stockroom, the disassembling, washing and testing departments, packing department and installation department. The second floor will house the reception room, manager's office and general offices.

MOTORCYCLES BEAR DESPATCH TO PRESIDENT

Louis Crist and Jacob Bishop Carry Invitations from Pittsburgh to Shadow Lawn in 11 Hours —Eyes of the Military Officials Pinned on Performance of Training Camp Riders

SHADOW LAWN, N. J., Oct. 29.—Covered with dust, and just bubbling over with the sort of enthusiasm that comes of success achieved, Louis G. Crist and Jacob G. Bishop, both members of the H-D Motorcycle Corps of the Pittsburgh Military Training Camp released their clutches and ground on their brakes almost exactly at 6:30 this evening, and were ushered into the presence of President Wilson.

Without a great deal of formality, the dispatch bearers handed the President two messages from Pittsburgh—one from Mayor Joseph G. Armstrong and the other from William H. Stevens of the arrangement committee, both inviting the President to grace the Smoky City with his presence during the City Charter Centennial week, Oct. 29-Nov. 6.

The riders, both of them astride 1917 Harley-Davidson machines, left Pittsburgh at 7:30 o'clock this morning and following the route of the Lincoln Highway through Ligonier, Bedford, Chambersburg, York and Lancaster reached Philadelphia at 3:31 o'clock this afternoon having covered the 300-mile distance in 8 hours to the minute.

Their pace over the triple century was faster by nearly an hour than the train service. They were met on the outskirts of the Quaker City by Alexander Klein

(Continued on page 17)

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PLANNING STATE TOUR FOR GEORGIA RIDERS

Savannah Officials and Club Workers Lay Out 1,000-Mile Route to Be Covered in a Week; Big Prize List Promised—Riders All Along the Course Invited to Participate

SAVANNAH, Ga., Oct. 31.—Georgia motorcyclists, headed by the boosters of Savannah, are laying definite plans to set the pace for the South along the lines of State tours, and F. A. M. State Commissioner John Balmer and Local Commissioner O. A. Meyer are hard at work on the preliminaries. Those in charge of the plans are chiefly concerned just now with the route for the proposed trip, and the course has so far been only roughly laid out.

It is the intention to keep the riders on the road for a week and cover about 1,000 miles. Starting from Savannah, the party will go to Augusta, to Columbus, to Atlanta, to Macon, to Brunswick and back to Savannah. From Savannah to Columbus the new Dixie Highway will be used, while part of the National Highway between Macon and Brunswick will also be included in the route.

It is stated that the roads so far included in the tour are in first-class condition, and it is believed that reasonably good weather can be counted upon almost any time except in January and February.

Commissioners Balmer and Meyer announce that the event will be sanctioned by the F. A. M. and that riders in all the cities on or near the route will be invited to participate, joining the main party as it passes through. There will be general prizes for the most consistent riders, and the neatest ones, and also special prizes for each city which is represented.

It has been impossible to set a date for the big program as yet, but there are strong indications that the tour will be held late in March or early in April. In the meantime the F. A. M. commissioners and their lieutenants will be busy working up enthusiasm all along the route and laying plans to accommodate the delegations from the various cities.

The State tour idea is one that promises to bring about big doings all over the country during 1917, and the energetic manner in which the Savannah crowd of enthusiasts has started the ball rolling for the South is indicative of far-reaching results.

THIRTY-TWO SHOW PERFECT IN ELLIS' RUN

Yonkers to Poughkeepsie Sociability Pulls 52 Starters, Many Mounted on 1917 Machines—Nissen Draws the First Prize—Waughop Distinguishes Himself

YONKERS, N. Y., Oct. 29.—Some 52 riders turned out for the "sociability" run from Yonkers to Poughkeepsie and back which was promoted by State F. A. M. Commissioner Ellis today; and of the number 32 showed back in Yonkers this afternoon with perfect scores and a chance to draw for the valuable prizes which Ellis hung up for the affair.

The run was noteworthy from many standpoints, chief among which was the appearance of a good many of the 1917 models. The latest Indian Powerplus creation was straddled by Calvin Webber of the New York Sporting Goods Company, and E. Sterns; Ben Ruderman of Brooklyn and H. Horowitz came through on 1917 Thors; Leslie Cobban, Jr., of the Bronx sported the new model Henderson; E. Brennan, the Brooklyn Flxible sidecar representative entered on a 1917 Excelsior with Flxible sidecar, while C. W. Waughop, H. Raoul and M. Goldman made up the lightweight brigade, each mounting the latest Cleveland creation.

The run was given a bit of a military flavor when Lieut. Lou Guterman of the 71st Regiment motorcycle corps and three other national guardsmen just back from the border joined the band; all four straddled the Reading-Standard machines they used on the border.

With the exception of the military division, which was 20 minutes late in starting and which joined the others on the road, the run pulled away from in front of Hollywood Inn precisely at 9 o'clock, thanks to the arrangements made by Ellis and the able aid afforded him by his new secretary, Mrs. Ellis.

Most of the riders reached Poughkeepsie long before the noon hour and left in a body for the return journey, after having taken luncheon, of course, just at 1 o'clock.

Not to be outdone by Wallace Stewart who showed the riders the way into Poughkeepsie, E. W. Stewart of the Cygnet Rear-car uncorked a burst of speed with his 1916 Indian that brought him back to Yonkers at the head of the party.

The pace the big fellows set proved too much for the lightweight riders with the exception of the veteran Waughop who rode off the course making an extra ten miles and even at that covered the return distance within the allotted time of three hours. Waughop's performance was viewed with amazement by most of the contenders who found it none too easy to maintain the

(Continued on page 23)

MOSSBERG EXPANSION

Attleboro Tool Maker Adding Wing to Present Plant

ATTLEBORO, Mass., Oct. 31.—In order to take care of the constantly increasing call for Mossberg products the Frank Mossberg Company, of this city, is pushing work on the erection of a new wing to its plant, which will add some 16,000 square feet of floor space.

The new building, which will be of the modern saw-tooth roof type, will be used as a storeroom in part and will house also the blanking out presses, the reel department and the workmen's locker room. The contract calls for its completion before Jan. 17, 1917.

CYGNETS IN POLITICS

NEW YORK.—Stern Brothers, of 1519 Second avenue, handling Cygnet Rear Cars and Indian motorcycles, have brought the Cygnets into public notice in a novel way. Rear Cars are furnished to political speakers for the coming election, and the speakers are transported in these outfits to the various corners on which they hold forth by day and night. Indian machines draw the Cygnets. The backs of the outfits carry political banners.

CYGNET FOR IMP

Limousine Body on Excelsior for Carbon Chaser Co.

NEW YORK, Oct. 31.—E. W. McDonald, of the Cygnet Rear Car, and Calvin R. Webber, of the New York Sporting Goods Co., the Metropolitan Cygnet distributors, are jointly congratulating themselves on the sale of a Cygnet with "limousine" body to the Imp Carbon Chaser Co.

The body of the machine is handsomely finished in red and white, and carries an advertising punch that is relied upon to put the Imp Chaser on the map.

The car is attached to a 1917 Excelsior three-speed.

Depending upon the success of this machine in the service of the Imp Co. is the sale of 12 other similar outfits.

BIG EXPORT ORDER

Cycle Motor Contracts for 7,500 Attachments for Denmark

NEW YORK, Oct. 31.—O. A. Adams, sales manager for the Cyclemotor Corp, of Rochester, has closed a deal with an export house, involving the shipment of 7,500 of the power attachments for bicycles, which will go to Denmark and Holland.

The contract, which was consummated this week, covers a five-year period, the number of machines shipped to be increased each year.

GOODRICH DIVIDEND

AKRON, O.—Directors of the B. F. Goodrich Company declared the usual 1¾ per cent. quarterly dividend on preferred and one per cent. on common stock on October 25. Preferred dividends will be paid January 2 to stockholders of record December 21, and common on February 15 to stockholders of record February 2.

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ROYAL BECOMES THE RAYBESTOS COMPANY

Brake and Lining Firm Changes Title and Capitalizes for $1,500,000—No Change in Policy

BRIDGEPORT, Conn., Oct. 25.—The Raybestos Company has been incorporated under the laws of the State of Connecticut and has taken over the business and plant of the Royal Equipment Company, maker of brake linings and brakes under the Raybestos trademark. The new corporation is capitalized at $1,500,000.

The Raybestos Company states that there will be no changes in the policy of the Royal firm or in the character of its products. The dealer and jobber arrangements will also be unchanged. A 15-acre factory site has been purchased in this city and six new buildings are to be erected, which will double the capacity of the present plant.

Two of the new buildings measure 100 x 600 and will be devoted to weaving brake lining; one of 100 x 200 feet for the manufacture of brakes and a fourth for treating the Raybestos. Compressed steel will be made in the fifth building, measuring 60 x 300 feet, while a building of like dimensions will be used for a storehouse and shipping department.

GREATER EFFICIENCY

Sought Through New Goodrich Committee of Dept. Heads

AKRON, O.—At a meeting of the directors of the B. F. Goodrich Co., held Thursday, October 26, it was decided to appoint a committee of ten men from various departments of the factory to co-operate toward greater efficiency. This committee will be known as the "under operating committee" and will work under the advice of the "upper operating committee," the latter body being composed of the directors themselves.

The new committee is made up as follows: H. E. Joy, cost department; W. O. Rutherford, sales; H. K. Raymond, production; A. B. Jones, plant administration; Dr. W. C. Geer, development of goods and processes; George Oenslager, chemical laboratories; W. A. Means, treasurer; A. P. Lohmann, engineer; H. C. Miller, tire sales, and W. H. Yule, manager general rubber goods.

HILL-CLIMB RULES

For Big L. A. M. C. Program at Hippodrome Hill on Nov. 12

LOS ANGELES.—Hippodrome Hill, at Mission Road and Pacific Electric Crossing, is the site selected for the big hill-climb of the L. A. M. C. on Nov. 12. A fine view of the course is obtainable, and the hill will give every rider and machine a chance to show the stuff that is in them.

Machines will be inspected by three expert mechanics, Geo. Carpenter, of the Harley-Davidson agency, Earl Benton, Indian, and Harold Frank, Excelsior. The timers will be Dick Bissett, Abe Longley, and Pop Martin; starters, Ed Peterson and Ray Little; judges, Charles Fuller Gates, Mathews, of the United States Tire Co., and E. A. Trabant, Valvoline Oil Co.; referee, J. J. O'Connor.

Wheels may have only Weed chains or rope and machines must be two or three speeds, with gear not lower than 11 to 1 and weight of 300 lbs. or over. Tires must be 28 by 2¾ or 28 by 3 in.

ALEXANDER, WITH TWO UP, SCALES GREYLOCK

Pittsfield Indian Rider Accomplishes Ascent That Is Considered Difficult for One-Passenger Machines

PITTSFIELD, Mass., Oct. 31.—Howard Alexander, if he did not establish a new record at least did something noteworthy this week when he succeeded in climbing Greylock mountain on a 1916 Powerplus Indian and carrying two tandem passengers.

Greylock is the highest peak in the Berkshires. Greylock was never looked on with favor by the transient visitors who have attempted to reach its peak. Horses and wagons have slipped off its trail to be spread over a considerable area of the surrounding country and, in general, the old mountain has so demeaned itself as to achieve anything other than the popularity of its neighbors Mt. Washington and Mt. Tom.

The trail up Greylock is too narrow for a sidecar and almost too steep for anything except a Colorado canary. Furthermore, the trail has an uncomfortable habit of slipping out from under foot and leaving visitors nothing more solid than a Berkshire breeze to stand on. Speaking generally, a man who has climbed Greylock in any fashion whatever generally feels that he has accomplished a feat.

Previous to this time Greylock has been scaled by solo machines which carried the rider and one passenger, although those feats have been scarce. Never before has the feat been accomplished with a rider and two passengers on the machine.

THANKSGIVING MEET

Plans Progressing for Club of Philadelphia Affair

PHILADELPHIA, Pa., Oct. 31.—Details for the fourth annual Thanksgiving Day racemeet of the Motorcycle Club of Philadelphia, on the Belmont track, are being worked up by John Empfield, the Indian dealer, at 20 North 52d street. The tentative plans call for a 75 mile professional event as the feature on the card to be supplemented by a 25 mile amateur and a 5 and a 10 mile sidecar race. Several local amateurs have signified their intention of competing in the 25 mile and then turning "pro" so as to get in on the feature purse offered.

Entry blanks will be out within the next few days; full details can be had by addessing Empfield.

VITALIC CLUB HOLDS ITS SECOND SOCIAL

Employees of Continental Rubber Works Stage Hallow'een Party at Erie Company's Offices

ERIE, Pa.—Following out its schedule, which calls for a series of social functions to be staged throughout the cold months, the Vitalic Club, comprising the members of the office force of the Continental Rubber Works, staged a Hallow'een party at the company's offices on Saturday night last.

In keeping with the custom, corn, pumpkins, witches, goblins, and black cats made up the decorations and were so arranged in conjunction with pumpkin-devils and hidden lights as to present a pleasing yet weird and grotesque effect.

The amusements consisted of many of those games appropriate to the Hallow'een season. The fortune telling booth made its usual appeal and the black cat which wielded the destiny of the guests was kept busy throughout the evening. The later hours of the evening were given over to dancing. The party numbered about 75 people, including many of the officers and directors and their wives.

Plans are already under way for a Thanksgiving party and the one at Christmas will be the big event of the winter season.

BIG FIELD IN INDIA

Bombay Goodyear Man Says Opportunities There are Great

AKRON, OHIO.—C. C. Devore, resident representative for the Goodyear Tire & Rubber Company, in Bombay, India, declares that the opportunities for American business throughout Hindustan than ever before. He made this statement while visiting the home office for a short time recently.

"Motorcycles are very numerous in India," says Mr. Devore, "and American made machines predominate. They are used almost exclusively for pleasure. Sidecar outfits are used extensively; in fact you see more sidecar outfits than solo machines on the roads.

"Bicycling is very popular," continued the Goodyear man. "About 100,000 bicycles are ridden, mostly for pleasure. Most of these are European wheels with wired-on tires. The single tube bicycle tire is not used."

BIG CHAIN DEAL

American Chain Co. Takes Over Standard Company

BRIDGEPORT, Conn.—The big feature of a dinner given to the distributors of Weed tire chains by the American Chain Company, of Bridgeport, was the announcement that the company had purchased the Standard Chain Company, of Pittsburgh.

Plans for combining the sales staff and part of the office force of the two companies are now being worked out, and it is expected that the new arrangements will be fully in effect about January 1.

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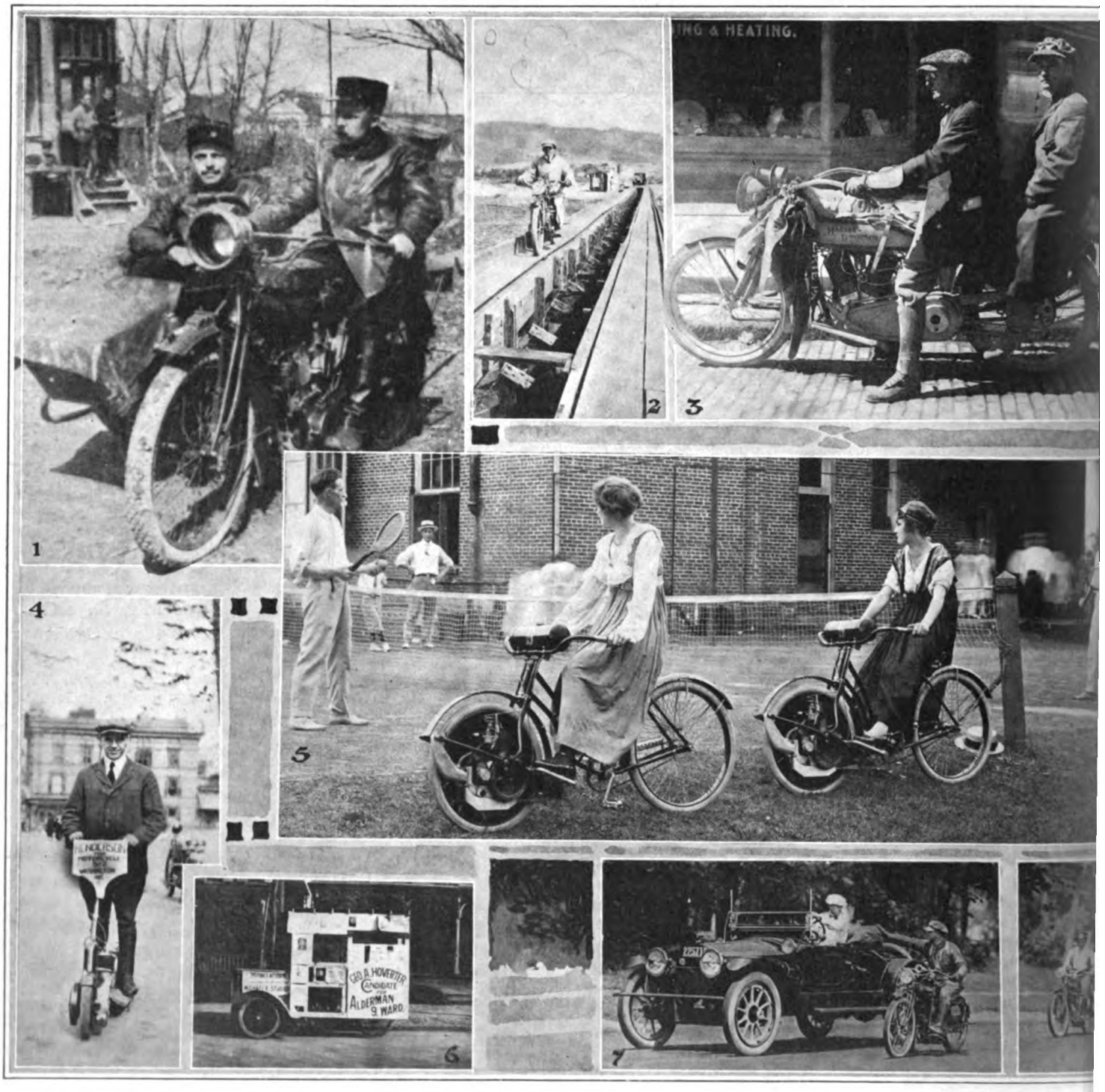
The Weekly

NEWSY EXPLOITS OF THE CAMERAMAN



REEL 1, Scene 1—Depicting a pair of Belgian military motorcyclists who are using this Powerplus Indian and sidecar to good advantage at Sbaras, Austria.

Scene 2—Jack Fletcher, of C. Will Risden's sales staff, proving that all of the Mexican border is not equally dangerous. Fletcher is riding an Indian.

Scene 3—George Bachman, who is the Scout Executive of the Boy Scouts of America, returning with James Fager as passenger from a 2,075-mile trip through Ohio, New York, Pennsylvania and New Jersey on his Harley-Davidson three-speed.

Scene 4—Gene Coughlin, who handles the Henderson sales in The Bronx in New York, realizing on the advertising possibilities of an Autoped, which he has taken in part payment for a Henderson.

Scene 5—A couple of fair Dayton enthusiasts demonstrating how the little Motor-Bicycle fits into their scheme of things.

Scene 6—Here's a Harley-Davidson sidecar combination that is "playing politics" in Harrisburg, Pa.

Scene 7—And then he got a summons! An instance of the use of the Indian motorcycle by the Omaha police department.

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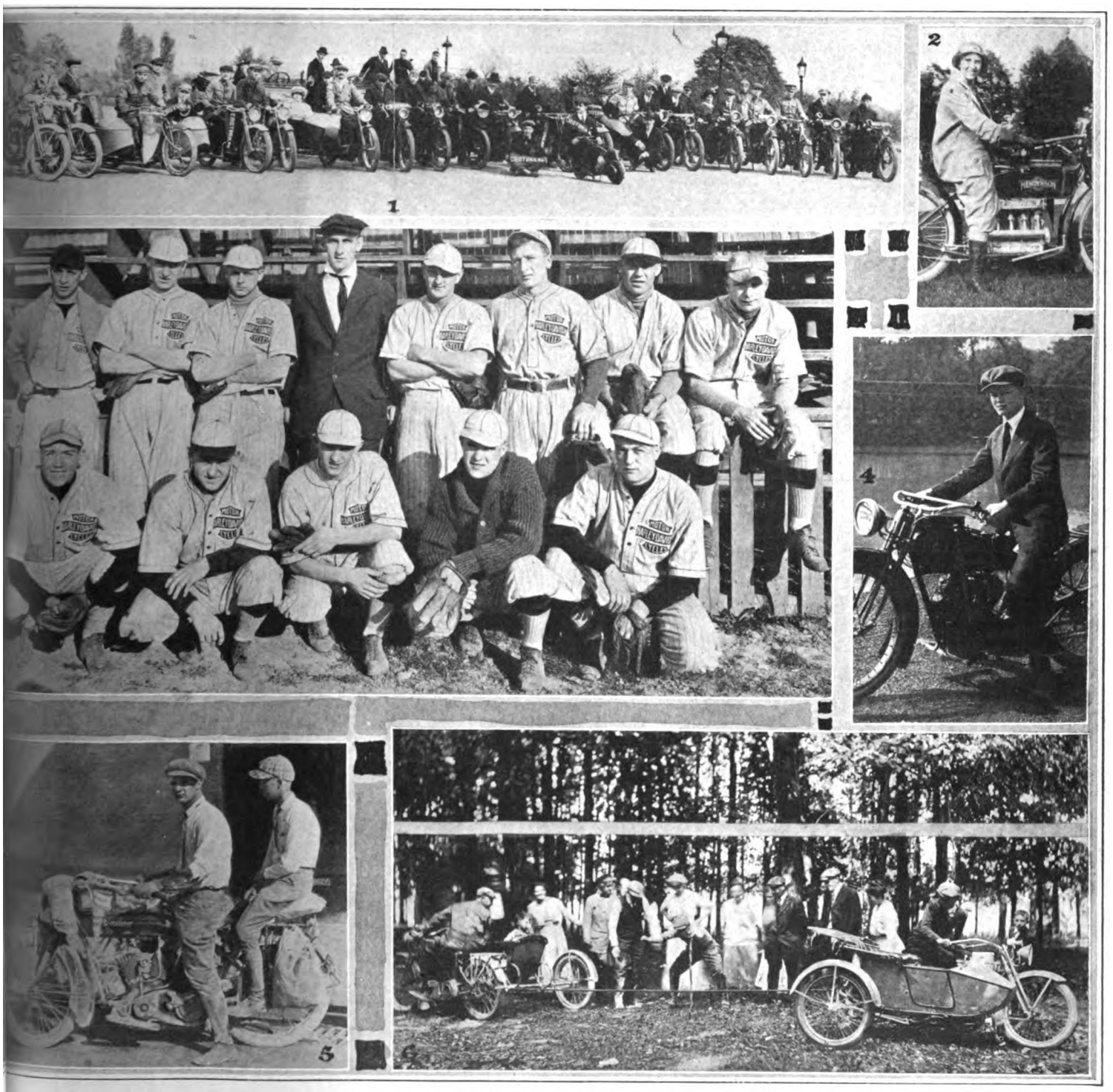
Motograph

PRESENTED IN TWO REELS ~ ~



REEL 2, Scene 1—A score or more of the riders of the Crotona M. C., of The Bronx, N. Y., who faced the camera man a week ago on their annual picture run.

Scene 2—Miss Zaide Bechtel, of Toledo, O., who is an out and out Henderson enthusiast.

Scene 3—These boys have proven that they can play good baseball as well as make good motorcycles. They form the team of the Harley-Davidson motor plant and walked off with the Inter-Corp. League pennant for 1916.

Scene 4—"Built and tested in the mountains" is the Reading Standard slogan and the rider, A. Merckel, a Reading Standard factory tester, is living up to the letter of it. He has just returned from a 1,400-mile testing trip on this 1917 model.

Scene 5—A trip of 1,085 miles without trouble, even a puncture, is rare, but this pair, George Hacker and Hill Jackson, of Dallas, have accomplished the feat on their Powerplus Indian.

Scene 6—A tug of war is spectacular but unwise when motorcycles are doing the "tugging." The one pictured above resulted in a tie between the 1915 and 1916 Harley-Davidsons involved.

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LOW SADDLE POSITION ON 1917 DAYTONS

New Frame Gives Height of 27½ Inches From Ground on Three-Speed Motorcycles—Tank in New Form—Eight Models in Line—Broader Base Stand, Decompressor, Needle Valve Lock and New Saddle on Motor Bicycle

DAYTON, Ohio, Nov. 1.—Such changes as have been made in the Dayton motorcycle and motor bicycle lines for the 1917 season are in the nature of refinements, for the most part, as the preceding seasons' designs have been most satisfactory from every standpoint. In fact, on the Dayton motorcycle, the most noticeable changes which have been made by the engineers of the Davis Sewing Machine Company, are in the form of the frame and the outlines of the fuel tank, the new frame giving the extremely low saddle height of 27½ inches while the tank is pointed at the front and tapers toward the rear in true-streamline form.

On the Dayton motor bicycle, changes for 1917 are minor, yet all tend to increase the efficiency of the motor and the ease of its operation. The intake valve has been refined to give greater power to the motor, the breather tube has been enlarged and there has been a decompressing device fitted on the intake dome to ensure easy starting. The stand has a broader base than in 1916. There is a lock on the carbureter needle-valve to prevent shifting of the adjustment from road shocks, etc. A larger and more comfortable saddle is fitted and a tool bag with full set of tools is now provided.

Eight Models Offered

For the new season, the Dayton motorcycle is offered in eight models, all being fitted with twin motors. The models are: E1, Dayton, 8 h. p. motor, single speed, $250; E2, Dayton motor, two speed, $260; E3, Dayton motor, three speed, $275; Dayton motor, three speed, electrically equipped, $315; E5, De Luxe 9 h. p. motor, single speed, $250; E6, De Luxe motor, two speed, $260; E7, De Luxe Motor, three speed, $275; E8, De Luxe motor, three speed, electrically equipped, $315. The Dayton motor bicycle is made in men's or ladies' models at $100, an advance of $5 over the price in 1916.

The frame on the Dayton three speed motorcycles gives the remarkably low saddle position of 27½ inches, a height which has heretofore been unknown in American motorcycle construction and certainly never before attempted on machines fitted with powerful twin motors. The top tube has been sloped considerably toward the rear to get this position, but at the same time there has been no decrease in the strength or resisting power of the tubing in so doing. This low saddle position will enable any rider—no matter how built—to firmly plant his feet on the ground while in the saddle.

New Tank Form

The fuel tank has been changed in form but not in capacity. It holds 2½ gallons as in the 1916 model, but is now pointed at the front and tapers from the forward swell in graceful lines toward the rear. The same form of gasolene cock which enables the rider to maintain a reserve of fuel is fitted as in the preceding models, and the unit oil tank, carried in a recess in the gasolene tank is likewise fitted for 1917.

DAYTON MODELS AND EQUIPMENT FOR 1917

E1, Dayton motor, single speed	$250
E2, Dayton motor, two speed	260
E3, Dayton motor, three speed	275
E4, Dayton motor, three speed electrically equipped	315
E5, De Luxe motor, single speed	250
E6, De Luxe motor, two speed	260
E7, De Luxe motor, three speed	275
E8, De Luxe motor, three speed, electrically equipped	315
Dayton Motor Bicycle, men's or ladies' model	100

EQUIPMENT

MAGNETO—On E1, E2 and E3, Dixie, Splitdorf Electrical Company, Newark, N. J. On E5, E6 and E7, Bosch, Bosch Magneto Company, New York.

GENERATOR—On Models E4 and E8, Splitdorf Mag—Generator, Splitdorf Electrical Company, Newark, N. J.

CARBURETER—Schebler, Wheeler-Schebler Carbureter Co., Indianapolis, Ind.

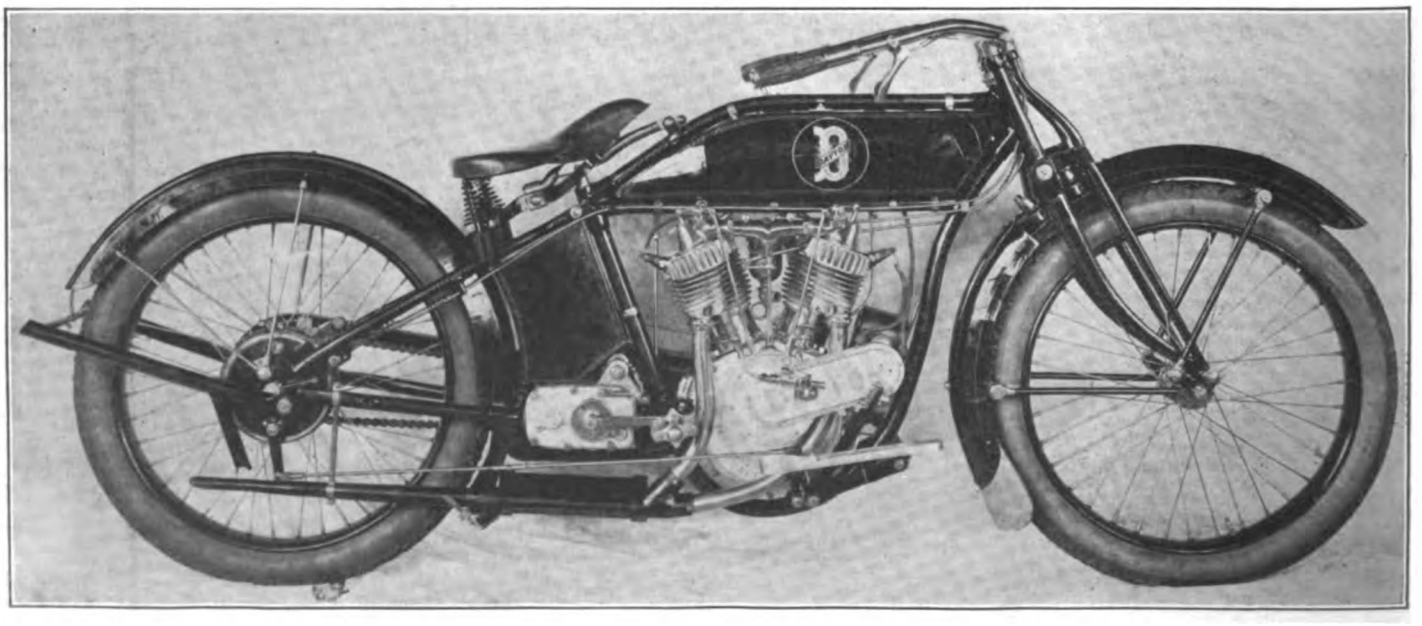
CHAIN—Duckworth, Duckworth Chain & Manufacturing Company, Springfield, Mass.

TIRES—United States, United States Tire Company, New York, or Goodyear, Goodyear Tire & Rubber Company, Akron, O.

SADDLE—Troxel Jumbo, Troxel Manufacturing Company, Elyria, O.

CLUTCH—On E1 and E5, Eclipse, Eclipse Machine Company, Elmira, N. Y. On other models, Dayton Dry Disc type.

DAYTON MOTOR BICYCLE—National magneto, National Coil Company, Lansing, Mich.; Goodyear tires, Goodyear Tire & Rubber Company, Akron, O.; Troxel "Pillow Pad" saddle, Troxel Manufacturing Company, Elyria, O.



Right Side of Three Speed Model E3 with Dayton Motor and New Low Saddle Position—Mechanical Oiler on Magneto Drive Casing

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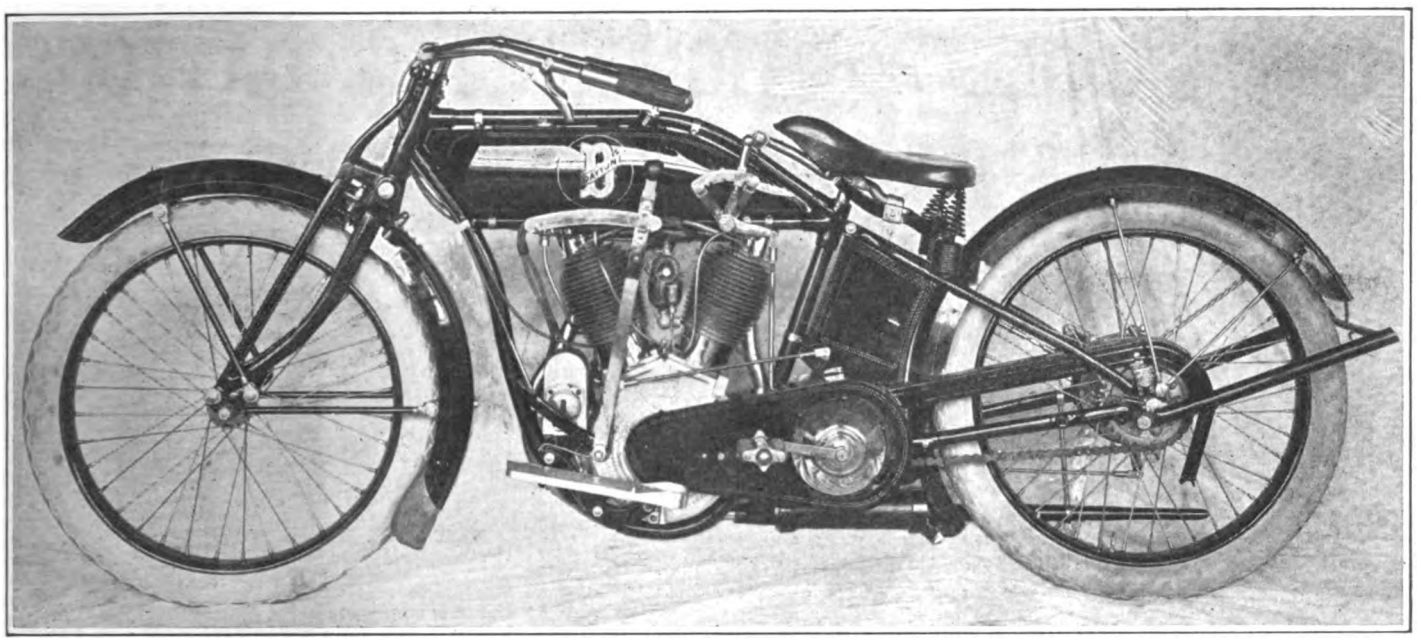


Left Side of De Luxe Motored Model E7, Showing Characteristic Front Fork, Dual Clutch Control and Shift Lever

On Dayton models E1 to E4 inclusive, the Dayton twin motor is fitted as powerplant. This motor has the inlet valves arranged over the exhaust in a common chamber, all valves being mechanically operated. The bore is 3 5/16 inches and the stroke 3½ inches, giving a piston displacement of 60.32 cubic inches. While rated at 8 horsepower, it develops 12 easily. On Models E5 to E8 inclusive, the De Luxe motor is used, this having a bore of 3½ inches and a stroke of 3.67 inches, giving a piston displacement of 70.62 cubic inches. Rated at 9 horsepower, this motor delivers 14 on the brake.

Carburetion and Ignition

The carbureter used on all Dayton motorcycles is the Schebler automatic, specially adapted to the Dayton and De Luxe motors respectively. On Models E1, E2 and E3, with Dayton motors, the Dixie high tension magneto is fitted, while the electrically equipped Model E4 is fitted with a Splitdorf Mag-Generator. The Bosch high tension magneto is used on the De Luxe powered Daytons, E5, E6 and E7, while the E8 is fitted with the Splitdorf Mag-Generator. Lubrication on all models is by Dayton mechanical oiler, giving a positive feed to the gears and other working parts, and in addition there is a hand pump housed in the detachable oil tank, for emergency purposes.

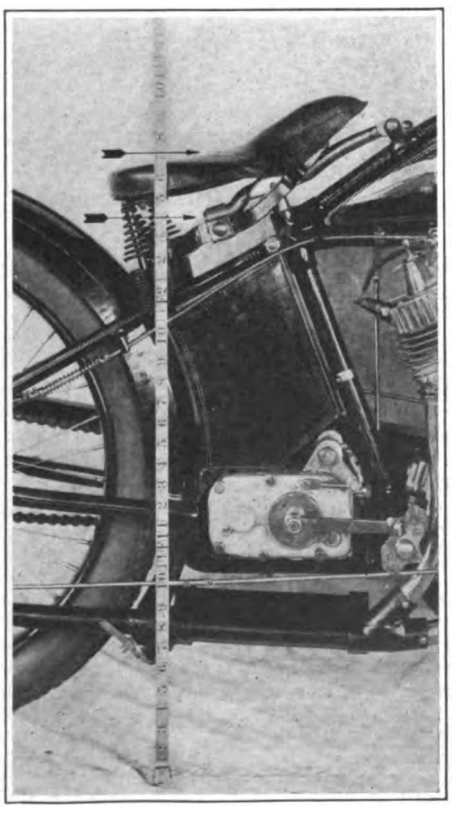
Auto-Type Gearset

On the three speed models, the Dayton Auto-Type gearset is fitted. The pinions in this set are on a spline shaft, with each gear separate from the others. Shifting from high to low or vice versa can be done without stopping at intermediate. All gears are cut from chrome nickel steel and have a big factor of safety. The gear case is of aluminum. The two speed gears are of the spring dog type, having springs behind the driving dogs which permit gears to be shifted while the machine is at rest. The springs produce an instantaneous meshing of the gears at all times.

On both two and three speed models a double locking device is fitted to prevent shifting while the clutch is engaged. This device is so compact that the lock may be released and the gears shifted with one motion. The clutch used or these models is the Dayton dry disc type, operated by either hand lever or pedal as desired.

On the single speed models, E1 and E5, the Eclipse multiple disc clutch is fitted, this being operated by a hand lever at the side of the frame. This clutch is countershaft-mounted, while the clutches on the variable geared Daytons are carried on the extension of the main gearshaft, in countershaft position, of course.

All chain drive is fitted on the eight models, Duckworth chains being standard for 1917. The primary chain in each case is fitted with a neat and noise proof cover, while the final drive chain has an effective guard extending over the top and partially encircling the rear sprocket. The Dayton



Illustrating Low Position on New Dayton Motorcycles—Note 27½-Inch Mark on Tape

double acting band brake is fitted, this being actually two brakes in one. These are actuated by the right foot pedal and by a lift lever on the right handlebar respectively.

Dayton Spring Fork

The Dayton spring rocker fork, which has been used to such good effect for the past four seasons, is, of course, continued on the new models. The handlebars are extra wide and are formed to give a comfortable feeling at all times, a feature which makes long distance riding without fatigue possible. Under the right bar is the brake lift lever, while under the left is the valve lifter lever. Throttle control is from the right grip and spark from the left.

The muffler and tail pipe are the same as in 1916. For the new season, the Troxel Jumbo saddle is fitted. United States chain tread or Goodyear tires as desired are standard. The wheelbase on Models E1, E2, E5 and E6, is 58 inches, while on the three speed models the wheelbase is 60 inches.

Dayton Motor Bicycle

The most noticeable improvement on the Dayton Motor Bicycle is the broader base for the stand. On each side of the sidebars are now formed triangular members, whose bases are prolongations of the "foot" of the stand. With the added road surface thus obtained, the motor bicycle will rest safely on any ground and will remain upright under even violent side shocks.

The intake valve on the motor is slightly changed to give greater flexibility and power than in the previous model. There is a decompressor pin on the top of the dome, enabling ease in starting on all occasions. The priming cock fitted during 1916 has been done away with, there being no further need of this fitment.

Oil Leakage Prevented

The exhaust valve tappet on the 1917 motor bicycle power plant is grooved to eliminate oil leakage at the tappet guide. One groove is formed circumferentially slightly above the center of the tappet, while the other runs lengthwise, tapering at the top to flush with the tappet surface and being full depth at the bottom. There is a shoulder formed in the guide, and the construction traps any oil entering from the crankcase

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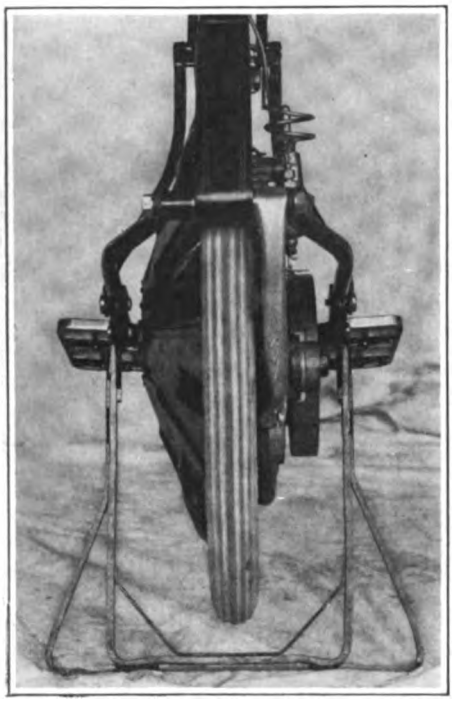

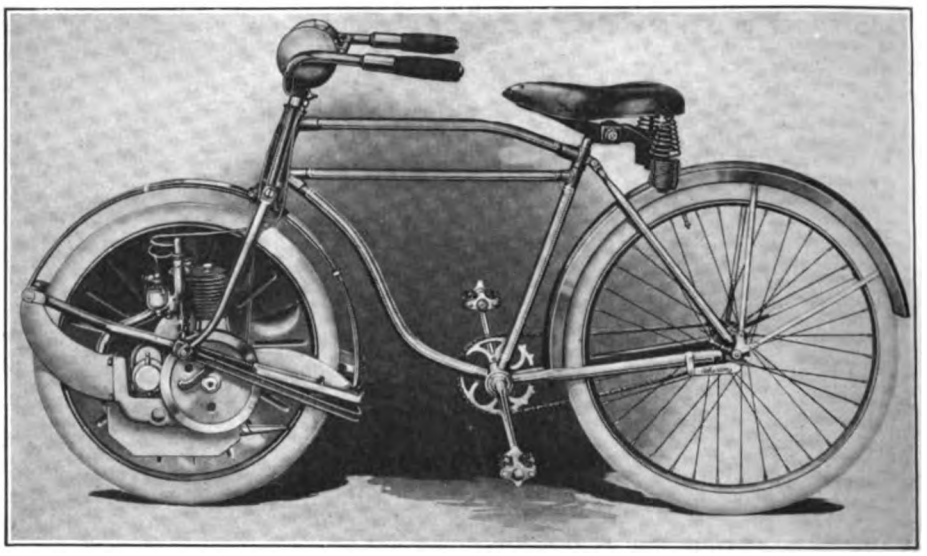

Left, Front View of Dayton Motor Bicycle Showing Stand with Broader Base; Above, Left Side View of Machine—Note Drip Pan Below Exhaust Pipe

and returns the surplus to the case automatically.

The breather pipe, which leads from the rear of the crankcase and down through the bearer arm, has been increased from 5/16 inch to ½ inch bore and prolonged to carry the oil well away from disc and tire. The drip pan, which was fitted during the 1916 season under the crankcase to catch any overflow of oil, is continued on the new model.

A small but important improvement lies in the lock on the needle valve controlling the carbureter jet opening. The short handle of the valve is fitted with a spring which engages in notches on the lug in which it works, the spring entering a notch and holding the valve from all involuntary movement. The lock in no way interferes with a change being made by the rider.

For 1917, the Dayton motor bicycle is fitted with a Troxel "Pillow Pad" saddle, of motorcycle dimensions. This saddle is specially built for the machine, and is remarkable for its easy riding qualities. A Troxel Jumbo tool bag with full complement of tools is fitted on every motor bicycle. In other respects the motor bicycle is the same as in 1916.

While no confirmation can be obtained from the engineers of the Davis Sewing Machine Company, it is rumored that some further refinements will be made on the Dayton motor bicycle before the 1917 season is on the wane, these refinements tending to make the machine even more satisfactory to the rider and dealer.

The Davis Sewing Machine Company is in a position to make immediate delivery on all models. It has inaugurated the Dayton one-price sales policy, which it considers the fairest agency proposition ever offered in the cycle trade. In this policy there is no discrimination or waste capital involved, among other things. The firm invites dealers to communicate with them with regard to representation for either or both the motorcycle and motor bicycle lines.

TO VISIT THE SHOW

Louisville Dealers are Getting Ready for Chicago Trip

LOUISVILLE, Ky.—Four motorcycle dealers of this city are laying plans to attend the Chicago show. Frank Marshall, and N. J. Murphy of the Century Cycle Co., Indian representatives, are among the sure starters as is also Herb. Kline, of the firm of Kline Brothers, Harley-Davidson agents. R. L. Davis, Pope and Reading Standard agent, and J. H. Eteen, of the Cycle Shop, Henderson dealers, are also counting upon making the trip. Al Ray, head of the bicycle and supply house of Al Ray Co., may also be among the Louisville visitors at the Chicago exhibition.

Mr. Kline will go to Milwaukee to attend the conference of Harley-Davidson salesmen on November 9-11 and will later pay a visit to the Show.

McBRIDE'S SHOP BURNS

SANTA BARBARA, Cal.—The motorcycle shop of J. E. McBride was destroyed by fire recently, the loss being a total one, with the exception of the motorcycles, which were rescued unharmed.

MOTORCYCLE ELOPEMENT

CHICO, Cal.—Ed. Newton, Indian agent in this city, has joined the ranks of the benedicts, having eloped with Miss Mildred Wodlington to Stockton a few days ago.

The couple left Chico at 11 p. m., reaching Stockton at 8 in the morning, where they took out a license and were married. The honeymoon is being spent in San Francisco.

NEW FIRESTONE TIRE

Akron Firm Brings Out 29x3½-Inch For Heavy Duty

AKRON, O.—The Firestone Tire & Rubber Company, of this city, is putting out a new motorcycle tire for the coming season. It is 29 x 3½ inches, to fit standard CC rims, and is designed for those who desire a heavy duty pneumatic. It is especially adapted for sidecar service.

It is planned to list this tire at $13.50 or $13.75, which is close to $4 less than the cost of the same size of automobile tire.

REED MAKES LIVELY START

SANTA PAULA.—Harley Reed has only been in business for himself a few weeks, but is getting things moving in fine shape as Excelsior agent at Santa Paula. This week he took two machines for delivery, and is to have a third from the Goudy-Hoffer Co., southwestern distributors, in the next few days.

INDIAN DIRECTORS

Stockholders Ratify Program Proposed When Hendee Resigned

SPRINGFIELD, Mass., Oct. 28.—As an aftermath of the change in Indian personelle which resulted from the resignation of George M. Hendee from the Hendee Mfg. Co. comes the election of Carl O. Hedstrom and Leon J. Harley, Jr., to the board of directors; they fill the places left vacant by H. F. J. Knobloch and Samuel A. Miller, both of New York. The change took place at the annual meeting of the stockholders of the Hendee company this week.

The plans, as mapped out when Mr. Hendee stepped out last July, were carried through practically as announced at that time. John F. Alvord, of New York, was elected to the presidency in Mr. Hendee's stead; William E. Gilbert, of Springfield, remains the vice-president, and Frank J. Weschler was re-elected clerk and treasurer.

The new board of directors comprises: John F. Alvord, of New York; Edwin A. Carter, of Springfield; Charles E. Childs, of Northampton; William E. Gilbert, of Springfield; Leon J. Harley, Jr., of Springfield; Carl O. Hedstrom, of Springfield; Henry H. Skinner, of Springfield; Frank J. Weschler, of Springfield, and Robert Winsor, of Boston.

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SHARP'S NEW JOB

Former Research Man Becomes Ad. Manager Crolius' Assistant

MILWAUKEE, Wis.—Hugh Sharp, one of the most consistent and energetic all-round boosters of the motorcycle in these parts, and who has been in charge of the research department of the Harley-

Assistant Advertising Manager Hugh Sharp

Davidson Motor Company for the past year, has been promoted to the position of assistant advertising manager. Through his various activities, along both trade and club lines, Mr. Sharp has made friends in all branches of the motorcycle field and his first-hand experience has given him a keen insight into the requirements of the industry.

It was Sharp's capable work in the research department that won him the attention of Advertising Manager Lacy Cronus, and when it became evident that the rapidly multiplying demands upon the Harley-Davidson advertising department, further stimulated of late because of the addition of the company's bicycle line, necessitated the taking on of an assistant the genial Hugh was the logical man for the job.

Sharp has been a frequent contributor to the trade journals and other periodicals, was instrumental in getting the Milwaukee *Journal* to institute a motorcycle department and was for three years secretary of the Milwaukee M. C.

MOTORCYCLES BEAR DISPATCH TO PRESIDENT

(Continued from page 9)

and James Keenan of the Harley-Davidson branch who provided them with some much needed nourishment and escorted them through the city.

The 83 miles from Philadelphia to Asbury Park were covered by way of Trenton and Freehold.

The trip had a double purpose in that it was intended to bring the motorcycle further into the limelight as military vehicle and direct the attention of the military powers that be toward it as well as to fulfill the mission of inviting the President to attend the Pittsburgh celebration.

Their mission accomplished, and with the President's replies stowed away in their weatherproof dispatch cases, the couple left Shadow Lawn late tonight headed toward Philadelphia to deliver a similar invitation to Mayor Thomas B. Smith.

BEAT TRAIN TIME

Adams and McDonald on Cygnet Cover Long Island

NEW YORK, Oct. 31.—As evidence of what can be accomplished by the motorcycle as a salesman's vehicle, E. W. McDonald, of the Cygnet Rear Car, and O. A. Adams, of the Cyclemotor Corp., are pointing with pride to a thorough canvass of the Long Island territory, which took in some 21 separate cities and towns which they consummated on an Indian and Cygnet Rear Car combination last week.

Adam's little Cyclemotor demonstrator was stowed in the body of the rear car and strapped in place to prevent its jarring around. The trip was completed in five days.

Adams points out that last year it took him six weeks to cover the island as thoroughly as he has done on his last trip on the Cygnet outfit.

CLOVER LEAF PRIZES

Reading M. C. Gives Awards for Annual Reliability Run

READING, Pa.—The Reading M. C. has just awarded the prizes in the third annual "Clover Leaf" reliability run, held recently. Charles Sweigertogt got the first prize—a speedometer—in the solo class, while Earl Myers, who is registered as second, got a tire. Raymond Fritz, third man, and Ezra Von Neida, fourth, also received tires.

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In the twin or tandem class, Webster Schlott received the first prize, a tire, while Alfred Eisenberg, got a speedometer for second place. Harry Sonon, third man, came away with an inner tube as his award.

WINS 36-MILE RACE

Skeen, on Indian, Captures Carnival Event at Ontario

ONTARIO, Cal.—Jess Skeen, of this city, won the 36 mile road race which formed part of the recent Firemen's Carnival in this city. Skeen rode a Powerplus Indian and covered the distance in 36 minutes flat. Anson Hammer, Excelsior, came second, while Paul Cason, Excelsior, came third. Hammer and Cason are from Pomona. J. Burk, Excelsior, finished fourth.

The race was exciting from start to finish. Nine riders lined up for the gun and through the entire distance.

HERE'S MISS OKAY

You'll Often See Her and the Little Bike Motor Together

BROOKLYN, N. Y.—The smiling damsel who appears in the accompanying photo has just become the official Okay Girl, and hereafter the Okay Motor Mfg. Co., Inc., Brooklyn, will feature her in various attractive photographic poses in connection

with the Okay bicycle motor. It will be seen at a glance that Miss Okay is very "easy to look at," and her only fear at present is that folks who learn to call her Miss Okay will take it for granted that she comes of Japanese ancestry.

She doesn't, though, and when not indicating by her smile that the Okay motor is just about the cutest and most capable little chugger she ever saw. Miss Okay may be discovered among the show girls at the Winter Garden, New York. Her honest-to-goodness name is,—but what's the difference? She smiles just as convincingly under her new name, and that's what counts.

Folks, meet Miss Okay!

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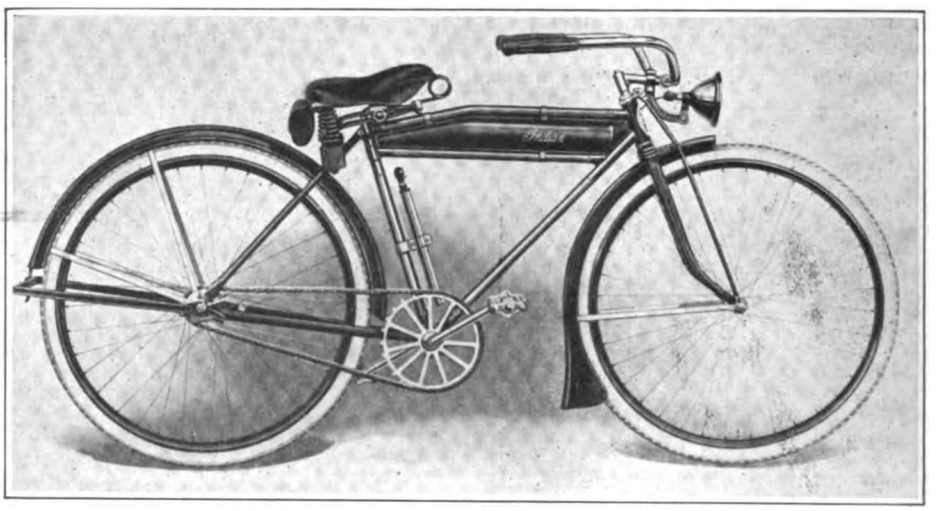
ELEVEN MODELS IN INDIAN BICYCLE LINE

Series for 1917 Season from Springfield Factory Includes Three for Men, Ladies' Roadster, Racer and Six Juveniles—New Crankhanger, Fork and Rear Wheel Stand

SPRINGFIELD, Mass., Nov. 1.—Following its policy of offering the cycling public machines to suit all demands, the Hendee Manufacturing Company, of this city, is listing 11 bicycle models for the 1917 season. These models, while not differing radically from those of the 1916 season, incorporate a number of improvements and refinements, chief among which are a new crank-hanger, front fork and rear wheel stand.

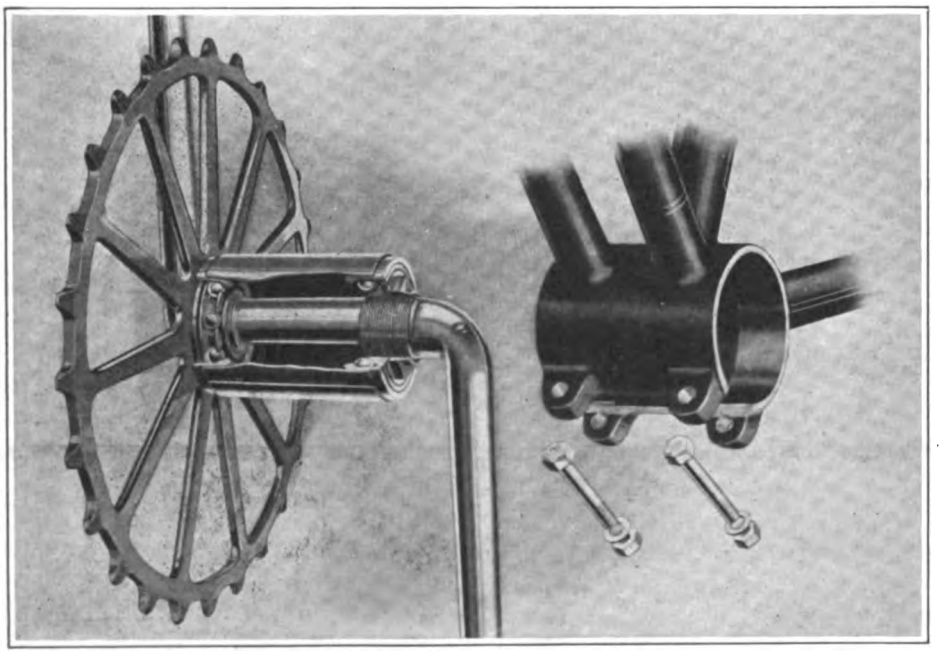
Following are the 1917 Indian models with list prices: Model 30, men's roadster, $35; 31, men's Moto-Bike, $40; 32, electrically equipped Moto-Bike, $45; 33, Speedway, $45; 34, ladies roadster, $35; Model 35, boys 15-inch frame, $26; 36, girls 15-inch frame, $26; Model 37, boys 16-inch frame, $28; 38, girls 16-inch frame, $28; 39, boys 18-inch frame, $30, and Model 40, girls 18-inch frame, $30.



Model 32, Electrically Equipped Moto-Bike With Old Sol Headlight and Battery Tank—Note Frame Pump and Stand Which Are Standard Fitments

Indian Crankhanger

The Indian crankhanger for 1917 is a revival of the old and well-tried Indian hanger of past seasons. The hanger is assembled in a split bracket held firmly in place by two binder-bolts and nuts. It is enclosed in a one-piece sleeve that fits snugly over the bearings, ensuring protection from dust and at the same time keeping the bearings in perfect alignment. The crank can be removed from the frame by slacking the bolts and nuts without interfering with the adjustment of the machine.



New Crankhanger Construction, Showing Bearing, Crank and Split Bracket Details—Sleeve Is in One Piece and Protects Bearings from Dirt

The new Indian fork is another big feature for 1917. It is a four-plate crown construction, although appearing to be of the three-plate type. The bottom plate consists of two smaller plates joined in one. The fork is of the motorcycle type, with reinforced sides and stem, the top plate being bulged in the center and gradually sloping down on either side to the edge of the plate cluster.

Rear Wheel Stand

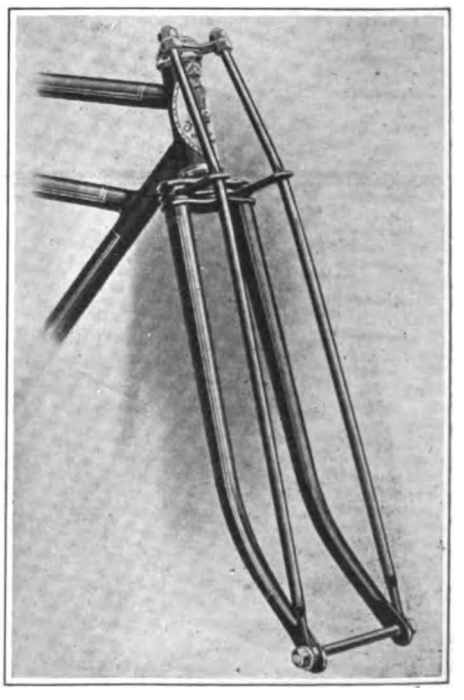
The 1917 rear wheel stand is of channel iron, along motorcycle lines. It is fitted with heavy side pieces which fit under the rear tubes and give the stand great strength and solidity when in action. The stand is of heavier material than is usual in bicycle construction and will support the rider's weight as well as that of the machine.

The one-piece 16-gauge cold rolled steel Indian frame head is continued for 1917. This head is a patented form of construction in which three elements are inseparably brazed by a special process into a compact unit. By this construction, the greatest strength is found at a point when riding strains are heaviest. The head is practically unbreakable.

A distinctive nameplate, made from German silver oxidized, and with an embossed border design is fitted. The nameplate shows the familiar Indian head while the words "Hendee Mfg. Co." and "Springfield, Mass., U. S. A." are also embossed within the border. Below is the word "Indian" enameled in Indian red.

Range of Equipment

The Hendee Manufacturing Company is offering a most liberal choice of tires and coaster brakes this season. These lines include Fisk Gripfast, Fisk Cord Nonskid, Goodyear Blue Streak, U. S. Chain Tread



New Indian Front Fork With Quadruple Crown and Brace Members

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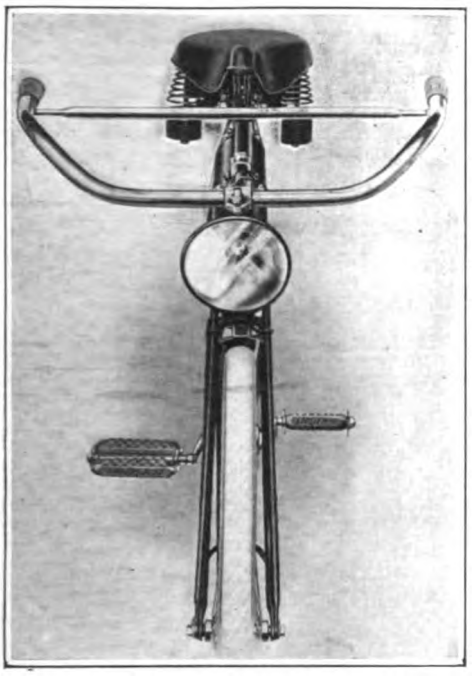

Front Forks Seen End On, Showing the Brace Bar and Head Connection

tires for the roadsters, U. S. Road Racer and Pye-Musselman tires for the Speedway model. In the coaster brakes are the Corbin Duplex, New Departure and Morrow. Troxel Eureka and Comfort saddles, Indian Rough Rider and Wearwell grips, Austin pumps, Diamond E spokes and Old Sol headlights are standard equipment.

Extra equipment on several of the new models includes the Indian luggage carrier, listing at 45 cents, net, and the Sturmey-Archer three-speed rear hub with brake, at $3.75 net.

Model 30 Roadster

At the head of the Indian series is the Men's Roadster, Model 30. This machine has a 22-inch frame, new Indian fork, and is finished Indian red with double gold striping. Tires are Premier Gripfast and the brake is a Corbin. The normal gear is 72, with 26 tooth front and 10 tooth rear sprockets. A 3/16-inch pitch imported roller chain is fitted. The saddle is a Troxel Eureka. The handlebars are of the forward extension type, 23 inches wide with 6-inch drop and Wearwell grips.

The hanger is the new Indian with 7-inch cranks. Pedals are Standard No. 5 with Indian rubbers. A Troxel toolbag with full kit is attached in rear of the saddle. Mudguards are of heavy steel, enameled to match the frame. List price is $35. Options: 20 or 24-inch frame, Goodyear Blue Streak tires, 81-inch gear, Morrow or New Departure coaster brake. Extras: Rear wheel stand, 45 cents, net; luggage carrier, 45 cents, net; Sturmey-Archer three-speed hub, $3.75, net.

Indian Men's Roadster, Model 30, with Breakproof Head, Guards and Coaster Brake Equipment—Complete Tool Outfit in Neat Bag Is Included

(Continued on page 37)

Up-to-the-Minute News from California

SOME CRACK SHOTS

Are Discovered Among Excelsior Riders in Southern California

SAN DIEGO, Cal.—Ray Smith, manager of the San Diego branch of the Goudy-Hoffer Co., Excelsior distributors at 10th street and Broadway, claims that the riders of the Excelsior are the most persistent and successful game-getters in the Southern end of the State. Mr. Groves, who rides his machine every day on his job as collector for the Benbow Furniture Co., took a vacation at Laguna, where he had great success in punishing the quail with his old scattergun. J. C. Patrick was one of the men who rode a motorcycle way back into the mountains, where it would be hard to get a mule to travel, in the deer open season, and brought out a fine buck. Now the deer season is over, but about every Sunday Patrick and Ray Smith get out after the quail. They have located some fine canyons for hunting, and always bring in a good bag.

LEE SEES BIG YEAR AHEAD

LOS ANGELES.—With the first carload sold exclusively to agents, T. Lee, of the Henderson Motorcycle Sales Corporation, sees the traveling he has done throughout the State on his four-cylinder coming into practical results of a sort that more than satisfy the expectations of the State distributors. Mr. Lee has just returned from a trip in the North, on which he closed agency contracts in several of the best towns in the State.

C. L. SMITH ILL ON TRIP

LOS ANGELES.—C. L. Smith, jobber and Pope distributor, went to San Francisco on a business trip, and was taken ill at Stockton while returning. His illness is reported as not serious, and he is returning by easy stages, calling on dealers along the route.

BERGES STARTS WITH A JUMP

BAKERSFIELD.—Jules Berges, just appointed Bakersfield agent for the Henderson, sold six machines within two hours of the arrival of his 1917 demonstrator. Secretary F. A. Sutphen, of the Henderson Motorcycle Sales Corporation, who closed the agency contract with Berges, personally took the machine to Bakersfield by train. It arrived at Berges' store, where a crowd was waiting, at 8.30 p. m. It was out of the crate, filled with gas and oil and running in just seven minutes. When he closed up the store for the night Berges had deposits on six machines.

S. F. CLUB GAINS 48

Frisco Organization Membership Is Increased Largely

SAN FRANCISCO, Cal.—To Oct. 24, the membership campaign of the San Francisco M. C. gained 48 additional names for the rolls. The contest does not close until Nov. 2, so President Meyer expects that 75 new members will be added by that date. The "Reds" are still ahead in the contest.

TWO NOVEMBER RUNS

SAN FRANCISCO, Cal.—The San Francisco M. C. will hold an official run to Modesto on Nov. 12, while on Nov. 26 the club will go to Pigeon Point. These are the only two runs planned for November, but more will be held if weather conditions are favorable.

H. N. BUCK RETURNS SMILING

SANTA ANA.—H. N. Buck, senior member of Buck & Buck, Excelsior agents, at Santa Ana, has just returned from a trip East. While there he went through the Excelsior factory, and got the dope on the next, new, machine, and his smile has been growing more optimistic with every mile he traveled West.

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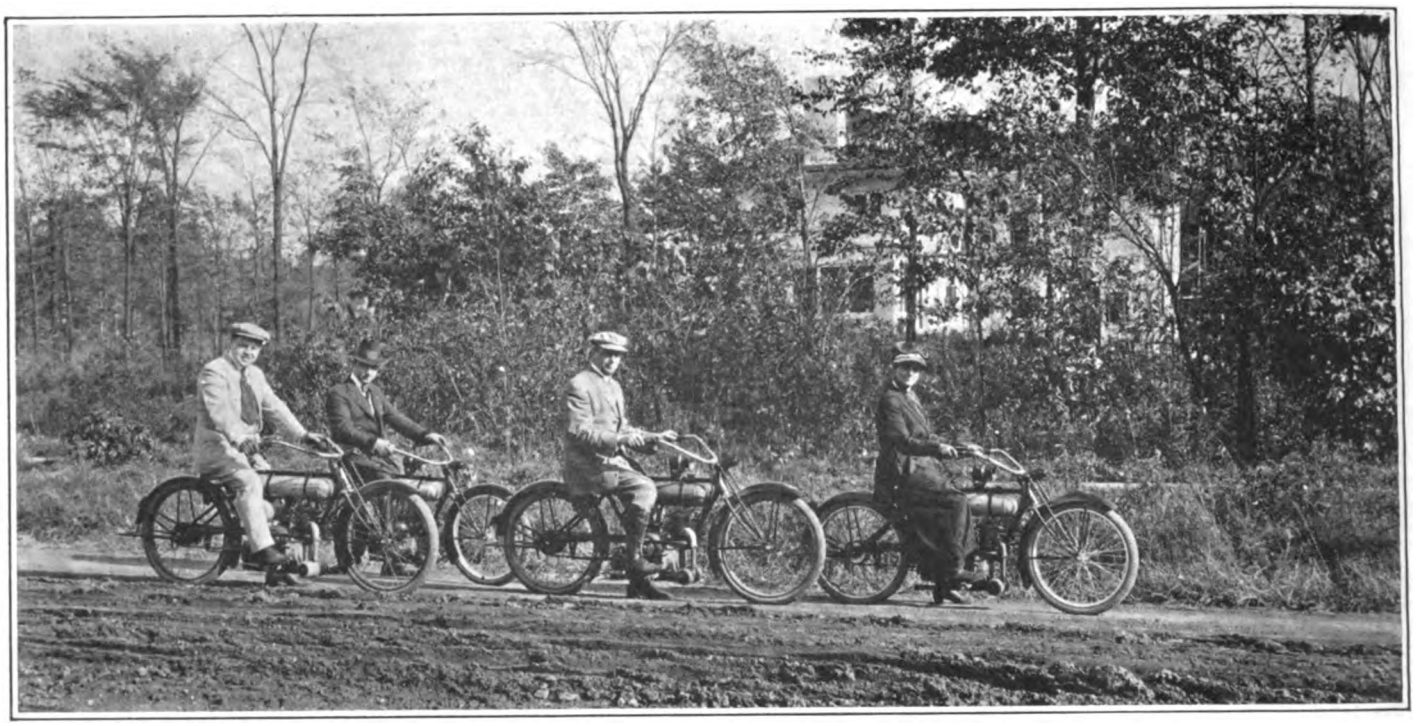
EVERY ONE OF THIS QUARTET OWNS AN AUTOMOBILE



This Is the Sort of Picture That Inspires Faith in the Cleveland Lightweight. It Depicts Mrs. and Mr. H. G. Alexander, the Latter President of the Cleveland Motorcycle Mfg. Co., Starting Out on a Pleasure Run With W. B. Alexander and Fred Foster

CYGNETS ABROAD

Sales Manager Ogden Tells of Widespread Foreign Use

NEW YORK, Oct. 30.—Prior to his departure for foreign countries to push the Cygnet Rear Car, Leadley Ogden, Cygnet sales manager, referred to the widespread use of this attachment outside of the United States. "Outside of the Central Powers (Turkey, Bulgaria, Austria and Germany) there is not a country in the world which does not have Cygnet Rear Cars," said Mr. Ogden.

An agency for Sweden was recently closed with 50 cars fitted with tops and brakes; the Denmark representative took 60 and Norway also took its share. Mr. Ogden states that there are Rear Cars in Mexico, Central America and Africa also.

CYGNET IN PHILIPPINES

MANILA, P. I.—Squires, Bingham & Company, of this city, have taken the agency for Cygnet Rear Cars throughout the Philippine Islands. The first order sent to the maker was for 50 cars and part of this order is now on the way.

CARLTON IS BOSCH MANAGER

SAN FRANCISCO, Cal.—B. R. Miller has resigned as manager of the San Francisco branch of the Bosch Magneto Company. He is succeeded by Lee C. Carlton, who comes from the engineering department at the main Bosch office in New York.

STEWART-WARNER EARNINGS

CHICAGO, Ill., Oct. 31.—The net earnings of the Stewart-Warner Speedometer Corp., makers of Stewart-Warner speedometer and warning signal, were $604,939 for the third quarter of the present year. For the same period a year ago the earnings were only $450,000, the increase amounting to slightly more than 25 per

FLAGG'S NEWEST

Former Standard Welding Man in New Tube Concern

DETROIT, Mich., Oct. 31.—When Howard A. Flagg resigned from the Standard Welding Company a couple of weeks ago there was much speculation as to his future plans. With the formation of the Michigan Steel Tube Products Company, which has incorporated with an authorized capitalization of $300,000, speculation along these lines are set at rest.

Associated with Flagg in this newest venture, which includes the manufacture of all sorts of steel tubing and bent parts in a plant to be established at Hamtramck, just outside of Detroit, are Charles E. Miller and Frank Kritz. Miller and Kritz were also associated with the Standard Welding Company.

PENNSYLVANIA RUBBER DIVIDENDS

JEANNETTE, Pa.—The usual dividend of 1 1-3 per cent. on the preferred stock and 1½ per cent. on the common stock has been declared by the Pennsylvania Rubber Co., makers of Vacuum Cup tires. The dividends are payable on the first of the coming year.

PLAN 200-MILE RUN

READING, Pa.—Encouraged by the large turnout of riders in the recent 165-mile, reliability run, the Reading M. C. is planning a 200-mile, "Clover Leaf" run before the winter sets in. Three new members were taken into the club recently and two additional membership applications are being considered.

HIGHER PRICES

Are Coming in the Brake Lining Field Due to Materials Costs

NEW YORK, Oct. 31.—Because of marked increases in the prices of the raw materials entering into the manufacture of brake linings, rumor has it that the prices of the fabric are to be advanced considerably within the next few months.

It is pointed out that the cost of brass wire, which enters largely into the manufacture of the friction material, has increased 200 per cent. over the price of a year ago, while the demand for the asbestos portion of the fabric greatly exceeds the supply, so that the prices are soaring skyward.

The situation in the brake lining field has been brought to a head by the formation of the Association of Brake Lining Manufacturers who at present are threshing out the material situation.

MOTOR WHEELS IN JAVA

MILWAUKEE, Wis., Oct. 30.—A repeat order of 48 Smith Motor Wheels have just been shipped to Batavia, Java, by the A. O. Smith Company. Reports from that far away country state that the motor wheel has become very popular.

OHIO REGISTERS 21,910 RIDERS

COLUMBUS, Ohio.—In a report made recently by Registrar of Automobiles W. H. Walker, the number of motorcycles registered in Ohio since the first of the year is 21,910, which is somewhat in excess of the whole number registered during the previous year. Motorcycle dealers and manufacturers are not separated from the private owners in this statement. Next year the department will issue a special number plate to manufacturers and dealers.

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INDIAN-ROGERS CARS NOW ON WAY TO BECK

Eastern Sidecar Man to Get Load of Passenger Attachments Adaptable to 1917 Hendee Product

NEW YORK, Oct. 31.—Irving Beck, representing the Rogers sidecar in the East, is awaiting the receipt of a carload for the 1917 Indian models. The carload was shipped a few days ago, from the Chicago Rogers' headquarters, and will be in this city in a few days.

The Indian model of Rogers for 1917 has a four-point connection, utilizing all the lugs formed on the Powerplus frame. The sidecar frame is braced, while the front connection is dual. All agents in Beck's territory are now supplied with the new model.

Beck leaves tonight for his annual Western trip, stopping first at Chicago and also at Detroit. In the latter city he will visit he F-N factory. The trip will take four weeks and will include a week at the forthcoming Chicago motorcycle show.

LONG SIDECAR TRIP

Indiana Family Uses Combination for 1,500-Mile Run

TAMPA, Fla.—M. L. and Mrs. Johnson, with their four-year-old daughter, made a trip from Marion, Ind., to this city with a Harley-Davidson sidecar outfit. The trip covered a distance of more than 1,500 miles. Despite the fact that some very rough roads, with stretches of deep sand, were found, there was no engine trouble. Full camping equipment was carried, consisting of a tent, stove, cooking utensils and provisions, as well as clothes and water. The trip was made by way of Louisville, Atlanta, Huntsville, Live Oak and High Springs to St. Petersburg, thence to this city.

Mr. Johnson has come to Florida to live, and is camping on the outskirts of the city for a few days before settling down in his new home.

ATTLEBORO CLUB FORMED

ATTLEBORO, Mass.—The Attleboro M. C. has recently been formed with 50 members. A meeting will be held shortly for the election of officers. The club's aim is to bring about a better feeling of the public in general toward the motorcycle.

AIDS START OF BIG RACE

SHEEPSHEAD BAY, N. Y.—The sidecar outfit proved its value in another field of automobile endeavor at the Speedway during the holding of the Harkness Gold Trophy race. Manned by J. U. Constant, the racing rider, an Indian sidecar enabled Fred Wagner, the starter, to line the drivers up while at speed and give them the proper send off for a rolling start. Heretofore, au automobile has been used for the purpose in the big races, but the sidecar takes up less room on the track and can maintain the required speed.

MOTOR BOB REQUESTS ARE MANY

MILWAUKEE, Wis.—As the result of an announcement in the *Milwaukee Journal* in the Motorcycle Club column that he could furnish data on the construction and design of motor bobs, Hugh Sharp, secretary of the Milwaukee M. C. is being deluged with requests for suggestions on the same. He has a circulating library of facts and fancies on motor bobs going the rounds of local enthusiasts.

REAL BOOSTERS IN MASON CITY M. C.

New Club Will Strive to Foster Interest of Riders in All Small Towns Within Radius of 60 Miles

MASON CITY, Iowa.—C. W. Seeley, manager of the Mason City Cycle Company, Pope and Cyclemotor agents, announces that the Northern Iowa Motorcycle Club has just been organized, and that plans have been laid to bring in all the riders in small towns within a radius of 60 miles of Mason City.

The aim of the club is to promote a friendly feeling among dealers and riders throughout the whole district and thus to boost the interests of the motorcycle on a systematic basis. Whenever a run is contemplated all the riders of the district, regardless of the makes of machines used, and the good fellowship slogan will be lived up to at all times.

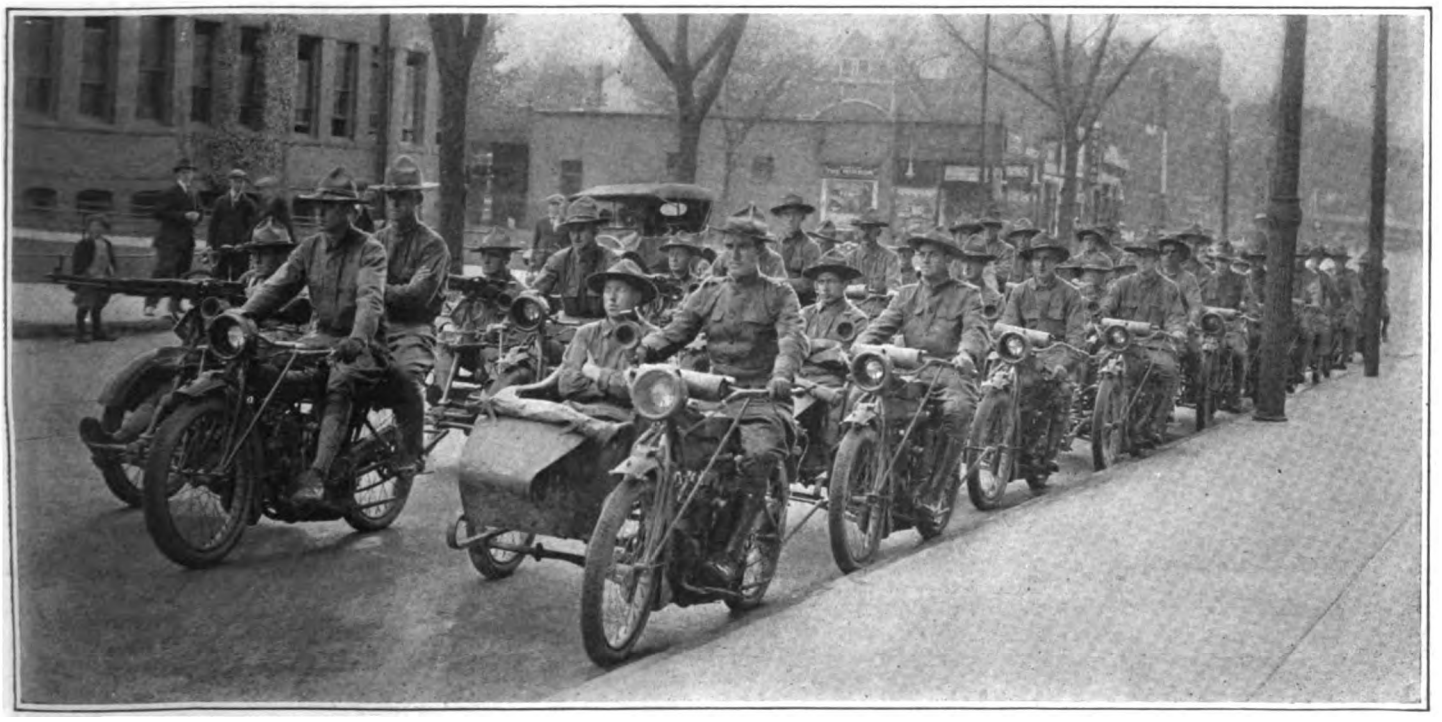
The new club starts its promising career with the following officers: C. W. Seeley, president; Guy Hussey, vice-president; Edward Arquette, secretary-treasurer.

The Mason City M. C. is one of the first in the country, if not the first, to lay definite plans for interesting the riders in all small towns in its district, and the officers state that this progressive policy will be carried through at all times.

SIDECAR FOR FIRE DEPARTMENT

LOUISVILLE, Ky.—This city now has a motorcycle withsidecar outfit in use in the fire department. The machine is fitted with racks for chemicals, axes and other light fire-fighting apparatus and carries a crew of two men.

MASSACHUSETTS MACHINE GUNNERS BACK FROM MEXICAN BORDER



Company of Second Massachusetts Infantry Passing in Column of Sections on Arrival at Springfield Recently—Gun and Passenger Outfits Were Made in the Indian Factory and Proved More Than Equal to Any Duty to Which They Were Put

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NEWCOMERS SWELL SHOW LISTS FOR BOTH EXHIBITS

Chicago Exhibit Holds Promise of Much "Newness"

TOLEDO, Ohio, Oct. 31.—With a total of 79 separate exhibitors lined up for the Chicago show and two weeks still to pass before the doors swing wide of the exhibit, Show Manager Coffman is confident that the Windy City affair, which opens on November 13 and will hold the boards for the remainder of the week will be the "biggest ever."

That it will likewise be the "best ever," there is not the slightest doubt, according to the hustling show manager.

Five newcomers have been added to the list of the Chicago show exhibitors during the past week. They are: Superior Metal Products Co., Elyria, O.; Troxel Mfg. Co., Elyria, O.; Hagerstown Shoe & Legging Co., Hagerstown, Md.; Chicago Cycle Supply Co., Chicago and R. J. Leacock Sporting Goods Co., St. Louis, Mo.

Two new firms have been added to the New York Show list in the shape of the Reeps Mfg. Co. and Strauss & Buegeleisen, both of New York.

With the close approach of the Chicago show date, the conviction that the opening will disclose a veritable flood of "newness" from all quarters is spreading throughout the trade. It is rumored for instance, that at least one motorcycle manufacturer—and one of the biggest—is holding something quite startling back to be uncorked with the Chicago show opening; and the Windy City affair will doubtless set at rest all speculation on the form the bicycle power attachment that Joe Merkel is working on is to take for the Merkel Motor Wheel Co. is named as an exhibitor.

The full show list to date follows:

THE 74 EXHIBITORS WHO WILL GRACE THE CHICAGO SHOW

American Motor Vehicle Co., Lafayette, Ind.
American Wood Rim Co., Onaway, Mich.
Arnold, Schwinn & Co., Chicago, Ill.
Askew Saddlery Co., Kansas City, Mo.
Aurora Automatic Mchry Co., Chicago, Ill.
Badger Brass Mfg. Co., Kenosha, Wis.
Bean Tool & Sales Co., Berea, Ohio
Bicycle News, New York City
Bosch Magneto Co., New York City
Buffalo Metal Goods Co., Buffalo, N. Y.
Buffalo Specialty Co., Buffalo, N. Y.
Chainoline Mfg. Co., Chicago, Ill.
Champion Spark Plug Co., Toledo, O.
Chicago Cycle Supply Co., Chicago
Cleveland Motorcycle Mfg. Co., Cleveland, Ohio
Corbin Screw Corp'n, New Britain, Conn.
Cycle Mfg. & Supply Co., Chicago, Ill.
Cyclemotor Corp'n, Rochester, N. Y.
Cygnet Rear Car Co., Buffalo, N. Y.
Davis Sewing Machine Co., Dayton, O.
Diamond Chain & Mfg. Co., Indianapolis, Ind.
Eclipse Machine Co., Emira, N. Y.
Edwards-Crist Mfg. Co., Chicago, Ill.
Electric Storage Battery Co., Philadelphia, Pa.
Emblem Mfg. Co., Angola, N. Y.
Emery Co., J. R., Chicago, Ill.
Excelsior Cycle Co., Michigan City, Ind.
Excelsior Motor Mfg. & Supply Co., Chicago, Ill.
Fentress-Newton Mfg. Co., Detroit, Mich.
Flxible Side Car Co., Loudonville, Ohio
Great Western Mfg. Co., Laporte, Ind.
Hagerstown Shoe & Leather Co.
Harley-Davidson Motor Co., Milwaukee, Wis.
Hawthorne Mfg. Co., Bridgeport, Conn.
H. T. Hearsey Co., Indianapolis, Ind.
Hendee Mfg. Co., Springfield, Mass.
Henderson Motorcycle Co., Detroit, Mich.
International Stamping Co., Chicago, Ill.
Jones & Noyes, Chicago, Ill.
Kelly Handle Bar Co., Cleveland, Ohio
Kokomo Rubber Co., Kokomo, Ind.
R. J. Leacock Sporting Goods Co., St. Louis
Merkel, Jos. F., Flushing, N. Y.
Miami Cycle & Mfg. Co., Middletown, Ohio
Motorcycling & Bicycling, Chicago, Ill.
New Departure Mfg. Co., Bristol, Conn.
Okay Motor Mfg. Co., Inc., Brooklyn, N. Y.
Pacific Motorcyclist and Western Wheelman, Los Angeles, Cal.
Persons Mfg. Co., Worcester, Mass.
Pierce Cycle Co., Buffalo, N. Y.
Quick Action Ignition Co., South Bend, Ind.
Reading Standard Co., Reading, Pa.
Reeps Mfg. Co., New York City
Remy Electric Co., Anderson, Ind.
Rogers Mfg. Co., Chicago, Ill.
A. Schrader's Son, Inc., Brooklyn, N.Y.
A. O. Smith Co., Milwaukee, Wis.
Splitdorf Electrical Co., Newark, N. J.
Standard Welding Co., Cleveland, Ohio
St. Louis Rubber Cement Co., Chicago, Ill.
Stevens & Company, New York City
Superior Metal Products Co., Elyria
Sutton, Aspinwall & Co., Inc., New York
Harry Svensgaard Sales Corp'n, Detroit, Mich.
Trade Journal Corp'n, New York City (Bicycling World)
Trade Journal Corp'n, New York City (Motor Cycle Illustrated)
Troxel Mfg. Co., Elyria, Ohio
United Cycle Trades Assn., New York City
Van Cleef Bros., Chicago, Ill.
Vim Cycle and Hdw. Co., Buffalo, N. Y.
Wald Mfg. Co., Sheboygan, Wis.
Wheeler & Schebler Carburetor Co., Indianapolis, Ind.
Westfield Mfg. Co., Westfield, Mass.
G. H. Westing Co., Indianapolis, Ind.
Stoll Mfg. Co., Denver, Col.
Hastings & Anderson, Chicago, Ill.
Peter A. Frasse & Co., New York City
Delta Electric Co., Marion, Ind.
Duckworth Chain & Mfg. Co., Springfield, Mass.

THESE 59 HAVE SIGNED UP FOR THE NEW YORK EXHIBIT

American Wood Rim Co., Onaway, Mich.
American Motor Vehicle Co., Lafayette, Ind.
Aurora Automatic Mchry. Co., Chicago, Ill.
The Bean Tool & Sales Co., Berea, O.
Irving Beck, New York City
Bicycle News, New York City
Buffalo Metal Goods Co., Buffalo, N. Y.
Buffalo Specialty Co., Buffalo, N. Y.
Chainoline Mfg. Co., Chicago, Ill.
Cleveland Motorcycle Mfg. Co., Cleveland, Ohio
City Supply Co., New York City
Corbin Screw Corp'n, New Britain, Conn.
Cygnet Rear Car Co., Buffalo, N. Y.
Davis Sewing Machine Co., Dayton, O.
Diamond Chain & Mfg. Co., Indianapolis, Ind.
Eclipse Machine Co., Elmira, N. Y.
Electric Storage Battery Co., Philadelphia, Pa.
Emblem Mfg. Co., Angola, N. Y.
Emery Co., J. R., Chicago, Ill.
Flxible Side Car Co., Loudonville, O.
Great Western Mfg. Co., Laporte, Ind.
J. W. Grady & Co., Worcester, Mass.
Harley-Davidson Motor Co., Milwaukee, Wis.
Hawthorne Mfg. Co., Bridgeport, Conn.
Hendee Mfg. Co., Springfield, Mass.
Henderson Motorcycle Co., Detroit, Mich.
Kokomo Rubber Co., Kokomo, Ind.
John S. Leng's Son & Co., New York City
Majestic Mfg. Co., Worcester, Mass.
Merkel, Jos. F., Flushing, L. I.
Miami Cycle & Mfg. Co., Middletown, Ohio
Frank Mossberg Co., Attleboro, Mass.
Motorcycling & Bicycling, Chicago, Ill.
New Departure Mfg. Co., Bristol, Conn.
New York Sporting Goods Co., New York City
Okay Motor Mfg. Co., Inc., Brooklyn, N. Y.
Pierce Cycle Co., Buffalo, N. Y.
Progressive Cycle & Auto Supply Co., New York City
Quick Action Ignition Co., South Bend, Ind.
Reading Cycle Mfg. Co., Reading, Pa.
Reeps Mfg. Co., New York City
Remy Electric Co., Anderson, Ind.
Reading Standard Co., Reading, Pa.
Ruhs Mfg. Co., New York
A. Schrader's Son, Inc., Brooklyn, N. Y.
Splitdorf Electrical Co., Newark, N. J.
Smith Co., A. O., Milwaukee, Wis.
Standard Welding Co., Cleveland, O.
St. Louis Rubber Cement Co., Chicago, Ill.
Stevens & Co., New York City
Strauss & Buegeleisen, New York City
Sutton-Aspinwall & Co., Inc., New York
Trade Journal Corp'n, New York, N. Y. (Bicycling World)
Trade Journal Corp'n, New York, N. Y. (Motor Cycle Illustrated)
Vim Cycle and Hdw. Co., Buffalo, N. Y.
Wheeler & Schebler Carburetor Co., Indianapolis, Ind.
Westfield Mfg. Co., Westfield, Mass.
Cyclemotor Corp'n, Rochester, N. Y.
Duckworth Chain & Mfg. Co., Springfield, Mass.
A. O. Smith Co., Milwaukee, Wis.
Pacific Motorcyclist and Western Wheelman, Los Angeles, Cal.

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HOEG SHOWS BEST IN WINNESHIEK RUN

Makes Highest Score of 984 in 106-Mile Iowa Contest—Thirteen Finish of Fifteen Starters

DECORAH, Ia., Oct. 27.—Christian Hoeg, astride an Indian showed up as the winner of the 106-mile endurance run of the Winneshiek M. C. when the checking sheets were gone over and the final scores announced tonight; the run was staged last Sunday over a course from here to McGregor and return.

Hoeg made a score of 984 points, being penalized 16 points for lateness as one of the two secret controls which was established; his lateness was caused by a blowout which occured as he was crossing the railroad tracks between Castalia and Ossian which netted him a bad fall. He managed to pull himself together, however, in time to ride single handed throughout the remainder of the course carrying his headlight under one arm. The fall had broken his lamp bracket.

Hoeg walked off with a silver cup, an allowance of $50 on the purchase of a new machine and a new Goodyear Bluestreak casing as a reward for his achievement.

Second best was Guy Hathaway on an Excelsior who made a score of 978.5 and thereby earned for himself a new Corbin-Brown speedometer. Third prize, a Stewart-Warner speedometer, went to Alexander Grinna, who also straddled an Indian and who was just one point removed from Hathaway.

Fifteen contestants started out in the run during a drizzling rain which threatened to make the going unpleasant, but the storm was of short duration and the sprinkling sufficed to put the roads in that dustless "pink of perfection" condition which appeals so strongly to the seasoned endurance rider. Two of the riders were eliminated by mishaps which befell their machines. The scores of the 13 finishers are as follows:

Christian Hoeg, Indian	984
Guy Hathaway, Excelsior	978.5
Alex. Grinna, Indian	977.5
Leo Payne, Excelsior	975
Johan Fagerlie, Indian	974
Will Hustvedt, H.-Davidson	972
Geo. Gold, Indian	972
Cyril Shaw, Indian	964
Ingval Haughness, Excelsior	959.5
H. Burnside and wife, Excelsior	953.5
Emmet Gillett, H.-Davidson	952
Cleto Nunes, Excelsior	854
Ed. Evenson, Indian sidecar	713.5

PEHLMAN'S SPEED WORK

In the account of the Springfield, Ill., racemeet which appeared in the Oct. 26 number, George Pehlman was not given full credit for his consistent speed work. Pehlman is credited by Springfield speed fans with being the real star of the program, in view of the fact that he set up a new record for the track in the ten-mile race in which he made the sixth and seventh laps in 49½ seconds each.

IS THIS YOUR STOLEN INDIAN?

Beecroft Bros., of Ossining, N. Y., write that a 1916 Indian motorcycle which they have every reason to believe is a stolen machine has been brought to their attention. The number on the motor has been filed or chipped off. The machine can be seen at Denton's Motorcycle store in Ossining.

MAHLSTEDT WINS TWO AT SONOMA MEET

Vallejo Clubster Captures Open Events at California Track—Leonard Takes Both Club Champ Races

SONOMA, Cal.—Jack Mahlstedt, the Indian rider, took the 10-mile and the five-mile open races at the meet in this city under the auspices of the Vallejo M. C. on October 23. Mahlstedt's time for the five miles was 7:33½, but no time was taken for the longer race. Clarence Leonard won the two club events, a three and a five-mile, his times being respectively 4:18 and 7:22 4/5. H. Fisher covered the half-mile of the track in the best time—0:39 4/5—and also won the three lap open race in 2:06.

Every competitor took turns at spilling on either of the two turns and there was considerable excitement in each race as a result. Leonard and Mahlstedt are members of the Vallejo club, and their victories scored four out of a possible six for that organization.

GILBERT PILING UP MILEAGE

LOS ANGELES.—After a short stay in Los Angeles, A. C. Gilbert, Cleveland sales manager, went to San Francisco to look over the field in Northern California. He is expected back in Los Angeles this week to resume discussion of general distribution plans for the Cleveland lightweight.

WEISHAAR STARS AT ELLSWORTH RACES

Harley-Davidson Speedster Takes Three and Five Mile Events and Covers Mile in 1:00 2/5 in Time Trials

ELLSWORTH, Kan.—Ray Weishaar captured the three and five-mile events and Ralph Hepburn the two-mile race at the meet in this city on October 28. Weishaar's time for the three miles was 3:05 and for the five miles 5:05. Weishaar rode a Harley-Davidson. Hepburn, on an Indian, covered the two miles in 2:05.

In the mile time trials, Weishaar covering the distance in 1:00-2/5, while Hepburn made his mile in 1:01-3/5. Korn, on an Indian, bettered Hepburn's time by one-fifth of a second. The performance of Weishaar for a half-mile track was considered remarkable, and some doubts were expressed as to its correctness, but the time given was the same on several of the officials' watches and so was allowed to stand. The summary:

Two miles—Hepburn, Indian, first; Korn, Indian, second; Weishaar, Harley-Davidson, third. Time, 2:05.

Three miles—Weishaar, Harley-Davidson, first; Hepburn, second; Warner, Indian, third. Time, 3:05.

Five miles—Weishaar, first; Warner, second; Johnston, Harley-Davidson, third. Time, 5:05.

Mile time trials—Weishaar, 1:00⅘; Korn, 1:01⅗; Hepburn, 1:01⅗.

EVAPORATED LIKE SNOW

LOS ANGELES.—"They evaporated like snow in the southern sunshine," is the way Sales Manager E. E. Welborn, of the Appeal Mfg. & Jobbing Co., describes the disposal of their first carload of olive drab machines. Dealers had been camping on his trail asking for delivery until he dodged every telephone call. When the machines arrived the dealers were on hand, and the uncrating proceeded at a rate that broke all records. The next carload is sold already.

THIRTY-TWO SHOW PERFECT IN ELLIS' RUN

(Continued from page 11)

schedule of 22 miles an hour even for the 66 miles between Poughkeepsie and Yonkers.

Although she failed to finish with a perfect score, and was therefore not "in" on the prize drawing, Mrs. Victor Pelezare of the Bronx made a most spectacular ride on her Indian sidecar combination with John Kliperberg as sidecar passenger. She pulled through the greatest portion of the distance with no trouble only to lose enough time to kill her score when she encountered a puncture near the finish.

Joe Nissen, in the prize drawing, had the advantage of first choice and he preferred the diamond set gold cuff links to the gold watch which went to T. Platt; Ruderman walked home with the gold stick pin, the third prize.

The run was such a success that Ellis is encouraged to a marked degree and is bending all efforts to consummate the staging of a racemeet and gymkana.

The following made perfect scores:

C. W. Waughop, Cleveland; H. Heldt, Indian; E. Sterns, Indian; J. Sterns, Indian; R. Sterns, Indian; Frank Sladky, Indian; L. H. Guterman, Reading-Standard; H. Langerman, Indian; A. Muller, Indian; M. Carlesten, Reading-Standard; H. B. Stevick, Reading-Standard; J. Callahan, Thor; Chick Lyons, Thor; Charles Peene, Thor; Herman Romaine, Harley-Davidson; Wallace Stewart, Indian; Calvin Webber, Indian; E. W. McDonald, Indian; L. Cobban, Jr., Henderson; J. Barmore, Indian; T. Platt, Indian; George Rickel, Indian; H. Stulz, Indian; Ben Ruderman, Thor; H. Horvitz, Thor; Joe Wasko, Indian; T. J. Nissen, Indian; J. Henkel, Harley-Davidson; John Schustak, Indian; Ray Queen, Indian; H. Westphal, Indian, and J. Pyne, Indian.

The riders who failed to make perfect scores follow:

H. Raoul, Cleveland; M. Goldman, Cleveland; E. Brennan, Excelsior; C. Hearns, Harley-Davidson; F. Schuch, Indian; Geo. Miller, Thor; Oliver Berckhemer, Indian; Victor Pelezare, Indian; M. Bergheart, Indian; H. Most, Indian; T. Griffin, Indian; J. Fredericks, Harley-Davidson; H. Heiden, Harley-Davidson, Mrs. V. Pelezare, Indian; J. Kelly, Indian.

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GOERKE EXPANDS

Newark Wigwam Man Opens Store in Elizabeth

NEWARK, N. J., Oct. 31.—Walter Goerke has taken over the Elizabeth agency for the Indian motorcycle and will open a store at 1117 Elizabeth avenue, where he will stock a full line of Indian motorcycles and bicycles as well as a light line of sporting goods. This new place will be in charge of John G. Haviland.

Harvey Snyder, formerly connected with the New York Sporting Goods Co., has taken a position as manager of Goerke's Newark store.

Chester A. Charles will remain at the Newark store as head of the stock room, while Percy Drummond will continue as repairman.

Goerke has made delivery of two 1917 Powerplus models and has a waiting list of eight more patient would-be riders.

He has, in the absence of a new sidecar, fitted up the new demonstrator with a 1916 sidecar, in which prospects are shown the paces of the new Springfield-made machine.

MAY TAKE FOUR SIDECARS

NEWARK, N. J.—The Essex County Mosquito Extermination Commission is considering the purchase of four sidecar combinations for the field force next season. Wilbur M. Walden, president of the New Jersey M. C., who works as chief inspector for the commission, has used first a Thor and later a Harley-Davidson rig to cover inaccessible portions of the swampy meadows with such wonderful results as to turn the commission away from thoughts of cheap autos entirely.

BUSH DELIVERS TEN

NEWARK, N. J.—The Carl W. Bush Company has delivered 10 khaki-colored Harley-Davidson machines to date, but this does not lessen the demand one bit. A carload, containing 25 motorcycles and 20 sidecars leaves Milwaukee headed for this town on November 4. A new Rogers sidecar finished in khaki, is on display in the show window, and this has caused four purchasers to specify the Chicago make for their 1917 choice so far.

EIGHT FOR HAVERFORD

NEWARK, N. J.—The Haverford Cycle Company, Excelsior distributors in this section of New Jersey, is busy selling the Big X machines, eight of which went last Saturday.

SELLS SIX HENDERSONS

NEWARK, N. J.—Charles Krebs, Henderson man, has sold six of the four-cylinder machines so far. Two have been delivered and four are on the way. Charles has sold three Rogers sidecars finished in Henderson blue with three of the machines.

SPECIAL SALES FOR WESTERN

DENVER, Colo., Oct. 27.—The Western Supplies Company, of 1448-52 Larimer Street, this city, is expecting a large shipment of 1917 Giant Thors to reach them soon. At present the concern is continuing its sale of used machines in order to make room for the incoming new Thors. Max Hayutin is at the head of the Western Supplies Company.

The Western Supplies people are also at this time conducting a special sale on motorcycle tires, inner tubes and supplies. They are urging the motorcycle owners to buy now, as they say the prices on their new stock will be increased 25 per cent.

Trade Jottings from Jamaica

JAMAICA, N. Y.—Sidney Hurvin, the well-known dealer at 447 Fulton street, has taken the agency for the Henderson for this city and vicinity, as well as all unoccupied territory on Long Island. The contract was obtained by Felix Lewin, manager of the Henderson Motorcycle Company, of New York, Eastern representative.

NED MORRIS, of 465 Fulton street, is handling the Indian for the 1917 season, in both the motorcycle and bicycle lines. He is issuing a novel business card, the reverse of which carries the portrait of a moving picture star, the picture being changed each week. Morris states that this card is an excellent advertisement and he can trace a number of sales to it.

KOCH-RUHLE CO., of 18 North Washington street, handling the Harley-Davidson, is giving out a very novel folder entitled "Pick the Winner." This folder has three sections, one containing green celluloid in a window and another red celluloid. The center section has superposed pictures of the two Presidential candidates, one of which appears when the red section is folded over the center and the other when the green section is similarly placed. A line of type proclaims that the Harley-Davidson is the winner. There is a big demand for this folder.

HENDERSON FOR SCHAFFER

BROOKLYN, N. Y.—H. Schaffer has opened a motorcycle shop at 706 Prospect place and has taken a sub-agency for the Henderson. The agency will be run by Jay Schaffer, formerly in charge of W. E. Wandersee's Harley-Davidson agency in Detroit.

HILLYER OUT FOR AGENTS

BROOKLYN, N. Y.—William Hillyer, manager of the Central Motorcycle Company, of 1407 Bedford avenue, is out after sub-agents for the Henderson these days. He recently signed up H. Schaeffer, 706 Prospect place, as a retail handler of the machine in Brooklyn. Hillyer is listing prospects in plenty and expects to make 1917 one of his biggest seasons since entering the cycle business.

KOCH COVERING LONG ISLAND

JAMAICA, N. Y., Oct. 31.—Walter Koch, of the Koch-Ruhle Company, Harley-Davidson distributors, started out this morning for a trip through Long Island to close local agencies. He will be gone three or four days.

BECK IN NEWARK

Rogers Sidecar Man Gets Orders for Ten and Smiles

NEWARK, N. J.—Irving Beck, the sidecar man, who says there isn't anything like the Rogers, blew into town this week and left happy as a lark. Orders for ten new Rogers cars were probably the cause; four of these go to Bush for Harley-Davidsons, two go for Excelsiors, three for Hendersons and one for Indian. Beck says that business never looked better and that an 800 per cent. increase for September, 1916, over the previous year's same period was the basis of his remark.

EARLY DEMONSTRATIONS VALUABLE

HOBART, Okla.—E. W. Strickler, manager of the Hobart Motor & Cycle Company of this city, is fully convinced of the value of demonstrations. "I have more prospects now than at this time of year in any season before," says Strickler. "This is due in part to the fact that I got the 1917 demonstrator early and went to it hard. The prospects came right along."

DOES BETTER WORK THAN AUTO

JOHNSTOWN, Pa.—C. A. Pierce, the local Harley-Davidson dealer, has sold one of the new Harley-Davidson twins to the Oakland Sales Company to be used by the manager in looking up prospects for the sale of automobiles and rendering service to owners. The manager says that the motorcycle is more economical and practical for his work than an automobile of any description.

SYKES EQUIPS SHOP

COLUMBUS, O.—The Sykes Motor Company, central Ohio distributor for the Indian, has started to equip its repair shop at its salesrooms, 37 East Long street with up-to-date machinery. A large consignment of parts has also been received from the factory.

STARTS WITH SIX ORDERS

BROOKDALE, N. J.—William Lyons, sub-agent for the Indian motorcycle, under Walter Goerke, reports an increase of 25 per cent. in his 1916 business, sidecar outfits showing a phenomenal growth in his section.

He has orders for six 1917 Indians, and all the boys had to look at are the catalogs, or take a run down to Newark to see Walter Goerke's new motorcycle. However, Lyons expects his first machine in this week and then go out hard on the trail.

GENERAL GETS DEMONSTRATOR

BOSTON, Mass.—The General Motorcycle Sales Company, of 145 Columbus avenue, has received its 1917 Henderson demonstrator and the salesmen are busy showing off its good points. One of the things that the four-cylinder mount is made to do is to climb steps slowly, and this stunt has resulted in several orders for the new model. A shipment of Hendersons is expected shortly and deliveries will begin as soon as it arrives.

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RHODES WINS AUSTRALIAN RELIABILITY

Melbourne Sidecarist Brings Powerplus Outfit Through Severe Run with Perfect Score and Is Only Contestant to Finish on Time—Gets "Winner" Trophy

MELBOURNE, Australia.—Driving his Powerplus sidecar combination over deeply flooded roads, through miles of mud and pelting rain, J. H. Rhodes, of this city, came in first in the "Winner" Cup reliability contest of the Victorian M. C. on Sept. 23. Rhodes was awarded the "Winner" trophy for his performance, which was the more praiseworthy in that he was the only sidecarist to finish with perfect score, and the only starter out of 25 to complete the course of schedule time. Mrs. Rhodes, who accompanied her husband throughout the long grind to Marysville and return, was awarded a wrist watch by the club committee.

In addition to Rhodes' victory in the sidecar class, Indian enthusiasts were elated over the performance of N. Galsworthy, on a 7 h.p. Indian model, who was the only solo rider to finish the course at all. Galsworthy was two hours late, but he finished in good condition for all that.

H. Parsons, driving a Harley-Davidson sidecar outfit, came through the run 60 minutes late. H. Pannach, driving an Excelsior combination, also finished the run, but was two hours behind schedule. The quartet of American-made motorcycles were, in fact, the only ones to finish at all.

Prior to the start of the contest there had been 36 hours of heavy rain, and the roads—none too good in the dry season—were turned into quagmires in many places. At Yarra Glen, on the day of the run, the river had overflowed its banks, forming a lake some two miles across and five miles wide and two feet deep, and through a portion of this the field had to pass. The main route between Marysville and Melbourne was under water for over a mile, to the depth of 20 inches, as was also the road at Research. Notwithstanding the grewsome reports of riding conditions, 25 out of the original 49 entrants were started off, but only a handful reached Marysville. These were Rhodes, Parsons, Pannach and J. Gunn (Indian) in the sidecar class, and Galsworthy and Jack Booth (Indian) in the solo class. Yarra Glen on the back stretch accounted for the disappearance of Booth and Gunn from the run, and slaughtered the scores of Pannach, Galsworthy and Parsons.

In the solo class for motors of under 600 c.c. there were no entrants to reach Marysville at all, and the same was true of the sidecar class for under 600 c.c. With the exception of Rhodes, all entrants suffered from submerged magnetos, water in the carbureter, or transmission troubles. The chain driven machines stood the racket the best and this form of drive was on all the finishing mounts.

PRAISES MOTOR SQUAD

Washington Police Head Commends Work of Branch

WASHINGTON, D. C.—In his annual report to the commissioners, Major Raymond W. Pullman, superintendent of police in the National Capitol, gives due credit to the motorcycle squad in reducing speeding and other forms of traffic violation. He cites the advantages of the motorcycle for such work, and recommends the adoption of officers constituting a special motorcycle branch for the force.

"With the fast motorcycles," says the major, "it has been possible to arrest many drivers who could not have been caught by members of the bicycle squad. Several cases of speed arrests have been made of motorists running from 40 to 55 miles per hour. This speeding is now rapidly being reduced to a minimum."

During the past year the force has increased its motorcycle strength to 18, of which 12 are Indians. The major calls the attention of the commissioners to the need of a traffic captain, lieutenants and sergeants to supervise this branch of the work, and emphasizing the intention of the Washington police to build up the motorcycle squad and make it the most important branch of the service.

THANKSGIVING RUN

Columbia, S. C., Riders to Hold Endurance Contest to Augusta

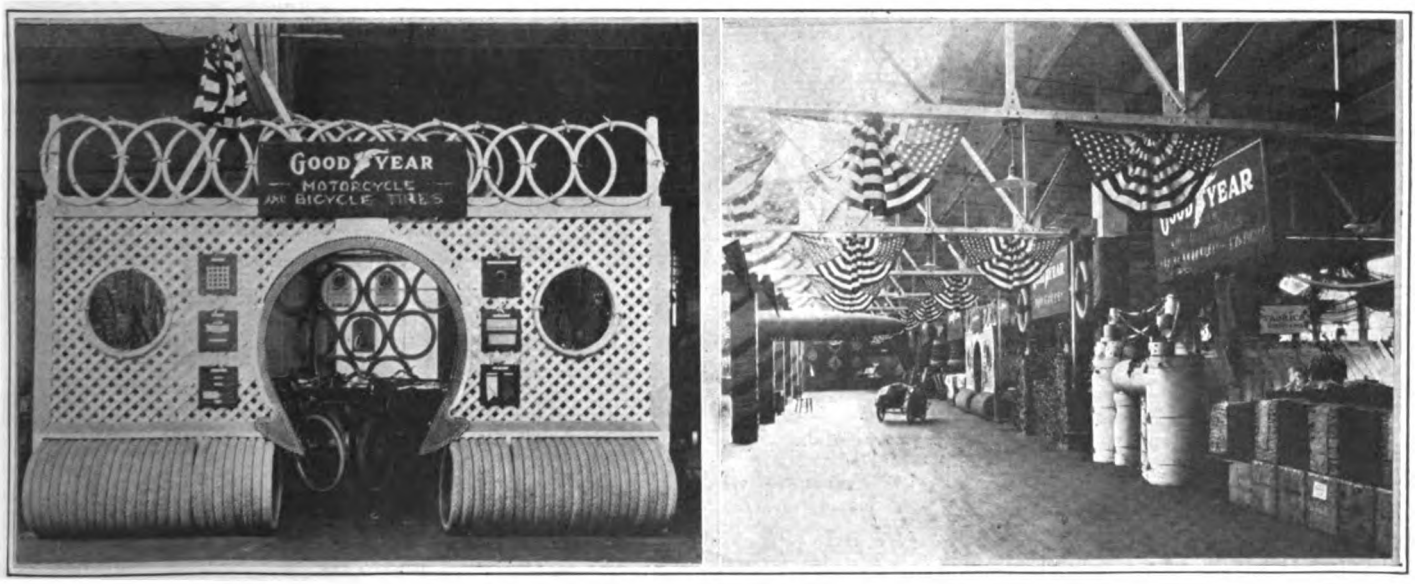
COLUMBIA, S. C.—There will be a motorcycle endurance run held from this city to Augusta and return on Thanksgiving Day. The distance to be covered is 152 miles, and the speed schedule will be 21 miles per hour. The rider must keep his speed average the whole distance or he will be penalized in points for each minute ahead or behind his schedule at checking or secret controls.

The checking controls will be at Columbia, Batesburg, Aiken and Augusta with secret controls all along the route. Prizes will be awarded to the contestants returning with the greatest number of points to their credit.

IMP CHASER GETS CYGNET

BROOKLYN, N. Y.—Howard Hendricks, local Excelsior agent, has just sold a Cygnet Rear Car to the Imp Carbon Chaser Company, of New York. The car is drawn by a 1917 Excelsior and the back of the car is painted with the Imp trademark.

FEATURE OF RECENT GOODYEAR MANAGERS' CONVENTION IN AKRON



Left, Exhibit Showing Motorcycle and Bicycle Tires—Right View Along Aisle with Booths Displaying Raw Materials and Finishing Products in All Lines—After the Conference the Exhibit Was Thrown Open to Public View

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CONTEST WAXES WARMER WITH EACH PICTURE

Many Contestants Complain that Last Week's Picture Was Too Hard, But All Answers Received Were Correct—Full Scores Will Be Published Next Week

THE hardest part of conducting a Contest column is to figure out the winners when the answers flock in in each mail and throw all calculations to the winds.

Promised last week and also the week before to come through with full standing of the competitors and have been working at a checking system ever since to "dope" it out but it's a hard job.

So all we will say about scores this week is that perfect ones are few and far between; what the Schickel picture didn't do to the Motorcycle Experts, the Dayton picture did. And the Excelsior view put the period on the good work.

Yes that was an Excelsior stand, or a section of it, that we printed last week. It was kind of hard, to be sure; but then you folks know so much about motorcycles that it's too simple and too easy if we print a picture of a section any bigger than a pin head.

Was Picture Too Hard?

Quite a few of the contestants complained that the last picture was too hard—but all those who found it too hard got the right answer just the same.

As a matter of fact the picture was not so hard as the Dayton view which preceded it. That much can be gathered by the fact that all the answers that have come to hand up till press time have been correct. On the other hand this week's mail brought another flock of incorrect answers to the Dayton picture.

Most of the boys, including our friend J. E. Pugsley of Irvington, N. J., thought it was a Harley-Davidson machine that was partially illustrated. That's two we have on you Pugsley! The others who called it a Harley-Davidson are: Emilio Sanchez Marti of Havana, Cuba; J. H. Kirsch and M. Kornfeld, Bronx, N. Y.; Francis Conklin, East Hampton, Conn.; Adam Adams, Nokomis, Ill., and A. Carlisle, David City, Neb.

Lucius E. Smith of Gorham, Kan., identified it as a part of an Indian.

Before we go further, we wish to apologize to W. J. Edwards of Springfield, Mass., who answered correctly on the Harley-Davidson manifold picture published Oct. 12—his answer fell down out of sight in one of the drawers of the Contest Editor's desk. We give you credit for it this week, W. J.

How are the Huylers, Millie and Jennie? They were sent just after the ghost walked last week.

We've Lost a Contestant

George M. Hill, late of Asbury Park, announces that he is out of the contest; he is taking a motor boat trip South and cannot make arrangements to get the paper on time. Sorry, Geo. Give our regards to Cousin Violet.

There now, turn your attention to the little circle above. Looks like a hard one, nix? Certainly should stump a few of the fellows. But you cannot always tell. Get busy on it fellows, and get your answers in as early as possible this week, so that we can publish the full score for the entire contest in the next issue.

WHAT DO YOU KNOW ABOUT MOTORCYCLES ?

WHAT MAKE OF MOTORCYCLE IS THIS TAKEN FROM?

GIVES GOOD SERVICE

Music Company Finds Sidevan Assures Prompt Deliveries

DENVER, Colo.—The Robert D. Sharp Music Co., of this city, is getting most satisfactory service from a Harley-Davidson motorcycle and sidevan. In referring to the matter, Mr. Sharp said to a representative of **Motor Cycle Illustrated:** "Our delivery service has been greatly improved since we added the machine. When a person comes into our store and buys a phonograph or other smaller musical instrument and wants it delivered right away, the sidevan outfit plays an important part. We could not assure our customers that their purchases would have prompt delivery before we added the motorcycle outfit as the men who handled our pianos would probably be engaged in another part of the city at just the time we wanted them.

"Now, we can deliver two Victrolas at one time with the motorcycle rig and also a large number of records. The motorcycle also comes in handy in aiding our collectors to get to different parts of the city."

USED MACHINES IN DEMAND

LOUISVILLE.—J. H. Eteen local Henderson representative, is experiencing an unusually heavy demand for second-hand motorcycles. He states that prices on used machines have dropped in this district until it takes practically a new machine to bring over $100, but the demand remains good.

GASOLINE DROPS ONE CENT

DENVER, Colo.—Gasoline prices are on the decrease in this city, just now. Last week the price dropped one cent. The cause of the drop to 21 cents the gallon is explained as being due to a decrease in consumption, enabling the refiners to catch up with orders.

THIS WEEK'S ANSWERS TO THE CONTEST PICTURES

CORRECT ON EXCELSIOR

Barnes, Florence.....Brooklyn, N. Y.
Carlson, Glen E.....Saybrook, Pa.
Coddington, S. H...Peekamose, N. Y.
Hoyer, Paul.....Dover, N. J.
"Krazy Duck".....Chicago, Ill.
Latterman, Tommee.Park Ridge, N. J.
Leathe, W.....Larchmont, N. Y.
Mader, H. J.....Park Ridge, N. J.
Moore, Grant R.....Monticello, N. Y.
Safford, Elwin.....Corry, Pa.
Silberman, David..Chattanooga, Tenn.

CORRECT ON DAYTON

Allen, J. E.....Newark, N. J.
Bergfels Bill, Jr.....Newark, N. J.
Brown, R. D.....Detroit, Mich.
Burdick, Russell.....Detroit, Mich.
Bush, Chas. .....Newark, N. J.
Charles, "Chet".....Newark, N. J.
Charles, C. A.....Newark, N. J.
Cordes, Fred.....Newark, N. J.
Cunningham, P.....Newark, N. J.
Darnell, R. C.....Detroit, Mich.
Ders, Chris E.....Newark, N. J.
Edwards, W. J.....Springfield, Mass.
Eckhart, "Black".....Newark, N. J.
Fehr, J. Fred.....Naperville, Ill.
Gorfin, I. S.....Hartford, Conn.
Grimm, E. F.....Newark, N. J.
Holton, E. B.....Newark, N. J.
Hysler, M. A.....Springfield, Ill.
Johnston, R. N.....Newark, N. J.
LeMoine, H. J.....Newark, N. J.
Mackey, A. R.....Newark, N. J.
Misuer, H. B.....Newark, N. J.
Moore, Grant R.....Monticello, N. Y.
Moritz, William.....Cleveland, O.
Mulliner, Millicent.....Chicago, Ill.
Nelson, Christ.....Racine, Wis.
Netzler, M.....Newark, N. J.
Olson, Harold T.....Elsie, Nebr.
Scott, Oscar.....Dayton, O.
Schlegenhoft, Fred.....Newark, N. J.
Stevens, P. W.....Newark, N. J.
Stoner, M. M.....Newark, N. J.
Thomas, A. H.....Newark, N. J.
Walberg, O. S.....Newark, N. J.
Walden, "Curley".....Newark, N. J.
Webb, Charles.....Newark, N. J.
Wintsch, A. F.....Newark, N. J.
Yakie, Aug.....Port Arthur, Texas
Yonge, Laurie.....Ocala, Fla.

CORRECT ON HARLEY-DAVIDSON

Edwards, W. J.....Springfield, Mass.
Salo, O. J.....Red Lodge, Mont.
Thomas, Dewey.....Fellows, Cal.

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Dayton

ANNOUNCEMENT FOR 1917

BRIEFLY, simply, without "hurrah" or exaggeration, we present herewith for your earnest consideration the Dayton line of Motorcycles and Motor Bicycles for the coming season.

This will be our twenty-third year in the cycle business; the fifth year that we have manufactured Dayton Motorcycles and the second year for the front-wheel drive Dayton Motor Bicycle.

It has been our determination to make the best. Every year has given us greater knowledge. Every year we have added to our manufacturing facilities—we know that they are excelled by none. With ample facilities, long experience, and a determination to make the best, the Dayton organization offers to live, aggressive business men a **REAL** opportunity. The purpose of this announcement is to bring this fact to your attention. There is a **MONEY-MAKING** business for someone overlooked in every town where the Dayton agency is open. If **YOU** are that Someone, now is the time to get our Agency proposition.

The Dayton One-Price Sales Policy

Of prime importance to the merchant who sells Motorcycles and Motor Bicycles is the manufacturer's merchandising plans. We are pleased to announce what we believe to be the FAIREST AGENCY PROPOSITION ever offered the Cycle Trade—the Dayton One-Price Policy.

There is No Discrimination

There is No Competition

There is No Waste Capital

We will gladly send complete information regarding the Dayton One-Price Sales Policy to any recognized dealer who sincerely desires to consider the Dayton agency. Attach the coupon below to your letterhead, and send full information as to your facilities for handling the Dayton lines.

Immediate Deliveries

We have already received a large number of orders for new models, but we are prepared to fill these and a good many more in November.

The Davis Sewing Machine Co.

Cycle Department ***Dayton, Ohio***

(Cut off this coupon and attach it to your letterhead)

The Davis Sewing Machine Co.,
Cycle Dept., Dayton, Ohio. .....1916.

Dear Sirs:

Please have your salesman call on me with complete information regarding the Dayton One-Price Sales Policy and agency proposition for the lines checked below.

(Name).....

☐ Dayton Motorcycle line

(Street).....

☐ Dayton Motor Bicycle line

(City).....

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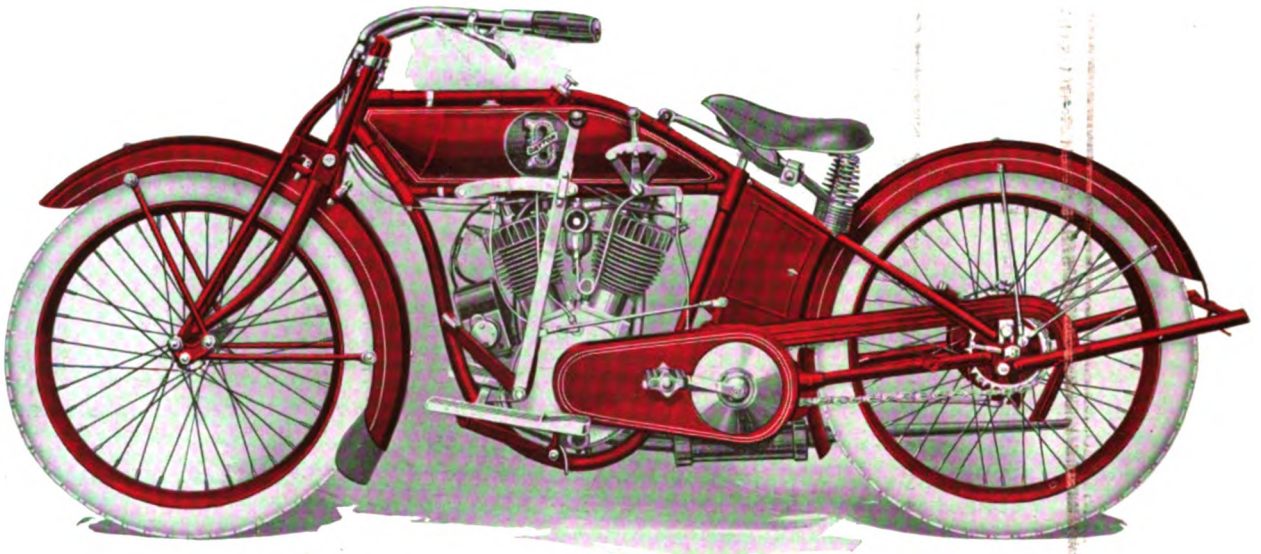

Model E3—Dayton Motor, Three-Speed Transmission (Illustrated above), $275.00.

Model E1—Dayton Motor, Single Speed $250.00
Model E2—Dayton Motor. Two Speed 260.00
Model E3—Dayton Motor, Three Speed 275.00
Model E4—Dayton Motor, Three Speed, Electric Lighting 315.00

MOTOR—Dayton Twin cylinder. Bore 3 5/16 inches (84.1 millimeters). Stroke 3½ inches (88.9 millimeters). Piston displacement 60.32 cubic inches (988.86 cubic centimeters). Rated horse power, 8. Delivered horse power, 12.

IGNITION—Dixie Magneto on Models E1, E2 and E3. Splitdorf Magneto Generator on Model E4.

MAGNETO DRIVE—Train of gears contained in crank case.

TRANSMISSION—Eclipse clutch on Model E1. Chain drive with Dayton Dry Disc clutch, side lever and foot pedal clutch control, on Models E2, E3 and E4. Spring-Dog Two-Speed Gears on Model E2. Auto-type Three-Speed Gears on Models E3 and E4.

WHEEL BASE—Models E1 and E2, 58 inches. Models E3 and E4, 60 inches.

Lower Seat Position for 1917

"THE GREATEST improvement made on any motorcycle this year," is the unanimous verdict of all who have seen the 1917 Dayton Three-Speed models with the new frame design and low seat position.

Those who have ridden the Dayton know full well the strength of its construction, the never-failing power of either the Dayton or Dayton Deluxe motor, and the completeness of its equipment. But a treat is in store for those who have never sat astride the new models. They fit you like a Morris chair.

The new frame design is the only radical change that we felt could improve our 1916 models—and we have made it. There have been a number of minor mechanical improvements in the interest of smoother motor operation, and Troxel Jumbo saddles and Duckworth chains are now regular equipment.

Everyone knows the reputation of the Dayton for power. The Dayton DeLuxe motor is the most powerful motorcycle engine in the world. It will carry you along regardless of the load or the obstacles encountered. It is the ideal sidecar motor. The Dayton motor is a little more flexible and is preferred for solo use.

All of the Dayton models are pleasing in design and handsome in finish. The enameling and nickeling is done with extreme care and under ideal conditions. There is no petty economy in the use of lock washers and cotter pins.

Note well the high standard and completeness of the equipment:

CONTROL—Double grip control with long bends in control cables designed especially for extra strength.

WHEELS—28" C C Type extra heavy rim for 3" tires. Front wheel 36 spokes. Rear wheel 40 spokes.

LUGGAGE CARRIER—Optional. If desired, be sure to specify when ordering.

FOOTBOARDS—Aluminum, pyramid faced, folding type with heel form.

TIRES—United States Chain Tread, Firestone or Goodyear Blue Streak, 28" x 3".

STAND—Fastened to frame independent of rear axle.

TOOLS—Complete set in roll in large metal tool box.

CARBURETOR—Schebler Model H (1 in.)

SADDLE—Troxel Jumbo.

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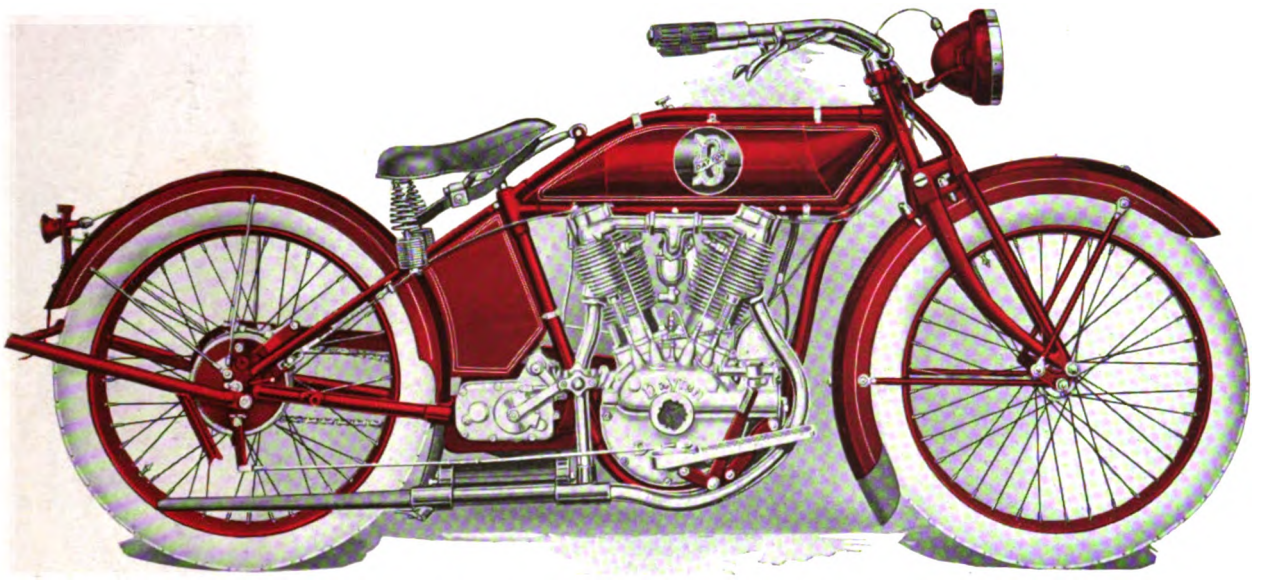

Model E8—Dayton DeLuxe Motor, Three-Speed Transmission (Illustrated above), $315.00.

Model E5—Dayton DeLuxe Motor, Single Speed $250.00

Model E6—Dayton DeLuxe Motor, Two Speed 260.00

Model E7—Dayton DeLuxe Motor, Three Speed 275.00

Model E8—Dayton DeLuxe Motor, Three Speed, Electric Lighting 315.00

MOTOR—Dayton DeLuxe Twin Cylinder. Bore 3.50 in. (88.9 millimeters). Stroke 3.67 in. (93.22 millimeters). Piston displacement 70.62 cu. in. (1157.24 cubic centimeters). Rated horse power, 9. Delivered horse power, 14.

IGNITION—Bosch magneto on Models E5, E6 and E7. Splitdorf Magneto-Generator on Model E8.

MAGNETO DRIVE—Single forged shaft, cams integral therewith, rotated by worm gears, actuating all four valves and driving magneto.

TRANSMISSION—Eclipse Clutch on Model E5. Chain drive with Dayton Dry Disc Clutch, side lever and foot pedal clutch control on Models E6, E7 and E8. Spring-Dog two-speed gears on Model E6. Auto-type three-speed gears on Models E7 and E8.

WHEEL BASE—Models E5 and E6, 58 inches. Models E7 and E8, 60 inches.

A Few Dayton Features

NEW FRAME DESIGN—On all three-speed models the 1917 Dayton has a 2 ft. 5 in. seat position. "It fits you like a Morris chair."

AUTO-TYPE THREE-SPEED GEARS—They operate on a spline shaft, each gear being separate from the others. Gears shifted from high to low without stopping at intermediate. Gears cut from chrome nickel steel and housed in aluminum gear case.

INTER-ACTING GEAR LOCKS—The gears are held absolutely in mesh by a double-locking device, so they cannot be shifted while clutch is engaged. Yet the device is so compact that the lock may be released and gears shifted with one motion.

MECHANICAL OILING SYSTEM—An improved mechanical oil pump of the plunger type is operated by a worm drive from the magneto gears and a graduated supply of oil is delivered to the motor under all conditions. In addition, there is a force feed pump for hand operation when desired.

DOUBLE-ACTING BAND BRAKE—This is actually two brakes in one. Either is sufficient in itself, but both are available for emergencies. One is operated from the right foot pedal, the other from a hand lever on the right handle-bar, and their response is instantaneous.

HAND AND FOOT CLUTCH CONTROL—The Dayton Dry Disc clutch is disengaged by simply pressing the foot pedal forward, as in the most approved automobile practice, and releasing the foot lever reengages the clutch. The clutch may also be operated by a hand lever.

SPRING-DOG TWO-SPEED GEARS—The springs compressed behind the driving dogs permit the gears to be shifted while the motorcycle is standing still. They produce an instantaneous meshing of gears.

DAYTON ROCKER SPRING FORK—The three-stem front fork with patented rocker spring construction is nothing new to the Dayton. Yet there is no fork on the market that begins to duplicate it for strength and easy riding qualities. It will absorb jars and jolts from any direction.

TWO-IN-ONE TANK—The oil tank fits neatly into the gasoline tank and can be easily removed from it. The gasoline cock is so constructed as to maintain at all times a reserve supply of gasoline in the tank.

WIDE HANDLE-BARS—The Dayton handle-bars are extra wide. There is the right "feel" about them and they guide easily. They are very strong with reinforcing cross-brace. Long, safe bends in the control cables.

MUFFLER AND TAIL-PIPE—The muffler has an oversize expansion chamber and tail pipe with foot-operated cutout.

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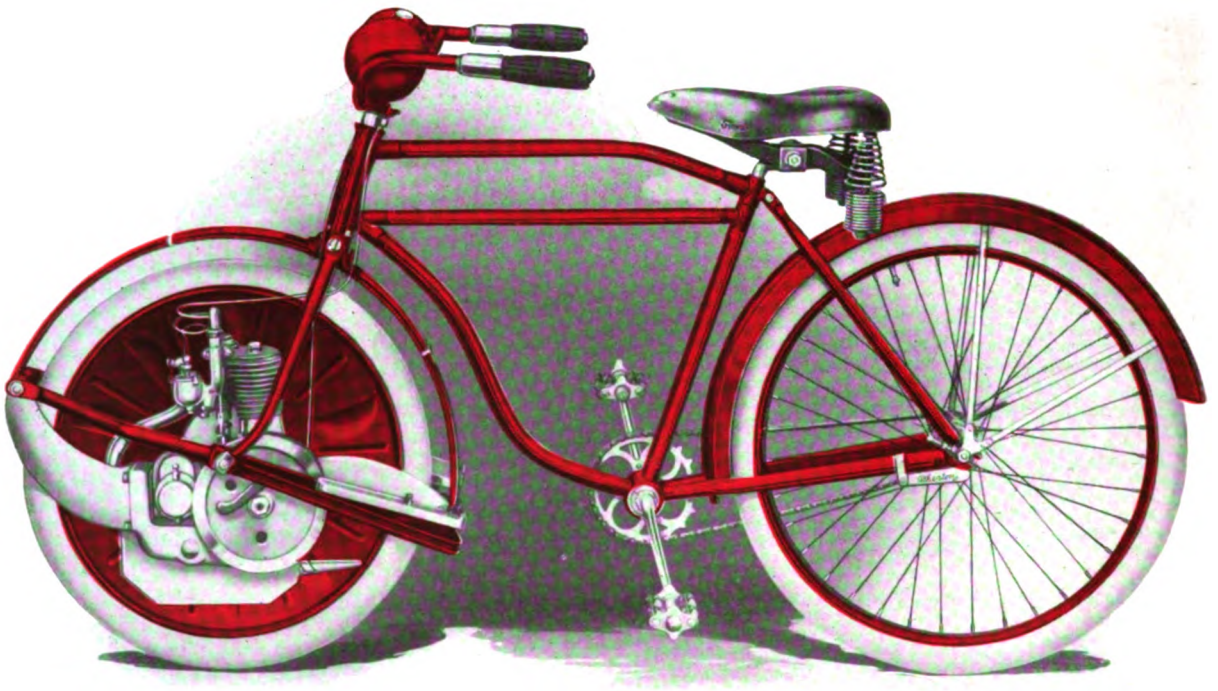

Men's or Ladies' Model, $100.00 f. o. b. Dayton

The Dayton Motor Bicycle

the Universal Machine

THE DAYTON Motor Bicycle has been the sensation of the season. It was a radical departure from the usual motor-in-the-frame construction, and it has made good.

It embodies the ideal of the universal machine. It has met with the approval of thousands. It is the World's Lowest Priced Complete Motor Vehicle.

It doesn't have to be "sold"—it sells itself. Think what these features mean:

LIGHTNESS
PERFECT CLEANLINESS
SIMPLICITY OF OPERATION
DIRECT APPLICATION OF POWER
SINGLE-GRIP CONTROL
LOW CENTER OF GRAVITY
ELIMINATION OF VIBRATION
PROPER DISTRIBUTION OF WEIGHT
PULLING—NOT PUSHING—THE LOAD

Improvements on 1917 Models

A number of important improvements have been made on the 1917 models.

Refinements to the intake valve resulting in more flexibility and greater power.

Larger breather tube, decreasing back pressure on crank case and also producing more power.

Decompressing device fitted to intake valve dome.

Priming cap in intake valve dome, superseding priming cock in cylinder head.

Knurled cap and spring attachment for needle valve, facilitating motor adjustments.

Broad base stand of non-tilting type.

Large, comfortable Troxel "Pillow Pad" saddle.

Troxel Jumbo tool bag, with full set of tools.

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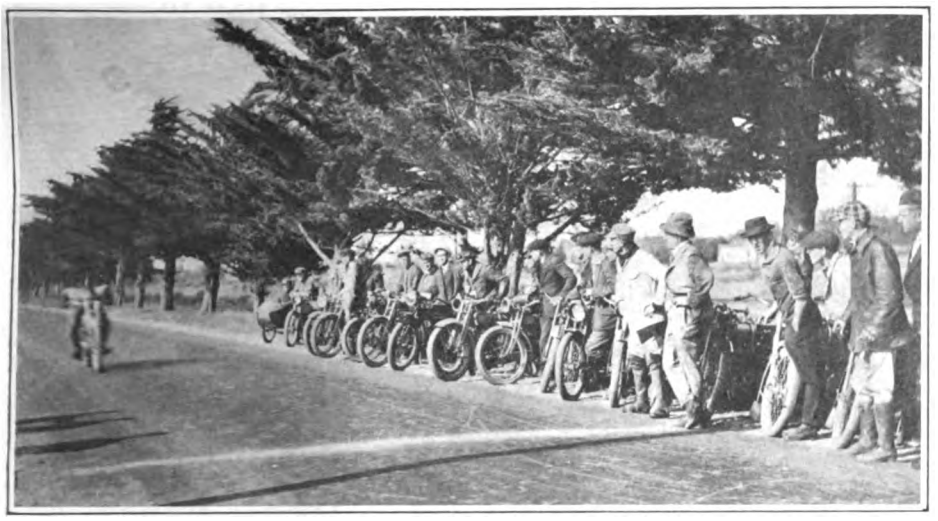
CHAPMAN WINS SPEED CHAMPIONSHIP OF FLEET



The Chief Yeoman Winning His Match at Speed—San Diego Riders at Finish

SAN DIEGO, Cal.—Paul H. Chapman, chief yeoman, U. S. Navy, won a five mile match to decide the championship of the U. S. fleet off the Southwestern coast the other day. The race was held along El Camino Real some 30 miles south of this city, in the presence of some fifty San Diego riders. Chapman finished about 100 yards ahead of his challenger, H. O. Jackson, at high speed. The winner rode a three-speed 1916 electrically equipped Harley-Davidson.

The match was the result of a challenge issued by Jackson, of U. S. S. Preble, about two months ago. Chapman, who is on the U. S. S. Milwaukee, took up Jackson's challenge but it was not until the fleet reached San Diego that it was possible to run off the match. Jackson's mount was an Indian.

PHOTOGRAPH DAY

For Indian Riders Will Be Observed Nov. 12 in Los Angeles

LOS ANGELES.—Plans have been practically completed for Indian Photograph Day, to be observed Nov. 12 in conjunction with the big Los Angeles M. C. hill climb. The riders will assemble in front of the Pacific Motor Supply Company's store at 10 a. m. Nov. 12, and after photographs have been taken the party will proceed to the scene of the hill-climb.

The following prizes will be awarded: For the neatest and best-equipped Indian sidecar combination, a lady's gold watch; second prize, a lady's gold bracelet, for the neatest and best-equipped Indian tandem outfit; third prize, a spotlight, for the best-equipped Indian solo machine; fourth prize, a pair of $5 gloves for the oldest Indian model in the best general condition. The judges will be J. J. O'Connor, of *Pacific Motorcyclist* and *Western Wheelman*, Charles Fuller Gates, and R. Trabant, the latter of the Valvoline Oil Co.

SIX MORE BANNED

Competition Chairman Suspends Additional Competitors

CHICAGO, Ill.—Continuing his recently adopted policy of suspending riders who competed in outlaw events, Competition Chairman John L. Donovan has included in the list of those prohibited from competing in F. A. M. affairs Ray Murray, Leo Rogers, Jene Caldwell and Bob Kenney. These men competed in unsanctioned meets at Plainview, Lubbock, Paris, Amarillo and Matador, Texas, and at Clovis, N. M. The suspensions took effect Oct. 23.

Chairman Donovan also announces the suspension of Jack Green, of Denver, Colo., and R. Hepburn, of Los Angeles, Cal., who competed at Concordia, Kas., when Fillmore was fatally injured.

A BUSY TRAVELER

Manager Ed. Lebell Is Piling Up Big Mileage on Dealer Trips

LOS ANGELES.—Edward Lebell, manager of the Pacific Motor Supply Co., in Southern California, had the most enjoyable and fruitful trip of his life last week. He visited nearly every Indian dealer in the Southern half of the State, and his route covered just about a thousand miles. Lebell reports that he found sales enthusiasm at full tide throughout all of the territory, and he is backed up in this statement by the manner in which the dealers crowded in for their demonstrators when the first new models arrived in Los Angeles.

Billy Gurr, of San Bernardino, was about the first dealer to arrive at the Pacific Motor Supply headquarters for his demonstrator. He got one and hurried home with it. Carriker & Crowl, of Orange, also got one of the new ones and had a race back home with M. G. Anglauf, of Anaheim. These dealers found prospects waiting at their stores when they returned.

After remaining at the store for a short time to catch up with the new business, Manager Lebell finished up a busy week by making a trip to San Francisco. He brought back the news that President A. Freed, of the Pacific Motor Supply Co., was preparing for a visit to Los Angeles on which he will be accompanied by George W. Sherman, the Indian special representative.

AUGUST MOTORCYCLE EXPORTS FALL OFF

Figures Show 9 Per Cent. Drop in Valuation of Shipments, Although Number of Machines Is Greater

NEW YORK, Oct. 31.—That in the number of machines shipped our motorcycle export trade for the month of August last bettered our trade during the corresponding month of last year by 8 per cent.; and that despite this increase in machines the actual valuation of such exports during last August was some 9 per cent. below the valuation of similar exports for the eight months of 1915 are the chief disclosures the monthly summary of commerce and trade just gotten out by the Department of Foreign and Domestic Commerce has for the motorcycle trade.

But whereas the motorcycle export trade for that particular month is nothing to feel boastful of, the figures dealing with the eight-months period terminating with August, 1916, compare very favorably with those dealing with a similar period ending with August, 1915. The number of machines shipped during the periods just past was 12,328, as against 10,176 for the period a year ago, the percentage increase amounting to slightly better than 21. In valuation the figures stand at $2,339,209 and $1,905,389 respectively, and figure out for a percentage increase of 22; the figures indicate an increase, slight to be sure, in the average valuation of the machines shipped during the most recent period over those shipped during the same interval a year ago.

The export figures dealing with our bicycle trade are just an indication of what our factories could do were their hands not tied by the acute situation obtaining in the materials market. During the last August we exported bicycles and parts to the valuation of $102,307, while during August a year ago the valuation was $82,454; the figures represent an increase of 25 per cent.

All out of proportion to this are the figures dealing with the eight-months period. The valuation of such cycle exports for the period ending with August of the present year was $673,345, as against $363,482 for the period ending with August, 1915. The increase is better than 88 per cent.

Our imports for August soared 170 per cent. above those for August a year ago; the figures are $5,642 for the present year, as against $2,053 for the year past. For the eight-months period the increase amounts to 64 per cent., the respective figures being $48,059 and $29,113. The figures are so small, however, as not to cause any uneasiness as to the possibility of a "foreign invasion" of our cycle markets.

The figures dealing with our trade with our non-contiguous territories hold but scant interest. Hawaii took motorcycles, bicycles and parts to an amount representing a 32 per cent. increase during August of this year over the imports of American two-wheelers during August of last year, but lost out by some 7 per cent. on the eight-months period. Both Porto Rico and the Philippine Islands, however, showed marked falling off in the valuation of American cycles imported.

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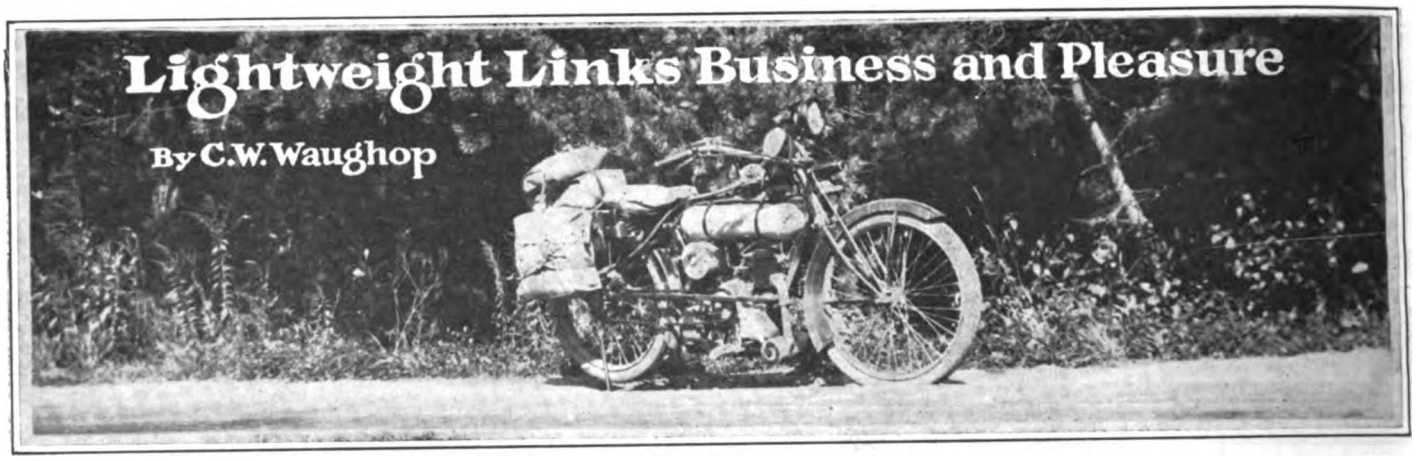
Lightweight Links Business and Pleasure

By C.W. Waughop



THERE are some who hold that, like water and oil, business and pleasure cannot be mixed. I am not of their number, for I have demonstrated to my own satisfaction, at least, that the mixture can be accomplished, and that neither business nor pleasure lose aught of their worth while features in the mixing.

And the little "mixer" that did the trick was a Cleveland light motorcycle.

It happened this way: I was scheduled to travel the New England territory just about the time of the year when my thoughts were bent on enjoying a daily motorcycle spin, a few hours of fishing and swimming, and, occasionally, a night or two in the silent woods under a tented roof. It looked very much as if the sport must needs give way to the business, until the combination idea struck me, and I decided to tackle the trip astride my Cleveland.

At first the thing seemed impossible. I was going over a route replete with mountains and roads in none too good shape, and, while I had every faith in the ability of my machine to carry my 175 pounds of bone and flesh over the route without a falter, when it came to camp equipment, I had my doubts.

Solving Equipment Problem

A visit to the remarkably well-equipped store of the New York Sporting Goods Co., at 17 Warren street, New York, however, set me at ease on that score. There I picked up a little sportsman's tent, with a jointed tent pole and a poncho, which provided every sleeping comfort, yet was quite capable of being packed in a comparatively small space and was, withal, so light as to be readily carried.

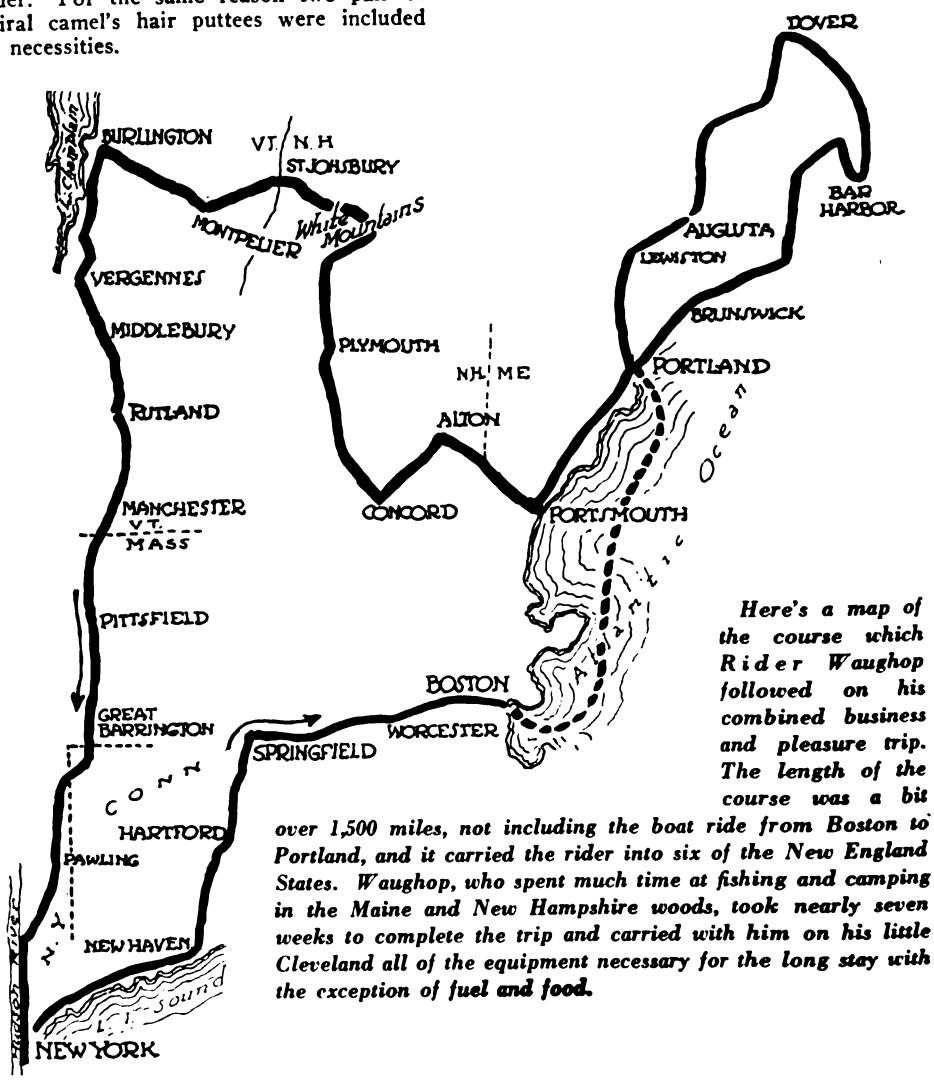
With the purchase of the tent, the biggest load was off my mind; from the same souce I obtained the balance of my camping paraphernalia, listed in the accompanying table. The camp equipment was just as simple as I could make it; not a thing that was not actually needed was included, and I point with much pride to the fact that for once I got under way with an equipment in which there was nothing lacking that I really had call for.

Then I tackled the clothes proposition. Here was a matter for real concern. Of course, I rode in a regulation riding suit of forestry green wool serge; I took an extra suit of the same material along, so that neither accident nor downpour could interfere with my reputation as a neat rider. For the same reason two pair of spiral camel's hair puttees were included as necessities.

For shirts, I chose the United States Army standard khaki-colored wool, with breast pockets, and had no reason to regret

EQUIPMENT THAT WAUGHOP CARRIED FOR CLEVELAND CAMPING TRIP

1 Compac sportsman's Kakette tent
1 Compac poncho Kakette
1 Compac jointed tent pole
1 Steamer Rug, heavy Scotch plaid
1 Aluminum water bottle
Casting rod and tackle
1 Aluminum Boy Scout camp cook
1 Combination axe and fish knife
1 Ever Ready flash lamp
1 Travelers' Toilet set, Autostrop razor
1 Premoette Camera, 2¼ x 3¼
1 32 Caliber Savage revolver
1 First Aid Medical Kit
Extra riding suit, puttees, shirts and underclothes.



Here's a map of the course which Rider Waughop followed on his combined business and pleasure trip. The length of the course was a bit over 1,500 miles, not including the boat ride from Boston to Portland, and it carried the rider into six of the New England States. Waughop, who spent much time at fishing and camping in the Maine and New Hampshire woods, took nearly seven weeks to complete the trip and carried with him on his little Cleveland all of the equipment necessary for the long stay with the exception of fuel and food.

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Kodak shots at two of Waughop's camps and just a touch of real New Hampshire scenery which he encountered in the quarry district of the marble state.

it; and for comfort's sake, in view of the fact that I anticipated a bit of chilliness, I wore quite heavy summer wool underwear and carried a few extra suits along. A pair of well-oiled, weatherproof leather-soled shoes completed the clothes kit.

Because I had no idea what I might run up against, and feeling that some sort of defensive weapon might come in handy, I carried a 32 calibre Savage with a holster and an extra magazine, and, of course, a camera—a 2¼ x 3¼ Premoette—to preserve picture records of my trip.

When it was all gathered together, the equipment scaled at 75 pounds, and I know, from past experiences, that for the amount of material included, that was very light. It was impossible, of course, to pack everything in a single bundle to be strapped to the luggage carrier. I worried about the packing end of it for some time and finally decided to have a couple of special "panier" kits made up of waterproofed canvas for attachment to the sides of the carrier. In these I stored away the last bit of the camp equipment; the clothes went into a similarly made collapsible bag carried directly on the carrier; woven canvas straps were used instead of leather ones in every case.

Trip to Portland

With my luggage disposed of in this manner, I set out the last week in July, heading north from New York; I made my calls at Stamford, Norwalk, Bridgeport and New Haven, and spent the first night in the Hotel Garde in that Connecticut city. This was according to schedule, for I had not the slightest desire to begin camping until I got up into Maine, although I was glad to have the equipment with me in case events broke so that I could not reach a hotel, or the spirit moved me to pitch tent in some little neck of the woods.

Wallingford, Meriden and Hartford occupied my time until long past the noon hour on the second day, the afternoon being spent in trip to Springfield, and a call on a couple of dealers in that city. From Springfield I headed east for Worcester and Boston, and took the night boat out of Boston for Portland.

Where the Sport Came In

Then the real sport began. So far, except for the clean joy of riding, I had confined my efforts to business, pure and simple. But now it was different; I made the business subservient to the pleasure; pitched my tent when I felt like camping and loafing; fished when I felt like fishing, and tended to business when I reached a town or city of a size to boast of a motorcycle agency.

It took me two weeks to make a loop embracing Portland, Brunswick, Rockland Breakwater, Bar Harbor, Penobscot, Dover, Newport, Augusta, Poland Spring, and back again to Portland, and those two weeks spent out in the open were about the most pleasurable I ever put in.

The Second Loop

From Portland, I again started out, following the jagged Maine coast line as far south as Portsmouth, and then bending westward by a tortuous path to Concord, N. H. From Concord I turned north, striking the trail for the White Mountains, camping out all the time and moving ahead only fast enough to vary the scenic panorama to suit my changing moods.

At Bretton Woods I again changed my direction, turning westward and bending over through St. Johnsbury, Vt., on the road to Burlington. From Burlington the

homeward journey began; but it was a slow and enjoyable one. I came down through the Green Mountains, crossing from Vermont back into Massachusetts again, and from the Bay State into Connecticut, and thence back again into the good old Empire State.

The entire trip took close on to seven weeks; but, of course, I could have covered it in well under two had I been out for that sort of speed work. I do not think that another course could be laid out anywhere in the United States that could surpass this one for scenic beauty, and, while not all of the roads were flawless, and some were far removed from that happy state, I did not encounter one patch that my Cleveland was not fully capable of pulling through, nor a single grade that I could not get up without undue difficulty.

Showing both machine and tent covered down for the night.

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CREVISTON TAKES PRO. RACES AT FT. WORTH

Indian Rider From Indianapolis Sets Hot Pace and Bags Six Out of Seven Events on Texas Track

FORT WORTH, Tex.—Ray Creviston, the Indian speedster from Indianapolis, was the star performer at the meet of the Fort Worth M. C. at Fair Park on Oct. 22. "Crevvy" was victor in the two, three, four, 10 and two-mile special events, and also best in the attempt to lower the track record of 1:09. Al Hilliard, on an Excelsior, captured the five-mile race, which came fourth on the card.

In the opening two-mile race Creviston covered the distance in 2:24, with Dave Kinney, of Chicago, also on an Indian, second, and Al. Hilliard, Fort Worth, Excelsior, third. The order of finish of the next event, a three-mile race, was Creviston, Kinney, Hilliard. Time, 3.39½.

In the four-mile event Creviston crossed the tape in the lead, followed by Kinney. The time was 4:55. Sam Correnti, of Dallas, Harley-Davidson, came in third. In the five-mile event which followed Creviston led for four laps, but withdrew by reason of motor trouble. Hilliard, running second, took the lead at this and was never headed. Correnti came in second, with Glen Stokes, Excelsior, third. Time, 6:11.

Creviston next set out to lower the track record made by Louis Disbrow with an automobile. "Crevvy" made the mile in 1:09¾, just three-quarters of a second more than the 1:09 figure of Disbrow. In the two-mile race, which came next, Ray again took first place, with Hilliard second and Correnti third. Time, 2:25.

The 10-mile final saw Creviston as winner, Hilliard second man and Correnti third. Time, 12:06. Several thousand spectators witnessed the events, and the meet was considered the best ever seen in Texas for a long time.

JAMAICA M. C. MEDAL

Is Awarded to H. M. Pember After Long Delay

JAMAICA, N. Y., Oct. 30.—The much-disputed question of the winning of the Jamaica M. C. Spring Run, of May 21, 1916, has at last been settled by the club's competition committee and the award of a bronze medal for a perfect score has been made to Harold M. Pember. Pember, who is from Connecticut, is the only rider to receive his award.

The committee states that the long delay was the fault of the F. A. M., and to date, the club has not heard from the national Competition Committee with regard to the matter of awarding the medal. The referee, J. H. Mahoney, was not able to make a decision following the completion of the affair and referred it to the national body, accordingly. The award to Pember has been made after all results had been carefully gone over in accordance with the rules stated on the official entry blank for the Spring Run.

FOUR FINISH RUN

Quartet Come in Within Limits in McKinley Club Contest

CHICAGO, Ill.—Four of the 13 entrants finished within the time limits in the run to Knox, Ind., of the McKinley M. C. on October 24. They were George Reuther, Herman Reichert and Roy Patterson, all on Harley-Davidsons, and John Reuther, Indian. The finish was in the order given. No perfect scores were obtained by any of the finishers.

SIDECAR CLUB CLOSES SUCCESSFUL SEASON

Short Run and Hallowe'en Party Are Final Events of Windy City Three-Wheeler Organization

CHICAGO, Ill.—The Chicago Sidecar Club held the last run of the 1916 season on October 22, the trip being just a short one into the country. Hot coffee was served free to all participants, the ladies in the club acting as cooks.

The Hallowe'en party held on October 29 was well attended, and all hands enjoyed themselves with the usual sports for that occasion. The club will attend in full force on the Wednesday night of the forthcoming Chicago motorcycle show.

WILSON IS WINNER

In Tucson 50-Mile Race on Eight-Valve Indian

TUCSON, Ariz.—Ellie Wilson, riding an eight-valve Indian, won the 50-mile race at the Southern Arizona Fair on October 26. His time was 48:16. Bill Cox, Harley-Davidson, was second in 53:48, while Frank Barnett, Harley-Davidson, came in third in 55:00. The meet was held by the Tucson M. C.

There were eight entries: Wilson, Barnett, Cox, O. D. Robinson, Harley-Davidson; Frank Lind, Harley-Davidson; Harry Crandall, Indian; L. S. Hedges, Excelsior and Art. Schutz, Henderson. Tires and plug troubles accounted for several during the race.

Don Johns, riding an eight-valve Indian, went out after his own track record, and covered 4.3 miles in 3.22, a speed better than 80 miles per hour.

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Bicycle Section

CURTAINS DRAWN AT NEWARK TRACK

Last Meet of Season Produces Good Racing—Australian Piercey Runs Away in Final Ten-Mile Event, and Wins by Almost a Lap

NEWARK, N. J., Oct. 30.—After the finish of the ten-mile open at the Velodrome yesterday afternoon the curtains at the local track were drawn for the season, which, despite the bad start, was fairly successful as a whole. In all about 40 meets were run and during the last three months not a postponement was registered, but enough meets were called off earlier in the season to discourage almost any promoter. The local promoters, however, continued to run and the good run of weather in the latter part of the season was their reward.

The conditions governing the ten-mile open was that any teaming between two riders was permissible, but that teams of over two riders, or "trains" as they are called in race track lore, was taboo. Rough work of any kind was also out of the order, and stalling was another near crime that could not be used.

Race Finish Spoiled

The race was spoiled of a good finish by the fact that Charles Piercey, the Australian, and Tommy Smith, the localite, stole away and opened up a gap of a half lap. Smith tired toward the end of the race and Piercey went on alone, and with the aid of Lloyd Thomas and Ray Eaton, who dropped back and picked him up, he gained a full lap. The action of Thomas and Eaton was not according to Hoyle and it brought down the wrath of Manager Chapman onto their heads and dire threats from the manager were made against the pair.

The battle for second money was the most interesting part of the race. With Alfred Grenda and Alfred Goullet only two points apart in the contest for the second honors in the all-around championship, and a difference of $100 in second and third places in that contest, the battle was a good one. Grenda copped second place and three points and by so doing beat out Goullet for the $300 that went to second man in the all-around titular contest by the scant margin of one point. Third honors in the title race called for $200 and Goullet collected that. Jake Magin finished third, Fred Hill fourth, Menus Bedell fifth and Frank Corry sixth in the ten-mile.

Riders Take to Teaming

The suspension of the no-teaming rule in the ten-mile race put the teaming bee into the other professional riders earlier in the day. Hans Ohrt, last year's amateur champion, gave Fred Hill, Boston, 80 yards, one of the finest "pulls" in the one-mile handicap for the cash-chasing class and the Boston man won handily. John Bedell, 80 yards; Willie Hanley, 40 yards, and Jake Magin, 20 yards, trailed him home in that order.

The big feature advertised for the final day's racing was a one-mile team match between Reggie McNamara and Bob Spears,

Frank Mihlon, Newark Promoter, Who Retires From Cycle Racing

the Australians, and Frank Kramer, the champion, and Alfred Grenda, another native from Australia. In the first heat Grenda took the lead early in the race and to many it looked as though he went too far, as Kramer weakened when McNamara and Spears tackled him and the Australian team finished first and second, Spears being the winner. Considerable jockeying was indulged in by the riders in the second heat, but when it came sprinting time McNamara led Spears and Kramer over the tape, and cinched the match for his team.

By taking the one-third-mile open for the amateurs Amateur Champion John L. Staehle passed William Spencer, the Toronto rider, now a professional, in the points table for amateurs. Staehle has a total of 71 points to 70 for Spencer. Harry Hoffman, the San Francisco rider, won second honors in the open race, while Chris Dotterweich and Harry Horan, Newarkers, finished third and fourth, respectively, in a close finish.

Steve O'Panowicz, 210 yards, won the two-mile handicap for the amateurs, from Frank Small, Acme Wheelmen, 200 yards; C. V. Markey, Passaic, 220 yards, and Tommy Fitzsimmons, Bay View Wheelmen, 70 yards.

BROOKS BACK FROM SOUTH

NEW YORK, Oct. 31.—Charles Brooks, formerly connected with the 20th Century Mfg. Co., and now working in the interests of the Perlman Cycle Co., of this city, has just returned from an extensive southern trip. Brooks' trip carried him to the stores of most of the cycle dealers located south of the Mason and Dixon line and he brought back a tale of southern cycle prosperity backed up with orders, that augurs well for the coming season.

GT. WESTERN IN PITTSBURGH

PITTSBURGH, Pa., Oct. 31.—The Sportsmen's Supply Company, has taken the exclusive agency for the distribution of Crown bicycles, made by the Great Western Mfg. Co., La Porte, Ind., for this city.

CYCLE PROMOTER FRANK MIHLON RETIRES

Withdraws from Racing to Retire to His Farm—Started in 1909 and Has Built Tracks and Promoted Races in Various Cities

NEWARK, N. J., Oct. 31.—Frank Mihlon, the local cycling promoter, announced his retirement from the cycle-racing game at the finish of the season's final meet at the Velodrome on Sunday last. Mihlon's reasons for retiring are not given, except that he stated that he did not want anything to do with the six-day races that are being planned and that he desired to retire to his farm at Belmar, which he only recently purchased.

Before taking to the cycling game Mihlon was as the proprietor of a big Market street cafe, and he continued to run the business for a few years after he launched into the promoting business in 1909. He began as a cycling promoter at the old Velodrome, across the street from the present structure, he being associated with John M. Chapman, who was the manager and is the present incumbent of that position at the present track.

During 1910 tracks were constructed through Mihlon's support at Lighthouse Point, New Haven, Conn.; at Providence, R. I., and he and the Cycle Racing Association, of which he is president, were associated with Nat Butler, the old rider, in the running of the Revere Beach track, Boston. He and Inglis M. Uppercu control the stock of the Cycle Racing Association, and Mihlon states that Uppercu will have first chance to buy him out should be desire to do so.

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BENDI WINS C. R. C. OF A. ROAD RACE

Plenty of Excitement Marks Running of Postponed Race—Marquart Is the Time Prize Winner—Unione Sportiva Italiana Takes the Goodrich Team Honors

NEW YORK, N. Y., Oct. 30.—E. G. Bendi, a member of the Acme Wheelmen, riding from the liberal handicap mark of three minutes, captured the ten-mile handicap road race promoted by the Century Road Club of America, New York division, over the Pelham Parkway course yesterday. His time was 27:01. This race was originally slated for June, but owing to accidents the event was postponed until yesterday.

There was considerable trouble at the start and at the meeting of the Inter-Club handicapping committee. The trouble was over the handicap allowed Bendi, and the ones opposed to allowing him such a liberal mark no doubt were justified in kicking by his showing. There were a few spills as well and in making the turns Louis Hartman, George Laux, Marcel Burger and several other riders suffered the loss of plenty of cuticle.

Seventy-three Start

Seventy-three riders started out of an entry list of 86 riders and the race was a hot one all the way. The long mark men took advantage of their marks and the scratch men came near being beaten out for the time prize by their loafing tactics. The first bunch to come home came in in a blanket, with Bendi beating out Max Halpern, Thomas La Rossa and Richard Olsen, all three minute men, and a big fleet of other long markers.

John J. Marquart, C. R. C. A., defeated the scratch men for the time honors in the sprint. Harry Hoffman, San Francisco, riding his first Eastern road race, won second time prize and Eugene Aickelin, New England Wheelmen, copped third time prize. Nelson Johnson, U. S. I., who met with a painful accident three weeks ago, surprised everyone by starting and finishing back of Aickelin, taking fourth time prize by his efforts. Marquart's time was 26:43 2/5.

U. S. I. Gets Honors

The contest for the Goodrich team honors was a good one and the Unione Sportiva Italiana won with 36 points. Riders from that club finished in third, fifth, seventh, eighth and thirteenth places. Second lowest score was that of the C. R. C. A, which was 44 points, while the Acme Wheelmen scored 81 and the Empire City Wheelmen 157.

The trophy donated by the Westfield Manufacturing Company, for the club having the greatest number of entries, was taken by the Unione Sportiva Italiana with 25 starters. The C. R. C. A. had 14 riders in the race and the Acme Wheelmen entered 11.

FIRST 15 FINISHES IN C. R. C. of A. RACE

Name.	Club.	Hdcp.	Time.
1—C. Bendi,	A. W.	3:00	27:01
2—Max Halpern,	C. R. C. A.	3:00	27:01⅕
3—Thos. La Rossa,	U. S. I.	3:00	27:01⅖
4—Richard Olson,	H. C. W.	3:00	27:01⅗
5—Robert Sossi,	U. S. I.	3:30	27:31⅘
6—Joseph Noe,	A. W.	3:30	27:32
7—N. Aglietti,	U. S. I.	3:30	27:32⅕
8—Edward Kain,	U. S. I.	3:00	27:02⅖
9—Peter Brock,	C. R. C. A.	3:00	27:02⅗
10—Gustave Bailer,	C. R. C. A.	3:30	27:32⅘
11—James Tomosulo,	C.R.C.A.	3:00	27:03
12—Louis Grace,	C. R. C. A.	3:00	27:03⅕
13—A. Desmandes,	U. S. I.	4:00	28:03⅖
14—Charles Zoccola,	U. S. I.	3:30	27:33⅗
15—T. Tibaldi,	U. S. I.	3:30	27:33⅘

Clubs: A. W., Acme Wheelmen; C. R. C. A., Century Road Club Association; U. S. I., Unione Sportiva Italiana; H. C. W., Hudson County Wheelmen.

NEW TRACK FOR 'FRISCO

SAN FRANCISCO, Cal., Oct. 23.—Frank Carroll, local manager for the Goodyear Tire Co., has been making efforts to have a quarter-mile cement bicycle track built in the Golden Gate Park Stadium. The proposition is in the hands of the park commissioners, and it is expected that action on the project will be taken by that body in the near future.

HOT FINISHES IN BAYONNE CONTEST

Chas. Hansen and James Flanagan Show Best in Hudson County Wheelmen's Races—Flanagan Point Man

BAYONNE, N. J., Oct. 30.—Some of the best finishes of the season were seen in yesterday's races of the Hudson County Wheelmen, over the Boulevard course. The first race was a 10-mile handicap, and good speed was shown from beginning to end by the riders.

J. Flanagan riding from scratch, was the star of the event, and rapidly overtook rider after rider, until it appeared that he would lose to John Fargo who was leading him to the tape, but Flanagan made a last desperate plunge and fairly hurled his wheel across the line a few inches ahead of Fargo in 28:53 3/5. J. Fargo with 7 seconds handicap was second with actual time of 29:04 4/5; C. F. Hansen, 20 seconds, was third in 29:14; H. Keatz, 40 seconds, fourth with 29:34 1/5, and H. Klotz, 50 seconds, won fifth place in 29:44 2/5.

The mile open furnished the best finish of the series of races, Charles F. Hansen coming in first with a flat tire in 3:55. J. Flanagan finished second, and J. Fargo, third.

The one mile unpaced was won by J. Flanagan in 2:33, and L. Mahieu, second, in 2:39 2/5.

The point standing of the first nine riders is as follows: J. Flanagan, 100; R. H. Olsen. 75; Arthus Neminsky, 46; Louis Mahieu, 36; T. Flanagan, 35; H. Klotz, 34; C. F. Hansen, 31; J. Carey, Jr., 27; H. Keatz, 22.

BAY VIEWS HOLD RACES AT WOODBRIDGE TRACK

WOODBRIDGE, N. J., Oct. 30.—Members of the Bay View Wheelmen, of Newark, held their weekly race meet at the half-mile track here yesterday morning. Robert Benwell won the one-mile open from William Keller, Larry Smith, Harry Siefert, Bob Henderson and William Weimer in that order. The time was 4:13 1/5. In a three-mile handicap Benwell won from scratch, beating Keller, 5 seconds; Smith, 5 seconds; G. Klugel, 5 seconds, and Eugene O'Mara, scratch, in the order named.

Three match races were also run at the track. Bob Henderson won in straight heats from Alfred Young in a match, while George Brindle defeated Walter Albright in the Brassard race. In the Brassard race of a week ago, which had been postponed on account of the century run, Brindle defeated Eddie Eppinger.

CYCLISTS TO RIDE TO SIX-DAY RACE

NEWARK, N. J., Oct. 31.—Lloyd Thomas, Percy Lawrence and Harry Kaiser, three of the cyclists entered in the coming Boston six-day race, which starts Monday, Nov. 6, left here at 9 a. m. this morning to ride to the scene of the "little grind" on their bicycles. The trio expected to pick up Tom Bello and Clarence Carman in New York City, and their itinarary will probably bring them into Boston Thursday night, Nov. 2.

The other cyclists that are engaged for the Boston race will depart with their trainers for the above city Thursday night. The track will be finished on Friday and they will have an opportunity to have at least two days of training on the new track. Manager John M. Chapman left tonight for Boston, where he will be associated in the management of the race along with Nat Butler and Alex McLean.

At the last minute it was decided to add the Spencer brothers, Arthur and William, of Toronto, to the list of teams. This will make 11 teams in all and a larger field than ordinarily starts in the annual race.

LAST RACE FOR MEET FOR SALT LAKE CITY

SALT LAKE CITY, Utah, Oct. 27.—Last Sunday morning the Wright Cycle Club held its last race meet of the season at the Liberty Park track. The feature of the meet was thefive-mile Intermountain championship, which was run on the so-called Berlin system, with a sprint staged every lap of the big mile and a quarter track.

Herchild Eldrege, a promising young rider, won the first and fourth sprints and piled up a total of 22 points. Lawrence Reed finished second with 19 points, while Elden Schofield finished third with 11 points. William Pfister, 7 points, and Gerald Thatcher, 6 points, ran fourth and fifth, respectively. In a match race at one mile Pfister defeated Eldrege.

CHAMPION KRAMER AT A WEDDING

EVANSVILLE, Ind., Oct. 31.—Frank Kramer, American cycling champion and a native of this city, arrived here last night from Newark, N. J., to attend the wedding of his cousin.

MOTOR BICYCLE AGENCY

COLUMBUS, O.—L. P. Birkenbach & Co., East Long street, Columbus, have signed up to handle the Dayton Motor Bicycle in Franklin county during the coming season.

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ELEVEN MODELS IN INDIAN BICYCLE LINE

(Continued from page 19)

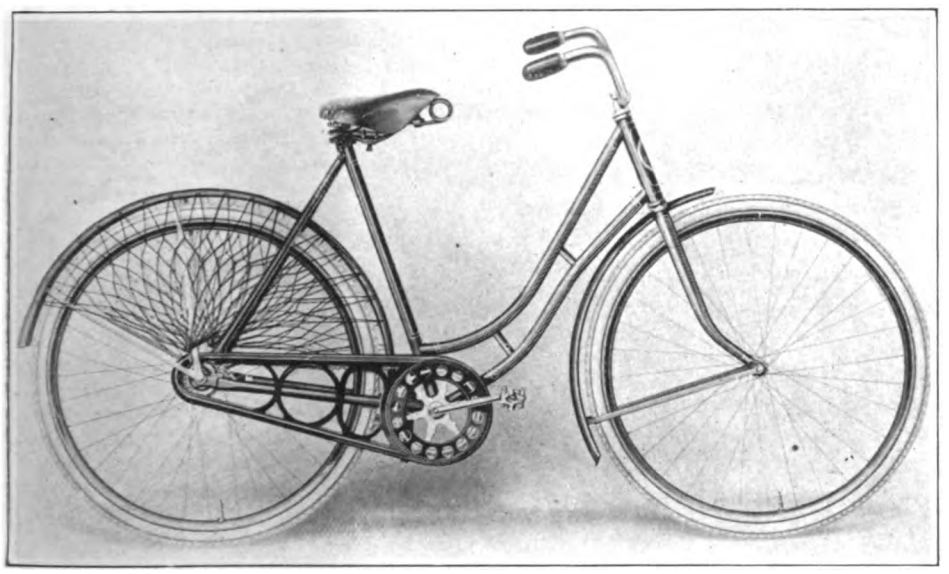
Model 31, the Moto-Bike has a 21-inch frame, Fisk Cord Nonskid tires, Troxel No. 2 Moto-Bike saddle, Standard No. 4 pedals, Austin frame pump and new rear wheel stand. Grips are Rough Rider type. The other equipment is the same as Model 30. List price is $40. Options: 19-inch frame; Goodyear Blue Streak or U. S. Chain Tread tires; 81 gear, Morrow or New Departure brake. Sturmey-Archer three-speed hub at $3.75 and luggage carrier at 45 cents, offered as extras.

Electric Moto Bike

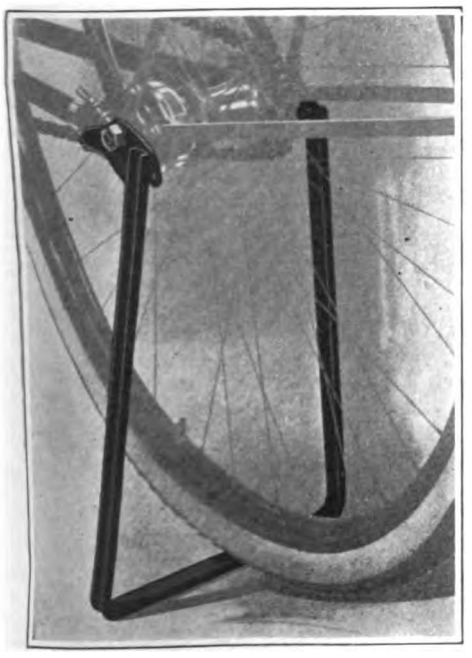
The electrically equipped Moto-Bike Model 32 has the same equipment as Model 31 and in addition has battery tank to carry two No. 6 dry cells; Old Sol No. 6 headlight. Price is $45. The same options and extras are offered as for Model 31. It is to be understood that the dry cells are not furnished with this machine.

Model 33, the Speedway, is a fast machine for the road. The frame is 22-inch, with special Indian fork. Tires are U. S. Road Racer. An 84 gear ratio, 24 tooth front and 8 tooth rear sprockets being fitted. A 3/16-inch pitch roller chain is supplied. The saddle is a Troxel racer. The wheels are built with Diamond E spokes 0.056; rear hub plain racing type with front to match. Special racing bars are fitted, and Star racing pedals and grips. A toolbag is part of the equipment as is also an Austin frame pump. Price is $45. Options: 20-inch frame and Pye-Musselman tires. No extras.

The ladies roadster, Model 34, is black in finish and has a 22-inch frame. It has the regular Indian fork, Fisk Premier Gripfast tires, Corbin coaster brake, Wearwell grips, Troxel suspension saddle, 22-inch reversible handlebars, and an improved one-piece hanger with 6½-inch cranks. The gear ratio is 68, with 22 tooth front and 9 tooth rear sprockets. Standard No. 2 pedals with rubbers are fitted. The toolbag is a Troxel. Price is $35. Options: Indian red with double gold stripe finish; Goodyear Blue Streak tires; New Departure and Morrow coaster brakes. Extras are: Rear wheel stand, 45 cents; luggage carrier, 45 cents; Sturmey-Archer three-speed hub, $3.75 net.



Model 34 Ladies' Roadster Which Is Coaster Brake Equipped for 1917

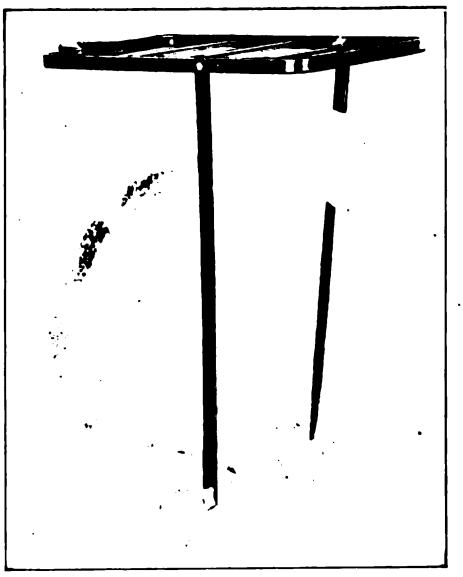


Improved Rear Stand

Juvenile Models

Model 35, boys 15-inch frame and Model 36, girls 15-inch frame have the same specifications as in the corresponding 1916 models, but have coaster brake and are without guards. They list at $26. Models 37, for boys, and 38 for girls, both with 16-inch frames, have similar specifications to models in 1916, but have front and rear guards and coaster brakes. Each model lists at $28.

Model 39, boys 18-inch frame has the same specifications as the same model last season, but has coaster brake and rear and front guards. It lists at $30. The girls' machine with 18-inch frame, Model 40, lists at $30, and has the same specifications and the 18-inch frame girls' model of last season. It, however, has front and rear mudguards and a coaster brake.



Indian Luggage Carrier

A XMAS FOLDER

Offered to Dealers by the Buffalo Metal Goods Company

FOLLOWING out its usual policy of giving the dealer practical co-operation, the Buffalo Metal Goods Company, Buffalo, N. Y., is announcing an attractive folder in colors which tells the story of the bicycle as a Christmas gift, and as a holiday business-builder for the agent. The Buffalo Metal Goods Company believes there is a big opportunity for dealers in the Christmas trade, and is putting out the new folder to back up this belief.

Dealers are invited to make application for the Christmas folders, stating how many they wish to use. The dealer's name will be printed on each folder.

An attractive leaflet issued by the Buffalo Metal Goods Company is now being sent to dealers to introduce the Christmas sales idea. The cover has a holly wreath and other holiday tokens.

BERWICK, PA., STORE REMODELED

BERWICK, Pa., Oct. 30.—Harry Brothers, local cycle dealers, have remodeled the basement of their store. The color scheme is white and the basement is given over to the display of bicycles, parts and sporting goods.

ACTIVE BICYCLE BUSINESS

LOUISVILLE.—The Sutcliff Co. reports an unusually active fall business in bicycles, and states that the summer just passed was the best experienced by the firm on bicycle sales for several years.

DRAPER ON TOUR

SANTA CRUZ, Cal.—L. E. Draper, of this city, is touring Southern California in a little vehicle of his own design, made from motorcycle parts. The powerplant is an Indian motor. After touring the South, he will take a short trip northward before coming back home.

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McNAMARA LANDS ALL-AROUND TITLE

Australian Holds Commanding Lead in Contest—Grenda Takes Second and Goullet Third—Staehle Leads the Amateurs in the Final Reckoning

NEWARK, N. J., Oct. 30.—With the finish of the racing season for 1916, which marked the closing of the Velodrome yesterday, the tussle for the all-around championship for the cyclists competing at the local track, was brought to a close. The all-around title brought the winner $500, while second man drew down $300 and third man $200.

Reggie McNamara, the strong Australian, by taking eleven races, a like number of second places, ten thirds and four fourth places carried off the $500 with 112 points. Second place went to Alfred Grenda, another Australian, who had garnered 63 points by finishing first five times, running second seven times, ran third five times and landed seven fourth places. One point back of Grenda was Alfred Goullet, now of Newark, who had won nine races, three seconds, three thirds and two fourths.

Kramer Had Big Lead

Frank Kramer, the National champion, who had a commanding lead earlier in the season, finished fourth with 55 points. Jake Magin was two points back of Kramer, while Bob Spears and John Bedell tied with 32 points. The standing of the first ten is given below:

	1st	2d	3d	4th	Pts.
McNamara	11	11	10	4	—112
Grenda	5	7	5	7	— 63
Goullet	9	3	3	2	— 62
Kramer	10	1	0	2	— 55
Magin	4	6	6	3	— 53
Spears	4	2	3	0	— 32
J. Bedell	1	6	3	3	— 32
Piercey	5	0	2	1	— 30
Madden	2	2	4	1	— 25
Hanley	1	2	4	4	— 23

Staehle's Win Is Close

After holding the lead in the points table all the year William Spencer had his points leader crown taken from him on the last day. Spencer, who is now a professional, had 70 points, which he collected by winning ten races, finishing second three times, third three times and fourth five times. Amateur champion John L. Staehle was four points back of the Toronto rider, but by taking the third-mile open yesterday he assumed the lead by one point. Staehle had won eleven races, finished second in four and third in two.

Tom Bello, the Brooklyn Italian, landed third place with 60 points. Lang was fourth with 48 and Carroll fifth with 39 points. The standing of the first ten riders is as follows:

	1st	2d	3d	4th	Pts.
Staehle	11	4	2	0	— 71
W. Spencer	10	3	3	5	— 70
Bello	8	5	1	3	— 60
Lang	5	5	3	2	— 48
Carroll	4	2	6	1	— 39
Byron	3	4	2	5	— 36
Fitzsimmons	1	6	1	7	— 32
Hoffman	1	4	5	1	— 28
Dotterweich	1	3	5	2	— 26
B. O'Sicky	1	4	2	3	— 24

USES SMITH MOTOR WHEEL FOR MANY PURPOSES

FARGO, N. D., Oct. 26.—Mr. Herbert Emmons and family, of this city, are seen just starting off for the motorcycle picnic given by Fargo Motorcycle boosters recently. The youngsters enjoy riding in the trailor and the motor wheel easily pulls the whole family. This a gala occasion for Mr. Emmons' outfit.

When not on dress parade, you will see it every day delivering parcels for the Emmons laundry. The entire output of the laundry is taken care of by this outfit, and Mr. Emmons says "It is a much cheaper and quicker method of delivery than either horse or auto and I would not be without it for a moment."

PIERCE CYCLE COMPANY ADDS BOYS' RACER

A New Addition to Extensive Line Which Promises to Be Popular with the Younger Lads Is Listed

BUFFALO, N. Y., Nov. 1.—A new model —the Boys' Racer—has been added to the already fine line of Pierce bicycles. Vice-President and Sales Manager Fred L. Brown made the announcement and he says that it will prove to be a most popular model with the younger folks.

The new model is a real boys' racer. It has a good drop at the hanger, with short rear stays and short fork sides and the newest addition to the Pierce line looks the part of a racing bicycle. Art Anakin, of San Diego, Cal., is sponsor for the new model, the idea coming from his long experience in the bicycle business. When Fred Brown was on his last trip to the Coast the plans were turned over to him by Anakin.

That the new model will be in popular demand goes almost without saying. Orders for eight boys' racers have already been received from M. Pette, Denver agent for the Pierce line. While on his trip Brown called on many of the dealers of the West who report plenty of prosperity and many orders for 1917 bicycles.

WANTS BICYCLES FOR PORTUGAL

NEW YORK, N. Y., Oct. 24.—That there is an opening for considerable sale of American bicycles throughout Portugal comes in a communication from Moura & Co., 73 Rua De Liceiras, Oporto, Portugal. This concern names American references and is desirous of getting in touch with American bicycle manufacturers desiring to enter the Portuguese trade.

AFTER UNLIGHTED CYCLES

ATTLEBORO, Mass.—The police of this city have just started a vigorous crusade against the riders of bicycles not provided with lights. In the future, prosecutions are liable to follow if riders have no front and rear lights. The lamps must be lighted 30 minutes before sunset and until a half hour before sunrise.

CYCLE RACING NOTES

CHARLES DERUYTER, the Belgian, won the 130-Kilometer (81¼ miles) road race run from Nice, France, through Cannes and return, which was held Sunday, Oct. 8. Deruyter won from Valentini, the Swiss, in the sprint. Over 50 riders participated and 35 of them finished. The time was 4 hours and 58 minutes.

GEORGE WILEY, the Syracuse cyclist, never did like six-day racing, and at times he has balked at the last minute and refused to ride in some of them. Wiley is booked to ride the Boston six-day race next week and he says that he is surely going to ride. Four riders are reported as ready to go to Boston racing outfits and all ready to take Wiley's place in this one, but "Gloomy Gus," as he is called, says he will fool them.

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When you place your next order for Bicycles

The question of brake equipment has been answered for you—

Answered by the experience of those Dealers who for years have specified

THE NEW DEPARTURE COASTER BRAKE

exclusively

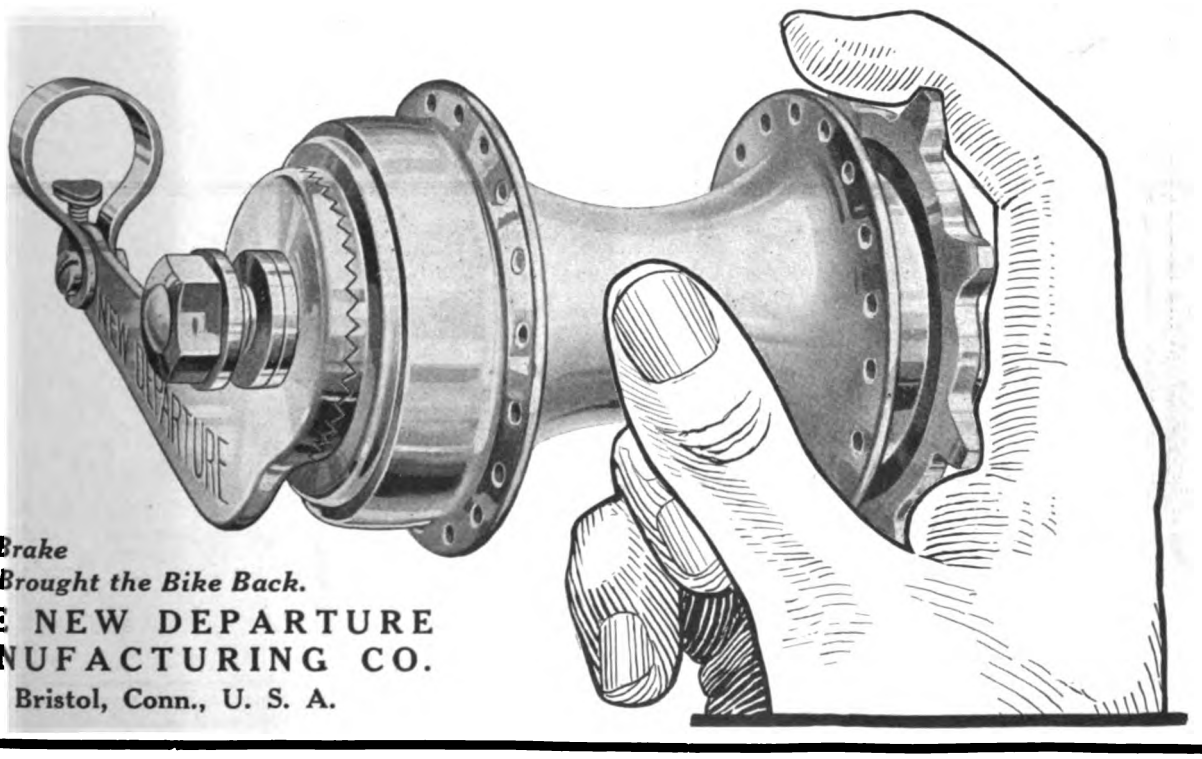
And more than that, the New Departure is the brake that these far-sighted Dealers carry in stock for all repairs and replacements.

For beauty of finish, for accurate workmanship, for durability and reliability and freedom from complicated parts and adjustments the New Departure appeals to every cyclist.

These features, plus the long service life and the guarantee that's back of it, has made the New Departure the choice of millions of riders.

More than all that, our Sales and Advertising Departments are constantly at work in your behalf, creating interest in bicycling and upbuilding the bicycle business in general. Here's something to think about.

Ask us for complete details.



The Brake That Brought the Bike Back.

THE NEW DEPARTURE MANUFACTURING CO.

Bristol, Conn., U. S. A.

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Prest-O-Lite

Photographs, courtesy of Harley-Davidson Motor Co.

You Need This Brilliant Dependable Light

Good light is of vital importance to every motorcyclist. The operation of a motor-cycle is such that the rider must have a clear vision of what is directly ahead. In daylight this is easy, but at night it's different. The rider needs a light that is brilliant, penetrating and gives him perfect vision of the road ahead. Prest-O-Lite gives you all this and more. It is very convenient—always dependable—and will never fail you in a "tight" place.

Because of these fundamental points of excellence, Prest-O-Lite is the choice of experienced riders the world over. Thousands of municipalities owning motor-cycles use nothing else in their departmental service.

Easily Attached to Any Motorcycle

On any motor-cycle you may buy you can get Prest-O-Lite. Your dealer can make you up a very attractive equipment combination that includes "Prest-O-Lite, a good lamp and a mechanical horn," at a very conservative price.

See that you get Prest-O-Lite. Its initial cost is small—its upkeep expense is trifling.

Write for our free motor-cycle lighting booklet.

DEALERS—There's a good business for you in handling Prest-O-Lite in your locality. Write for our dealers' proposition today.

The Prest-O-Lite Co., Inc.

The World's Largest Makers of Dissolved Acetylene

246 Speedway Indianapolis, Ind.

Canadian Office and Factory: Merritton, Ontario.

Prest-O-Lite Exchange Agencies Everywhere

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Varied Activities of the Dealers

KOEHLER-WAECH HEAD MILWAUKEE SYCLE CO.

Pioneer Motorcycle Firm Makes Changes in Organization—R-S Agent Oversees Repair Department

MILWAUKEE, Wis., Oct. 31.—A decided change in the organization of the Milwaukee Sycle Sales & Supply Company, Seventh street and North avenue, is a surprising bit of news handed out to local motorcyclists. J. J. Koehler, manager of the concern, announces the resignation of W. E. Barnhardt, Ben McGinnis and W. J. Rosey and the installation of Adolph Waech as head of the repair department. Koehler retains charge of the sales department of the concern.

The Milwaukee Sycle Sales is one of the oldest motorcycle firms in town and up to this time has been doing an extensive jobbing business in bicycles and tires. During the last two years it took on the agency for a low priced car, but this has been discontinued and Manager Koehler states that the local concern hereafter will devote its time and efforts exclusively to bicycles and motorcycles.

Just what make will be handled Koehler refused to state, but he said that when he was ready to announce the product to be pushed by his concern it would occasion another surprise. At the present time Waech controls the selling rights of the Reading-Standard which automatically reverts to the Milwaukee Sycle Sales & Supply Company with Waech's joining that concern. On Koehler's negotiations with a certain factory depend whether the R-S will be an orphan temporarily or headliner with Koehler-Waech combination for 1917.

COUGHLIN SELLS 25

Hendersons in Bronx and Orders Some More

BRONX, N. Y., Oct. 30.—Gene Coughlin & Company, of 922 Washington avenue, has just sold their twenty-fifth Henderson since taking the agency two months ago. They have ordered 25 of the 1917 models in addition to the first allotment.

The recent enlargement of the Coughlin place now gives the establishment a frontage of 61 feet. The southern portion of the store is given up to the office and show room, while the original part is the storage and repair section. The Coughlin shop is busy these days with repair work on all models of machines.

"EVERYTHING ON WHEELS"

HUTCHINSON, Kan.—C. N. Brown, of the Hutchinson Novelty Works, and distributor of Excelsior motorcycles, is one man in this section who can boast of selling almost everything that travels on wheels. In addition to handling the Excelsior line Brown sells bicycles, tricycles, pushmobiles and several other varieties of small wheeled vehicles.

Brown recently remodeled his shop and now has more space for repair work. He is getting this work rapidly, which was a prime reason for the enlarging.

TOUR TO SHOW

Glenn Scott, of Marion, Lines Up 19 Riders to Visit Chicago

MARION, IND.—Glenn A. Scott, Harley-Davidson dealer here is arranging a touring party of riders who will pilot their machines to the National Motorcycle, Bicycle and Accessory show at Chicago during the week November 13-18. Scott has already lined up some 19 riders who have signified their intentions of joining the tour and expects to have two dozen at least before the party actually starts.

This is the second Chicago show tour which Scott has organized. Last year he piloted a party of nine to the Windy City exhibit, and subsequently sold seven of the nine new Harley-Davidson machines. Here's a live tip for motorcycle dealers who are located within riding distance of either the (big) Chicago or New York exhibitors.

SELLING 'EM TO THE FARMERS

PRATT, Kan.—William Stranahan, distributor for Harley-Davidson motorcycles in this part of the State, has received his 1917 demonstrator and has already closed several sales with farmers.

Ed Sobba, Indian dealer in Pratt, is laying plans to open a new shop at an early date. He will stock a big supply of parts and handle bicycles, too.

COOK IN NEW HOME

Fort Worth Harley-Davidson Firm in Larger Quarters

FORT WORTH, Tex.—The J. W. Cook Motorcycle Company, handling the Harley-Davidson in this territory, is enjoying such an active trade that it is branching out and is compelled to seek new and larger quarters. The firm has just moved into new salesrooms at 607 Commerce Street, and the new place is said to be the finest on motorcycle row.

A large repair shop in which skilled mechanics are on the job at all hours is operated. President J. W. Cook reports that sales of motorcycles were unusually heavy this summer.

ATTRACTIVE SHOW WINDOWS

DENVER, Colo.—The windows of the Mead Autocycle Company, representing the Excelsior, is attracting lots of notice these days. The first floor windows contain flowers, while on the second story the windows have several Excelsiors amid banks of blossoms.

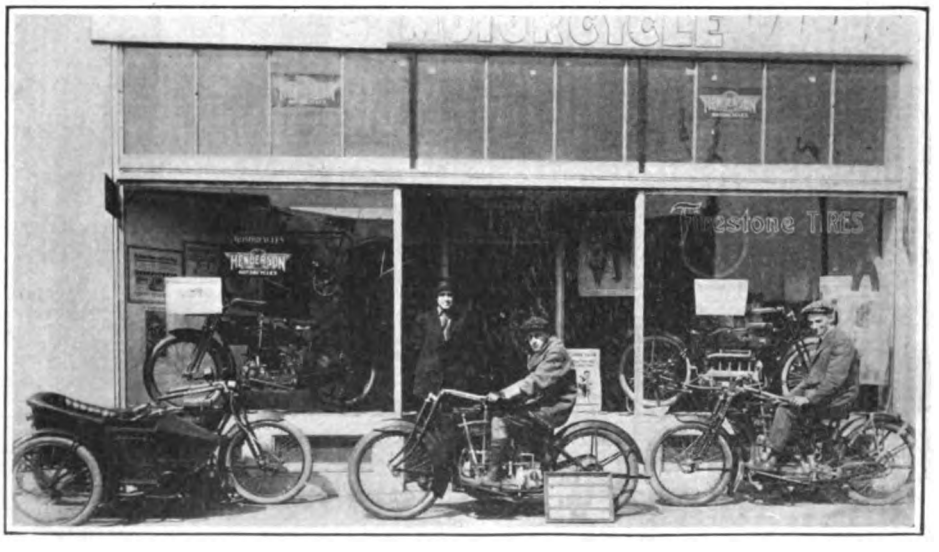
SHIPMENT FOR KUNCE

DENVER, Colo.—Kunce & Son, representing the Harley-Davidson, have received a shipment of 1917 models from the Milwaukee factory and are busy demonstrating and selling the contents. The Kunce prospect list is getting to be about as much as the firm can handle.

GETS POPE SHIPMENT

DENVER, Colo., Oct. 27.—J. M. Kimbel, Pueblo, Colo., agent for the Pope, has just received a shipment of those machines. Business is reported good at the Pueblo Pope store.

LIVE HENDERSON HEADQUARTERS IN LOS ANGELES



Store of Henderson Motorcycle Sales Company, of Which M. Angwin Is Proprietor. Mr. Angwin Stands in the Doorway in the Photograph

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Service a Big Factor In Neal's Business

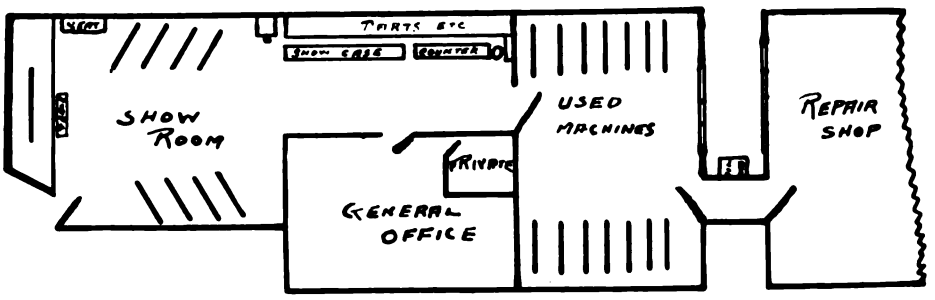
Liberal Work Allowance Makes Customers, While Handling Reputable Goods and Discounting Bills Are Other Success-Making Factors, Says Buffalo Dealer

By GEORGE W. GRUPP

BUFFALO, N. Y.—"Success in handling motorcycles depends upon a number of factors," says Ben Neal, of the firm of Neal, Clark & Neal, Indian representatives in Buffalo. "All these factors co-operate in making the prospect a customer and in keeping him a customer. And in keeping a man's trade, you can make a friend of him and that counts a big lot.

"Our firm, for example, attributes the giving of real service as a vital factor in its success in business," continued Neal, who is a college graduate and noted in Buffalo as a keen business man. "We agree to give the customer ten hours of free labor on each new machine, thus offsetting any arguments as to guarantee. Next, we only handle goods which are backed by companies who have proper financial responsibility, and this is another strong factor.

"We also make it a point to carry a large stock of motorcycles and parts in order to make a proper display and assure prompt deliveries. The service idea is thus further carried out. We discount all our bills, too, and we make our place of business inviting."



Plan of Neal-Clark & Neal's Establishment Showing Arrangement of Departments

Ben Neal, is the "big works" in the motorcycle department of Neal, Clark & Neal. He is typical representative of of the personnel of that house. When you enter the place, Ben is right at hand with a cordial welcome, but that is not all—the store itself has the air of making the visitor at ease, even if Ben were not at hand.

"We believe in light walls and ceilings," says Ben, with regard to the premises, "for one's wares are then better displayed. It gives a more cheerful aspect to the store and incidentally puts the customer in a more cheerful frame of mind. All our floors are maple and as smooth as a dance-hall's. We shellac them frequently to keep them looking nice. Nothing is more undesirable than rough, untidy show-room floors. They scare people away."

Time-Saving Arrangement

The work of filling orders across the counter has been much simplified in this establishment. Neal has had a row of cases built to order for the purpose. In the main case are 1,250 different compartments; in the sub-case are 250 compartments and in a revolving case are 200 compartments. All compartments are labeled, and on each label is the name of the part and its price.

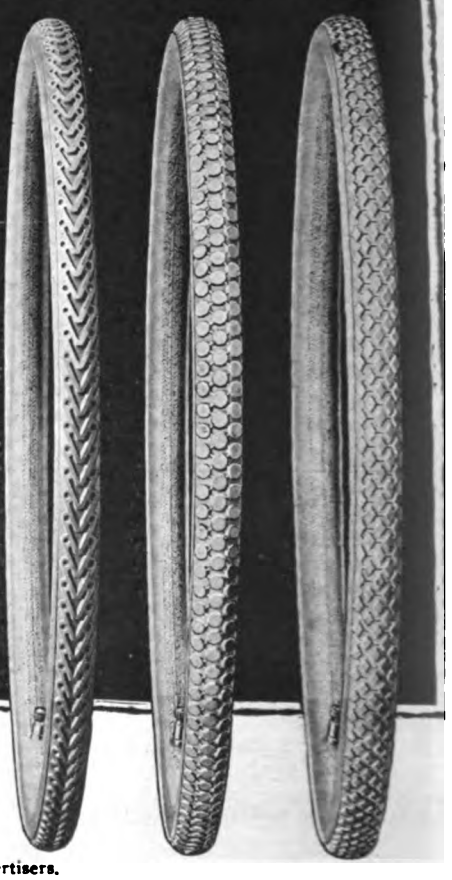
"With this arrangement, when anew man is hired, he automatically learns the names of the parts and their prices," says Neal. "He does not have to wade through a big price book for this information. The parts are arranged alpha-

(Continued on page 44)

3 Strong Leaders —

a complete quality line that meets every demand

VITALIC BRIGADIER ENDURO



ANY DEALER with a stock of these three tires is completely equipped to supply the demand of *every* customer that comes into his store—from the one who wants the *best regardless of price* to the one who wants a *good* tire at a *popular price*.

THE VITALIC

is built throughout of the best tire materials obtainable,—two plies of genuine *motorcycle* fabric frictioned with pure rubber, an inner tube of pure Para rubber so heavy as to eliminate any possibility of leak, an extra heavy non-skid tread of finest quality pure rubber. Will outwear any ordinary bicycle tire *more than two to one*. Once introduced it easily brings a higher price than other tires and always sells over and over again to the same trade because it *never* disappoints.

THE BRIGADIER

The best popular priced tire ever put on the market, far excelling others anywhere near its price. It is a four-ply tire, built with two plies of best Egyptian fabric all around the tire and two extra plies on the tread. A very high grade friction is used.

The extra heavy inner tube is made of a very high quality rubber. The Brigadier is made with gray side walls and a heavy large white studded tread as shown in the illustration.

THE ENDURO

Another excellent popular priced tire that fills a long felt need for a tire of lower price that has genuine quality. It is built with two plies of high grade Egyptian fabric with a very high grade friction, has a heavy inner tube of very good quality and a good substantial diamond studded white tread.

Write us today for sample sections of these three tires and attractive display material and dealer helps.

Your jobber will show you the tires.

CONTINENTAL RUBBER WORKS
1718 PLUM STREET, ERIE, PA.

Specify VITALIC Very BRIGADIER Best ENDURO Equipment on your new stock of bicycles. Every manufacturer can get this line.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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Taking the Population off Its Feet

LITERALLY that's what the Cleveland Lightweight is doing. It is putting everybody on wheels. People who have and people who can't have automobiles are riding Cleveland Lightweights. Next year there will be thousands more.

Here is the plant that is building the product. It has both capital and capacity. It is not guessing on prospects—it is making ready to meet a known demand.

The Cleveland Lightweight is not seeking a market—it is being sought by the market.

Dealers who contract now can be assured of getting their quotas. Backed by our carefully worked out advertising and selling plans, they can be just as sure of disposing of the machines with fine profits.

We will be glad to present our plans to first class salesmen of recognized financial ability and broad, progressive ideas.

The Cleveland Motorcycle Manufacturing Co.

7211 Platt Avenue **CLEVELAND**

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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(Continued from page 42)

betically and thus more time is saved in locating them. If a single part is too big for a single compartment in the drawer, we take out the number of compartments necessary to carry it."

Neal, Clark & Neal do business on both the cash and time payment plans. On the installment sales, one-half is required down and $5 per week. A lease contract is made up in triplicate for such sales. One copy is filed at the County Clerk's office, one is given to the customer and the third is kept by Neal, Clark & Neal. "Under this contract, the machine remains our property until entirely paid for," says Neal. "When paid in full, we give the customer a bill of sale. The installment plan applies only to sales of machines."

Repairs and Accessories

The repairs and sundry departments are run mostly on a cash basis. Each sale is recorded in a duplicate sales book, the carbon copy going to the customer and the original to the office. On charge orders, which they have occasionally, the sales slip is posted on the daybook or ledger; if a cash sale, the amount is rung up on the cash register. A bookkeeper and a stenographer form the clerical force.

"But a good bookkeeping system will not keep the dealer out of the hole," says Neal, "if he is not a one-price man. We have one price for everybody. Every dealer knows that it will cost him a certain amount to run his business and also that he is justly entitled to a certain profit. Every time he doesn't get that just profit, he is not dealing honestly with himself.

Knocking Undesirable

"Another way in which a dealer is apt not to treat himself fairly," continued the Indian man, "is when he begins to 'knock' the other fellow's goods. This practice is bad. Every dealer, however, should know the good and bad points of his competitor's machines and he should know his own machine from A to Z and know how to get the best results from it."

Neal says that the dealer must be a rider in order to know how to get the best out of his machine. Being a rider also increases the chances of selling machines, for if the dealer rides he appreciates and understands the difficulties of the riders and creates a common bond of sympathy between them and himself.

The Show Window

"Being a rider and mixing with riders gives the dealer a fair idea of what prospects would like to see in a show window. The window is the eye to the store. Our firm went to considerable expense to make the window display proper for our goods," says Neal.

"Our window is only six inches from the floor; this was made so purposely; as most people are looking down as they walk the streets, and so are attracted to our display. The window platform is of hardwood with fancy inlaid blocks. The lighting is accomplished by five tungsten lights with helmet reflectors.

"Our show window is only one of our methods of advertising goods. We advertise in the daily papers continuously. We specify the baseball page for display ads. Used machines we prefer to have listed in the Want columns. Billboard advertising is done every season and it pays well."

SELLING 'EM FAST AT FORT WORTH

FORT WORTH, Texas.—"Business is good," was the verdict given by the Burton Supply Company, which handles Indian motorcycles and bicycles in Fort Worth. All hands at that minute were busy unloading a rush shipment of Indians, most of them three-speeds. A large shipment of Indian parts was also received at Burton's at that time.

The Burton Supply Company reports heavy sales of Indian motorcycles in the country west of Fort Worth. The boys on the farm are learning to ride, and as they have plenty of money this year they are buying machines.

BACK FROM VACATION TRIP

WHEELING, W. Va.—Motorcycle Officer Walter Worls, Earl Braunlich, local agent for the Harley-Davidson; Frank Smith and Charles Caldwell returned several days ago after spending their vacation in the mountains near Moorefield.

The motorcyclists made the trip on their Harley-Davidson machines and stayed at the camp of Mr. Worls. Braunlich was cook and general utility man, and the boys claim that he is "some cook," for each gained several pounds while on the trip.

THIS MUCH IS CERTAIN

Electric Lamps and an "Exide" Battery furnish the most efficient and reliable light for motor cycle use

"Exide" Battery, Type 3-ZA-5 with cable type terminals

You no doubt realize the numerous advantages of electric light for motor cycle use.

The reliability of an electric lighting system is of course dependent upon the storage battery which furnishes the current.

The "Exide" Battery, type Z, especially designed for this service, is a quality-product, manufactured and backed by the oldest and largest battery maker in the country.

The battery is contained in a one piece, three compartment vulcanite case, having heavy walls and substantially re-enforced.

It is fitted with a one piece cover, having a flange which fits around all sides of each compartment.

The "Exide" Battery is equipped with a flood proof filling plug which overcomes slopping and spilling, and also limits the amount of water that can be poured into a cell to the exact amount needed to replace that lost by evaporation. The result is a clean, dry, and attractive battery.

Motor cycle dealers and users should write us at once and secure the name of the "Exide" Distributor nearest them.

THE ELECTRIC STORAGE BATTERY CO.

New York, St. Louis, Boston, Cleveland, Chicago, Atlanta, Rochester, Detroit, **PHILADELPHIA, PA.** 1888-1916, Washington, Pittsburgh, Denver, Los Angeles, San Francisco, Seattle, Toronto

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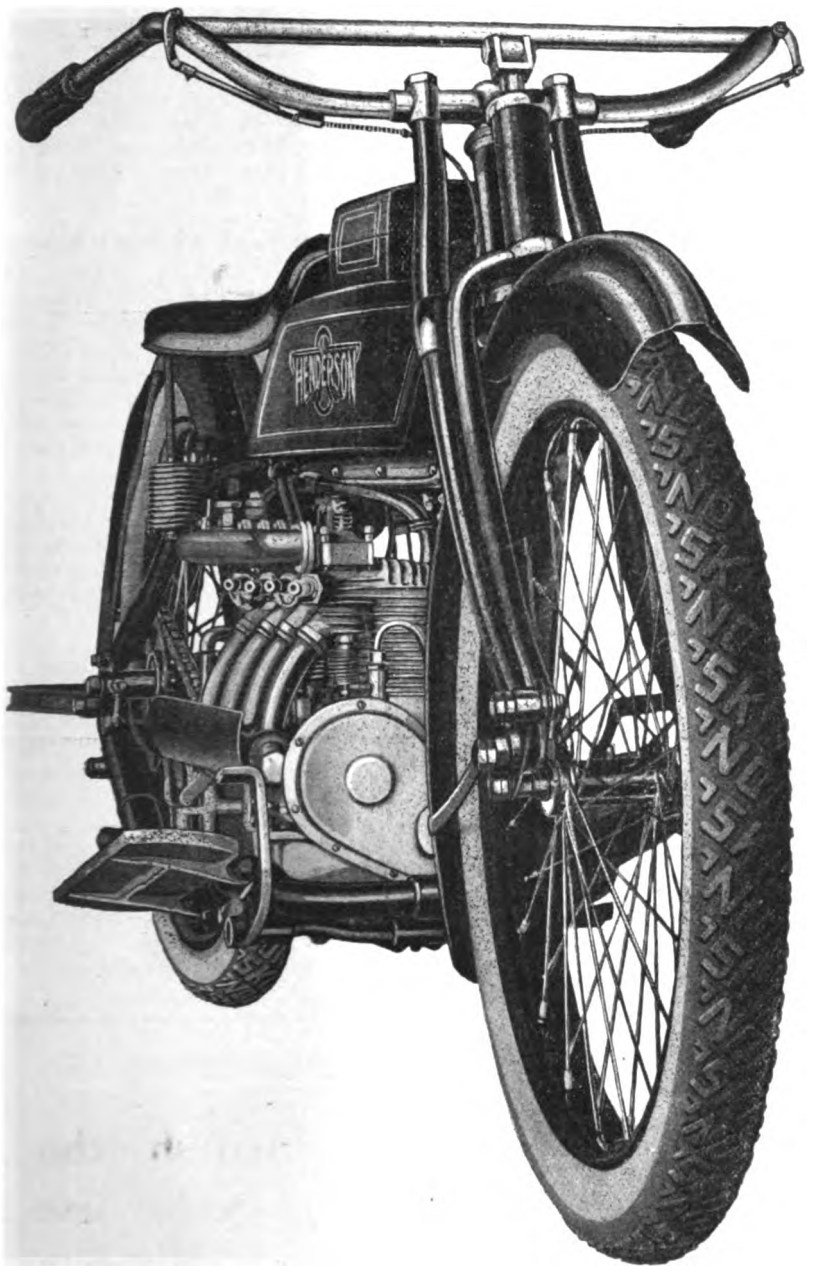

THE silent, effortless action of the new Henderson motor tells a convincing story of masterful reserve power and live responsiveness

Actual demonstration is the Henderson dealer's most effective sales strategy.

HENDERSON MOTORCYCLE CO.
Detroit.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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Questions and Answers

WILL NOT HURT MOTOR

I WOULD like to put my 9-horsepower twin motor to sawing wood this winter, but have my doubts as to whether or not it would be harmful for it. The motor has been in the frame and running on the road for a few years. I intend to cool it with a fan. ROY BIGELOW.
Keeseville, N. Y.

We see no reason why such work as sawing wood should hurt the motor in any manner, particularly as you intend to assist cooling by a fan. In fact, you will find that the load on the motor when driving the saw is very much lighter than when driving the motorcycle, provided that you do not use an abnormally large circular saw, such as is found in small mills.

PARTS FOR PIERCE

BEING desirous of purchasing a Pierce four-cylinder motorcycle, I am writing you to find out where I can get parts for the same. GLEASON G. ERB.
Wellsville, N. Y.

Try the New York Sporting Goods Company, 10 Warren street, New York, or the Motorcycle Parts Mfg. Co., 2127 Michigan avenue, Chicago, Ill. The Pierce Cycle Co., of Buffalo, N. Y., will also probably have parts in stock.

PARTS FOR F-N MOTORCYCLE

OWING to the war I am unable to get parts for the F-N motorcycle, made in Belgium, and desire to communicate with some one in the United States handling this machine or stocking the parts.
Guanajuato, Mexico. WEICHERS & GOMEZ.

The F-N motorcycle has not been represented in the United States since 1913 and we know of no place where parts can be obtained. As far as we know, the only F-N parts to be had are in Great Britain now, but we doubt if such parts are allowed to be shipped abroad. Consult the British Consul in the matter.

THEIM MOTOR PARTS

BEING the owner of a Theim single cylinder, motor number prior to 1100, I wish to get motor parts for the same. Please furnish address where such parts can be had.
Charleston, Mo. R. J. STOCKING.

Try the Joerns Motor Company, St. Paul, Minn. This firm is the successor of the Theim Motor Company, but we do not know if they have parts for your model of motor on hand. Write also to the Motorcycle Parts Mfg. Company, 2127 Michigan avenue, Chicago, Ill.

RIDER IS TO BLAME

WE would like to know who is at fault in the following collision: A motorcycle rider finds a trench leading nearly all the way across a road, the only clear way being on the left side of this road. As he goes through this space he meets an automobile and his machine is damaged badly. The rider claims that the driver of the automobile is at fault for not using judgment in watching for oncoming traffic in the narrow space and that the rider was justified in taking the space as if it were a normal roadway—that is, he was within his rights in passing through it as he did.
New York. EDWIN HAMILTON.

We think that the rider is to blame. The automobilist was keeping strictly to his

(Continued on page 48)

Positive Grip

due to the generous design and construction—we think it is the best and strongest rat-trap pedal you ever put your foot on.

The No. 4 Standard

is a big, substantial, motorcycle-type pedal. It stands for the utmost mechanical value.

With a pair of these pedals on your wheel you are equipped with correct, up-to-date foot-holds, fairly representative of our business in the cycle industry.

Our products comprise:

Diamond E Spokes and Nipples for bicycles, motorcycles, tricycles, velocipedes, invalid chairs, sulkies, carriages, cyclecars and automobiles. Pedals for bicycles, tricycles, velocipedes and motorcycles. Toe clips for bicycle pedals. Emergency axles for pedals.

We are boosters for a "Million Bicycles in 1916"

THE STANDARD COMPANY
TORRINGTON, CONN.

No. 4 STANDARD RAT TRAP PEDAL

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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The Clutch of a Thousand Speeds

The Eclipse Clutch

for either chain or belt drive machine, brings the models of 1911-12-13 up to almost modern control efficiency.

So many and various are the speeds that can be obtained by this high type of free engine control, that it has received from enthusiastic users the name of "the clutch of a thousand speeds."

Only a moderate investment is needed to procure this valuable controlling device.

The Morrow Coaster Brake

The man who rides a bicycle not equipped with the MORROW Coaster Brake is getting but half the value for his money.

He does not realize the remarkable pleasure and safety to be derived by the fitment of the MORROW.

A HINT TO DEALERS:

The MORROW Brake has the largest braking surface within the limits of a bicycle hub, a slipless forward drive, perfect braking, and is the one essential to making one's bicycling joy 100% flawless.

Write for full information—we cooperate with our dealers. Let us tell you how.

He is expending double his strength in continuous pumping of the pedals, in the exertion of holding the pedals to slow turns on a downgrade—in every way that bicycle rider is cheating himself out of half the fun of bicycling.

Write for Catalog

ECLIPSE MACHINE CO.

Elmira, N. Y.

ECLIPSE

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(Continued from page 46)

proper side of the road, whereas the rider was forced by abnormal road conditions to deviate from the right side of the road and cross over to pass through the narrow space. In so doing, he put himself in a position to be struck by oncoming traffic, which is exactly what happened, you state. In case of a suit for damages, this fact would be of weight in making the decision. In deviating from the ordinary rule of the road, the road-user who does so performs the act at his own risk. We cannot determine from your letter whether the automobilist had ample time to avoid a collision in the narrow roadway or not.

NEW CRANKSHAFT FORGING

I WANT to get a crankshaft of larger diameter than that fitted to my 1912 four-cylinder motorcycle. The maker will sell me only the finished shaft. The original shaft has a mark of an F within a D on it. Please give me the name of the maker of this shaft.

Leavenworth, Kan. OTTO E. PARKER.

The shaft is probably made by the Detroit Forge Company, of Detroit, Mich. The chances are that the rough shaft will not permit of machining much larger than the regular shaft for this model, so that very little difference would be obtained in increased strength. We do not know where you can get a rough shaft to fit your crankcase other than at the makers, so suggest that you write the Detroit Forge Company.

ROD ADJUSTMENT NEEDED

IN changing gears on my 1915 twin motorcycle, I find now that I cannot always engage the low speed without a grinding noise and frequently the clutch will not engage properly once the gears are in mesh. Please give me the remedy.

Chicago, Ill. CHARLES EDWARDS.

Shorten the rod leading from the shift lever to the short operating lever on the gearbox controlling the movement of the gears. Then make the clutch adjustment, if necessary, as given in the instruction book for your machine. You will find that this adjustment prevents a further recurrence of the trouble.

More Items About Dealers

SELK TAKES HENDERSON

MANITOWOC, Wis.—Charles Selk, Jr., has taken the agency for the Henderson for this city and vicinity. He is expecting his demonstrator in a few days.

BURNETT EXPANDS

PROVIDENCE, R. I., Oct. 31.—Because of the increasing business of the Harley-Davidson Sales Company on West Friendship street, W. N. Burnett has just acquired more area in the building they are now located in. A new department will be opened for the handling of second hand machines.

MONEY PLENTIFUL IN KANSAS

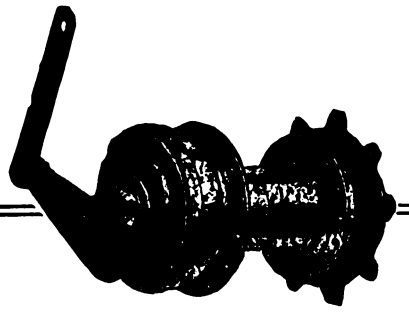
WICHITA, Kan.—Harley Stevens, of the Stevens Motorcycle Company, distributor of the Indian in southwest Kansas, is preparing to receive his first shipment of 1917 models late in November. He confidently predicts a big motorcycle year in Kansas, and in view of the fact that wheat is selling at $1.70 a bushel he expects to close many sales with the young farmers in his district.

SOLD 23 HENDERSONS

PROVIDENCE, R. I., Oct. 31.—W. F. Halliday, manager of the local branch of the General Motorcycle Sales Company, stated yesterday that he had sold 23 Hendersons of the 1917 model. Three are with sidecars. Mr. Halliday said the machine was bought by his customers "sight unseen."

STEVENS MAKING KANSAS TOUR

LAWRENCE, Kan.—Arthur Stevens, representing the new Indian Motorcycle Sales Company, of Kansas City, Mo., which is to consolidate there the business of the Indian factory branch and that of the late Charles Hanson, was here a few days ago visiting local dealers. Stevens is making a tour of Kansas to line up new dealers and confer with old ones.



There's No Mystery About Brakes

They either work or don't work and if they don't work there's trouble ahead. And there's no mystery about the success of the

CORBIN

DUPLEX COASTER BRAKE

It works. That's all. Bicyclists that have used the Corbin Duplex, and the majority of them have, find no reason to change to another make. It fills the bill in all respects. It meets all the requirements of the road. It works every time and all the time. That's why you should equip your wheel with one if you have not already done so.

Catalog on Request

THE CORBIN SCREW CORPORATION
THE AMERICAN HARDWARE CORPORATION, Successor
NEW BRITAIN, CONN.
BRANCHES: New York, Chicago, Philadelphia
Makers of Corbin-Brown Speedometers
"Will Exhibit at the National Motorcycle, Bicycle and Accessory Show, Chicago, Nov. 13th to 18th inclusive, space 119."

Another record for Splitdorf Spark Plugs

A Size and Type for Every Engine

Splitdorf Plugs are made in all sizes and in types to suit every motor cycle, motor car, motor boat, tractor and aeroplane. Upon request we will send you a complete directory, which specifies the correct type to use with each make of engine.

SPLITDORF ELECTRICAL CO.
Newark, N. J.

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NATIONAL MOTORCYCLE BICYCLE

AND

ACCESSORY SHOWS

Coliseum **Chicago**

NOVEMBER 13th TO 18th

Madison Square Garden **New York**

DECEMBER 4th TO 9th

Sanctioned by the Motor and Allied Trades, Bicycle Manufacturers, Cycle Parts and Cycle Jobbers' Associations

The great opportunity of the year to place your product directly before the Jobbers, Dealers and the Public at Large.

Full Attendance of the Cycle Trade Is Assured

All 1917 Models and latest Accessories under one roof.

Write A. B. Coffman, Manager, 945 Ohio Building, Toledo, Ohio, for full information and space application blanks.

ACT TO-DAY

ARTHUR DAVIDSON, T. W. HENDERSON, F. J. WESCHLER, F. T. CHASE, F. W. GRUBB, Show Committee

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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Our Canadian News Letter

THREE MORE SIGN

With Andrews for Extensive Ontario Representation.

TORONTO, Ont.—Walter Andrews, of Toronto, Harley-Davidson representative for the Province of Ontario, has closed several desirable contracts for 1917. F. R. Gordon, Niagara Falls, Ontario, has signed to cover the Niagara Peninsular for the Milwaukee product. Included in this territory are several thriving towns, including St. Catherines, Welland, Merritton and Niagara-on-the Lake.

The Wentworth Cycle Works, Hamilton, have again secured Wentworth County, which includes the city of Hamilton, with a population of 105,000. The Milton Carr Hardware Company, Cobalt, have also renewed their agency and have contracted to sell a greater number of machines in the North Mining country.

NEW SEASONAL PLANS

Toronto Association to Ontline Campaign at Meeting

TORONTO, Ont.—The Motorcycle & Bicycle Trade Association, of Toronto, will shortly hold a general meeting for the purpose of making preliminary trade plans for the new season, according to an announcement by Secretary Walter Andrews. The association has not held a business session for several months, as the dealers have been too busy.

"The bicycle week which we held last Spring gave us a wonderful start for the season," declares Secretary Andrews, "and every dealer has been very busy ever since that period."

WANT LIGHT MOUNTS

Kipp Company Finds Strong Demand From Rural Users

TORONTO, Ont.—Contrary to the general dope that lightweight motorcycles are primarily practical for city streets is the demand from rural communities for light models which H. M. Kipp & Co., Toronto, have felt during the past season. The Kipps looked after the sale of the Daytonmotor bicycle in this territory, and it is a fact that every machine of this make which they sold during 1916 went to country residents almost without exception.

Another feature of the situation as found by this firm was that not one complaint was heard all summer from the lightweight users. The Kipp company also represents the Indian and a number of the Indian Featherweights were shipped to out-of-town enthusiasts, while more were sold to city users, of course. One Indian light model was used all summer for military work at Camp Borden with great success in spite of deep sand in and around the encampment.

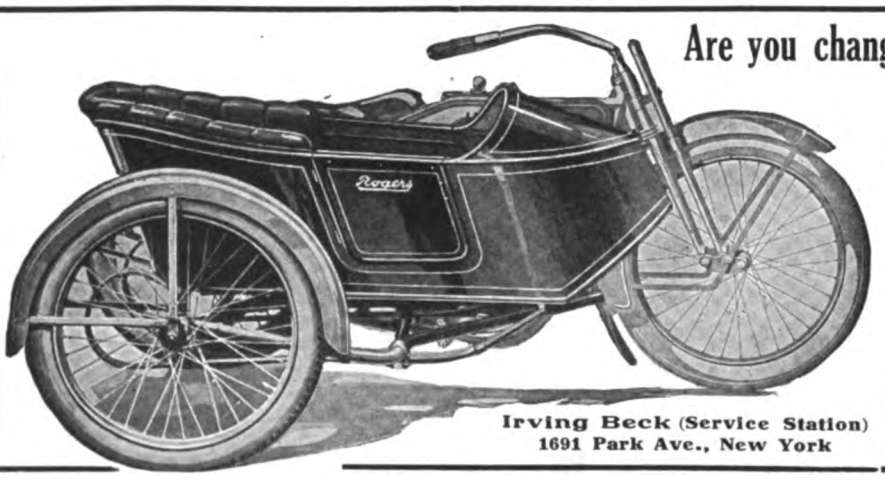
FULLER IN WINDSOR

Cobalt Rider Takes 520-Mile Trip Across Province to New Job

COBALT, Ont.—The widely-famed silver center of Northern Ontario—Cobalt—has just lost one of its several motorcycling citizens through the departure of Royal Fuller for Windsor, Ontario, where he intends to be occupied with the business of drawing a salary until further notice. Fuller made the journey by motorcycle and, incidentally, his trip was one of the longest direct flights ever recorded in this province. The mileage was approximately 520 miles, and it is impossible to exceed this distance in Ontario unless a mile-eater travels in circles a few times. Fuller made his dash by way of Toronto. Cobalt is slightly more than three hundred miles north of Toronto. Windsor is 215 miles west of Toronto by road.

Fuller was one of the two Harley-Davidsonites of Cobalt and he used his 1916 electrically-equipped model in preference to a train, the common-carrier.

(Continued on page 52)



Irving Beck (Service Station)
1691 Park Ave., New York

Are you changing your motorcycle for 1917?

If so, and you own a

Rogers Sidecar

it will fit your 1917 motorcycle.

If you are buying a new sidecar BEAR IN MIND that the ROGERS is the one Universally Adaptable sidecar that can be perfectly fitted to every standard motorcycle of any year or any make with a change of only a few inexpensive fittings.

This is a feature that saves you money.

Exhibited at space 90 Chicago Show, Nov. 13-18.

ROGERS MANUFACTURING CO.
337 West Madison St., Chicago

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad. to the classified department—THE BIG RESULT GETTER.

MOTOR CYCLE ILLUSTRATED 13 PARK ROW NEW YORK

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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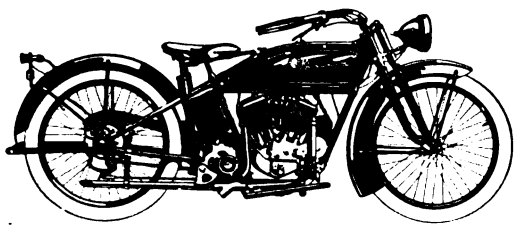
The Rider's Choice



The pick of the present day Motorcycle

The 1917 R-S

Three Models for 1917

Model 17 T, 12 H.P., Twin Cyl.....$275

Model 17, T E, 12 H.P., Twin Cyl., (Equipped with Bosch Electric Lighting System).....$315

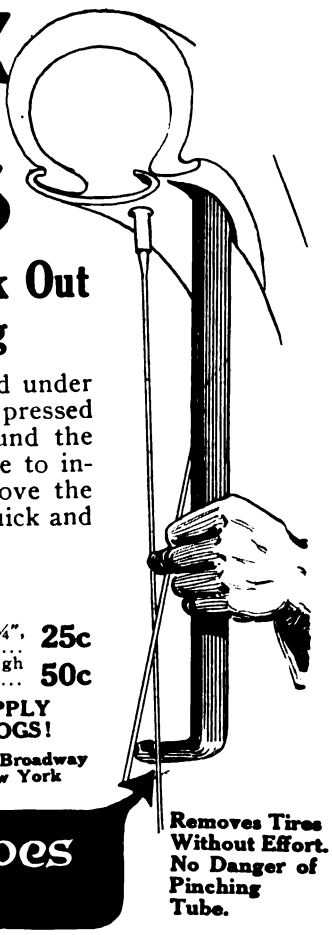
Model 17 S, 6 H.P., Single Cyl.....$240

Write for Agency Proposition

Reading Standard Company

501 Water Street Reading, Penna.

SIMPLEX TIRE TOOLS



Take the Hard Work Out of Tire Changing

The end of the tool is inserted under the bead of the tire, and pressed down, locking the notch around the spoke, leaving both hands free to insert other two tools and remove the shoe. No barked knuckles; quick and sure.

Three tools in set

PRICES

Set No. 1. Suitable for tires up to 2¼", made from pressed steel. Price..... **25c**

Set No. 2. Heavy drop forged from high carbon steel for heaviest tires. Price.... **50c**

GET OUR BICYCLE SUPPLY AND MOTORCYCLE CATALOGS!

STEVENS & CO., 375 Broadway New York

This Notch does the Trick!

Removes Tires Without Effort. No Danger of Pinching Tube.

The SCHEBLER CARBURETOR

America's Standard Supreme through Merit

WE EQUIP

THE HEART OF THE MOTORCYCLE

THOR
POPE
MERKEL
INDIAN
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DAYTON
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EXCELSIOR
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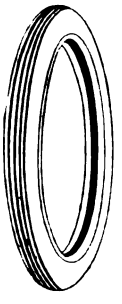
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER-SCHEBLER CARBURETOR CO. INC

INDIANAPOLIS, INDIANA, U.S.A.

BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

SECONDS!



It's not often that the trade gets such an opportunity to stock up on standard tires at such "rock-bottom" prices. Look this list over carefully—it will pay you well to do so.

Firestone Corrugated, 28 x 2½, for BB Rims..	*Each*	*$5.50*
Federal Studded, 28 x 2½, for BB Rims.....	"	*5.50*
Firestone Non-Skid, 28 x 3, for CC Rims.....	"	*8.50*
U. S. Corrugated, 28 x 2¾, for CC Rims.....	"	*4.50*
U. S. Studded, 28 x 2¾, for CC Rims.....	"	*4.90*
Continental Studded, 28 x 2¾, for CC Rims...	"	*5.50*

Write for New Net List No. 60 Showing Latest Prices

NEW YORK SPORTING GOODS CO.

15 and 17 WARREN STREET NEW YORK, N.Y., U. S. A.

NEW YORK SPORTING GOODS

AKER President ANDREW C. IMBRIE Vice President

LER, Vice President JAMES E. MURRAY Secretary

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(Continued from page 50)

Although accustomed to life in the open, Fuller never realized how long a road could be until he started out on his ride. Incidentally he did not attempt to establish any speed records along the way.

Over Old Trails

Fuller purchased his mount from the Milton Carr Hardware Company early last summer. This concern sold three British motorcycles — Ariels — in Cobalt before making arrangements to represent the Harley-Davidson in these parts. While in Toronto Fuller paid a visit to Walter Andrews, the Ontario distributor for the Harley-Davidson, in order to tell of motorcycle happenings in Northern Ontario. In his ride to Toronto Fuller passed over old trails and stretches of so-called road which bore strong resemblance to the Sahara on account of sandy conditions. For the final sixty-five miles into Toronto, the highways were a dream to the wanderer.

From Toronto to Windsor, Fuller discovered still better roads and he was in heaven for the time being. Fuller will remain in Windsor for the winter and will return to Cobalt in the spring, according to his present plans. He intends to ride his Harley-Davidson on the return trip to this north country.

CAN'T TAKE MOUNTS TO ENGLAND

OTTAWA, Ont.—The Canadian Militia Department has issued an order prohibiting soldiers of the Canadian overseas army from taking their privately-owned motorcycles to England with them when their units make the voyage to the Old Country. This is partly due to the lack of room on board the troop ships and also owing to the fact that there is a curtailment of the supply of gasoline in the British Isles because of war's needs.

This order will not interfere with the usual shipments of Indian motorcycles from Toronto to the scenes of fighting for use in despatch carrying and for signalling purposes, as there is no restriction on the use of "petrol" at the fronts.

HINGED BAR PATENT

Is Sold by Etwell to American Motorcycle Firm

TORONTO, Ont.—Distinction has come to a mechanical genius of Toronto through the fact that he has just completed the sale of an invention to a prominent motorcycle manufacturing company of the United States. The inventor is Frank Etwell who, as a racer, gained some renown before the outbreak of hostilities in Europe. His creative mind worked out a scheme for a hinged truss bar in the frame of a motorcycle by means of which the engine cylinders can be removed without disturbing any other part of the motor.

After tests it was found that the coupled truss bar had the required rigidity to serve its original purpose as a brace for the frame and to support the gasoline tank. The feature will probably be incorporated in the 1917 model of a well-known American make. It is expected that the Etwell hinged bar will be exhibited on this machine at the Chicago motorcycle exhibition.

RIDING IN DARK

Thrills Nova Scotians Under New Lighting Regulations

HALIFAX, N. S.—The motorcyclists and bicyclists of Halifax are having the experiences of their lives in navigating local thoroughfares at night because of the enshrouding of the city in total darkness. So particular under ordinary circumstances for the display of lights on the two-wheelers, the authorities are now strict in their orders against the illumination.

The result is that very few motorcycles or bicycles are in use in the evenings, except for emergency purposes. Beyond the outskirts of the city the rides can make full use of headlights as the purpose of the order forbidding the employment of lights in the city is to conceal the location of the place from possible naval invaders.

St. John's, the capital of Newfoundland, is also in total darkness at night and the riders of that centre are also handicapped.

LANTZ SELLS A DOZEN

JERSEY CITY, N. J.—Morton D. Lantz, Harley-Davidson dealer for Hudson County, who sold 63 of the Gray Fellows during the past season, says that he will surpass that record during the coming year without a doubt. He has orders for 12 of the Khaki Giants from Milwaukee at present, and four of them are to be hooked up to sidecars.

He has closed the 1916 sales season with but three second hand machines in his store, which alone is proof of his business sagacity.

USE QUALITY OIL

The life of a motorcycle depends largely on how it is lubricated.

HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS AND GREASES

Are America's leading Lubricants. We've been making QUALITY oils for over thirty years. This experience, expert knowledge and best ingredients go into every drop of HARRIS OILS.

All Good Dealers Recommend Them.

"A Little Goes a Long Way and Every Drop Counts."

A. W. HARRIS OIL CO.,

326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

WE have a body construction in the Pullman that we defy any other manufacturer to equal. The frame is of Kiln Dried Second Growth Ash. Every joint is tennoned and reinforced with metal plates. The metal cover—though relieved of all strain—is made extra thick to insure against denting.

The finish is made equally durable because we use heavily lead-coated sheet steel. This is absolutely rust-proof. Neither are there seams. Excepting the hood, **the entire body cover is of one piece!**

These are a few of the facts given in our attractive circular. A post card with your name and address will bring it to you.

Get It Today!

Pullman

THE HARRY SVENSGAARD SALES CORP. DETROIT

The Harry Svensgaard Sales Corporation

214 Jefferson Avenue East DETROIT

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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Benton Service

You can't get blood out of a stone—likewise, it's impossible to get more out of a spark plug than is put into it by the manufacturer.

That's why you should specify Benton spark plugs. No spark plug made contains the high quality materials that go into the BENTON. The case-hardened construction of this plug is a guarantee of unflinching service for the life of your motor.

L. F. BENTON COMPANY
Vergennes, Vt.

FREE

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO
Hammondsport, N.Y.
3664 S. Main
LOS ANGELES, CAL.

The Oldest and Largest Supply House

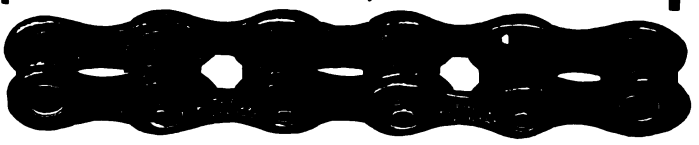
CHAINS!

The value of a motorcycle fitment is fixed by its indispensability. Next to the motor, the chain is the most important part of the motorcycle.

"The Coventry"
"The Motor's True Mate"

is well fitted to carry out its important duties. It is designed for super-service, strongest in the world. Price $1 a foot to the rider.

HERBERT F. L. FUNKE CO.
112 Broad Street, New York



NATIONAL Motorcycle and Bicycle Spokes

For Motorcycles—.135 x .110 and .128 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.082 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

The National Screw and Tack Co.
Cleveland Ohio

F-N Tandems

Sold three and four years ago are still giving service

Watch the machines as they pass the boulevard and you'll see many an old F-N go by.

Price $11.00 Each
Your dealer stocks it

FENTRESS-NEWTON MFG. CO.
Detroit Michigan

Real Protection

The Chicago Dimmer Goggle—the perfect fitting, perfectly constructed eye shield—affords not only REAL PROTECTION against sun, wind, dust and rain but is most comfortable to wear and allows FULL RANGE OF VISION. It fits your face the way a thoroughly effective goggle should. You can buy Chicago Dimmer Goggles from your dealer.

DEALERS, YOUR JOBBER WILL SUPPLY YOU.

Chicago Eye Shield Co
Chicago, Ill

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Motor Cycle Illustrated
13 Park Row, New York

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Distributors for New York and Connecticut.
Dealers, write us for 1917 agency proposition.
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'Phone, 3352 Morningside

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Agent for INDIAN MOTORCYCLES
Repairing Storing
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HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3686 Chelsea

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FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
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OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Berchheimer, Prop. V. C. Pelezzare, Mgr.

H. RAOUL
Indian Motorcycle Agency
Uptown Indian Bicycle Distributor
Full Stock of Parts for All Models
Cor. Broadway and 178th St.
Repairs Storage

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1691 Park Ave. Telephone, Harlem 2317

AMOS SHIRLEY, 935 Eighth Ave.
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Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
NEW 1917 INDIAN
NOW BEING SHOWN
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

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Brooklyn and Long Island, 1157 Bedford Ave.; 594-596 Jamaica Ave. Exhaustive line of supplies, repairs, parts; in short, we stock everything for the motorcycle and the rider.
BOB BRAZENOR, Proprietor

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Smith Motor Wheels—Iver Johnson Bicycles
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Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
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1031 Bedford Ave. Brooklyn, N. Y.

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

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All makes of Bicycles—expert repairing
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Harley-Davidson Distributors for Long Island, Exclusive of Brooklyn
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Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
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MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
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From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
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Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
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Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
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BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
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Dealers' Accounts Carried
New York and vicinity only
C. Anthony Wolfe
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Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines.
Special attention to dealers.
IRVING BECK
1691 Park Ave. Phone Harlem 7063

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Get our catalog "C" describing all supplies for your machine at money saving prices.
E. J. WILLIS CO. 85 Chambers St. New York City

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INDIAN 1916 Powerplus twin, spring frame, three-speed, and 1916 Indian sidecar. Both brand new, run only 60 miles; $295 takes outfit. Arden Rice, New Bloomfield, Pa.

FOR SALE at sacrifice, 1916 Dayton, three-speed, electric equipped, F. M. tandem. Run 2,500 miles, A1 condition. Write A., care of Motor Cycle Illustrated.

FOR SALE—Indjan twin engine only with carburetor and magneto. One 1914 Harley 2-speed motorcycle. Write R. H. Sunderlin, Goldfield, Colorado.

FOR SALE—Yale motorcycle, newly rebored, $25; Indian Twin, overhauled and equipped, $75; Stewart speedometer, $5; 20 Tandem, fits Yale, Harley, XLCR, $4. Write Fred Hallgren, Youngsville, Pa.

BARGAIN—Motorcycles, motor wheels for immediate cash sales. 1915 2-speed Indian with horn, carrier cushion, foot rests, etc.; only run 2,000 miles; in good shape, with brand new Blue Streak tire on rear; price only $135 if taken at once. 1914 Model K, Big 4 Pope; has new cylinder, piston rings, belt, etc.; in good running order, for $35. 1915 Smith motor wheel, in good order, for $25. 1916 motor wheel in A No. 1 order, $30. Will crate and ship any of above for $10 deposit, balance C. O. D. R. W. Pellett, Danielson, Conn.

FOR SALE—1914 Eclipse 2-speed 7 h.p. Indian with full equipment, Prest-O-Lite tank, lamp, horn, carrier, foot rests, etc.; tires O. K., and machine in good order; only $110. 1912 twin 7 h.p. Indian in running order, only $40. R. W. Pellett, Danielson, Conn.

FOR SALE—Rebuilt motorcycles. We have a large line of second-hand motorcycles, all thoroughly rebuilt and warranted in A-1 condition, consisting of up-to-date models; Indians, single, 2- and 3-speed; Harley-Davidsons, 2- and 3-speed; also Excelsior in fine condition. Also Indian and Harley-Davidson sidecars and second-hand Cygnet rear cars. Write for description and prices. New York Sporting Goods Co., 15-17 Warren St., New York, N. Y.

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PREST-O-LITE TANKS, with gauge, $5.50 prepaid. Used parts at half price for all motorcycles. Van's Motorcycle Wrecking Shop, 111 West 10th street, Los Angeles, Cal.

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FOR SALE—One 1916 6 h.p. 3-speed twin Thor, brand new, $190; one 1916 12 h.p. 3-speed twin Thor, brand new, $215. Newby Bros., 2400 Grand Ave., Kansas City, Mo.

FOR SALE—Sporting goods and motorcycle and bicycle business for sale in a well-known oil town; agency for Indian motorcycle for one county; also vulcanizing plant in connection; good reason for selling; will be sold cheap. D. & A., care of MOTOR CYCLE ILLUSTRATED.

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WANTED—A good motorcycle; must be in A1 condition. S. R. Milbrandt, Alma Center, Wis.

BICYCLE TIRES VULCANIZED—Permanent repairs guaranteed where plugging fails. Prompt attention paid to express or parcel post orders. Write for prices. Drummond Repair Co., Parkersburg, W. Va.

WANTED—Catalogs and best trade terms for Motor Engineering trade. Please forward to Maraindas & Co., Automobile Engineers, Karachi (Sind), India.

STOLEN

$100 REWARD to anyone who can give any information that will lead to the recovery of my 1916, 3-speed Harley-Davidson and sidecar, No. 16572. Positively no questions asked. R. Hirschfeld, 911 East 176th St., New York.

STOLEN—Excelsior 15.3 Model, No. 75648, Ohio State license No. 9925. Had 6,400 miles registered. Had dent in tool box where kick starter hit it. Muffler was badly dented. The Bowden wire for brake had piano wire instead stranded. Firestone tires with red tubes; home made clutch cover. $25.00 reward for information leading to return of machine. Wm. T. Bott, 4855 Guernsey St., Bellair, Ohio.

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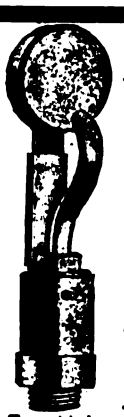

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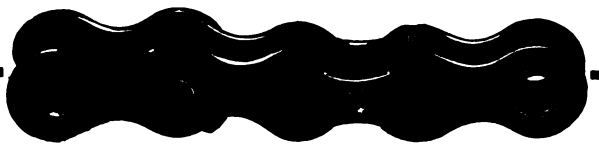

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It is indeed the "chain of events." Your motorcycle will know its true power when it is fitted with Duckworth Chains—not before.

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SPRINGFIELD MASS.

MASCO

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

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EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

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THE MART

3 Cents a Word

Dealers—Write us for rates for advertising in our Dealers' Directory.

PATENT YOUR IDEAS

Inventions bring fortunes when protected by good patents. New ideas in great demand. I will get a valuable patent for you and will help you make money from it. Ask about my free advice, or send sketches for free search of patent records.

LESTER L. SARGENT, Patent Lawyer

N.W. Cor 9th & G Sts., Washington, D. C.

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WHEN A PLEASED CUSTOMER—

Writes a complimentary letter to a manufacturer—that manufacturer must have done something out of the ordinary to deserve such attention.

The latest achievement of S. C. Johnson & Son in supplying an absolutely guaranteed Carbon Remover—has brought thousands upon thousands of letters from enthusiastic users.

The universal satisfaction which Johnson's Carbon Remover is giving users is most gratifying.

On top of this are the profits which live dealers are making through the extensive demand created. Backed by the most startling results in removing carbon without even soiling the hands, and doing it better than burning it out.

Johnson's Carbon Remover is the quickest selling article the dealer can carry.

We are receiving re-orders on first shipments, by telegraph, telephone and mail.

Just send us your order for our dealer's assortment.

Gets results that are surprising, which they are doing with Johnson's Carbon Remover, it is up to the dealer to be ready for re-orders.

After every 500 miles of riding, motorcyclists are now using Johnson's Carbon Remover—They are experiencing for the first time, the benefits of clean cylinders.

The saving in fuel consumption pays the cost —to say nothing of the increased power and quick response of the motor.

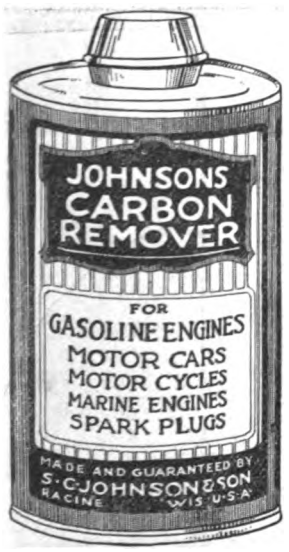
Johnson's Carbon Remover is not a one time sale—it will be kept on hand and used constantly—just like oil and grease—The motorcyclist will not be without it.

There is a large advertising appropriation back of Johnson's Carbon Remover—watch the trade papers and leading weeklies and magazines.

Our guarantee covers both the sale of Johnson's Carbon Remover and the article—So the dealer takes no chances when stocking same.

Johnson's Carbon Remover has revolutionized the Carbon Removing business.

S. C. JOHNSON & SON, Dept. MCI. 11, RACINE, WISCONSIN



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On the Map—

You will find United States Tires, both Chain Tread and the new "Usco" Tread, very much in evidence on motorcycles everywhere.

The majority of motorcycle manufacturers are either using United States Tires as standard equipment or are giving them preference in their catalogs.

Backed by the infinite resources of the largest rubber company in the world, with their quality protected by manufacturing methods whose modernity and efficiency are without a peer and, finally, designed by tread experts whose experience dates back to the inception of the tire industry, United States Tires are offered the motorcycle rider and dealer as the ultimate in tire perfection.

United States Tire Co.

1790 Broadway New York

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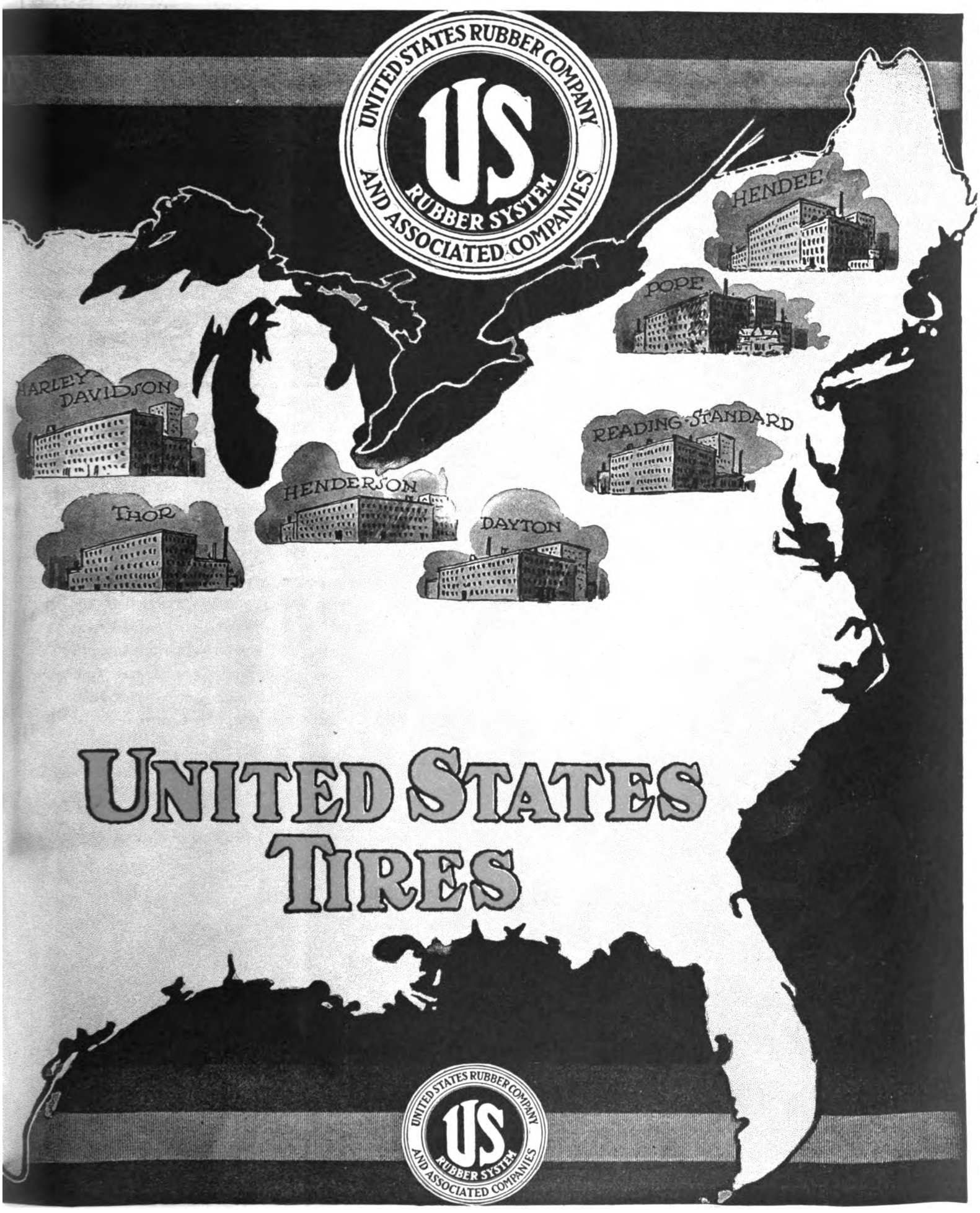

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Rolfast
TRADE MARK
Elected!
the most popular

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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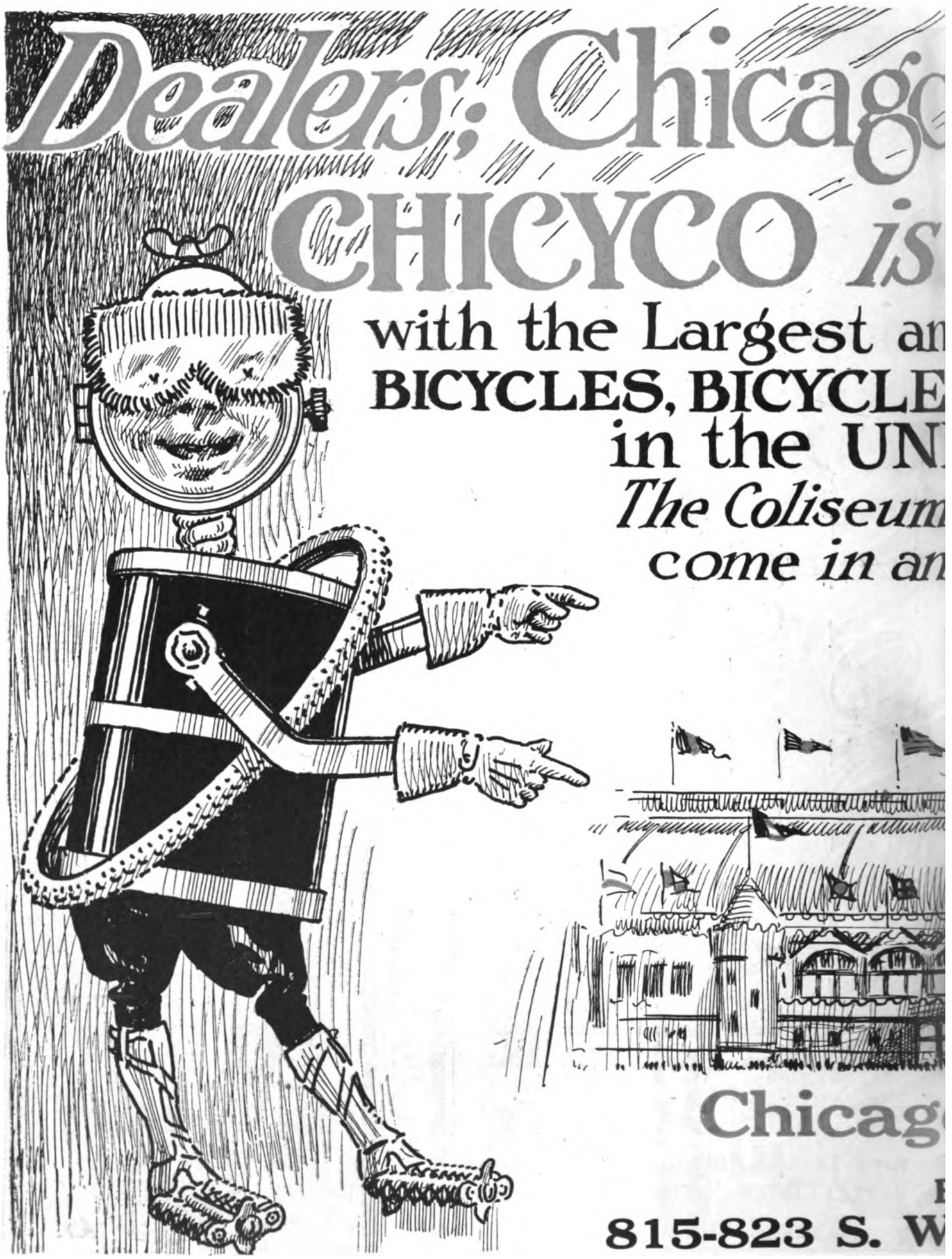

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has Two Shows-

the permanent one

most Complete Stock of
AND MOTORCYCLE SUPPLIES
TED STATES
is our neighbor
see us-

Cycle Supply Company

Factory Distributors to the Trade
cle and Motorcycle Supplies
ash Ave. Chicago, Ill.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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The Star of the Motorcycle Firmament

WHICH COUNTS MOST?
FLEETING POPULARITY? *or* PERMANENT FOUNDATION?

Thor

THINK IT OVER!

Thor

Mr. Dealer—Is the institution, in back of your product, equal to any emergency—financial or otherwise?

Which is your greatest protection: Solid, rock-bound, non-destructible organization backed by logical conservatism? Or—Here today, there tomorrow principles that are governed solely by the desire to make a dollar NOW, regardless of the sacrifice or cost to the dealer? Which?

If it is truly the survival of the fittest—WHO MUST SURVIVE? Then what becomes of the losers' dealers?

AURORA AUTOMATIC MACHINERY COMPANY

Oldest Motorcycle Manufacturers in the World

General Offices, Thor Bldg., 1307 Michigan Ave., Chicago. Sales Offices and Works, 361 W. Superior St., Chicago.
Pacific Coast Branch, 61 Fremont Street, San Francisco.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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AT THE SEASHORE WITH AN "R-S"

BOSCH EQUIPT MOTORCYCLES DO NOT COST MORE

BOSCH Magnetos are made as good as specially schooled workmen, with special designs and the best of raw materials, can produce. Because of this excellence Bosch Magnetos have become known as the most desirable of all ignition methods. The highest priced motor cars and motorcycles in the world use only Bosch.

Because of the care, because of the selection of the best materials, the Bosch Magneto costs a trifle more than other ignition systems, but, considering its ability to serve long and well and to give efficient and reliable service, irrespective of the knowledge or attention of the user, Bosch is the cheapest ignition system known.

BE SATISFIED SPECIFY BOSCH

The motorcycle you buy or sell can be Bosch-Equipt—insist

BOSCH MAGNETO COMPANY

206 WEST 46th STREET NEW YORK CITY, N. Y.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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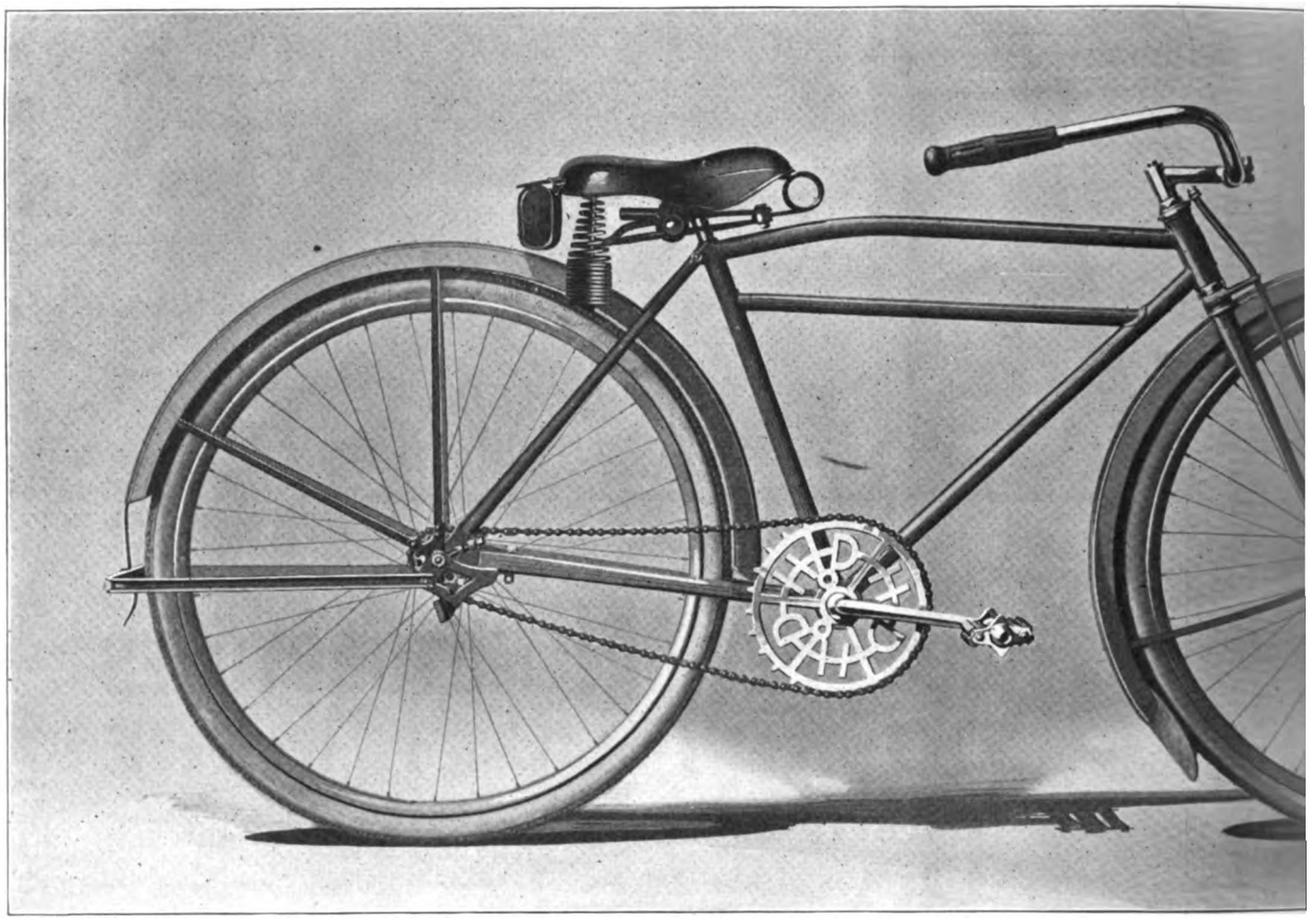

The name Harley-Davidson or
course a guarantee of quality, s
to close a sale to an average buy
the name and you will find fe
ment that cannot be duplicated

The entire Harley-Davidson lin
is *right*—built to sell almost on
a name for itself that will be
which others are judged.

Take the "Motorcyke" for ex

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.

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This Harley-Davidson Bicycle is the Leader of the Line—It's the "Motorcyke"—$45 and Worth it—Every Cent

bicycle is of
cient in itself
but go beyond
es and equip-

seven models
t and to make
e standard by

ple. *Rakish*—

that's the word that best describes its lines. And its equipment, point by point, will speak for itself. It includes, for instance, Firestone non-skid black tread motorcycle fabric tires, which sell for $9.00 per pair.

Trade authorities tell us that the Harley-Davidson line is going to break all sales records for high class bicycles. And why not? The line is complete and within ten days we expect to be in a position to make immediate deliveries on all models.

Digitized by Google

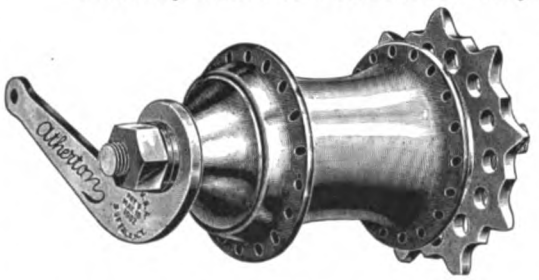
Look for the Atherton at the Show

WE'D LIKE THE OPPORTUNITY TO TELL YOU HOW'DY

That personal hand shake adds to business relations an indefinable something which makes your viewpoint and ours more closely knit.

Your interests and ours are mutual—let's get together at the Show during November 13th to 18th, and talk things over.

Possibly there are conditions in your territory we are unfamiliar with, and a heart-to-heart talk will make our co-operation more effective.



W. F. EMERSON
President

Buffalo Metal Goods Co.
184-210 Winchester Ave., Buffalo, N. Y.
SHOW SPACE 111

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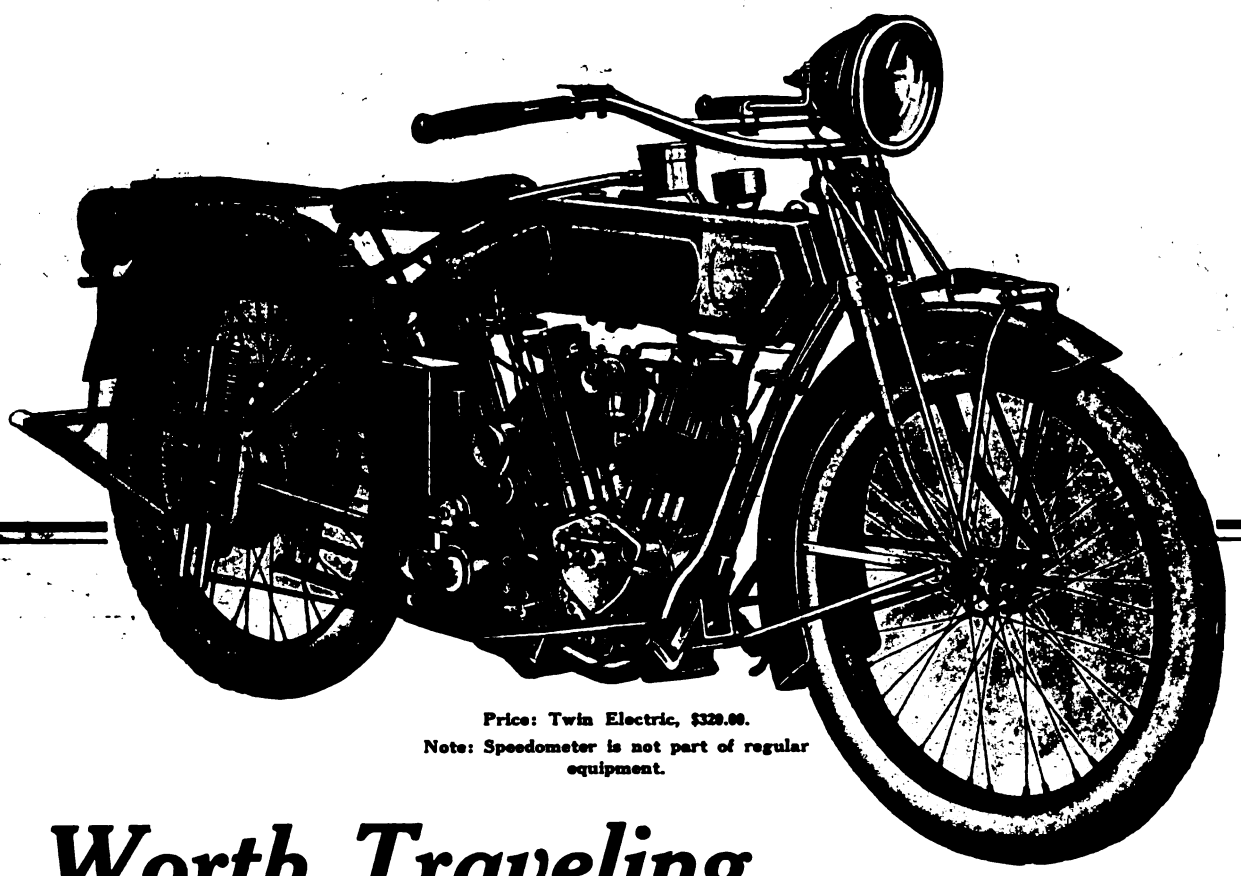

Price: Twin Electric, $320.00.
Note: Speedometer is not part of regular equipment.

Worth Traveling To Chicago To See

There it is, right at Booths 67-68-69. Look it over. Compare it point for point with any other motorcycle at the Show. Do that and we know you'll surely hand the blue ribbon to the

The 1917 Twin Electric is the most highly developed power and speed producer you'll find on the floor. It embodies no radical changes in Pope construction—they weren't necessary.

But every detail has been refined, tested, and refined again until now this machine has reached a degree of mechanical perfection never before attained in motorcycles.

The record it is making on the road tells the rest.

Electrical Equipment

Each item of electrical equipment on this model is in keeping with the high standard of excellence of the machine itself. It was adopted only after the most rigorous tests of the Westfield engineers had proved it to be efficient in every respect. The equipment includes the Splitdorf Combination Ignition and Generator Unit, the Wico Storage Battery, Hawthorne Electric Hornlite and Tail-light, the Splitdorf Ammeter, and a special Pope type wiring set made by the Splitdorf Electrical Company.

Corbin-Brown Speedometer with special Pope rear drive supplied as extra equipment.

Also the most complete exhibit of Columbia Bicycles ever shown—same time, same booth, same makers.

Westfield Manufacturing Company

Successors to the Pope Mfg. Co.

11 Lozier Ave. **Westfield, Mass.**

Largest Manufacturers of High-grade Bicycles in the World

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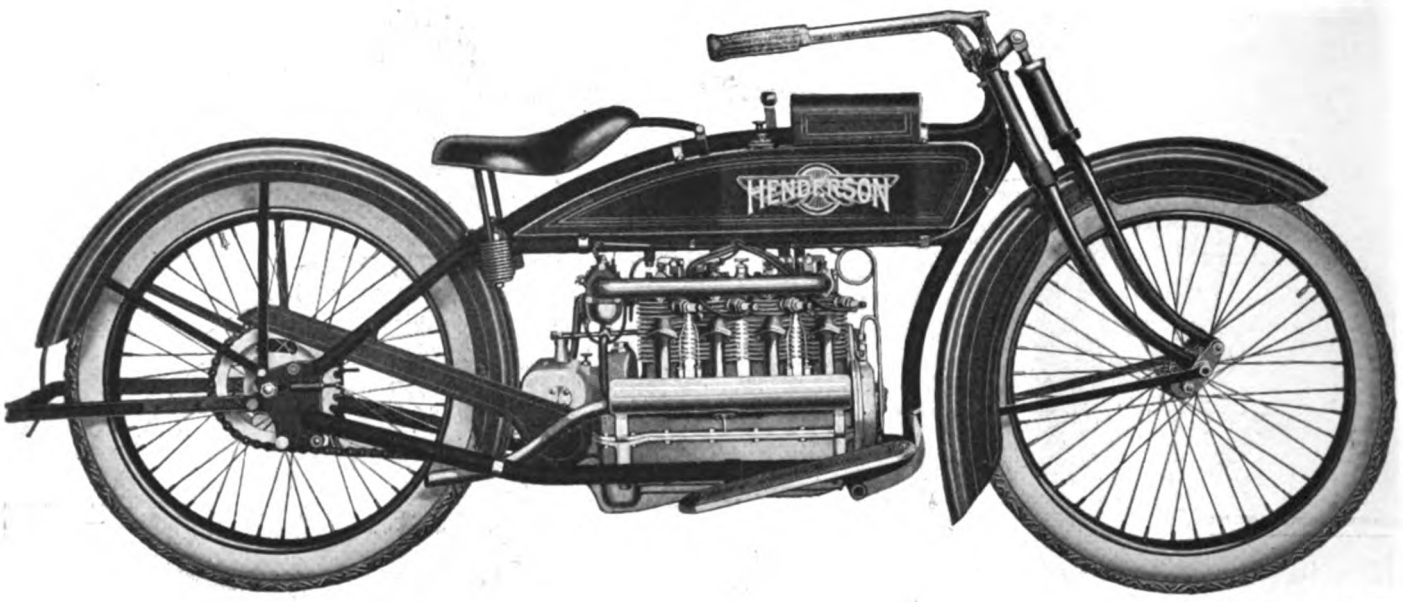

THREE-SPEED

The experienced visitor at the big Motorcycle Show examines the new features of the four-cylinder Henderson first, because—

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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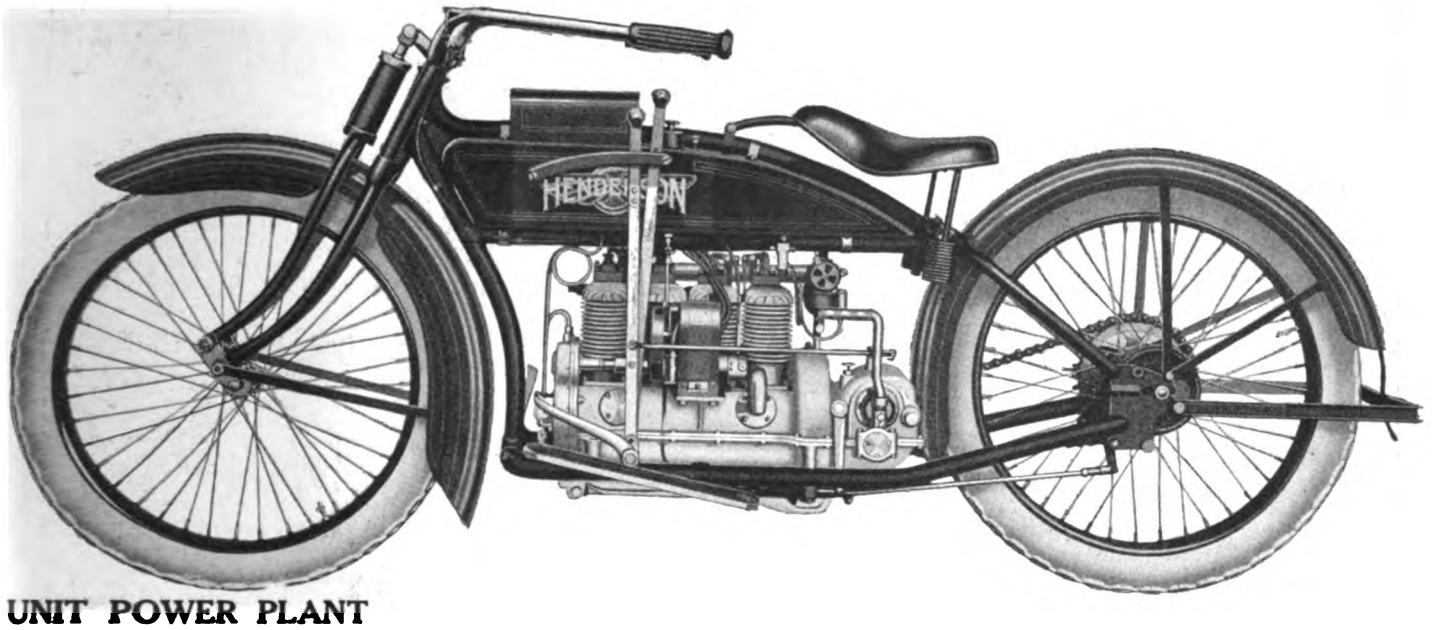

UNIT POWER PLANT

he knows that he will find in it the most advanced developments in motorcycle construction for 1917

Henderson Motorcycle Co., Detroit

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Digitized by Google

The 1917

Berling Magneto

will carry thousands of motor-cycles over 1917

For the third consecutive season, the Berling magneto has been chosen for 1917 Henderson equipment.

The Excelsior people have also found that motorcyclists *demand* the Berling.

President Schwinn, of the EXCELSIOR, has written us that they will "furnish Berling magnetos" on their 1917 models because customers are "well-satisfied (with Berlings) and are specifying Berling magnetos on their orders."

The record of the Berling magneto insures a repetition of past perfect performance, not only on the 1917 Henderson and Excelsior—but also on many other motorcycles.

ERICSSON MANUFACTURING COMPANY

1115 Military Road Buffalo, N. Y., U. S. A.

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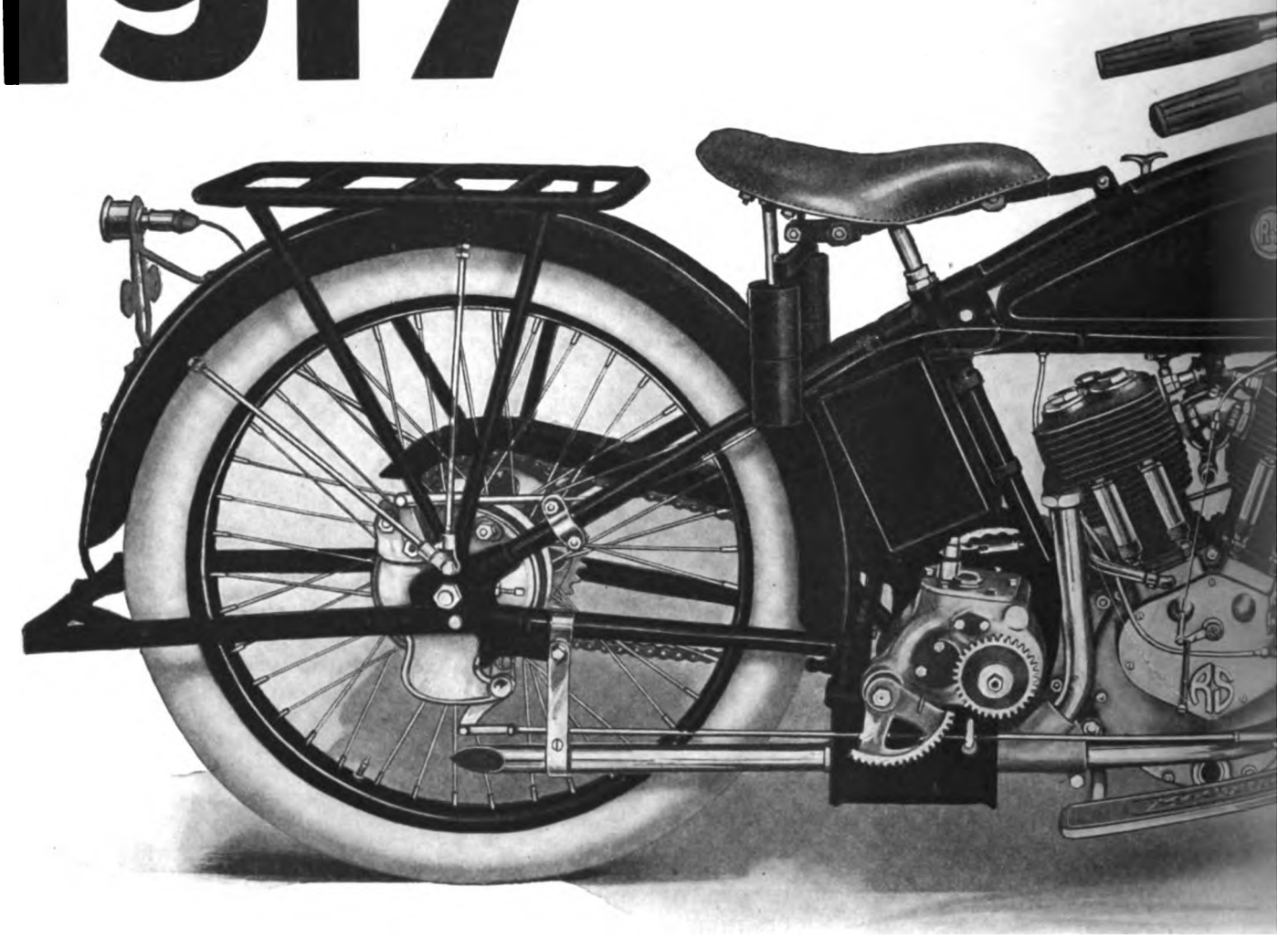
R-S 1917

THE WORLI

THREE MODI

Model 17T 12 H. P. Twin
Model 17TE 12 H.P. Twi
with Bosch Electric Li
Model 17S 6 H. P. Single



Model 17 T-E

READING STANDARD CO

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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'S MASTER MOTORCYCLE

'S FOR 1917

'linder $275.00
'ylinder, equipped
ting System . . . 315.00
'ylinder 240.00

WHERE CARE COUNTS

Haphazard manufacturing methods have no place in the building of the R-S. From stem to stern the World's Master Motorcycle owes its matchless reputation to the painstaking care with which it is constructed.

And when an R-S rider finds himself facing a stiff grade—a sandy, winding ascent that nearly doubles upon itself—and he makes it with power to spare; or when he bumps and grinds over miles of rocks, dropping into a few chuck-holes and ditches here and there and the R-S emerges without the slightest sign of strain or wear—THEN HE BEGINS TO REALIZE THE TRUE VALUE of that care and precision that go into the make-up of the R-S.

Power-Simplicity-Ease of Control-Safety-Silence

The first R-S was made 12 years ago. Since then the R-S motor has been the most widely copied power-plant of any motorcycle motor made. With its marvelous acceleration, its quick get-away, its smooth, flexible pick-up and its tremendous reserve power the R-S motor might well be imitated.

The total absence of frills and unnecessary fitments first strikes the man who buys an R-S. Yet no essential control factor or comfort feature is neglected. There is the double-breaking control—then the ECLIPSE CLUTCH AND R-S THREE SPEED which make the R-S motor doubly efficient.

The R-S, despite its simplicity, is LUXURIOUS—in power, in the total absence of noise—in comfort—in ease of control—in its steady balance and all-year-'round reliability.

See our display at Booth 41-42, Chicago Show. We know you will be interested in *the world's master motorcycle.*

Dealers are invited to write for our catalog and open territory proposition.

501 Water St., Reading, Pa.

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"Proven Far Superior to any other type ever tried"

The Exide Battery for Motor Cycle Use

READING STANDARD COMPANY, INC.

MANUFACTURERS OF

RS MOTOR CYCLES

NOTICE: [redacted] AND NOT TO INDIVIDUALS.

Dictated by VCV/CGR READING, PA., U.S.A. 9/28/16

Electric Storage Battery Company,

Phila., Pa.

Gentlemen:

It is with pleasure that we forward you herewith contract covering our season's requirements for Exide Storage Batteries to be used as part of our standard equipment for 1917.

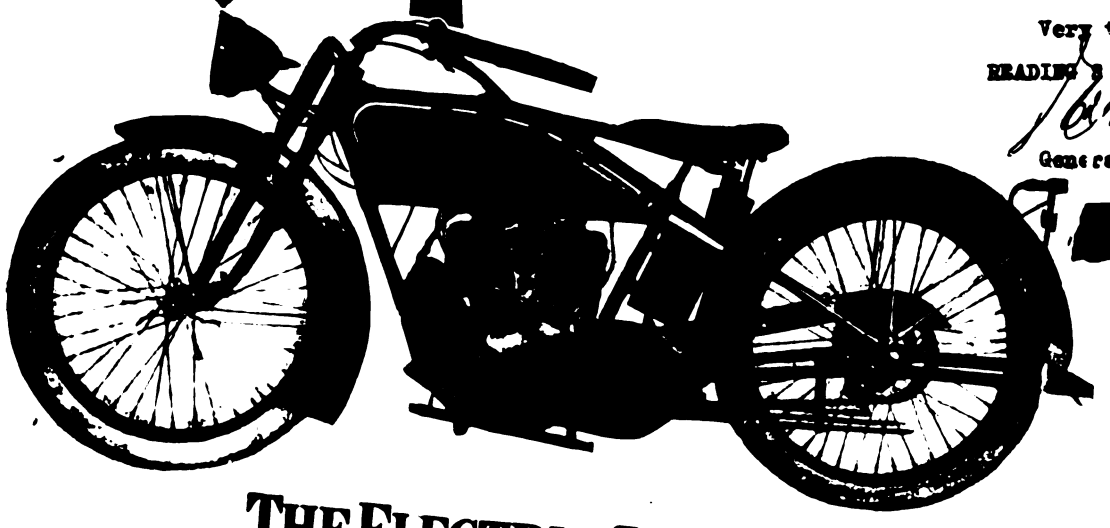
The season of 1917 will mark the introduction of the Reading Standard Electrical Equipped Motorcycle. We have been experimenting with the various types of electrical apparatus, including storage batteries, for a period covering two years, but not until this year did we arrive at a point where we could offer it to the public knowing it would give absolute satisfaction.

The Bosch Magneto Generator and the Exide Storage Battery is a combination that will overcome all of the past electrical troubles, and has proven far superior to any other type ever tried.

Very truly yours,

READING STANDARD COMPANY.

General Manager.



Visit us at the Motorcycle Shows: New York, space 8; Chicago, space 184.

THE ELECTRIC STORAGE BATTERY CO.

1888 PHILADELPHIA 1916

New York Chicago Cleveland Denver Pittsburgh Rochester San Francisco Boston Kansas City Minneapolis St. Louis Atlanta Washington Detroit Toronto

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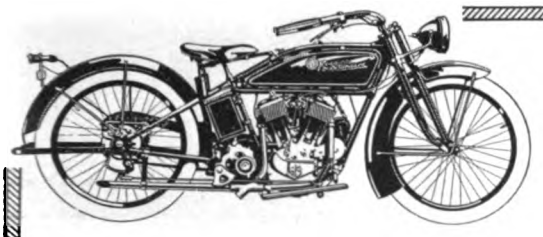
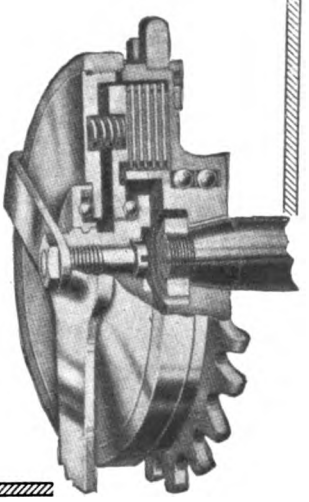


1917 R-S
will be equipped with ECLIPSE CLUTCHES

The R-S choice is a signal victory for Eclipse Clutches. It proves that Eclipse Clutches have proved satisfactory on the machine that is built and tested in the hills and which has won the title of "King of the Hills." For the conservation of power—for the perfect transmission of it—the Eclipse Clutches are without a peer. They are absolutely original in design and are superior to all others in the attention which is given to quality in material and workmanship in their manufacture. That's why the Reading-Standard Company chose Eclipse Clutches.

Write for Literature



Eclipse Machine Co.
Elmira, N. Y.

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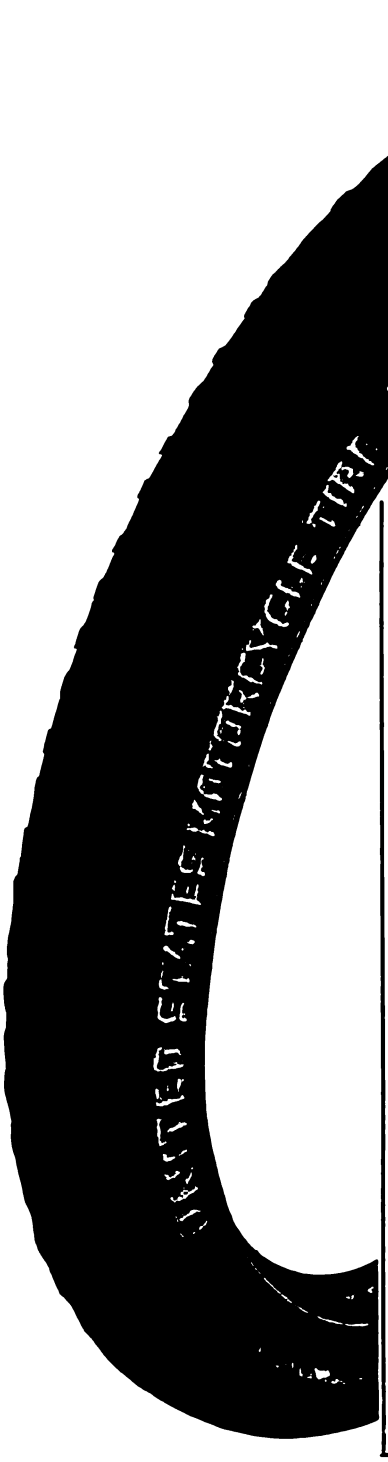

READING-STANDARD MOTORCYCLE
ADOPTS
United States Tires
FOR 1917

Another leader has joined the ever-growing army of United States Tire users.

Another famous manufacturer has adopted our tires.

Why? Because they make good for those who ride them —because they give mileage service far beyond the ordinary.

The best motorcycles will be equipped with United States Tires in 1917.

Get ready for the demand.

Stock United States Motorcycle Tires.

United States Tire Company

'Usco,' 'Nobby,' 'Chain,' 'Studded,' 'Corrugated' Motorcycle Tires

1790 Broadway **New York**

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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MESINGER

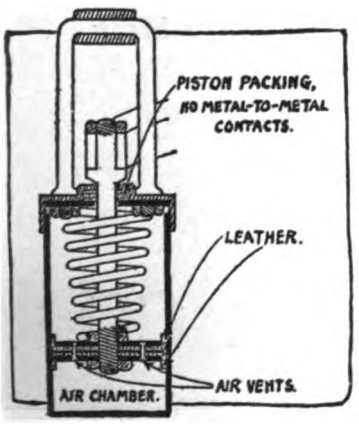
The Ideal Touring Saddle

Now that the riding season is again in full swing the matter of comfort should hold first place in the rider's consideration. If he would gain the maximum—the very last word—in absolute comfort, he should specify the MESINGER AIR CUSHION SADDLE.

With the MESINGER he gets the lowest saddle position by fully an inch. His comfort is assured by the real shock-absorber springs, working in barrels on air. He always sits securely, never sways or tips sideways—the wonderful centre compression of the MESINGER takes care of that. Mesinger is **true** comfort.

Mesinger Air Cushion Saddles have been used on all coast to coast records of the last three years.

Most Factory riders as well as salesmen ride Mesinger Air Cushion Saddles. 1917 Equipment on Excelsior and Reading-Standard Motorcycles.

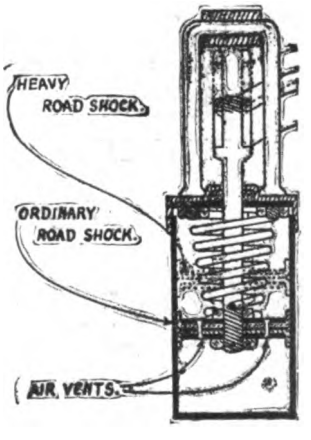


DEALERS

Consider the comfort of your customers. Recommend the MESINGER AIR CUSHION SADDLE. They will appreciate the value of your suggestion once they try the MESINGER.

H. & F. MESINGER MFG. CO.

Austin Place and E. 144th Street, New York



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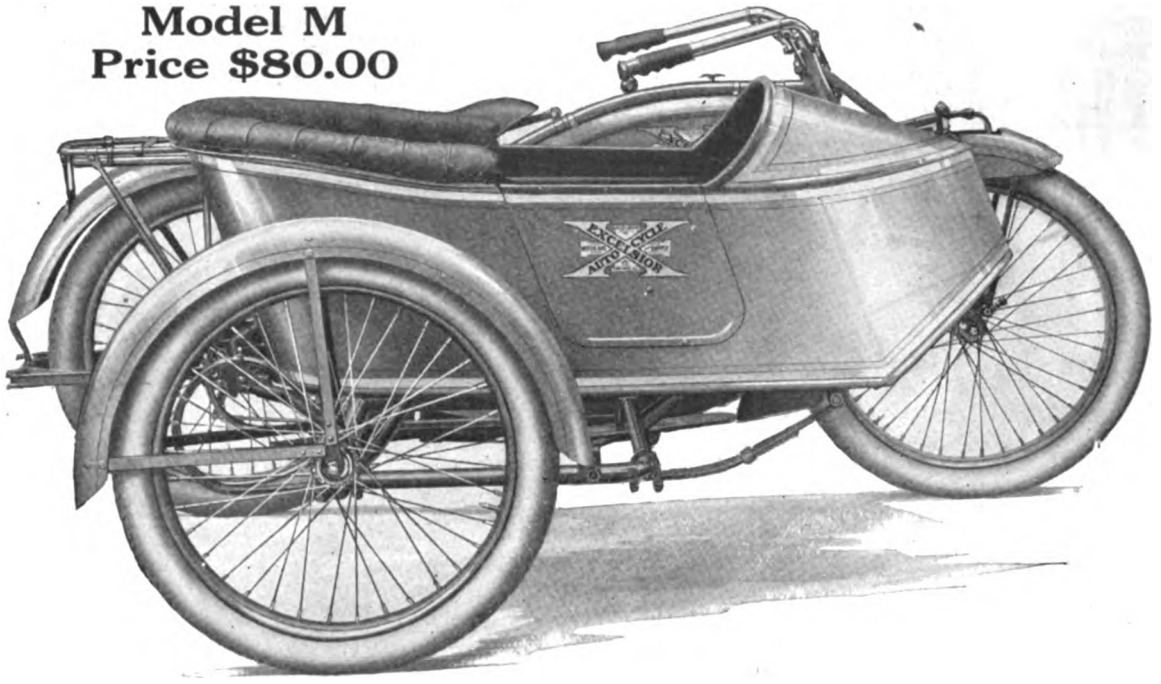
Rogers The ULTIMATE SIDECAR

Model M
Price $80.00



ALL THE WELL KNOWN ROGERS QUALITIES
Such as One Piece All Steel Body,
Nickel Steel Chassis, with Autogenously Welded Connections
PLUS THE FOLLOWING NEW FEATURES
EXTENSION DROP AXLE, the only drop axle giving low body position, ever built into a sidecar.
FORWARD BODY POSITION, placing the passengers side by side.
PERFECT BODY BALANCE, eliminating all tendency to tip forward.
UNIVERSAL BALL JOINT CONNECTIONS, eliminating all twisting strains on the motorcycle and making attachment and detachment a matter of a minute.
EXTRA ELASTIC THREE LEAF SPRINGS that will not set nor break under any load.
OTHER IMPROVEMENTS include Large Side Pocket, Foot Rest, etc.
FINISHED to perfectly match in color all standard motorcycles.

See this and other models at our space, No. 90, Chicago Motorcycle Show, or write for new circular.

ROGERS MANUFACTURING CO.

337 West Madison St., Chicago
Irving Beck (Service Station), 1691 Park Ave., New York

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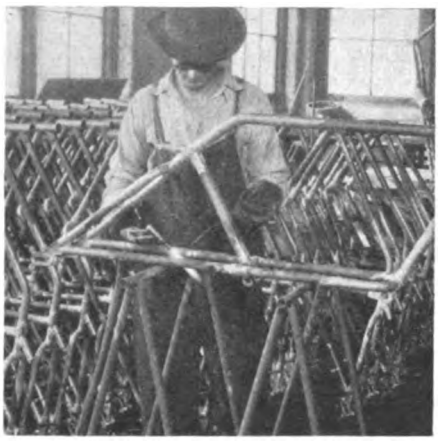
Engineering Department.



Welding Rear Guard Bracket to Frame.

Frame Department, Filing Frames

The Cleveland Lightweight

The Right Idea

There isn't a guess in the Cleveland Lightweight plan.

From the design of the machine to the final step in the selling campaign, everything has been carefully thought out and worked out.

First we recognized the immense market for a dependable motorcycle that would be light in weight and low in price. That was easy.

Then we had to build a motorcycle to weigh 150 pounds and sell for $160.00. That was hard.

But we built it and priced it and put it on the market and it went.

The Cleveland Lightweight is practically free from competition. Between the bicycle and the low priced motor car, it fills a field all its own.

It is different by its superiority, mechanically and commercially. It is the motorcycle for the millions, and the dealers who take the Cleveland Lightweight now will have before them an untouched and waiting field for sales.

The Cleveland Motorcycle Mfg. Co.

7211 PLATT AVE., CLEVELAND, OHIO

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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Facing Off Worm Gear Housing

Engine Assembly, Mounting Worm-Gear and Large SKF Ball Bearing.

Machining Worm-Gear Housing.

The Cleveland Lightweight

The Right Plant

With the financial ability to employ the best possible engineering service—with the foresight to spend two years in study and experiment in this country and in Europe before deciding upon a model—with a command of materials and a splendid plant equipped with the most modern and efficient machinery—and with ample capacity now and ample room for later growth, The Cleveland Motorcycle Manufacturing Company offers its dealers the advantages of commercial relations with an organization that is preeminent on the three main points—Engineering, Manufacturing and Business.

Inspection Room.

Cutting Gears for the 2-Speed Transmission.

Spoking and Truing.

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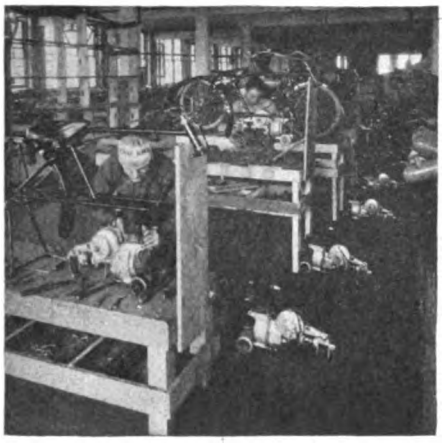
Inspecting Power-Plant After Block Test.



Final Assembly, Hanging Power-Plants.

Making Tanks and Tool Boxes.

The Cleveland Lightweight

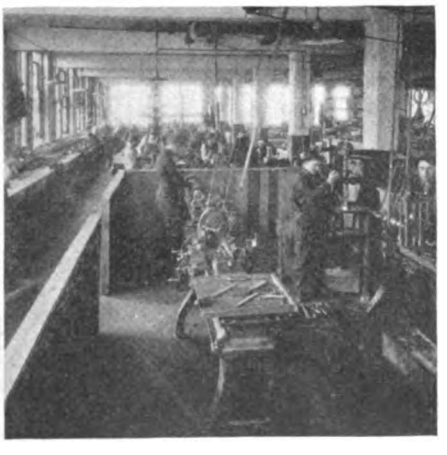
The Right Machine

When a new Motorcycle goes on the market, makes a hit in a single year and starts its second season with no fundamental changes in design or construction—it must be right.

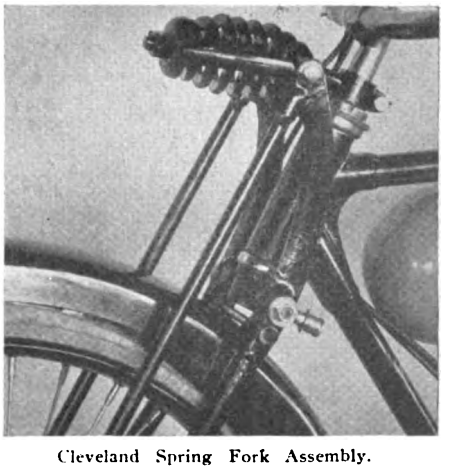
That's the history of The Cleveland Lightweight. From coast to coast the carload orders are coming in on contracts that are going to revolutionize the motorcycle business, and the dealer's attitude toward the motorcycle as a means of making money.

With an appeal to every class of people—with a reputation of being right in every particular—and with a price that fears no competition, The Cleveland Lightweight is the right machine for the Dealer because it is right for the millions.

Frame Assembly and Applying Tires to Wheels.



View of Power-Plant Assembly Department.



Cleveland Spring Fork Assembly.

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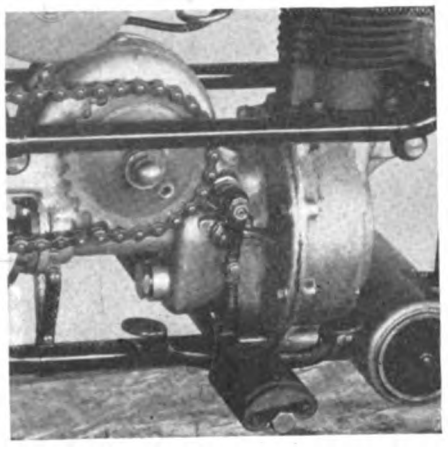
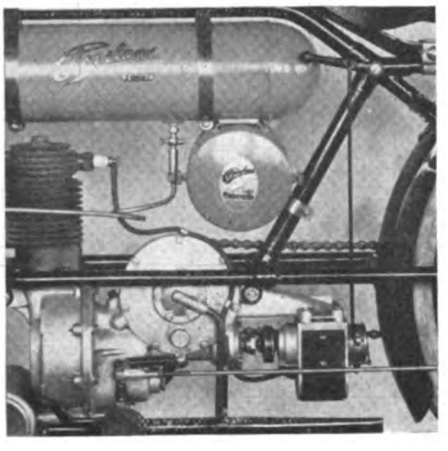
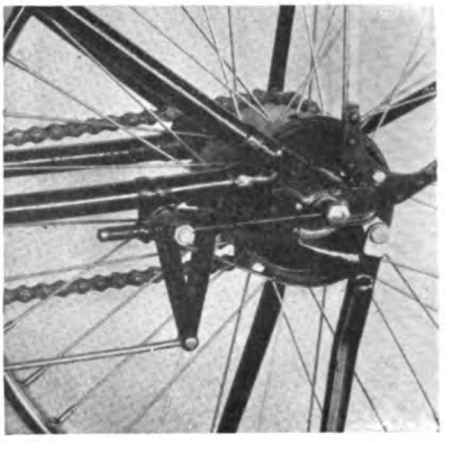


Showing 2-Speed Control and Drive Side.



Power-Plant in Frame.



Band Brake Assembly.

The Cleveland Lightweight

The Right Dealer

Think this over:

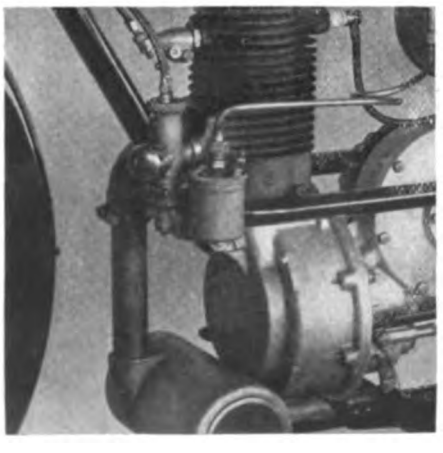
A motorcycle weighing about 150 pounds; with drop forged frame fittings; two-stroke engine without valves, springs or tappets; two-speed transmission; straight line worm drive; no auxiliary chains or sprockets to magneto or transmission; aluminum castings; spring fork; multiple disc clutch; Bosch magneto; Firestone non-skid tires; Brown & Barlow Carburetor; efficient brake; low center of gravity, Automatic lubrication, and a full tryout under all kinds of severe conditions —selling at $160.00 (or $10 extra for kick starter)—

Are you the right Dealer for a money-making merchandising effort that will be backed up by a selling and advertising campaign that is just as good as the idea, the plant and the machine?

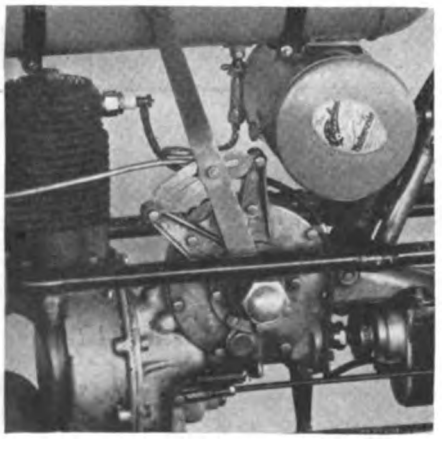
We want to meet you at the Chicago Show, or hear from you at our main office.

The Cleveland Motorcycle Company

7211 PLATT AVE., CLEVELAND, OHIO



Showing Compression Release Carburetor, Muffler.



Control Side, Showing Compact Housing.

Packing and Shipping.

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An Assurance for You and Your Customers

We make but one Single Tube Bicycle Tire.

Blue Streaks.

We guarantee these tires.

Back of that guaranty is the name of Goodyear.

Were it necessary we would spend thousands upon thousands of dollars in making adjustments rather than have the slightest cloud cast upon that name by even the smallest boy in the world.

Blue Streaks do not often require adjustments but when they do our guaranty is as ironclad as the American Constitution and the adjustment as swift as a mail bag or a wire will allow.

$2.50
Each

Guaranteed

And this assurance you can pass on to your customers.

Don't you think there is great satisfaction in selling a bicycle tire in which you have every confidence?

Don't you think you would feel secure in knowing you were backed up to the limit on every Blue Streak you sell by a name we promise you shall ever remain untarnished?

Don't you think that name —Goodyear—is a good one for you to couple with your own?

Then let the Goodyear Salesman explain the Blue Streak sales plan, when he comes.

The Goodyear Tire & Rubber Co.
Akron, Ohio

GOODYEAR
AKRON

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The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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FUNDAMENTALS of merchandising vary little, if at all, whether applied to an individual or a nation. In either case the first requirement is to set the product right with its market, to have it judged fully and honestly for what it is. Until that has been accomplished there can be no basis of progressive understanding between salesman and potential buyer.

When the product is strongly featured by economy, by wide adaptability, by a fascinating combination of social and business elements, by facility of service—as is the motorcycle—then those attributes must be made to stand in the public mind for that product, to be ineradicably associated with it in the mental processes of possible purchasers. To slight that obvious necessity is to becloud the product's identity and invite misunderstandings, and their next of kin, prejudices.

A Vital Function of the National Shows

It is of paramount importance then that the motorcycle be given its true perspective as an adjunct to everyday life—and the National Shows must help.

Without in the least belittling the immediate business returns from the big exhibitions in Chicago and New York, it can be said that the Shows perform their most vital function when they educate the general public to the present-day significance of the motorcycle, and of the industry behind it. They are successful, broadly speaking, in proportion to the spirit of appreciation and understanding of the motorcycle which they propagate and send out through the land.

It is doubtful if any product of American engineering has been more generally misjudged by the Man in the Street than the power two-wheeler and it is for that reason that the national educational process, which admittedly receives its chief impetus yearly from the Shows, should have the most earnest consideration of the entire cycle industry at this time.

The opinion of the individual, multiplied sufficiently, becomes the sentiment of the nation. And national sentiment, brought to the 100,000,000th degree, as it is in our United States, is the most potent force under the stars. It is worth cultivating.

One of the most definite and fruitful methods of cultivating this popular sentiment is to insist upon full recognition of the motorcycle's economy, utility and dependability—by way of offsetting the speed idea which now obsesses a great part of the public mind. The motorcycle's ability to whisk the miles behind it is, and always will be, an important factor in salesmaking, but the public conception of mere speed, without appreciation of the utilitarian attributes which are so admirably combined with it in the motorcycle has been a direct and costly hindrance to the nationalization of the vehicle.

When Sales Efforts Are Out of Focus

The mind accustomed to see only the possibility of high speed in the motorcycle cannot be properly receptive of the aspects of economy and utility, although we know that in the final impartial analysis those two qualities are the outstanding ones. Under such conditions salesman and prospect view the product through different lenses. Naturally their dealings are somewhat out of focus.

Visualizing only speed, the prospect argues rightly that it is not an essential in his daily life. The salesman *per contra*, cognizant of the motorcycle's practical appplicability, and knowing from experience its vast potentialities for service, is mystified at finding that his selling arguments do not strike fire. But there is no mystery. The solution of the problem lies simply in the fact that salesman and prospect *do*

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not see the same vehicle. There's the rub.

So it is our obvious and imperative duty to place the motorcycle before its market in such a way that the Man in the Street will be enabled to perceive in it the same capabilities for service that the manufacturer and the salesman see. That done, we shall be on the high road to the nationalization of the power two-wheeler in America. We are moving in that direction, and rapidly, but we have still before us a good part of the task of proving that the motorcycle is a *practical necessity,* and not *merely an incidental,* in the national scheme of things.

Popular sentiment is traditionally finicky, but in one respect at least it is dependable—it requires that the product offered for the nation's approval justify its permanent existence by some appreciable contribution of service to the life of the people. Products which fail in that may obtain some measure of transient success, but never can feel behind them the encouraging warmth of the country's good will.

The motorcycle is entitled to that precious good will, and is today feeling its stimulus, but only in proportion to the impression of service that it has created throughout the land. High speed demonstrations on tracks have been largely non-productive. The motorcycle has progressed in spite of, not because of them. They have served to attract attention, and that about sums up their value. To the future well-being of the industry they have contributed little or nothing.

America knows today that the motorcycle possesses wonderful speed possibilities. And still it has been reluctant to give the vehicle a place in the national life. Speed, obviously, is not all-convincing. Something more constructive is needed.

That something is Service.

Because of its comparatively low first cost, its economy of operation, its simplicity of handling, its ability to give solo, tandem, sidecar or van transportation with equal facility, the motorcycle is fundamentally a service vehicle. In touring, and in all the thousand and one branches of business and professional life, the motorcycle is proving itself daily. And it is that fact that we must implant in the public mind to replace the purely speed idea.

This work of national education has been started, happily, and the big shows now at hand should advance it. We must enter upon the shows then with the firm determination to have the public see the motorcycle as we see it, in the light of a vehicle which possesses truly revolutionary possibilities as a practical, recreation-giving, health-building, business-stimulating adjunct to the country's life. In that we are fully justified.

Let us forget the item of speed, except as an incidental to actual service. The speed of the motorcycle is settled and accepted. It's a byword. No one questions it. So we are free to devote ourselves at the shows to the pleasant and profitable task of giving the motorcycle its true standing as a utility, its "place in the sun" of national confidence and understanding—*its identity of the future.* The big shows will be all the bigger for this work of education.

We know the motorcycle for what it is, but our duty does not stop there.

It remains for us to tell America.

FINAL PREPARATIONS FOR CHICAGO'S BIG WEEK

Decorators Begin Work of Transforming the Coliseum as Show Committee Allots Space to Late-coming Exhibitors—Full List of Exhibitors and the Program for the Week

CHICAGO, Nov. 8.—Carpenters, electricians and interior decorators began today to put the finishing touches on the plans worked up by the Show Committee for the Fifth Exclusive National Motorcycle, Bicycle and Accessory Show when Show Manager Coffman led the little band of workmen and artisans to the Coliseum and bid them do their best.

Live Show Committee

And if a real live Show Committee is an indication of a show of the same mettle, the cycle affair which opens here on Monday evening next, should be a record breaker. The plans laid out by the committee which is headed by F. J. Weschler, of the Indian, with Arthur Davidson, of the Harley-Davidson, T. W. Henderson, of the Henderson acting for the motorcycle interests, Fred Grubb, of the Union Supply Co., acting for the Jobbers and Frank Chase, of the Buffalo Metal Goods Co., looking after the interests of the Parts Makers, call for show of size and quality never before attempted in the industry. And take it from Show Manager Coffman, the coming show is going to measure up to the committee's plans in every respect and then some.

The thing contributing mostly to the "bigness" of the coming exhibit and which has resulted in its promise of becoming the most comprehensive cycle exhibit that ever has graced the Chicago boards is the fact that the entire trade is united in its management; it has the backing of the motorcycle makers, bicycle makers, parts makers and jobbers; and they are all bending every effort to win for it the title "best ever."

All Ready!

The accompanying article and the illustration on the opposite page are designed to tell the last-minute story of Chicago Show preparedness.

Manager A. B. Coffman and his fellow workers on the Show Committee, Messrs. Arthur Davidson, T. W. Henderson, F. J. Weschler, Frank Chase and Fred Grubb, — who scintillate above the entrance in the illustration — have all done their part. Jump in with a smile and do yours!

The last of the latecomers in the unprecedented line-up of exhibitors has fallen into line, three newcomers being added to the list since Monday. They are the Market Forge Co., Chelsea, Mass.; the Delta Electric Co., Marion, Ind., and Van Cleef Bros., Chicago, Ill.

Big Cycle Week

But aside from the show, it promises to be a "big week" in Chicago for the two-wheeler trade men have laid out a program that will account for every minute they can separate themselves from the show.

The program begins with a meeting of the Motorcycle and Allied Trades Association, Inc. (Motorcycle Manu-

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facturers' Association) which has been called for Wednesday morning, November 15, at the Congress Hotel, which will be the Mecca for the cycle trade men during the week.

This is a formal meeting to finish up the details of the merging of the motorcycle manufacturers with the larger and more comprehensive informal cycle trade body which was formed last June.

On Thursday morning, also at the Congress and also at ten o'clock the Bicycle Manufacturers' Association, the Cycle Jobbers' Association of America and the Cycle Parts and Accessories Association will each hold their separate sessions. At the same time a big "booster" meeting of the informal Motorcycle and Allied Trades Association has been called for the New Southern Hotel at which the members of the informal association will be asked to join hands with the formal body for the good of the industry.

The luncheon and joint session of the cycle trades bodies is scheduled for the Congress ball room at 1:30 o'clock on the same afternoon.

The full list, embracing 71 exhibitors, with the products they will show at the Chicago show is appended.

FINAL LINEUP OF CHICAGO EXHIBITORS AND WHAT THEY WILL SHOW

American Motor Vehicle Co., Lafayette, Ind.—Motor vehicles.

American Wood Rim Co., Onaway, Mich.—Bicycle wood rims.

Arnold, Schwinn & Co., Chicago, Ill. —Bicycles.

Askew Saddlery Co., Kansas City, Mo. —Saddles.

Aurora Automatic Machinery Co., Chicago, Ill.—Thor motorcycles.

Badger Brass Mfg. Co., Kenosha, Wis. —Solar lamps and brackets.

Bean Tool & Sales Co., Berea, O.—Bean chain tool.

Bicycle News, New York—Publications.

Bosch Magneto Co., New York—Bosch magnetos, generators and sparkplugs.

Buffalo Metal Goods Co., Buffalo, N. Y.—Atherton coaster brake.

Buffalo Specialty Co., Buffalo, N. Y.—Neverleak tire fluid.

Chainoline Mfg. Co., Chicago, Ill.—Lubricants.

Champion Spark Plugs Co., Toledo, O.—Champion sparkplugs.

Cleveland Motorcycle Mfg. Co., Cleveland, O.—Cleveland lightweight motorcycles.

Corbin Screw Corporation, New Britain, Conn.—Corbin coaster brakes, hubs, screw machine products.

Davis Sewing Machine Co., Dayton, O.—Dayton motorcycles and Motor Bicycle, Dayton bicycles.

Delta Electric Co., Marion, Ind.—Bicycle lighting systems.

Diamond Chain & Mfg. Co., Indianapolis, Ind.—Diamond chains.

Duckworth Chain & Mfg. Co., Springfield, Mass.—Duckworth chains.

Eclipse Machine Co., Elmira, N. Y.—Eclipse hubs, brakes and clutches, Morrow coaster brake.

Edwards-Crist Mfg. Co., Chicago, Ill. —Jobbers, motorcycle and bicycle accessories.

Electric Storage Battery Co., Philadelphia, Pa.—Exide battery.

Emblem Mfg. Co., Angola, N. Y.—Emblem motorcycles and bicycles.

Emery Co., J. R., Chicago, Ill.—Accessories.

Excelsior Cycle Co., Michigan City, Ind.—De Luxe bicycles.

Excelsior Motor Mfg. & Supply Co., Chicago, Ill.—Excelsior motorcycles and bicycles.

Fentress-Newton Mfg. Co., Detroit, Mich.—F-N tandems, cushions, etc.

Flxible Sidecar Co., Loudonville, O.—Flxible sidecar.

Frasse, Peter A., & Co., New York—Renold chains.

Great Western Mfg. Co., La Porte, Ind.—Bicycles.

Hagerstown Shoe & Legging Co., Hagerstown, Md.—Leggings.

Harley-Davidson Motor Co., Milwaukee, Wis.—Harley-Davidson motorcycles and bicycles.

Hastings & Anderson, Chicago, Ill.—Accessories.

Hawthorne Mfg. Co., Bridgeport, Conn.—Old Sol lamps, warning signals and brackets.

Hearsey, H. T., Co., Indianapolis, Ind. —Tires and accessories.

Hendee Mfg. Co., Springfield, Mass. —Indian motorcycles and bicycles, sidecars, Motophon horn.

Henderson Motorcycle Co., Detroit, Mich.—Henderson motorcycles.

International Stamping Co., Chicago, Ill.—Steel stampings and pressed parts.

Jones & Noyes, Chicago, Ill.—Commercial bicycles.

Kelly Handlebar Co., Cleveland, O.—Kelly handlebars.

Kokomo Rubber Co., Kokomo, Ind.—Kokomo and Everlaster tires, tubes, etc.

Leacock, R. J., Sporting Goods Co., St. Louis, Mo.—Jobbers, motorcycle and bicycle accessories.

Market Forge Co., Chelsea, Mass.—Bicycle stands and carriers.

Miami Cycle & Mfg. Co., Middletown, O.—Miami bicycles.

Motorcycling & Bicycling, Chicago, Ill.—Publications.

New Departure Mfg. Co., Bristol, Conn.—New Departure brakes, hubs, etc.

Okay Motor Mfg. Co., Inc., Brooklyn, N. Y.—Okay bicycle motor attachment.

Pacific Motorcyclist & Western Wheelman, Los Angeles, Cal.—Publications.

Persons Mfg. Co., Worcester, Mass.—Persons saddles and tool bags.

Quick Action Ignition Co., South Bend, Ind.—Sparkplugs and magnetos.

Reading Standard Co., Reading, Pa.—Reading Standard motorcycle.

Reeps Mfg. Co., New York—Reeps horn and Weed back rest.

Remy Electric Co., Anderson, Ind.—Remy electric system for motorcycles.

Rogers Mfg. Co., Chicago, Ill.—Rogers sidecars and accessories.

Schrader's Son, Inc., A., Brooklyn, N. Y.—Schrader tire valves, Schrader and Twitchell tire gauges.

Smith, A. O., Co., Milwaukee, Wis.—Smith Motor Wheel and Smith Flyer.

Splitdorf Electrical Co., Newark, N. J.—Dixie magnetos and Splitdorf Mag Dynamos, Splitdorf sparkplugs and ammeters.

Standard Welding Co., Cleveland, O. —Seamless steel tubing, rims, frame parts, etc.

St. Louis Rubber Cement Co., St. Louis, Mo.—Cements.

Stevens & Co., New York—Accessories.

Superior Metal Products Co., Elyria, O.—Superior saddles.

Svensgaard, Harry, Sales Corporation, Detroit, Mich.—Pullman sidecars and accessories.

Trade Journal Corporation, New York —Motorcycle Illustrated and Bicycling World.

Troxel Mfg. Co., Elyria, O.—Troxel saddles and tool bags.

United Cycle Trades Directorate, New York—Suggestions for dealers.

Van Cleef Brothers, Chicago, Ill.—Dutch Brand products.

Vim Cycle Hardware Co., Buffalo, N. Y.—Bicycles and accessories.

Wald Mfg. Co., Sheboygan, Wis.—Wald tandems, mud guards and pressed steel parts.

Westing, G. H., Co., Indianapolis, Ind.—Jobbers, bicycle and motorcycle accessories.

Wheeler Schebler Carbureter Co., Indianapolis, Ind.—Schebler carbureters.

Westfield Mfg. Co., Westfield, Mass. —Pope motorcycles and bicycles.

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Signs that Show Trend of 1917 Design

UP-TO-THE-MINUTE MOTORCYCLE TENDENCIES

Motors—Twin gaining favor; medium and lightweight twins increase; opposed twin makes its bow; two-cycle lightweight has made good; refinements in gas passages, bearings and oiling systems make for increased power.

Starters—Segmental direct-acting kick starter becomes standard gearing. Three-speed gear has displaced two-speed on heavyweight twin models; two-speed holds forth on singles and lightweights; single-geared models on wane.

Control—Foot clutch and interlocked gearset and clutch control hold full sway; foot and hand brakes make progress.

Stands—Front wheel stand makes appearance; easy lifting rear stand gains another convert.

Electrical Models—Electrical equipment has won recognition of all save lightweight makers.

Finish—Military drab color makes its appearance.

WELL, here's the beginning of a new season, and once again we have a flock of new models, all housed under the single roof at the Chicago Coliseum for the inspection of the critical, and the edification of the uninitiated.

Of course, they are different from those of last year—that goes without saying. How much different? Well, some differ radically from anything we have seen before; but they, of course, are very much in the minority.

For the most part the changes are more in the way of refinement and improvement than of any alteration of basic principles or the well defined practice that has been adhered to by the various makers for years—the "ear marks," in other words, of the various models, are retained on the 1917 models.

Enter the Opposed Motor

In a year, as the present, when development and improvement have taken so many and so diverse courses, it takes a man with a good deal of fortitude and much egotism to say that this or that tendency is the most pronounced of the season. It is hard even for the fellow well versed in every phase of motorcycle construction correctly to weigh and classify in importance the changes that are found from model to model and make to make.

The year witnesses the introduction, in the shape of the Indian Lightwin, of what practically amounts to a new type of motor insofar as America is concerned; in saying this of the two cylinder opposed motor we are not, even for a moment, losing sight of the fact that such a motor was indeed used on the old Grayhound; but as that model of that particular make made scant headway, and as only a few of the oldest of the oldtimers remember it, we are not overstepping the bounds of truth when we state that to the Indian goes the credit for really introducing this type of motor to the American motorcycle rider.

Lighter Twin Machines

Whether the introduction of the opposed motor with its widely heralded and much lauded perfect balance does in reality constitute a tendency in the full meaning of that term, remains to be found out. As a matter of fact, however, rumor has it that the opening doors of the Chicago show will disclose besides the Indian Lightwin, another opposed motor, the offering of one of the few motorcycle makers who have not as yet announced their next season's models.

Whether or not this second machine of that type will really make its appearance cannot at this time be stated with certainty; it's a rumor, however, that is making its trade rounds and which will not readily down.

But disregarding, for the nonce, all else regarding the Indian Lightwin except the fact that it is a twin and a lightweight, and coupling that fact up with the sole Emblem offering for the coming season and the fact that the Thor also has a medium weight twin, it will not require the services of a Sherlock Holmes to discover a marked tendency toward lighter twin-cylinder machines for solo use—a reaction, perhaps, from the super-heavyweight two-cylinder machine which has had the upper hand for seasons past.

Two-Cycle Loses No Ground

As for the lightweight machine, the continuance of every make save one that was exhibited at the shows of a year ago proves beyond cavil that there is room aplenty for the type. The fact that more of the motorcycle manufacturers have not brought out models falling justly within this category is attributable, no doubt, more to the pinched condition of the raw materials market and our abnormal labor conditions than to any lack of faith in the future of the power-driven two-wheeler of reduced weight and low cost.

Considering the two-cycle lightweight, the dropping of the Indian Featherweight model in favor of the four-cycle twin augurs no lack of faith in the two-cycle principle on the part of the Indian engineers, but rather a feeling that there is a greater call for a twin machine in the lightweight class. And the two-cycle principle does not, without difficulty, fit well into the twin cylinder idea.

Some Motor Refinements

The strict adherence of the Cleveland folk and the Schickel engineers to the single-cylinder two-cycle type, and the lack of any definite word from Excelsior that the lightweight "X" is to be discontinued or offered in the four-cycle type for the coming season, makes it plain that the two-stroke motor has made good in every sense of the word and while it has gained no ground during the past twelve-month, up to the present writing, with the exception of the Indian, it has lost none of the popularity is so suddenly acquired last year just before the show.

Coming to the heavyweight machines, we find the changes many and various. As for the motors the chief tendency seems to be in the way of obtaining a power increase by means of alterations to the manifolds and the other gas passages by means of which a freer flow of gas to the cylinders is provided, and condensation or precipitation of the mixture lessened.

This affects the Harley-Davidson, Indian, Henderson, Pope and one or two others, and in the case of the Harley-Davidson and the Pope at least, something has been done toward obtaining regular firing from the very moment the motor is kicked over, by providing a readily adjustable tension spring arrangement on the auxiliary air inlet valve of the carburetor, whereby the tension for starting can be set at just the proper point to suit the temperature and weather conditions.

The Three-Speed Gains Favor

As for the remainder of the motor, the Indian has made some few slight changes having to do with the arrangement of the reciprocating members, the location of the wrist pin being lowered and the piston lengthened slightly while cooling fins have been fitted to the valve caps; the Harley-Davidson has made some slight improvements in the bearings and other minor changes; the Thor has altered the oiling connections by way of obtaining more nearly perfect lubrication and eliminating all chance of leakage; the Dayton has added a mechanical oiler making the application of this device universal on the American heavyweight, and the Pope has made a couple of minor motor changes. To the casual observer, however, the motors of 1917 are quite similar to those which were offered on the 1916 models.

A noteworthy tendency is the adoption of the three-speed by both the Henderson and the Emblem, the former concentrating on a three-speed four-cylinder model with motor, clutch and gearing built into unit power-plant form; and the latter devoting all its efforts to a medium weight twin of-

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The Show's the Place for Final Decision

With Every Make and Every Model Represented, the National Exhibit Is Logical Place for Final Analysis of 1917 Motorcycle Offerings Before Signing the Purchase Contract

THERE are fellows in plenty who will admit that saving up the 200 and some odd dollars necessary as a first step in the purchase of a motorcycle is not the hardest part of the deal, after all. For even with the wherewithal in hand, under ordinary circumstances, it is no easy matter for the average man to make up his mind with any degree of certainty that he is not going wrong, that any one make and model of the many on the market is just what he needs—is, for a fact, the machine that will fill the bill for him in every possible way.

And just there is where the National Motorcycle, Bicycle and Accessory show comes in. It's the logical place for the doubtful to use the fine tooth comb on the motorcycle market, so to speak, and make the final selection.

When all is said and done, in point of close approach to mechanical perfection, in performance and in ability to stand up under the work imposed upon it, there is not a great deal of difference between the various makes on the market at the present time.

Fifteen years of progressive development and intensive study of the features that enter into the making of a really good motorcycle have pointed the direction which all of the makers today have taken, the newer ones following in the footsteps of the old.

With conditions as they are at present, he would be a brave man indeed who, despite years of experience, would go so far as to vouchsafe that any one of the dozen American motorcycles that will be on view at either Chicago or New York is better, everything considered, than all of the others.

To be sure, each make has certain good features that are exclusive; certain little individualities that appeal to one class of rider which, however, might fail wholly of making an impression on another class which uses the motorcycle for a totally different purpose.

And it's just to determine these little points, if nothing more, that the expectant purchaser of a new motorcycle, whether he is an experienced rider or merely a novice should visit the national show, either at Chicago or at New York, if there is the slightest possibility of his getting there.

In the first place, fellows, you have, at

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The Motorcycle Exhibits at a Glance; Summa

CLEVELAND

Cleveland Motorcycle Mfg. Co., Cleveland, Ohio

One two-stroke, two speed lightweight model. Price, $160.

Motor—Two-stroke, three-port type with carefully designed ports eliminating backfiring and missing; bore 2½ inches; stroke 2¾ inches; lubrication by mixing oil with gasoline; ignition by Bosch magneto; B and B carburetor.

Transmission—By special worm to multiple disc clutch and sliding dog type of two-speed; thence by roller chain to rear wheel.

Starter—Segmental type kick starter.

Frame—Special Cleveland type single bar model with drop forged fittings.

Control—Bowden levers for carburetor; frame lever for spark; clutch by hand lever, 2-speed by rocker pedal; brake by foot lever.

Tank—Cylindrical type, capacity 1½ gallons.

Equipment—Firestone tires; Troxel saddle; tool box tools and tire repair kit.

Finish—Black frame with gray rims and tank.

DAYTON

Davis Sewing Machine Co. Dayton, Ohio

Nine models, eight twins and one single.

Model E-4—Twin cylinder, three-speed model, electrically equipped.

Motor—Dayton overhead valves, bore 3 5/16 inches; stroke, 3½ inches; mechanical oiler; Schebler carburetor; Splitdorf mag-dynamo ignition.

Transmission—By roller chain to plate clutch and sliding gear type of three-speed on countershaft; thence by roller chain to rear wheel.

Starter—Dayton pedal starter.

Frame—Loop type providing very low saddle position; heavily reinforced for sidecar work and strengthened with drop forged fittings.

Control—Spark and gas by grips; compression release by grip lever; clutch by interconnected foot and hand lever; three-speed by hand lever interlocked with clutch control; brakes by foot lever and handlebar grip lever.

Tanks—Special Dayton design with oil tank inserted in gasoline tank; capacity 2½ gallons; oil, 8 pints.

Equipment—United States or Goodyear tires; Troxel saddle; Old Sol Hornlite and tail light; tool box, tools and tire repair kit.

Finish—Dayton maroon, beautifully striped.

Model E-1—Twin-cylinder, single-geared model. Specification same as above without three-speed and electric equipment. Price, $250.

Model E-2—Twin-cylinder two-speed model. Same as above with two-speed gear. Price, $260.

Model E-3—Twin-cylinder, three-speed model. Same as Model E-4 without electrical equipment. Price, $275.

Models E-5, E-6, E-7 and E-8 correspond respectively to Models E-1, E-2, E-3 and E-4 except that they are powered with De Luxe motors.

Dayton Motor Bicycle—Self-contained front wheel with four-cycle powerplant built integral and fitted to special Dayton bicycle. Price, $100.

EMBLEM

Emblem Mfg. Co. Angola, N. Y.

Two models, both twins, one with three-speed and the other single-geared.

Five to Seven horsepower three-speed model. Price, $210.

Motor—Overhead inlet valves; bore 2⅝ inches; stroke, 3 inches; piston displacement, 32.44 cubic inches; splash lubrication; special Schebler carburetor; Berling magneto.

Transmission—By roller chain to multiple disc clutch and three-speed gearset on countershaft; thence by roller chain to rear wheel.

Starter—Back-acting segmental type; can be readily operated from the saddle.

Frame—Loop type heavily reinforced and strengthened, with drop forged fittings.

Control—Handlebar control.

Tanks—Molded type, gasoline capacity 2¼ gallons; oil 6 pints.

Equipment—Mesinger saddle; Goodyear tires; tool box tools and tire repair kit.

Finish—Carmine with black panel and gold striping.

Single-geared model. Price, $175. Specifications same as above except three-speed and kick starter are not fitted.

HARLEY-DAVIDSON

Harley-Davidson Motor Co., Milwaukee, Wis.

Five models—Three twins and two singles.

Model 17-J—Sixteen horsepower, three-speed electrically equipped. Price, $310 f. o. b. Milwaukee.

Motor—Bore 3 5/16 inches, stroke 3½ inches; piston displacement 60.34 cubic inches. Lubrication by automatic mechanical oiler; Schebler special carburetor; ignition by Remy lighting and ignition set.

Transmission—By roller chain to multiple disc clutch on countershaft; thence through three-speed sliding type gearset by roller chain to rear wheel.

Starter—Back-acting kick starter forming unit with three-speed gear.

Frame—Double-bar loop with die molded steel or high carbon drop forged fittings; ample strength to take sidecar or van.

Control—Grip control of throttle, spark and compression release; interconnected foot and hand lever clutch control interlocked with three-speed lever control on left of tank; service brake by foot lever, emergency brake by grip lever on handlebar.

Tanks—Streamline twin tanks, no exposed seams; gasoline capacity 22 pints; oil 8 pints.

Wheelbase—59 inches. Wheels 28 inches, CC rims.

Equipment—Firestone, Goodyear or United States tires; Troxel saddle; steel luggage carrier; front and rear

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Proper Equipment Gives Best Service

In Order to Select It a Close Inspection of Accessories Is Essential and This Will Pay Both the Prospective and Present Rider at the Coliseum During the Next Week

SINCE the motorcycle or the bicycle is the maget that draws you to the show at the Coliseum, you quite naturally want to find out all there is to be learned about the two-wheeler. But don't imagine for a moment that you have learned everything about the new season's offerings when you have religiously concluded a visit to each of the motorcycle and bicycle booths and indulged in a minute inspection of the details of the various models.

There are lots of details in the 1917 offerings which cannot be seen at the booths of the two-wheelers. There are good and sufficient reasons why they are not to be seen there too. But these details can be seen at the booths in the accessory section, and it will pay any and every rider or prospective rider to make a careful tour of this part of the show. So go right to it.

It doesn't make any difference where you ride or expect to ride, there are certain accessories that you need, and, like the Texan's revolver, when you need them you need them badly. These accessories go to make up what is actually a fully-equipped motorcycle, and to get this to your taste, and to what your experience or that of others points out as most desirable, make a close study of the accessory exhibits.

The first absolutely essential accessory is a horn. You get one, either combined with the headlight or distinct from it, when you purchase an electrically-equipped motorcycle, but the horn is not included in the price of other models. You need some sort of a signal to warn other road users of your presence, and there are mighty few places you can ride in which a horn is not absolutely required by law.

The Coliseum exhibits give you a wide range of choice. You can examine many varieties of mechanical horn, operated by pushing on a plunger, by moving a short lever or by pressing a button; these horns come all ready to fasten on in any desired position. If you like electric horns, here they are, right to hand. If you prefer the tone of the exhaust whistle, several makers offer you a choice, either foot or hand operated. And if you like to press the rubber bulb and get a bull-frog note, why go right to any or all of several booths and take your pick.

Lamps are another necessity. You may think that you will never ride at night, but

(Continued on page 98)

1917 Specifications For Busy Show Visitors

stands; gasoline strainer; tool box with tool and tire repair kit and tire pump; Remy generator, storage battery, two-bulb headlight, tail light and horn.

Finish—Military drab with Brewster green striping.

Model 17-F—Sixteen-horsepower, three-speed model. Specifications same as Model 17-J except that high tension magneto replaces Remy lighting and ignition system. Price, $275 f. o. b. Milwaukee.

Model 17-C—Six-horsepower, three-speed model, single cylinder. Specifications same as Model 17-F save that stroke is 4 inches. Price, $240 f. o. b. Milwaukee.

Model 17-E—Sixteen-horsepower, twin, single-geared. Specifications same as Model 17-F except that clutch is on rear hub, and a direct-acting pedal starter is used instead of the back-acting kick starter. Price, $255.

Model 17-B—Six-horsepower, single-cylinder, single-geared model. Specifications same as Model 17-E except for motor specifications, which are same as Model 17-C. Price, $215.

INDIAN

Hendee Mfg. Co. Springfield, Mass.

Five models, all twins.

Model NE—Powerplus twin, spring-frame, three-speed, electrically-equipped model. Price, $315.

Motor—Side-by-side valves; bore, 3⅛ inches; stroke, 3 31/32 inches; piston displacement, 60.88 cubic inches; mechanical oiler; Splitdorf ignition and electric lighting system; Schebler or Indian special carbureter.

Transmission—Roller chain to dry plate clutch and sliding gear type of three-speed on countershaft; roller chain to rear wheel.

Starter—Segmental back-acting type on left side; can be operated from saddle.

Frame—Double-bar loop type with drop forged fittings throughout, ample strength provided to carry sidecar and lugs for sidecar attachment fitted.

Control—Double-grip control of throttle and spark; clutch by interconnected hand and foot levers; three-speed by hand lever interlocked with clutch control; brakes by foot lever and handlebar lever.

Tanks—Moulded streamline type; gasoline capacity, 3¼ gallons; oil, 8 pints.

Equipment—Goodyear, United States or Firestone tires; Troxel saddles; Old Sol hornlite and tail light; substantial rear stand; tool box, tools and tire repair kit; frame pump.

Finish—Indian red, handsomely striped in black.

Model N—Powerplus twin, spring-frame, three-speed model. Price, $275. Specifications same as Model NE except that Dixie magneto replaces electric lighting system.

Model P—Powerplus twin police model, spring-frame, single-geared. Price, $250. Specifications same as Model N except three-speed is not fitted.

Model R—Powerplus twin, three-speed, military model. Price, $265. Specifications same as Model N except that rigid frame is fitted, and tandem seat and auxiliary oil tank are included; color is military drab.

Model O—Lightwin opposed motor model, 2¾ horsepower. Price, $165.

Motor—Opposed-cylinder type; bore, 2 inches; stroke, 2½ inches; splash lubrication; Dixie magneto; special Indian carburetor.

HENDERSON

Henderson Motorcycle Co., Detroit, Mich.

One eight-horsepower, three-speed, four-cylinder model. Price, $325.

Motor—Four-cylinder, 8-12 horsepower; automobile type; bore, 2 17/32 inches; stroke, 3 inches; piston displacement, 60.40 cubic inches; lubrication by mechanical oiler; ignition by Berling magneto; Schebler carburetor.

Transmission—Three-speed gear built as unit with multiple disc clutch and motor; from gearset drive is by roller chain to rear wheel.

Starter—Back-acting type on left side with mechanism fully enclosed; can be operated from saddle.

Frame—Special Henderson type heavily reinforced and with drop forged fittings.

Control—Double grip for throttle and spark; interconnected foot and hand levers for clutch; hand lever interlocked with clutch control for three-speed; brake by foot lever.

Tanks—Special Henderson type; gasoline capacity 3½ gallons; oil 8 pints.

Equipment—United States tires; Person's saddle; electric lighting at $40 additional; tool box, tools and tire repair kit.

Finish—Dark blue with gold striping.

POPE

Westfield Mfg. Co. Westfield, Mass.

Seven models—Four twins and three singles.

Model T-17—Three-speed electrically equipped twin model. Price, $275.

Motor—Pope overhead valve type; bore, 3.25 inches; stroke, 3.67 inches; piston displacement, 61 cubic inches; mechanical oiler; Schebler carburetor; Splitdorf Mag-generator ignition.

Transmission—By roller chain to countershaft disc clutch and sliding gear type of three-speed; thence by roller chain to rear wheel, chain on right of machine.

Starter—Segmental type of kick starter on left of machine operated from saddle.

Frame—Open type, double bars, heavily reinforced for sidecar work, drop forged fittings, rear sprung type.

Control—Double grip controls spark, throttle and compression release; interconnected foot and hand lever clutch control; three-speed by hand lever interlocked with clutch control; brake by foot lever.

Tanks—Double paneled gasoline tanks, capacity 3 gallons; oil capacity 6 pints.

(Continued on page 51)

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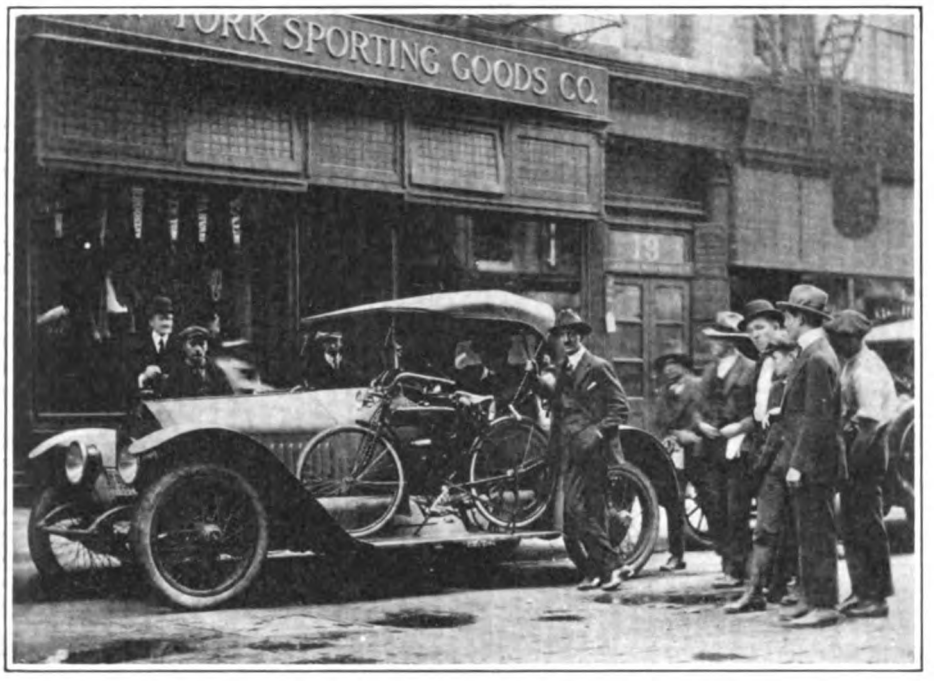
N. Y. SPORTING GOODS TAKES ON CYCLEMOTOR

Metropolitan Distributing Firm to Handle Bicycle Attachment in Large Empire State Territory and Western Connecticut—67 Dealers Appointed



Motorcar With Cyclemotors on Running Boards Used to Demonstrate to Long Island Customers—Cyclemotor Sales Manager O. A. Adams Alongside Car

NEW YORK, Nov. 8.—The New York Sporting Goods, 10 Warren street, has taken over the distribution of the Cyclemotor for the greater part of New York State and western Connecticut.

The matter has been hanging fire for some little time and O. A. Adams, sales manager for the Cyclemotor Corp. has been stationed at the New York Sporting Goods store demonstrating the newest models that have come through from the Rochester manufacturer. The deal was finally consummated with D. G. Anderson, president of the Cyclemotor Corp., came to New York and closed the matter with President F. A. Baker of the Sporting Goods company.

Messrs. Baker and Webber are giving their personal time and attention to the Cyclemotor and have made it one of their important lines. It will be handled individually through an independent department, and they anticipated an excellent year's business.

Has Large Territory

The New York Sporting Goods company's activities will be confined in New York State, south and east of a perpendicular line drawn between Wayne and Cayuga counties, and in western Connecticut. Sixty-seven dealers have already been appointed in New York territory and 14 dealers in western Connecticut have signified their desire to handle the Cyclemotor next season.

Sales Manager Adams, accompanied by E. W. MacDonald of the New York Sporting Goods company's sales force, have made a trip through a portion of Long Island, and report that orders were picked up for 75 machines.

The following dealers are among those who will represent the Cyclemotor on Long Island:

Messrs. Ward, Rockville Center; Smith, Freeport; J. de St. Legier, Hicksville; Van Ostrand, Amityville; H. Smith, Babylon; Crown Motor Co., Bay Shore; Mayer, Sayville; Satterley, Patchogue; Lillywhite, S. Hampton; Holsey, E. Hampton; Young, Sag Harbor; Osborn & Co., Greenport; Strong & Gale, Port Jefferson; O. B. Samis & Co., Huntington; Morgan, Glen Cove; R. Belidoro, Roslyn; N. Morris, Jamaica.

CYGNET TO SHOW RAIN TOP AND LIMOUSINE

Rear Car Exhibit to Have Cover for Commercial Models and De Luxe Closed Body at Coliseum

BUFFALO, N. Y.—One of the new things from the Cygnet Rear Car Co., maker of Cygnet Rear Cars, which will appear at the Chicago Show will be a rain top, to be fitted to commercial models of this make. It will afford the driver of a business Cygnet outfit complete protection from the elements, being exceptionally well made and easily rigged or dismounted. It lists at $15 complete.

A second feature of the Cygnet exhibit will be the "De Luxe Limousine," and enclosed body model, with front and side lights of glass, upholstered in cretonne and provided with electric dome lamp and other de luxe car fitments. This will be shown attached to an Indian twin motorcycle Several of these cars are now in use for advertising purposes, and in each case has been the means of increasing sales.

Sales Manager Leadley Ogden, in speaking of the new rain top, said: "The Cygnet Rear Car Company feels that the introduction of this top satisfactorily answers and clears the one big objection that has been raised by merchants of this country—that the rider of a motorcycle is not protected from bad weather.

"This top was introduced into Boston, recently, in connection with the Cygnets for the Boston Post Office," continued Mr. Ogden, "and created quite a sensation. In fact, I might say, that dealers who heard of it became strong Cygnet devotees and stated that they were now able to 'talk turkey' to commercial prospects."

NEW FEDERAL TIRE

Cudahy Company Will Display "Traffik" Tread Shoe

CUDAHY, Wis., Nov. 6.—The Federal Rubber Co. announces that it will have on view for the first time at the Chicago show a new type of motorcycle tire, known as the "Traffik" tread tire.

The new tire is distinguished by a deeply patterned non-skid tread of more or less fantastic design which the Federal company has been using with the best of results on one of its many automobile tire lines; the tread is black the sidewalls of the tire being gray.

In construction, the tire is said to be identical with the Traffik tread automobile tire insuring long wear and freedom from blowout and punctures.

HEADS BICYCLE DEPARTMENT

Hallam Miller, Appointed to Manage This Branch of Harley-Davidson Production

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HARROP GOES TO MOSSBERG

Arthur Harrop, Who Has Been Connected With the Corbin Sales Staff for Years and Who Has Gone to the Frank Mossberg Co. as Salesmanager

MERKEL NOT READY

Plans Not In Shape for Him to Exhibit at Chicago

NEW YORK, Nov. 7.—Visitors to the Chicago show who go there with the expectation of getting a glimpse of Joe Merkel's new motor wheel which is still so deeply shrouded in mystery are to be disappointed.

Merkel explains that although plans are rapidly approaching a state of perfection —indeed, as for the new machine itself, that has long since been whipped into final shape—the time will not be ripe for his announcement until just prior to the New York show.

He is rapidly rounding out the organization which is to undertake the manufacture and sale of the device and is positive that in another couple of weeks he will be in a position to disclose full details both as to the model and the company.

DAYTON PLANS

National Advertising Campaign To Be Launched

INDIANAPOLIS, Ind.—The Sidener-Van Riper Advertising Company of this city has been retained by The Davis Sewing Machine Company, of Dayton, Ohio, to assist in the preparation of an extensive advertising campaign on Dayton bicycles during the coming season.

Messrs. Sidener and Van Riper have had several conferences with General Manager H. M. Huffman and Advertising Manager S. H. Ankeney of the Davis plant during the past two or three weeks, and announce that the Dayton bicycle campaign is based solely on the idea of rendering real help to the Dayton dealers throughout the country in creating for them a wider market for Dayton bicycles.

A. O. SMITH CO. PLANS A STOCK INCREASE

Maker of Motor Wheel to Offer Preferred and Common Shares in New Corporation—Big Earnings

MILWAUKEE, Wis.—In order to effect operations on a scale commensurate with business of the present and future, the A. O. Smith Co., maker of Smith Motor Wheels and pressed steel products, is offering stock in preferred and common shares in the A. O. Smith Corporation. This latter organization is to take over the business of the A. O. Smith Co.

The new company will have $3,000,000 in 7 per cent. cumulative preferred stock and 100,000 shares of common stock. Preferred shares are offered at $98, and with them subscription rights to the common stock at $35, to the amount of 40 per cent. of the amount of preferred taken.

Net earnings of the A. O. Smith Co. for the year ending July 31, 1916 were $1,505,-162 and a net earning of fully $1,800,000 is expected for the year ending July 31, 1917. Unfilled orders and open contracts on hand July 31 last totaled more than the gross sales of the entire previous year. One of the charter provisions of the new company will be a prohibition of more than $6 per share per year dividends on common stock until the preferred has been reduced to at least $1,500,000 by redemption from the present sinking fund.

"GRIFF" IN A TYPICAL POSE

Griffith, of New Departure Mfg. Co., Now Traveling in California

FIRESTONE CHANGE

R. J. Firestone Becomes Vice-President of Tire Company

AKRON, O., Nov. 8.—Following closely the announcement of various important decisions reached by the stockholders of the Firestone Tire & Rubber Co. at their meeting last week, a brief report of which is printed elsewhere in this number, comes the news that an equally important change has just been made in the executive staff of the company.

R. J. Firestone, formerly general sales manager, has become vice-president of the company, and A. G. Partridge succeeds Mr. Firestone in the position of general sales manager.

SCHICKEL MODELS

Lightweight Two-Speed Models to Make Bow at Chicago

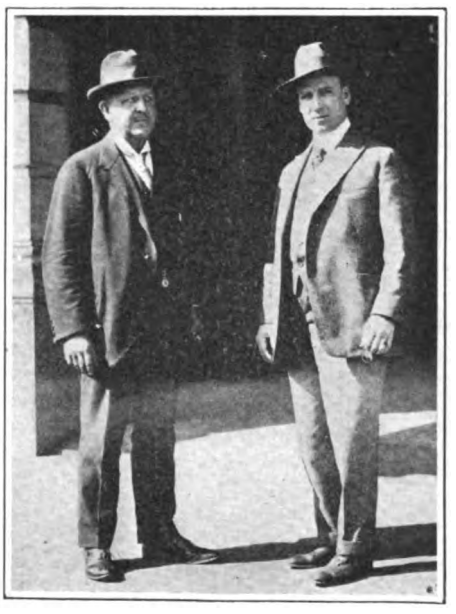
STAMFORD, Conn., Nov. 8.—Several new models are coming from Schickel and will be on display at the Chicago show. While the Schickel folk are reticent on the subject, preferring to hold the matter as a show surprise, it is known that the Schickel lightweight will be offered in both single-geared and two-speed models at sprice from $109 up.

It is also understood that Schickel models, especially adapted for commercial use, are among the offerings of the Schickel Motor Co.

MORE CAPITAL FOR BEAN

BEREA, Ohio.—The Bean Tool & Sales Co., successor to the Bean Co., has recently increased its capital and is now in a position to manufacture the well-known Bean products on a much larger scale than heretofore. New machinery has been added for the purpose.

TALKING COAST SALES



C. A. Hubbard, of Henderson Motorcycle Sales Corp., and T. W. Henderson Exchanging Notes in Los Angeles

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NEW USCO TIRE FEATURES STRENGTH

Latest Motorcycle Product From United States Tire Co. Combines Non-Skid Qualities with Exceptional Wearability

IT has been quite generally understood for some time past that the United States Tire Co. was preparing to bring out a new motorcycle tire in its popular Usco tread design, but the company has deferred making any formal announcement until this time, for the simple reason that it could not procure sufficient mold equipment to fill orders, outside of a limited number of orders which it was able to supply to manufacturer.

The company now states that it is prepared to supply the new Usco tread motorcycle tire to the trade and public in the 28 by 3 size. The United States Tire representatives insist that it is impossible to form a proper conception of the new tire without seeing it complete and in section, and for that reason a great number of sample sections have been sent to the branches throughout the country for distribution. These sections will go to both salesmen and dealers.

One of the first impressions gained from an inspection of the new Usco tread product is that it looks a good deal like an automobile tire, being unusually big and strong. It has white sidewalls and black tread. The Usco tread design is particularly well adapted to all weather motorcycle riding because it has a non-skid feature and plenty of stock on the tread, where the heavy wear comes. The carcass is made of four-ply heavy automobile fabric, also with a breaker strip, and with cushion stock between the main ply and the breaker strip. The fabric is bound together by the best quality friction, and the complete casing weighs approximately 12 pounds.

Section of Usco Tire

One of the main features of the Usco tire is that it is an over-size tire by about a quarter of an inch, so that it comes as near being an automobile tire for a motorcycle as is possible.

THORS GOING FAST

Holland Representatives Take 100; Big Increase for 1916

CHICAGO, Ill.—From the Aurora Automatic Machinery Co. comes the announcement that 100 Thor motorcycles have been sold to M. Adler & Co., of Amsterdam, Holland. This order is for immediate shipment, and the Amsterdam representatives state that it will no more than satisfy the prospects which have already been lined up.

Another Thor bulletin is to the effect that Ben Ruderman, of Brooklyn, N. Y., has doubled his contract for 1917. Ruderman is the Thor representative in Brooklyn and Greater New York. He has received 27 of the 1917 Thors up to the present time.

The business in Thor machines up to Nov. 1 was 257 per cent. higher than for any previous year up to Dec. 1.

SIGN UP AGAIN

Former Dealers Renew with Larger Orders, Says Huffman

DAYTON, O.—"Every dealer who really handled the Dayton Motor Bicycle this past summer—that is, sold a worthwhile number of machines—has signed up with us already for a larger number for 1917" says Horace M. Huffman, general manager of the Cycle Department of the Davis Sewing Machine Co. "This is the best way I can tell of the success these little machines have met with."

The Davis company is pushing the motor bicycle in earnest this season and expects to put on a fourth road man in the near future. The three salesmen now out, says Manager Huffman, are averaging a contract in three out of every four towns they make, and are unable to cover the territory fast enough to care for all agency inquiries received at the factory.

FIRESTONE FUND

Stockholders Set Aside $1,000,000 to Promote Employees' Welfare

AKRON, Ohio.—The stockholders of the Firestone Tire & Rubber Company, at their meeting a few days ago, decided to set aside $1,000,000 for an employees' fund instead of declaring the usual stock dividend. It was decided at the same meeting to fix the authorized capitalization of the company at $15,000,000, and to reduce the nominal value of the shares from $100 to $10. Approval was also given to a proposal to sell $500,000 worth of common stock to employees and officers of the company, and the Board of Directors was increased from five to seven members.

Half of the million dollar fund for the benefit of Firestone employees is to be invested in Firestone stock, and the balance in other good security, the income to be used for the promotion of the employees' welfare.

FOREIGN MOTOR BICYCLE ORDER

DAYTON, O.—An order for 100 motor bicycles, half to be ladies models, was recently received at the Davis Sewing Machine Company factory from abroad. An initial shipment of motor bicycles had been made to this customer last summer and on receipt of it he ordered the 100 machines mentioned above.

CANADIAN SHOW

To Be Held in Montreal January 20-27; 26,000 Ft. of Space

MONTREAL, Que.—The structure secured for the "National Show of Eastern Canada" is the Almy building, Montreal, which will provide a floor space of 26,000 square feet. Manager T. C. Kirby is already allotting exhibit spaces to applicants and many enquiries have been received from the United States as the Montreal display will be the only motor and cycle exhibition in the whole Dominion until next August. The show is to be held from January 20 to 27. The address of the manager is the Windsor Hotel, Montreal. Among the features will be displays of motorcycles, motor wheels, bicycles, accessories and motor boats.

ATTRACTIVE CATALOG

Latest From Harley-Davidson Is Artistic and Comprehensive

MILWAUKEE, Wis.—A catalog of high quality describing a product of the same standard is that just issued by the Harley-Davidson Motor Company, of this city, for the 1917 season. The covers present an attractive autumn scene in several colors, eloquent of the delights of solo and sidecar motorcycling.

Within, the description of the new models is most comprehensive and the illustrations neat and all-embracing. The machines are shown with attractive backgrounds typical of the season. The center pages show a solo rider beside the three-speed electric twin model, the leader for the new season.

SPLIT RAISES FIRESTONE STOCK

NEW YORK.—As a result of the Firestone Tire & Rubber Company's decision to split present shares of stock, the par value of which is $1,000 into ten shares of $100 par value each, the price of the stock has gone up ten points. When the announcement of the decision was made, stock listed at $1,155. Shortly after the news of the company's action reached the exchange the stock jumped to $1,165.

CARLSTROM USED SPLITDORF PLUGS

NEW YORK,—The motor which carried Victor Carlstrom in his aeroplane flight from Chicago to New York a few days ago had for its ignition equipment 16 Splitdorf spark plugs. Carlstrom's actual flying time was 8 hours, 28 minutes, 30 seconds. The Splitdorf plugs, two of them to each of the eight cylinders in his motor, gave the airman perfect service throughout, although the strain due to the altitude, the length of the flight and the high r.p.m. of the big motor was enough to try the stamina of any plug.

UNITED STATES TIRES ON DAYTON

It should have been stated in connection with the 1917 Dayton announcement in the Nov. 2 number that the Dayton line for the coming season will be equipped with United States tires. Owing to a misunderstanding, it was stated that another make of tires would be used.

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COLUMBIA THE 1917 POPE-MADE LEADER

Westfield Mfg. Co. Brings Out Two New Models in That Line—Cleveland, Tribune, Crescent and Rambler Lines Also Emphasized—Columbia Models Priced From $26 to $60

WESTFIELD, Mass., Nov. 7.—There are so many high spots in the 1917 bicycle offerings of the Westfield Manufacturing Company—that is, Pope-made bicycles—that it is difficult, even for the experienced cycle man, to tell just where the beginning should be made in the announcement. The Westfield folk themselves, however, are this year putting slightly more emphasis on the well known Columbia line than on either the Cleveland, Tribune, Crescent or Rambler lines, which are among the best known of the numerous Pope-made and Pope name-plated machines.

In the Columbia line, for instance, two new models have made their appearance. The first, and perhaps the more important, since it represents a development of a type first conceived by the Westfield folk, is the Columbia Motobike. The second is a new men's model, the Columbia Arch Bar model, which is offered for those desiring an unusually strong frame of attractive design.

Cleveland Roadster

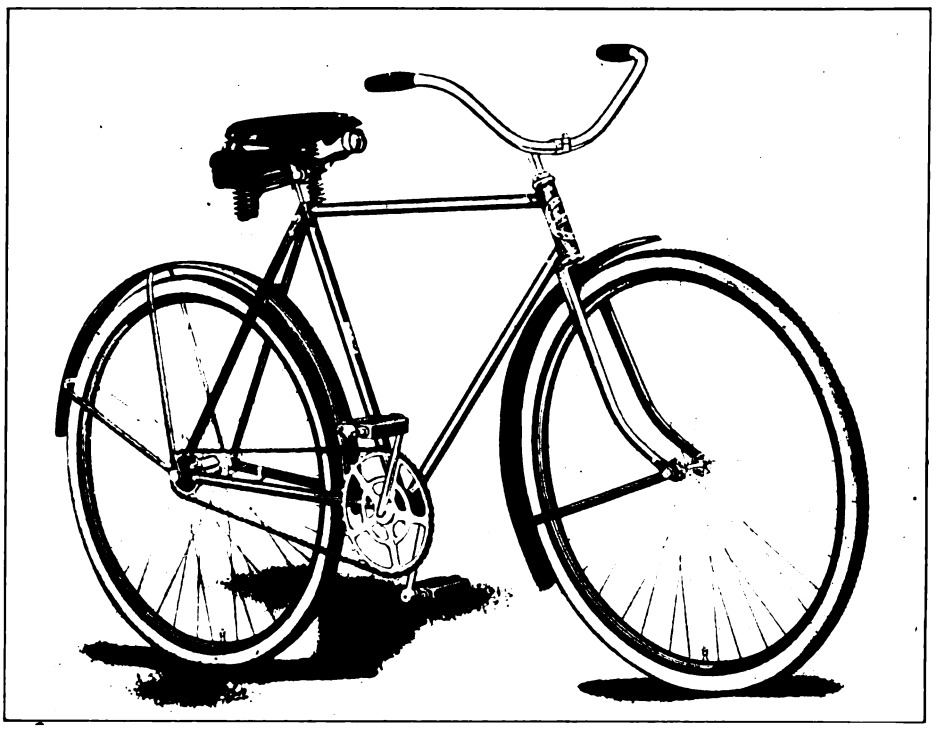
In the Cleveland line emphasis is being placed on the Roadster model, which is distinguished by the Cleveland type of two-piece crank and the hanger construction. It is equipped with extension handlebars, Pope rubber pedals, Eagle Easy saddle, United States single tube tires, New Departure brake and Diamond E. spokes.

The women's Roadster, with the exception of the saddle, which is a Troxel Universal, and the straight adjustable handlebars, is identical.

In the Tribune line the Blue Streak model stands out in front. It is finished in robin's egg blue and striped with black and is equipped with United States tires, Eagle Easy saddle and Corbin brake.

The Roadster model heads the Crescent offerings for the 1917 season. Its distinguishing feature is the Crescent two-piece crank hanger, which has always been a Crescent feature. Messenger Superba saddle, Fisk Gripfast tires, New Departure brake and Diamond E spokes comprise the equipment.

The Rambler line is also distinguished by an out-of-the-ordinary crank hanger construction. The two-piece crank and dished sprocket permits of the strain being centered on the bearings. The line is fitted with Eagle Easy saddles on the men's models, and Troxels on the ladies' Fisk tires and Morrow coaster brakes.



Men's Columbia Roadster, Model 716, Chain Driven and Fitted with Guards

Model 710, the Daily Service, Fitted with Front Basket and Rear Carrier

Pope Head and Frame Details

In the Columbia line, which comprises twelve models varying from $60 down to $26 in price, the Columbia chainless is, as ever, the leader. Its specifications are as follows:

Frame height of men's 20, 22 and 24-inch, of women's 20 and 22-inch, finished in black enamel with double white stripes. Extra large head sets with 3-16-inch balls. Eagle Easy Special saddle on men's and Troxel No. 1 on women's. Pope high grade rubber motorcycle type, and Pope 3 1-4-inch pedals. Men's gear 74-inch, women's 67-inch .092 Diamond E spokes. Extension handlebars on men's, plain adjustable on women's with white corrugated

(Continued on page 75)

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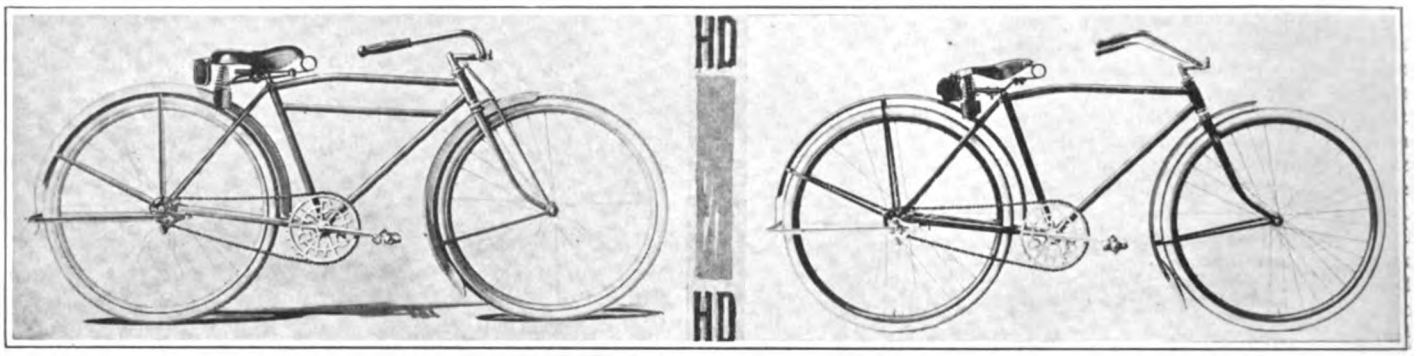
SEPTET OF HARLEY-DAVIDSON BICYCLES

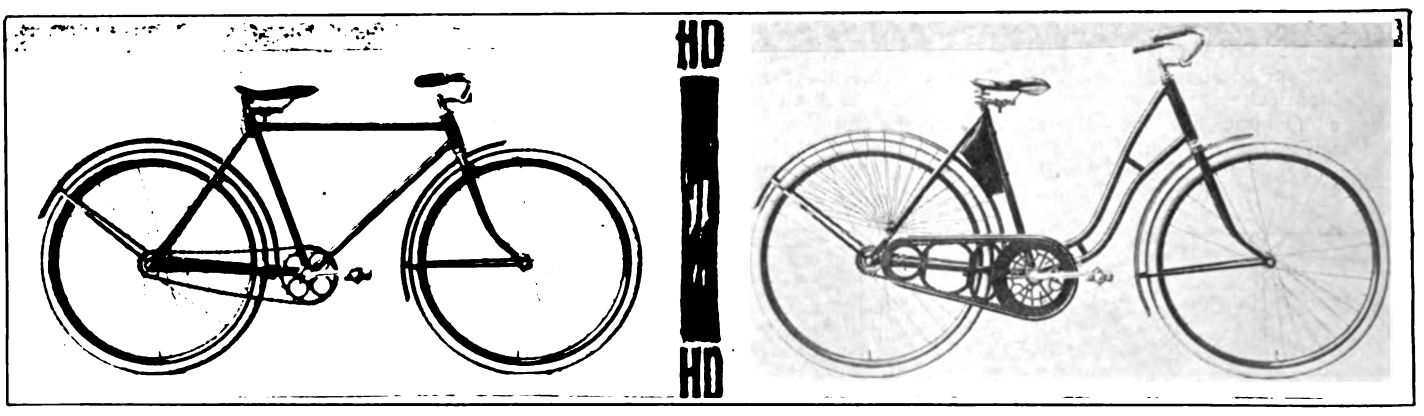
Milwaukee Firm Enters Pedal-Cycle Market With Wheels to Suit All Classes of Riders—Interchangeability of Parts a Feature—Coaster Brakes in Regular Specification—High Class Equipment Throughout



Left, the Motorcycke, Model 4-17, with Extra Truss Bar and Motorcycle Handlebars; Right, the 7-17 Special with Curved Top Bar

MILWAUKEE, Wis., Nov. 8.—Another Harley-Davidson line will make its bow to the cycling world at the Chicago show. Its coming was heralded in the pages of **Motor Cycle Illustrated** on September 28. It is the line of Harley-Davidson bicycles—two-wheelers of the pedal-driven type, which have been gotten out in a style to match the Harley-Davidson motorcycle in quality as well as in color.

For several seasons the Harley-Davidson Motor Co. has been under pressure from dealers who handled bicycles and from others who would handle them if they were made in the Harley-Davidson factory. The



Left, the Boy Scout, 4-17, a Juvenile Model; Right, 3-17, Ladies Standard—Both Have Coaster Brakes as Regular Equipment

officials in the big Milwaukee factory gave this demand much serious thought and decided to accede to their representatives' calls for the 1917 season. The result is a complete line with interchangeability of principal parts on all models.

Seven models are listed by the Harley-Davidson Motor Co. They are: Model 1-17, Rookie, $30; 2-17, Standard, $35; Model 3-17, Ladies Standard, $37; 4-17, Motorcyke, $45; Model 5-17, Boy Scout, $30; 6-17, Girls' Juvenile; Model 7-17, Special, $35. The adult models include all but 5-17 and 6-17, which are juveniles.

Interchangeable Feature

One of the chief features of the Harley-Davidson line of bicycles is an interchangeability of principal parts on all of the seven models, including those for ladies and for juveniles. The head fittings, made extra large, are the same on all machines, the two cups, cones, ball retainers, lock nut and washers all being interchangeable. The same is true of the crank hangers and their components.

Wheels on Harley-Davidson adult models have 36 spokes front and rear. The cones, ball-retainers, axles, nuts and washers are interchangeable. Only one style of rim need be stocked by the dealer. Handlebar stems are all the same size—⅞-inch. All seat posts are 13/16-inch.

All machines are fitted with the New Departure coaster brake as regular equipment. American wood rims, No. 71 Diamond roller chains, Harley-Davidson pedals with substantial rubbers, Troxel waterproof top saddle and Fisk or Firestone tires are provided.

Olive Drab Finish

The Harley-Davidson bicycles are neat in appearance, resembling the firm's motorcycle product in this respect, and also in the finish—the military olive drab. From name plate to rear wheel, the bicycles harmonize well with their big brothers, the motorcycles.

Brewster green is used for paneling. The top bar is paneled in this green with gold edging, with a white center strip and double Brewster green stripe on each side. This striping appears on frame and fork and the panel is applied to the rims and mudguards. Harley-Davidson transfers are used on the Standard, Motorcyke, 7-17 Special and Boy Scout models. All models are finished with three coats of enamel, oven dried, and a varnish coat.

Frame Construction

Frames are of one-inch tubing, 18 gauge. Joints are lapped with great care, the inner and outer members being machined to fit within close limits. They are press-fitted before brazing, in fact. Two reinforcements are used for each frame joint, the first being a fish-tail type with a backing reinforcement within it. Great care is exercised in heat-treating the frames and brazing them to assure a certain flow of flux to all joints and obtain homogeneity of the whole and a maximum of strength.

The one-piece method is used in the construction of the frame head, seat post cluster and crank hanger bracket. These are built of pressed steel and reinforced to assure absolute rigidity and correct alignment of the frame and provide the greatest possible amount of strength without undue weigth at points of greatest stress.

Motorcycle and 7-17 Special

Motorcycle design is evident in the Motorcyke, and the 7-17 Special. Each of those models has a gracefully-curved top bar. The top bar has a drop of two inches slightly

(Continued on page 76)

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MINOR CHANGES IMPROVE THE 1917 MOTOR WHEEL

Policy of the Smith Co. to Add Improvements as They Are Developed Eliminates Radical Changes —New Control Arrangement and Inlet Valve Construction—Price Remains at $60

MILWAUKEE, Wis., Nov. 6.—To the casual observer at the Chicago show, the Smith Motor Wheel that is to be offered under the 1917 nameplate will appear, to all intents and purposes, identical with the product that has made a name in the cycle world for the A. O. Smith Co. almost as famous as the big Milwaukee concern has earned for itself in the automobile field.

There are changes in the Motor Wheel, however. Not all of them have been made at this time, for it is a distinct Smith policy to incorporate such changes and improvements as are found expedient at any time of the year, shows and announcements regardless. Thus, for instance, if some carefully conducted series of experiments yields the fact that an improvement can be made, the Smith folk get busy without thought as to the time of the year and incorporate the improvement in the next shipment of Motor Wheels to leave the factory.

Recently Added Features

During the last season, for instance, such features as a self-cleaning exhaust, an improved oil pump making for positive automatic and thorough lubrication and an automatic shut off on the carbureter were incorporated in the Motor Wheel and the new features they incorporated in the shipments just as soon as they were developed instead of holding them off to be sprung now.

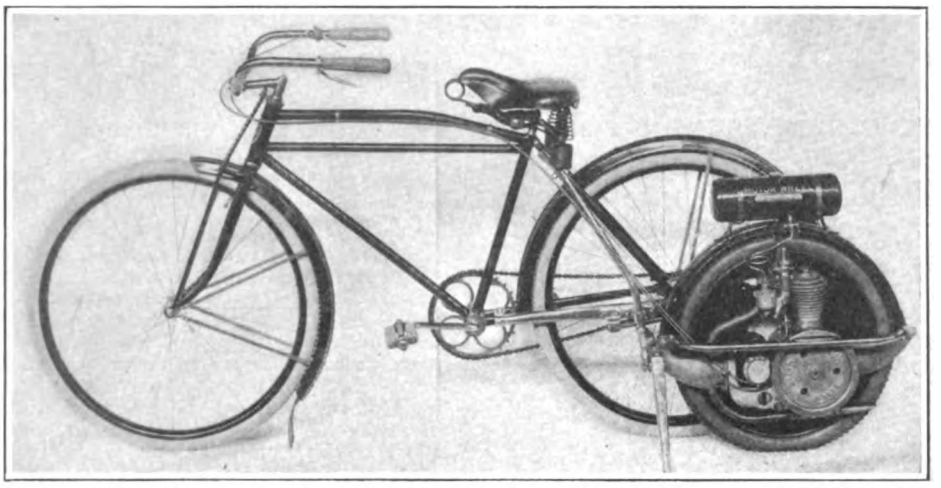
Every Motor Wheel rider, therefore, has had a wheel which at the time of purchase has been right up to the minute, so to speak—the "last word" in motor wheel construction.

There are several improvements which have just been developed however, and which will be disclosed to the interested observer at the Windy City Show for the first time.

New Control System

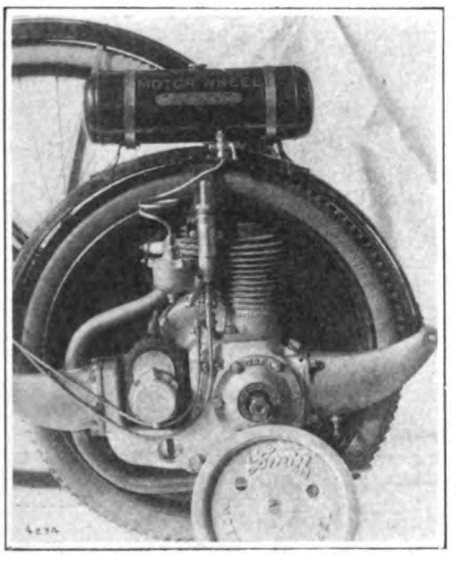
Chief among these is a redesigned control system which makes for greater facility in handling the little vehicle and at the same time makes for greater safety in case the control wire to the carbureter should break.

The new control system comprises a thumb lever attaching to the right grip of the handlebar which actuates the carbureter throttle only, and not the compression release and throttle together as with the old arrangement. As heretofore, the lever movement is transmitted to the throttle through the intermediary of Bowden wire transmission.



New Model of Smith Motor Wheel Attached to Bicycle—Note Double Lever Control

For realeasing the compression when it comes to starting the motor, a separate control lever is positioned on the left lever, also acting through Bowden wire transmission. This mechanism acts on the exhaust valve spring, which in turn serves to raise the exhaust valve slightly and release the compression.

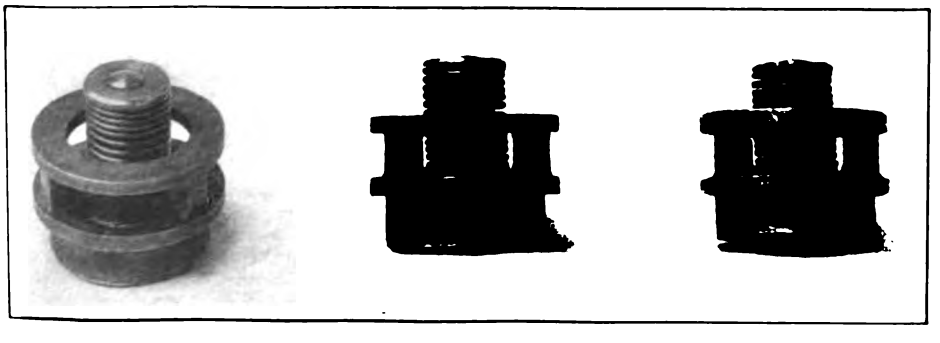


View with Flywheel Removed

It is pointed out that with the new control arrangement, it is possible to start the motor with the throttle far enough opened to supply a goodly amount of mixture to ensure ready starting; with the old arrangement, the throttle had to be fully closed to release the compression and suddenly snapped open when the motor was set in rapid motion by pedaling the machine along.

Emphasis is laid on the fact that with but a few moments' work and negligible expense, the new control system can be fitted to existing Motor Wheel models and that the conversion is well worth while since it forestalls all chance of the machine running away in case the throttle control should break with the throttle open; in such a case the motor can readily be stopped by releasing the compression.

(Continued on page 77)



New Intake Valve Construction Showing Peaned End on Valve Stem

PREST-O-LITE SUITS

Gas Tank Firm Gets Decision in Two Refilling Cases

INDIANAPOLIS, Ind.—The injunction obtained early this year by the Prest-O-Lite Co. against the Sun-Lite Gas Co., of this city, has been made permanent, and the latter firm has been perpetually restrained from refilling Prest-O-Lite tanks without removing the Prest-O-Lite label and replacing it with the Sun-Lite label. The U. S. District Court for the Indiana District issued both injunctions.

The other decision obtained by the Prest-O-Lite firm is against the Power City Sun-Lite Gas Co., of Sioux Falls, S. D. The usual form of injunction was issued.

FIRST AD. BY AEROPLANE MAIL

NEW YORK, Nov. 4.—The first advertising order to be carried through the mails by aeroplane came from the B. F. Goodrich Company to the New York *Times* in the form of a contract for 50,000 lines of space. The mail was carried by Victor Carlstrom, the aviator who came from Chicago to New York yesterday.

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Directory of Cycle

A Complete and Up-to-date

ALUMINUM, ALUMINUM SOLDER

Aluminum Castings Co., 6205 Carnegie ave., Cleveland, O.
American Castings Co., Mishawaka, Ind.
Clum & Atkinson, Rochester, N. Y.
Harley Mfg. Co., Springfield, Mass.
Murphy-Potter Co., 364 Twombley ave., Detroit, Mich.
Universal Fluxine Co., Urbana, O.

ASBESTOS FRICTION DISCS, BRAKE LINING, ETC.

American Asbestos Co., Norristown, Pa. "Testbestos."
Johns-Manville, H-W, Co., New York. "J-M" non-burn brake and clutch lining.
F. L. Horton Mfg. Co., 36 Whittier st., Boston, Mass. "Elektra."
National Asbestos Co., Germantown, Pa.
Raybestos Co., Bridgeport, Conn. "Raybestos."
Russell Mfg. Co., Middletown, Conn.
Standard Woven Fabric Co., Walpole, Mass. "Multibestos."
Staybestos Mfg. Co., Germantown, Pa. "Staybestos."
Thermoid Rubber Co., Trenton, N. J. "Thermoid."

BALL AND ROLLER BEARINGS

American Ball Co., Providence, R. I.; ball thrust bearings.
Auburn Ball Bearing Co., Rochester, N. Y.
Bearings Company of America, Lancaster, Pa.
C. & C. Sales Co., 1765 Broadway, New York.
Fafnir Bearing Co., New Britain, Conn. "Fafnir."
Frasse, Peter A., & Co., Inc., 410 Canal st., New York.
Gurney Ball Bearing Co., Jamestown, N. Y. "Gurney."
Hess-Bright Mfg. Co., Fairmont and 21st st., Philadelphia, Pa. "H-B."
New Departure Mfg. Co., Bristol, Conn.; ball bearings.
Norma Company of America, 1790 Broadway, New York, "Norma."
Rhineland Machine Works Co., 1737 Broadway, New York; ball bearings.
S. K. F. Ball Bearing Co., 30 Church st., New York. "S. K. F."
Standard Machinery Co., Auburn, R. I.; ball bearings.
Standard Roller Bearing Co., Philadelphia, Pa.; ball and roller bearings.
U. S. Ball Bearing Mfg. Co., Oak Park, Ill.; ball thrust bearings.

BACK RESTS

Fentress-Newton Mfg. Co., 255 Lafayette blvd., Detroit, Mich. "F-N."
Reeps Mfg. Co., 50 Church st., New York. "Weed."

BATTERIES, DRY

American Carbon & Battery Co., East St. Louis, Mo. "American."
Johns-Manville, H. W., Co., New York. "J-M."
Manhattan Electrical Supply Co., 17 Park Place, New York. "Mesco," "Red Seal" and "Hi-up."
National Carbon Co., Box 400, Cleveland, O. "Columbia," "Ever Ready," "Hercules" and "Multiple."
Rosen, A. W., & Co., 610 Broadway, New York.
Western Electric Co., 463 West st., New York. 'Red Label.'

BATTERIES, STORAGE

Edison Storgae Battery Co., 195 Lakeside ave., Orange, N. J. "Edison."
Electric Storage Battery Co., Allegheny ave. and 19th st., Philadelphia, Pa. "Exide."
Essex Storage Battery & Supply Co., 272 Halsey st., Newark, N. J.
Gould Storage Battery Co., 30 East 42d st., New York. "Gould."
Hirsch Electric Mine Lamp Co., Broad and Huntingdon sts., Philadelphia, Pa.
Milwaukee Auto Specialty Co., 711 Chestnut st., Milwaukee, Wis.
Multiple Storage Battery Co., 427 West 50th st., New York.
Rex Battery Co., 1718 South Wabash ave., Chicago, Ill. "Rex."
Willard Storage Battery Co., 5716 Euclid ave., Cleveland, O. "Willard."
Vesta Accumulator Co., 2100 Indiana ave., Chicago, Ill. "Vesta."
Witherbee Igniter Co., Springfield, Mass. "Witherbee."

BELTS

Chicago Belting Co., 113-125 North Green st., Chicago, Ill. "White Strip."
Duckwall Belting & Hose Co., 516 North Capitol ave., Indianapolis, Ind.
Empire Rubber & Tire Co., Trenton, N. J.
Goodrich, B. F., Co., Akron, O.; rubber V-belt.
Graton & Knight Mfg. Co., Worcester, Mass. "Spartan."
Hide, Leather & Belting Co., 22 West 21st st., Indianapolis, Ind. "Wetproof."
Illinois Motor Cycle Co., 1835 South Sawyer ave., Chicago, Ill. "Illinois."
National Leather Mfg. Co., Niles, Mich. "Monogram."
Pennsylvania Rubber Co., Jeanette, Pa.
United States Tire Co., 1790 Broadway, New York.

BELT DRESSING

Bull Dog Clutch & Belt Dressing Co., Waynesboro, Pa.
Dixon, Joseph, Crucible Co., Jersey City, N. J.
Empire Rubber & Tire Co., Trenton, N. J. "Pulley Grip."
Graton & Knight Mfg. Co., Worcester, Mass.
National Rubber Co., St. Louis, Mo. "Leaknot."
Van Cleef Brothers, 7709 Woodlawn ave., Chicago, Ill.

BEARINGS AND BUSHINGS

Aluminum Castings Co., 6205 Carnegie ave., Cleveland, O.
American Bronze Co., Berwyn, Pa. "Non-Gran."
Cramp, Wm., & Sons, S. & E. B. Co., Ball and Beach sts., Philadelphia, Pa.
Doehler Die Casting Co., Court and 9th sts., Brooklyn, N. Y. "Doehler."
Milwaukee Die Casting Co., Milwaukee, Wis.
Murphy-Potter Co., 364 Twombley ave., Detroit, Mich.
Sier-Bath Co., 147 West 54th st., New York.

BICYCLES

Arnold Schwinn & Co., Chicago, Ill.
Davis Sewing Machine Co., Dayton, O.
Emblem Mfg. Co., Angola, N. Y.
Excelsior Cycle Company, Michigan City, Ind.
Excelsior Motor Mfg. & Supply Co., 3793 Cortland st., Chicago, Ill.
Gendron Wheel Co., Toledo, O.
Grady Company, J. W., Worcester, Mass.
Great Western Mfg. Co., La Porte, Ind.
Harley-Davidson Motor Co., Milwaukee, Wis.
Harris Hardware Co., D. P., Church and Murray sts., New York.
Hendee Mfg. Co., Springfield, Mass.
Iver Johnson's Arms & Cycle Works, Fitchburg, Mass.
Jones & Noyes, Chicago, Ill.
Mead Cycle Co., 33 North Canal st., Chicago, Ill.
Miami Cycle & Mfg. Co., Middletown, O.
National Cycle Co., Bay City, Mich.
New York Sporting Goods Co., 10 Warren st., New York.
Pierce Cycle Co., Buffalo, N. Y.
Snyder, H. P., Mfg. Co., Little Falls, N. Y.
Reading Cycle Mfg. Co., Reading, Pa.
Toledo Metal Wheel Co., Toledo, O.
Vim Cycle Co., Buffalo, N. Y.
Westfield Mfg. Co., Westfield, Mass.

BICYCLE ATTACHMENTS

Cyclemotor Corporation, Rochester, N. Y. "Cyclemotor."
Merkel Motor Wheel Co., 284 Washington Place, Flushing, N. Y. "Merkel."
Okay Motor Co., Flatbush and Parkside ave., Brooklyn, N. Y. "Okay."
Shaw Mfg. Co., Galesburg, Kas. "Shaw."
Smith, A. O., Co., Milwaukee, Wis. "Smith Motor Wheel."

BELLS

Bevin Brothers Mfg. Co., East Hampton, Conn.
Hill, N. N., Brass Co., East Hampton, Conn.
Mossberg, Frank, Co., Attleboro, Mass.
New Departure Mfg. Co., Bristol, Conn.
Starr Bros., East Hampton, Conn.

BOLTS, SCREWS, VALVE STEMS

Auto & Machine Spring Co., 116 East 11th st., New York; bolts, etc.
Columbia Nut & Bolt Co., Bridgeport, Conn.
Corbin Screw Corporation, New Britain, Conn.
Eberhard Mfg. Co., Cleveland, O.
Hartford Machine Screw Co., Hartford, Conn.
National Screw & Tack Co., Cleveland, O.
Stevens & Co., 375 Broadway, New York.
St. Louis Screw Co., Clarence and Bulwer ave., St. Louis, Mo.; nuts.
Wald Mfg. Co., Sheboygan, Wis.; extension nuts.

BRAKES, BAND AND COASTER

Aurora Automatic Machinery Co., Thor bldg., Chicago, Ill. "Thor" coaster.
Buffalo Metal Goods Co., Buffalo, N. Y. "Atherton" bicycle coaster.
Corbin Screw Corporation, New Britain, Conn. "Corbin" band and coaster.
Eclipse Machine Co., Elmira, N. Y. "Morrow" bicycle coaster.

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and Allied Trades

List for Ready Reference

Miami Cycle & Mfg. Co., Middletown, O. "Musselman" coaster.
New Departure Mfg. Co., Bristol, Conn. "New Departure" coaster.
Raybestos Co., Bridgeport, Conn.; band.

BRASS AND BRONZE

American Bronze Co., Berwyn, Pa. "Non-Gran" bronze.
Bunting Brass & Bronze Co., Toledo, O.
Imperial Brass Mfg. Co., 440 South Jefferson st., Chicago, Ill.
Murphy-Potter Co., 364 Twombley ave., Detroit, Mich.; bronze.

BRAZING COMPOUNDS

Nemo Chemical & Paint Mfg. Co., 527 West Jackson blvd., Chicago, Ill. "Nemo."
Universal Fluxine Co., UUrbana, O.

CAMPING OUTFITS AND TENTS

Abercrombie & Fitch, 53 West 36th st., New York.
Compac Tent Co., Indianapolis, Ind., "Compac."

CARBON REMOVERS AND PREVENTERS

Benoit, Constant A., Sheepshead Bay, N. Y. "Permatex."
Carbogas Co., 610 Gardner bldg., Toledo, O.
Flash Mfg. Co., Zanesville, O. "Flash."
Imp Carbon Chaser Co., 1465 Broadway, New York. "Imp Carbon Chaser."
Johnson, S. C., & Son, Racine, Wis.
Milwaukee Auto Specialty Co., 711 Chestnut st., Milwaukee, Wis.
Prest-O-Lite Co., Indianapolis, Ind. "Prest-O."
Worko Co., Racine, Wis. "Worko."

CASTINGS

Acorn Brass Mfg. Co., Green, Fulton and Peoria sts., Chicago, Ill.
Aluminum Castings Co., The, 6205 Carnegie ave., Cleveland, Oo.
American Castings Co., Mishawaka, Ind.; Manifolds.
Brown & Sharpe Mfg. Co., Providence, R. I.
Doehler Die Castings Co., Brooklyn, N. Y.
Ferro, Machine & Foundry Co., East 66th and Hubbard sts., Cleveland, O.; cylinder castings.
Harley Mfg. Co., Springfield, Mass.
Lewis Electric Welding & Mfg. Co., 4080 Detroit ave., West Toledo, O.
Manufacturers Foundry Co., Waterbury, Conn.; cylinder castings.
Marion Malleable Iron Works, The, Marion, Ind.
Milwaukee Die Casting Co., 108 Manufacturers Home Bldg., Milwaukee, Wis.
Murphy-Potter Co., 364 Twombley ave., Detroit, Mich.
Muncie Foundry & Machine Co., Muncie, Ind.; cylinder castings.
Racine Foundry Co., Racine, Wis.; cylinder castings.

CARBURETERS

Air-Friction Carbureter Co., Dayton, O.; "Air-Friction."
Breeze Carbureter Co., 250 South st., Newark, N. J.; "Breeze."
Detroit Lubricator Co., Detroit, Mich.
Funke, Herbert F. L., Co., Inc., 116 Broad st., New York. "Brown & Barlow."
G. & A. Carbureter Co., 113 Fourth ave., New York; "G. & A."
Krice Carbureter Co., McLain & Oakland ave., Detroit, Mich.; "Krice."
Master Carbureter Corporation, 1523 Fort st. West, Detroit, Mich.; "Master."
Motorcycle Equipment Co., Hammondsport, N. Y. "Meco."
Standard Thermometer Co., 65 Shirley st., Boston, Mass.; "Hedstrom."
Wheeler-Schebler Carburetor Corporation, Indianapolis, Ind. "Schebler."

CEMENTS

Anderson Rubber Works, 14th and Meridian st., Anderson, Ind.
Benoit, Constant, Jerome ave. and East 18th st., Sheepshead Bay, N. Y.
Buffalo Specialty Co., 375 Endicott st., Buffalo, N. Y.; "Horsey.."
Essex Rubber Co., Trenton, N. J.
Goodrich, B. F., Co., Akron, O.
Goodyear Tire & Rubber Co., Akron, O.
National Rubber & Specialties Co., Cincinnati, O.; "Auto," "Jifoid."
Page, Lester & Co., Chicago, Ill.
Tenox Products Co., 136 Liberty st., New York; "Tenox liquid gasket."
Van Cleef Brothers Co., 7701 Woodlawn ave., Chicago, Ill.; "Dutch brand."
Williams Mfg. Co., Carmen st., Camden, N. J.; "S. V."

CHAINS

Cycle Mfg. & Supply Co., 180 North Dearborn st., Chicago, Ill. "Atco."
Diamond Chain & Mfg. Co., 241 West Georgia st., Indianapolis, Ind. "Diamond."
Duckworth Chain & Mfg. Co., Springfield, Mass. "Duckworth."
Frasse, Peter A., & Co., Inc., 417 Canal st., New York. "Renold."
Funke, Herbert F. L., Co., Inc., 116 Broad st., New York. "The Coventry."

CLOTHING

Bird, Jones & Kenyon, 825 Hickory st., Utica, N. Y.
Ellsworth & Thayer Mfg. Co., Milwaukee, Wis.
Gem Shirt Co., Dayton, O.; Official F. A. M. suits.
Hill, Richard F., Mfg. Co., 217 High st., Newark, N. J.; "Kant Leak."
Loewenberg Co., 60 Colden st., Newark, N. J.; "Everdri."
Motor Clothing Mfg. Co., 11 North Gay st., Baltimore, Md.
Sportsman's Apparel Co., 404 Broadway, New York.
Star Storm Front Co., Troy, O.; rain capes.

CLUTCHES

Eclipse Machine Co., Elmira, N. Y. "Eclipse."

COILS AND CABLES

American Coil Co., Foxboro, Mass; coils.
Belden Mfg. Co., Western ave. and 23d st., Chicago, Ill.; "Beldenite."
Bosch Magneto Co., 225 West 46th st., New York. "Bosch."
Grossman, Emil, Mfg. Co., Inc., Bush Terminal No. 20, Brooklyn, N. Y.
Quick Action Ignition Co., South Bend, Ind.
Motorcycle Equipment Co., Hammondsport, N. Y. "Meco."
Okonite Co., 253 Broadway, New York; "Okonite."
Splitdorf Electrical Co., Newark, N. J. "Splitdorf."
Witherbee Igniter Co., Springfield, Mass. "Wico."
Western Electric Co., 463 West st., New York; "Pittsfield."

CRANKCASES, GEAR CASES, ETC.

Aluminum Castings Co., 6205 Carnegie ave., Cleveland, O.
American Castings Co., Mishawaka, Ind.
Bunting Brass & Bronze Co., Toledo, O.
Imperial Brass Mfg. Co., 1200 West Harrison st., Chicago, Ill.; crankcase fittings.

CUSHIONS AND PADS

Angsten-Koch Co., Inc., 215 Engelwood ave., Chicago, Ill.; "A-K."
Fentress-Newton Mfg. Co., 255 Lafayette blvd., Detroit, Mich. "F.N."
Kenyon, R. L., Co., Wuakesha, Wis.
Motorcycle Equipment Co., Hammondsport, N. Y. "Meco."
Wald Mfg. Co., Sheboygan, Wis.
Corbin Screw Corporation, New Britain, Conn.
Eclipse Machine Co., Elmira, N. Y.
Hartford Screw Machine Co., Hartford, Conn.
New Departure Mfg. Co., Bristol, Conn.

CYCLOMETERS

New Departure Mfg. Co., Bristol, Conn. "New Departure" and "Security."
Veeder Mfg. Co., Hartford, Conn.; "Veeder."

DROP FORGINGS

Billings & Spencer Co., Hartford, Conn.
Blakeslee Forging Co., Plantsville, Conn.
Consolidated Mfg. Co., Toledo, O.

ELECTRIC LIGHTING SYSTEMS

A. B. C. Generator Co., 1107 South Hill st., Los Angeles, Cal.; "A. B. C." generator.
Bosch Magneto Co., 225 West 46 st., New York. "Bosch."
Delta Electric Co., Marion, Ind. Bicycle lighting systems.
Hughes, D. G., & Co., 4642 Ravenswood ave., Chicago, Ill.; "Genolite."
Marburg Brothers, Inc., 1790 Broadway, New York; "Lucifer" generator.
Remy Electric Co., Anderson, Ind. "Remy."
Rex Battery Co., 1719 Wabash ave., Chicago, Ill.; "Rex."
Splitdorf Electrical Co., Newark, N. J. "Splitdorf Mag-Generator."
Witherbee Igniter Co., Springfield, Mass.; electric equipment.

ENAMELS AND COLORS

Benoit, Constant A., Sheepshead Bay, N. Y.; "Permatex."
Fry, Keyser, 616 North Eighth st., Reading Pa.; "Ever Right."
Hollingshead, R. M., Co., Camden, N. J.; **"Whiz."**
National Rubber & Specialties Co., Cincinnati, O.
Van Cleef Brothers, 7709 Woodlawn ave., Chicago, Ill.; "Dutch brand."

FOOTRESTS

Angsten-Koch Co., Inc., 215 Engelwood ave., Chicago, Ill.; "A-K."

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Directory of Cycle

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Atlas Specialty Mfg. Co., 221 North Michigan ave., Chicago, Ill.
Dunham, Thomas Co., Aurora, Ill.
Fentress-Newton Mfg. Co., 255 Lafayette blvd., Detroit, Mich. "F-N."
Stoll Mfg. Co., Denver, Colo.
Svensgaard, Harry, Sales Corporation, Detroit, Mich. "Redmond."
Wald Mfg. Co., Sheboygan, Wis.

FORGINGS AND MOTOR PARTS

Auto & Machine Spring Co., 106 East 11th st., New York; piston pins, clutch parts and brake parts.
Billings & Spencer Co., Hartford, Conn.; forgings.
Blakeslee Forging Co., The, Plantsville, Conn.; forgings.
Muncie Foundry & Machine Co., Muncie, Ind.; fly wheels.

FORKS, FRAMES AND FITTINGS

(See also Bicycles)

Great Western Mfg. Co., La Porte, Ind.
Illinois Motor Cycle Co., Chicago, Ill.; "Illinois" frame fittings.
Sager, J. Harry, Rochester, N. Y.; "Sager" spring fork.
Standard Welding Co., Cleveland, O.; frames, etc.

FUNNELS

Dover Stamping & Mfg. Co., 385 Putnam ave., Cambridge, Mass.
No-Shammy Products Co., 5710 Hough ave., Cleveland, O.; "No-Shammy."
Wallman Mfg. Co., 285 Fifth ave., Milwaukee, Wis.

GARAGES

Kelm & Burbach, 367 Third st., Milwaukee, Wis.
New York Portable Bungalow Co., Poughkeepsie, N. Y.
Taylor Mfg. Co., 219 Glenridge ave., Montclair, N. J.

GASKETS

American Asbestos Co., Norristown, Pa.; "Ambesco."
Herz & Co., 245 West 55th st., New York.
National Asbestos Co., Germantown, Pa.

GAUGES

Buck Gauge Co., Star Bldg., St. Louis, Mo.; "Buck" oil sight gauge.
Goodrich, B. F. Co., Akron, O.; tire calipers.
Improved Gauge Co., 302 Water st., New York.
Schrader's Sons, A., Inc., 32 Rose st., New York. "Schrader" tire gauges.
Twitchell Gauge Co., 1200 South Michigan ave., Chicago, Ill. "Twitchell."
United States Gauge Co., 57 Wall st., New York; tire gauges.

GLOVES

Chicago Glove & Mfg. Co., 458 North Halsted st., Chicago, Ill.
Ellsworth & Thayer Mfg. Co., Milwaukee, Wis.
Gloversville Auto Glove Co., Gloversville, N. Y.
Hagerstown Shoe & Legging Co., Hagerstown, Md.
La Crosse Knitting Works, La Crosse, Wis.
Morrison-Ricker Mfg. Co., Grinnell, Iowa; "Grinnell."
Syracuse & Elbridge Glove & Mitten Co., 107 North Franklin st., Syracuse, N. Y.
Walrath Glove Co., Gloversville, N. Y.; "Walrath."

GOGGLES

Chicago Eye Shield Co., 2300 Warren ave., Chicago, Ill.
Essex Rubber Co., Trenton, N. J.
Jay & Dee Spectacle Co., 41 Park Row, New York; "Jay & Dee."
Leasure Eye & Nose Shield Co., Bradford, Pa.
New Era Optical Co., 123 West Madison st., Chicago, Ill.
Corbin Screw Corporation, New Britain, Conn.

HANDLEBAR GRIPS

American Tire & Rubber Co., Chicago, Ill.; "Rough Rider."
Continental Rubber Works, Erie, Pa.
Empire Rubber & Tire Co., Trenton, N. J.
Essex Rubber Co., Trenton, N. J.
Federal Rubber Co., Trenton, N. J.
Goodrich, B. F., Co., Akron, O.
Goodyear Tire & Rubber Co., Akron, O.
Mechanical Rubber Co., Cleveland, O.; for bicycles.
Pennsylvania Rubber Co., Jeanette, Pa.
C. E. Peterlein, 344 Commerce ave., Grand Rapids, Mich.; bicycle leather.
Southern Distributing Co., 1922 Passyunk ave., Philadelphia, Pa.
United States Tire Co., 1790 Broadway, New York.

HORNS, BULB, MECHANICAL AND ELECTRIC

Adams Bagnall Electric Co., Cleveland, O.; electric.
Angsten-Koch Co., 215 Engelwood ave., Chicago, Ill.; mechanical.
Auto Supply Co., Taafe Place, Brooklyn, N. Y.; mechanical.
Bevin Bros., East Hampton, Conn.; mechanical.
Cassidy, Edward A., Co., 30 East 43d st., New York. "Long Horn."
Chicago Cycle Supply Co., 815 South Wabash ave., Chicago, Ill.
E. A. Laboratories, Inc., Broadway and Wyeth ave., Brooklyn, N. Y.; "Eaco."
Fitzgerald Mfg. Co., Torrington, Conn.; "Clero" mechanical.
Garford Mfg. Co., Elyria, O.; "Maxo II" electric.
Hendee Mfg. Co., Springfield, Mass. "Motophon" mechanical.
Inter-State Machine Products Co., Rochester, N. Y.; electric.
Klaxon Co., 194 Wright st., Newark, N. J.; "Hand Klaxon."
Majestic Mfg. Co., Worcester, Mass.; bicycle sirens.
Motorcar Equipment Co., 55 Warren st., New York.
Motorcycle Equipment Co., Hammondsport, N. Y. "Meco."
Nonpareil Horn Mfg. Co., 72 Wooster st., New York; mechanical and bulb.
Overholt Co., Galesburg, Ill.
Reeps Mfg. Co., 50 Church st., New York. "Reeps" mechanical.
Riley-Klotz Mfg. Co., 17 Mulberry st., Newark, N. J.; bulb.
Schwarze Electric Co., Adrian, Mich.; "Schwarze" electric.
Seiss Mfg. Co., Toledo, O. "Seiss."
Stevens & Co., 375 Broadway, New York.
Stewart-Warner Speedometer Corporation, Chicago, Ill.; "Stewart-Warner."

HUBS, AXLES AND CRANK HANGERS

Corbin Screw Corporation, New Britain, Conn.
Cycle Mfg. & Supply Co., 180 North Dearborn st., Chicago, Ill. "Sturmey-Archer" three-speed.
Eclipse Machine Co., Elmira, N. Y.
Girard Cycle Co., Lincoln, Neb.; "Girard" crank hanger.
New Departure Mfg. Co., Bristol, Conn.

LAMPS, ELECTRIC

Adams-Bagnall Electric Co., 7209 Platt ave., Cleveland, O.
Atlas Specialty Mfg. Co., 219 North Michigan ave., Chicago, Ill.
B. & L. Auto Lamp Co., 507 West 35th st., New York.
Badger Brass Mfg. Co., Kenosha, Wis.; "Solar."
Bosch Magneto Co., 225 West 46 st., New York.
Drepper, A. N., Mfg. Co., 585 Sixteenth st., Milwaukee, Wis.
General Electric Co., Schenectady, N. Y.; bulbs.
Hawthorne Mfg. Co., 35 Spruce st., Bridgeport, Conn. "Old Sol."
Hirsch Electric Mine Lamp Co., Broad and Huntingdon st., Philadelphia, Pa.
Hughes, D. O., & Co., 4642 Ravenswood ave., Chicago, Ill.
Indiana Lamp Co., Connersville, Ind.
Metal Specialties Mfg. Co., 730 West Monroe st., Chicago, Ill.
Rosen, A. W. & Co., 610 Broadway, New York.
Usona Mfg. Co., 1-13 Hudson st., New York; "Kwik-Lite" for bicycles.
Zinke Co., 1323 Michigan ave., Chicago, Ill.; "Lunar."

LAMPS, GAS AND BRACKETS

Angsten-Koch Co., Inc., 215 Engelwood ave., Chicago, Ill.; "A-K" lamp brackets.
Atlas Specialty Mfg. Co., 219-21 N. Michigan ave., Chicago, Ill.; tail lamps.
B. & L. Auto Lamp Co., 507 West 35th st., New York; electric and gas lamps and brackets.
Badger Brass Mfg. Co., Kenosha, Wis.; "Solar" lamps and gas generators.
Chicago Auto Lamp Works, 900 West Lake st., Chicago, Ill.; lamps and generators.
Chicago Cycle Supply Co., 815 South Wabash ave., Chicago, Ill.; lamps and brackets.
Cole Auto Brass Co., 767 N. 4th st., Columbus, O.; "Pathfinder."
Corcoran Lamp Co., Reading Rd., Cincinnati, O.; "Corcoran" lamps.
Drepper, A. N., Mfg. Co., 585 16th st., Milwaukee, Wis.; "Mars."
Empire Specialty Co., 3717 Walton ave., Cleveland, O.; Prest-O-Lite brackets.
Fentress-Newton Mfg. Co., 253-255 Lafayette blvd, Detroit, Mich.; lamp brackets.
Fidelity Brass Mfg. Co., 730 W. Monroe st., Chicago, Ill.; lamps.
Grossman, Emil Mfg. Co., 20 Bush Terminal Bldg., Brooklyn, N. Y.; brackets.

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Hammil, F. W., 3715 East 7th st., Kansas City, Mo.; "Easy-Change Lightening Unit Clamp" bracket.
Hawthorne Mfg. Co., Inc., 35 Spruce st., Bridgeport, Conn.; "Old Sol" gas lamps and brackets.
Hine-Watt Mfg. Co., 180 N. Market st., Chicago, Ill.; "Columbia" lamps.
Hub Cycle Co., 14 Portland st., Boston, Mass.; "Red Devil" lamps.
Hughes-Wessling Co., 1774 Leland ave., Chicago, Ill.; lamps and speedometer lights.
Imperial Brass Mfg. Co., The, 1200 W. Harrison st., Chicago, Ill.; tail lamps.
Indiana Lamp Co., Connersville, Ind.
Kittle Mfg. Co., 649 Santa Fe ave., Los Angeles, Cal.; brackets.
Leonard, G. A., Mfg. Co., Burlington, Vt., Presto bracket.
Miller, Edward, & Co., Meriden, Conn.; "Everlit" oil for bicycles.
Motor Car Equipment Co., 55M Warren st., New York.
Monosmith Bros. Co., Spencer, O. "Brilliant" burner.
Peters, H. L., Buffalo, N. Y.; "Bison" bracket.
Prest-O-Lite Co., 246 East South st., Indianapolis, Ind.; "Prest-O-Lite" gas generator.
Rose Mfg. Co., 910 Arch st., Philadelphia, Pa.; "Neverout" oil and gas lamps, and gas generator.
Searchlight Gas Co., Karpen Bldg., Chicago, Ill.
Tank-O-Gas Co., The, 23 St. Ann st., Forest Hills, Mass.; acetylene generator.
Twentieth Century Mfg. Co., New York; "20th Century" head and tail lamps.
Van Cleef Bros., 7709 Woodlawn ave., Chicago, Ill.; "Midget" tail light.
Victor Auto Parts Co., Cincinnati, O.; "Victor" lamps.
Vim Cycle & Hardware Co., 137 Broadway, Buffalo, N. Y.
Wald Mfg. Co., Martin and N. 18 st., Sheboygan, Wis.; brackets.
Zinke Co., 1323 Michigan ave., Chicago, Ill.; "Lunar."

HANDLEBARS

Chicago Handlebar Co., Shelby, O.
Chilson & Graham, Fayette, N. Y.
Kelly Handlebar Dep't, American Stove Co., 5017 Perkins ave., Cleveland, O.; "Kelly adjustable."

LEGGINGS

Atlas Specialty Mfg. Co., 219 North Michigan ave., Chicago, Ill.
Carnes, Charles, Co., Aurora, Ill.; "C. C. C."
Hagerstown Shoe & Legging Co.; Hagerstown, Md.
Loewenberg Co., 60 Colden st., Newark, N. J.
Nathan Novelty Mfg. Co., 94 Reade st., New York.
Syracuse & Elbridge Glove & Legging Co., Syracuse, N. Y.

LOCKS

Angsten-Koch Co., 215 Englewood ave., Chicago, Ill.
Buckeye Mfg. Co., Canton, O.; sprocket locks.
Fraim, E. T., Lock Co., Lancaster, Pa.; cycle padlocks.
Miller Keyless Lock Co., Kent, O.; "Keyless."
Slaymaker Lock Mfg. Corporation, Lancaster, Pa.; "Slaymaker."
Trio Equipment Co., 2162 West 29th st., Cleveland, O.; "Trio."
Waterbury Hardware Co., 414 Broadway, New York.
Zinke Co., 1323 Michigan ave., Chicago, Ill.; "Evans."

LUBRICANTS

Acheson Graphite Co., Niagara Falls, N. Y.; "Oildag" and "Gredag."
Benoit, Constant A., Sheepshead Bay, N. Y.; "Permantex."
Central Petroleum Co., Cleveland, O.; "Motorene."
Dixon, Joseph, Crucible Co., Jersey City, N. J.; graphite.
Ellis Chain Dressing Co., Wichita, Kas.; "Ellis" chain dressing.
Hollingshead, R. M., Co., Camden, N. J.; "Whiz."
National Rubber & Specialties Co., Cincinnati, O.; graphite.
New York Lubricating Oil Co., 116 Broad st., New York. "Monogram."
Vacuum Oil Co., 29 Broadway, New York; "Gargoyle."
Valvoline Oil Co., 11 Broadway, New York; "Valvoline."
Van Cleef Brothers, 7709 Woodlawn ave., Chicago, Ill.; "Dutch brand."
Visco Motor Oil Co., 2104 Superior ave.; Cleveland, O.; "Visco."
White & Bagley Co., Worcester, Mass.; "Olizum."

LUGGAGE CARRIERS

Andrews Wire & Iron Works, Rockford, Ill.; "Androck" for bicycles.
Angsten-Koch Co., 215 Englewood ave., Chicago, Ill.; "A-K."
Cycle Mfg. Supply Co., 180 North Dearborn st.; Chicago, Ill. "Musselman."
Dow Wire & Iron Works, Lexington, Ky.; for bicycles.
Dunham, Thomas Co., Aurora, Ill.
Hart Mfg. Co., 352 Atlantic ave., Boston, Mass.
International Stamping Co., 400 North Leavitt st., Chicago, Ill.
Majestic Mfg. Co., Worcester, Mass.; for bicycles.
Market Forge Co., Everett, Mass.; for bicycles.
Myers Specialty Mfg. Co., Findlay, O.; for bicycles.
New York Sporting Goods Co., 10 Warren st., New York. "Janette."
Reed Company, Inc., Palo Alto, Cal.

MAGNETOS

Bosch Magneto Co., 223-225 West 46 st., New York. "Bosch."
Ericsson Mfg. Co., Military Road, Buffalo, N. Y. "Berling."
National Coil Co., Lansing, Mich.; "National."
Quick Action Ignition Co., South Bend, Ind.
Splitdorf Electrical Co., Newark, N. J. "Dixie" and "Splitdorf."
Swiss Magneto Co., 208 La Salle st., Chicago, Ill. "Elkhart."

MOTORCYCLES

Cleveland—Cleveland Motorcycle Mfg., 7209 Platt ave., Cleveland, O.
Dayton—Davis Sewing Machine Co., Dayton, O.
Emblem—Emblem Mfg. Co., Angola, N. Y.
Excelsior—Excelsior Motor Mfg. & Supply Co., 3307 Cortland st., Chicago, Ill.
Harley-Davidson—Harley-Davidson Motor Co., Milwaukee, Wis.
Henderson—Henderson Motorcycle Co., 1158 Cass ave., Detroit, Mich.
Indian—Hendee Mfg. Co., Springfield, Mass.
Iver-Johnson—Iver Johnson's Arms & Cycle Works, Fitchburg, Mass.
Miami—Miami Cycle & Mfg. Co., Middletown, O.
Pope—Westfield Mfg. Co., Westfield, Mass.
Reading Standard — Reading Standard Motor Co., Inc., Reading, Pa.
Schickel—Schickel Motor Co., 57 Garden st., Stamford, Conn.
Thor—Aurora Automatic Machinery Co., Thor bldg., Chicago, Ill.

MOTOR VEHICLES

American Junior—American Motor Vehicle Co., Lafayette, Ind.
Auto Ped—Auto Ped Co. of America, Long Island City, N. Y.
Mon Auto—Gibson Mon Auto Co., 30 Church st., New York.

MUDGUARDS

Forsythe Mfg. Co., Buffalo, N. Y.
International Stamping Co., 400 North Leavitt st., Chicago, Ill.
Market Forge Co., Everett, Mass.; for bicycles.
Mott Wheel Works, Utica, N. Y.
Standard Welding Co., Cleveland, O.

NAME PLATES

Chandler Co., Springfield, Mass.

OILS AND GREASES

Advance Oil Works, 310 Flushing ave., Brooklyn, N. Y.; "Advance."
Borne, Scrymser Co., 80 South st., New York; "Colonial."
Harris, A. W., Oil Co., 326 South Water st., Providence, R. I. "Harris."
Houghton, E. F., & Co., 240 West Somerset st., Philadelphia, Pa.
Indian Refining Co., 44 Whitehall st., New York; "Havoline."
Lynch, Alonzo K., 1-13 Emerson Place, Brooklyn, N. Y.
New York & New Jersey Lubricating Oil Co., 165 Broadway, New York.
New York Lubricating Oil Co., 116 Broad st., New York. "Monogram."
Three-In-One Oil Co., 43 Broadway, New York; "3-in-1."
Tiona Oil Co., Binghamton, N. Y.
Vacuum Oil Co., 29 Broadway, New York; "Mobiloil."
Valvoline Oil Co., 11 Broadway, New York; "Valvoline."

PATCHES AND RELINERS

American Tire & Rubber Co., 1299 Michigan ave., Chicago, Ill.
Anderson Rubber Works, Meridian and 14th st., Anderson, Ind.
Braender Rubber & Tire Co., Rutherford, N. J.; cementless patches.
Continental Rubber Works, Erie, Pa.

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Directory of Cycle

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Empire Tire Co., Trenton, N. J.; "No-Cement" patches.
Essex Rubber Co., Trenton, N. J.; patches.
Firestone Tire & Rubber Co., Akron, O.
Fisk Rubber Co., Chicopee Falls, Mass.
Goodrich, B. F., Co., Akron, O.
Goodyear Tire & Rubber Co., Akron, O.
Horsey Mfg. Co., 6104 Euclid ave., Cleveland, O.
Indiana Rubber & Insulated Wire Co., Jonesboro, Ind.
National Rubber & Specialties Co., Cincinnati, O.; patches.
Polson Rubber Co., Kansas City, Mo.
Saufley Supply Co., 1519 McGee st., Kansas City, Mo.; "Sycomo" patches.

PEDALS

Majestic Mfg. Co., Worcester, Mass.; "Majestic."
Mechanical Rubber Co., Cleveland, O.
Standard Co., Torrington, Conn. "Standard."
Stevens & Co., 375 Broadway, New York.

PISTONS AND PISTON RINGS

Burd High Compression Ring Co., Rockford, Ill.; "Burd High Compression" ring.
Dunham, Thomas, Co., Aurora, Ill.; pistons.
Ferro Machine & Foundry Co., Cleveland, O.; "Ferro" pistons.
Hebert Mfg. Co., Franklin, N. H.; piston rings.
McQuay-Norris Mfg. Co., 2808 Locust st., St. Louis, Mo.; "Leak-Proof."
Pennsylvania Specialty Co., Inc., 1876 Broadway, New York; "Hi-Comp" and "Pesco" rings.
Piston Ring Co., Muskegon, Mich.; "Sta-Tite" rings.

PRIMING AND GREASE CUPS

Ansonia Mfg. Co., Ansonia, Conn.; grease cups.
Detroit Lubricator Co., Detroit, Mich.
Imperial Brass Mfg. Co., 1200 West Harrison st., Chicago, Ill.
Lunkenheimer Co., Cincinnati, O.

PULLEYS

Eclipse Machine Co., Elmira, N. Y.
Mott Wheel Works, Utica, N. Y.
Standard Welding Co., Cleveland, O.
Universal Welding Co., St. Anne, Ill.

PUMPS

Bridgeport Brass Co., Bridgeport, Conn.
Funke, Herbert F. L., Co., Inc., 116 Broad st., New York. "Bluemel."
Imperial Brass Mfg. Co., 1200 West Harrison st., Chicago, Ill.
Livermore, Homer F., 87 Pearl st., Boston, Mass. "Austin."
Stevens & Co., 375 Broadway, New York.
United States Tire Co., 1790 Broadway, New York.

SADDLES

Askew Saddlery Co., Kansas City, Mo.
Mesinger, H. & F., Austin place and 144th st., New York. "Mesinger."
Persons Mfg. Co., Worcester, Mass. "Persons."
Reading Saddle Mfg. Co., Reading, Pa.
Superior Metal Products Co., Elyria, O.
Troxel Mfg. Co., Elyria, O.
Wolverine Leather Goods Co., 61 Jefferson st., Detroit, Mich.; for bicycles.

SIDECARS AND SIDEVANS

Dunham, Thomas, Co., 343 Hardin st., Aurora, Ill.; "Dunham."
Flexible Sidecar Co., Loudonville, O. "Flexible."
Harley-Davidson Motor Co., Milwaukee, Wis. "Harley-Davidson."
Hendee Mfg. Co., Springfield, Mass. "Indian."
Illinois Motorcycle & Accessories Co., 1847 Sawyer ave., Chicago, Ill.; "Illinois."
Majestic Mfg. Co., Worcester, Mass.; "Majestic."
Rogers Mfg. Co., 337 West Madison st., Chicago, Ill. "Rogers."
Svensgaard, Harry, Sales Corporation, 214 Jefferson ave., Detroit, Mich. "Pullman."

SIDECAR ACCESSORIES

American Auto Top Mfg. Co., 1451 Washington blvd., Chicago, Ill.; tops and curtains.
Atlas Specialty Mfg. Co., 219 North Michigan ave., Chicago, Ill.; aprons.
Dunham, Thomas, Co., Aurora, Ill.
Flexible Sidecar Co., Loudonville, O.
Rogers Mfg. Co., 337 West Madison st., Chicago, Ill.; aprons, footrests.
Star Storm Front Co., Troy, O.; aprons and covers.
Stevens & Co., 375 Broadway, New York; windshields.

SPEEDOMETERS

Corbin Screw Corporation, New Britain, Conn. "Corbin-Brown."
Johns-Manville, H. W., Co., New York. "Jones" and "J-M."
Stewart-Warner Speedometer Corporation, Chicago, Ill.; "Stewart."
Stover-Lang Co., 221 Columbus ave., Boston, Mass; "Speed-mileage meter."

SPOKES

(See Wheels, Rims, etc.)

SPRINGS

Auto & Machine Spring Co., 116 East 11 st., New York.
New York Wire & Spring Co., 586 Washington st., New York.
Norlund Novelty Co., Williamsport, Pa.; flat springs.
Tuck Mfg. Co., Brockton, Mass.

SPROCKETS

Great Western Mfg. Co., La Porte, Ind.
Diamond Chain & Mfg. Co., Indianapolis, Ind.
Duckworth Chain & Mfg. Co., Springfield, Mass.
Hydraulic Pressed Steel Co., 3152 East 61st st., Cleveland, O.
Mossberg, Frank, Co., Attleboro, Mass.

STAMPINGS

Ansonia Mfg. Co., Ansonia, Conn.
Bettcher Mfg. Co., Cleveland, O.
Chandler Co., Springfield, Mass.
Hydraulic Pressed Steel Co., Cleveland, O.
International Stamping Co., Chicago, Ill.
Kales-Haskel Co., 445 Lafayette blvd., Detroit, Mich.
Kenney, J. B., & Co., 1205 Olive st., St. Louis, Mo.
Mossberg, Frank, Co., Attleboro, Mass.
Norlund Novelty Co., Williamsport, Pa.
Worcester Pressed Steel Co., Worcester, Mass.

STANDS

Atlas Specialty Mfg. Co., 219 North Michigan ave., Chicago, Ill.
Hart Mfg. Co., 352 Atlantic ave., Boston, Mass.
Majestic Mfg. Co., Worcester, Mass.; for bicycles.
Market Forge Co., Everett, Mass.; for bicycles.
Myers, F. E., & Brother, Ashland, O.; for bicycles.
Myers Specialty Mfg. Co., Findlay, O.
No Lift Stand Co., 377 Quincy st., Brooklyn, N. Y. "No Lift" for motorcycles.
Simplex Specialty Co., 2331 Lawrence ave., Chicago, Ill. "Simplex" for bicycles.

STARTERS, KICK

Pioneer Mfg. Co., 6703 Greenfield ave., Milwaukee, Wis. "Pioneer."

STRAINERS

Breeze Carbureter Co., 252 South st., Newark, N. J.; "Breeze."
Kales-Haskel Co., 445 Lafayette blvd., Detroit, Mich.
Lunkenheimer Co., Cincinnati, O.
Standard Thermometer Co., 65 Shirley st., Boston, Mass.; "Standard."
Stevens & Co., 375 Broadway, New York.

SPARKPLUGS

Air-Friction Carbureter Co., Dayton, O.
Angsten-Koch Mfg. Co., 215 Englewood ave., Chicago, Ill.
Albright Ignition Co., Columbus, Ga.; "Albright."
Auburn Ignition Mfg. Co., Auburn, N. Y. "Auburn," "AIM."
Benford Mfg. Co., Mt. Vernon, N. Y.; "Monarch."
Benton, L. F., Co., Vergennes, Vt.; "Benton."
Bosch Magneto Co., 225 West 46th st., New York. "Bosch."
Champion Ignition Co., Flint, Mich.; "A-C."
Champion Spark Plug Co., Toledo, O. "Champion."
Funke, Herbert F. L., Co., Inc., 116 Broad st., New York. "Lodge."
Grossman, Emil, Mfg. Co., Inc., Bush Terminal No. 20, Brooklyn, N. Y.; "Red Head."
Hampshire Mfg. Co., Hatfield, Mass.
Hardy, R. E., Co., 1134 Austin ave., Chicago, Ill.; "Sta-Rite."
Hartford Machine Screw Co., Hartford, Conn.; "HMS."
Herz & Co., 245 West 55th st., New York; "Bougie Mercedes."
Jeffrey-Dewitt Co., Detroit, Mich.; "J-D."
Johns-Manville, H. W., Co., New York; "Metzger."
Kokomo Electric Co., Kokomo, Ind.; "Kingston."

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Lemke Electric Co., 509 Cedar st., Milwaukee, Wis.
MacGugan, John, Co., Roslindale, Mass.; "Viking."
Mosler, A. R., & Co., Mt. Vernon, N. Y.; "Mosler."
Milwaukee Auto Specialty Co., 711 Chestnut st., Milwaukee, Wis.
Motorcar Equipment Co., 55 Warren st., New York.
Motorcycle Equipment Co., Hammondsport, N. Y. "Meco."
New York Mica & Mfg. Co., 27 Clark st., Auburn, N. Y.
Perpetual Spark Plug Co., Dunmore, Pa.
Pittsfield Spark Coil Co., Pittsfield, Mass.
Rajah Auto-Supply Co., Bloomfield, N. J.; "Rajah."
Reflex Ignition Co., 211 High ave., Cleveland, O.; "Reflex."
Sharp Spark Plug Co., Broadview Road, Cleveland, O.
Silvex Co., Bethlehem, Pa. "Bethlehem Five-point."
Splitdorf Electrical Co., Newark, N. J. "Splitdorf."
Superior Motor Power Co., 30 Irving pl., New York.
V-Ray Co., Marshalltown, Iowa; "V-Ray."

SUPPLIES AND ACCESSORIES: MISCELLANEOUS

Adams, H. T., & Co., 6823 South Chicago ave., Chicago, Ill.; "Adams" motorcycle watch holder.
Alcemo Mfg. Co., Newark, N. J.; "Korker" puncture cure.
American Art Production Co., 141 Wooster st., New York; felt advertising novelties; pennants.
American Battery Co., 1134 Fulton st., Chicago, Ill.; battery chargers and rectifiers.
American Lava Co., Chattanooga, Tenn.; "Bray" burners and tips.
American Tire & Rubber Co., 1229 Michigan ave., Chicago, Ill.; "Self-Curing," tire tape, pedal rubbers, etc.
Andrews, W. D., 632 Main st., Buffalo, N. Y.
Angsten-Koch Co., Inc., 215 Englewood ave., Chicago, Ill.; "A-K" locks, rainproof outfits, axle extensions, etc.
Ansonia Mfg. Co., Ansonia, Conn.; screw machine products.
Atlas Specialty Mfg. Co., 219 North Michigan ave., Chicago, Ill.; supplies.
Auto Specialty Co., West Haven, Conn.; screw machine products.
Beckley-Ralston Co., 3536 West Van Buren st., Chicago, Ill.; supplies.
Billings & Spencer Co., Hartford, Conn.; screw drivers.
Brandywine Fibre Products Co., 815 Shipley st., Wilmington, Del.; washers, switch blocks, etc.
Buell Mfg. Co., 1142 E. 46th st., Chicago, Ill.; handlebar controls and control casings.
Buffalo Specialty Co., 375 Ellicott st., Buffalo, N. Y.; "Neverleak" tire fluid.
Bumiller, Herman, Co., 432 Main st., Cincinnati, O.; dust shields and crankcase protectors.
Chicago Cycle Supply Co., 825 South Wabash ave., Chicago, Ill.
Chicago Leather Specialty Co., 208 North Fifth ave., Chicago, Ill.; mud splashers.
Corbin Screw Corporation, New Britain, Conn.; screw machine products.
Detroit Lubricator Co., Detroit, Mich.; sight feed fittings, oil hole covers.
Duckwall Belting & Hose Co., 516 North Capitol ave., Indianapolis, Ind.; washers and shims.
Dunton, M. W., Co., 150 Niagara st., Providence, R. I.; tape, soldering paste.
E. & C. Mfg. Co., 1716 Ludlow st., Philadelphia, Pa.; chain idler, nickel plating.
Eclipse Machine Co., Elmira, N. Y.; "Non-Slip" lagging, "Eclipse" fork head sets.
Federal Rubber Co., Milwaukee, Wis.; sleeves, repair kits, pedal rubbers, etc.
Fentress-Newton Mfg. Co., 429 Bagg st., Detroit, Mich.; "F-N" skirt guards, axle washers, carrier straps, license holder, Prest-O-Lite holder, tool bag holder, etc.
Forsyth Metal Goods Co., 308 Terrace, Buffalo, N. Y.; frame parts.
Firestone Tire & Rubber Co., Akron, O.; tire accessories.
French, Howard A., & Co., 736 14th st., Washington, D. C.; supplies.
Fry, Keyser, 616-22 North 8th st., Reading, Pa.; "Ever Right" tire tape and "Neverslip" nipple grip.
Goodby-Rankin Co., Providence, R. I.; jobber.
Goodrich, B. F., Co., Akron, O.; tire sleeves, pedal rubbers, tire tape, puncture plugs.
Grady, J. W., & Co., Worcester, Mass.; supplies.
Graton & Knight Mfg. Co., Worcester, Mass.; belt cement, pulley lagging and V-belt fasteners.
Grossman, Emil, Mfg. Co., 20 Bush Terminal bldg., Brooklyn, N. Y.; mirrorscopes.
Half Price Auto List Co., 68 State st., Albany, N. Y.; list of registered motorcycle owners in all States.
Hartford Screw Machine Co., Hartford, Conn.; screw machine products.
Hauck Mfg. Co., 140 Livingston st., Brooklyn, N. Y.; brazing equipment.
Hawthorne Mfg. Co., 35 Spruce st., Bridgeport, Conn.; specialties.
Hill Pump Valve Co., 2307 Archer ave., Chicago, Ill.; screw machine products.
Hobart Bros. Co., Troy, O.; cases and cabinets.
Hollingshead, The R. M., Co., Camden, N. J.; "Whiz" soap, soapstone, talc, etc.
Hydraulic Pressed Steel Co., 3152 East 61st st., Cleveland, O.; brake drums.
Imperial Brass Mfg. Co., The, 1200 West Harrison st., Chicago, Ill.; compression couplings, sight feeds, etc.
International Stamping Co., The, 1852 West Austin ave., Chicago, Ill.; chain guards.
Johnson, S. C., & Son, Racine, Wis.; "Johnson's Prepared Wax."
Johnson Cushion & Specialty Co., Detroit, Mich.; "Peerless" dust and mud covers.
K. & W. Rubber Co., 210 Orange st., Ashland, O.; soapstone, repair kits, etc.
Lunkenheimer Co., Cincinnati, O.; grease cups, pipe fittings.
Lydon Mfg. Co., Chicago, Ill.; "Speedler" gasoline saver.
Maslen, George S., 509 Market st., Philadelphia, Pa.; supplies.
Majestic Mfg. Co., 34 Southbridge st., Worcester, Mass.; belt fasteners, etc.
Manufacturers' Supply Co., Cherry and Juniper sts., Philadelphia, Pa.
Mead Cycle Co., 33 North Canal st., Chicago, Ill.; imported accessories.
Metal Specialties Mfg. Co., 730 North Monroe st., Chicago, Ill.; speedometer lights, etc.
Motor Car Equipment Co., 55 Warren st., New York; supplies.
Motorcycle Accessories Co., St. Paul, Minn.
Motorcycle Equipment Co., Hammondsport, N. Y.; "Meco" supplies.
Nathan Novelty Co., 84a Reade st., New York; lamp cover, hand windshield.
National Rubber & Specialties Co., Cincinnati, O.; non-rusting compounds, shellac.
New York Sporting Goods Co., 10 Warren st., New York; bicycle jobbers, accessories.
O-U-Lite Co., 1505 State st., Racine, Wis.; "O-U-Lite" dimmer.
Overholt Co., Galesburg, Ill.; portable shop outfits.
Okonite Co., 253 Broadway, New York; insulating tape.
Page, Lester & Co., Chicago, Ill.; "Tite-Wad" repair outfit.
Post & Lester, Hartford, Conn.; accessories.
Parcrid Motor Appliance Co., 226 South La Salle st., Chicago, Ill.; "Fosnacht" valve reseater.
Premier Novelty Mfg. Co., 83 White st., New York; "Premier" fabrics.
Prest-O-Lite Co., Inc., 246 East South st., Indianapolis, Ind.; "Prest-O-Tire" tube for tire inflation.
Pyrene Mfg. Co., 52 Vanderbilt ave., New York; "Pyrene" fire extinguishers and brackets.
Rex Battery Co., 1718 South Wabash ave., Chicago, Ill.; "Rex" trouble lamps.
Riley-Klotz Mfg. Co., 17 Mulberry st., Newark, N. J.; rear view mirrors.
Roby, Sidney B., Co., Rochester, N. Y.; motorcycle and bicycle supplies.
Saufley Supply Co., 1579 McGee st., Kansas City, Mo.; supplies.
Standard Welding Co., Cleveland, O.; seat posts, etc.
Supplee-Biddle Hardware Co., 503 Market st., Philadelphia, Pa.; jobber.
Swenson, B. A., Providence, R. I.; supplies.
Tingley, C. O., & Co., Rahway, N. J.; tire specialties.
Van Cleef Bros., 7709 Woodlawn ave., Chicago, Ill.; "Dutch Brand" tire tape and belt grip.
Vim Cycle & Hardware Co., 137 Broadway, Buffalo, N. Y.; motorcycle and bicycle supplies.
Webb Mfg. Co., Ft. Centre st., Newark, N. J.; wire belts and casing for wire controls.

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Weidenhoff, Jos., 1215 South Ashland ave., Chicago, Ill.; timer and magneto parts.
Westing Co., G. H., Indianapolis, Ind.; bicycle jobber, accessories.
Williams Mfg. Co., 18th and Carmen sts., Camden, N. J.; "S. V." tire repair kit, nozzle point tubes, rubber putty.

TANDEM ATTACHMENTS AND LUGGAGE CARRIERS

Angsten-Koch Co., Inc., 215 Englewood ave., Chicago, Ill.
Atlas Specialty Mfg. Co., 219-21 North Michigan ave., Chicago, Ill.
Bumiller, Herman, Co., 432 Main st., Cleveland, O.; for Indian only.
Dowe Wire & Iron Works, Louisville, Ky.; luggage carriers.
Empire Specialty Co., 3717 Walton ave., Cleveland, O.
Fentress-Newton Mfg. Co., 253-255 Lafayette blvd., Detroit, Mich.; tandem seats, luggage carriers and attachments.
Haynes, P. I., Co., 245 North 4th st., Columbus, O.
Haverford Cycle Co., 285 Arch st., Philadelphia, Pa.
Miami Cycle & Mfg. Co., Middletown, O.
Kittle Mfg. Co., 649 Santa Fe ave., Los Angeles, Cal.
Majestic Mfg. Co., 34 Southbridge st., Worcester, Mass.
Motorcycle Equipment Co., Hammondsport, N. Y. "Meco."
Star Electric Co., 18 North May st., Chicago, Ill.; luggage carrier.
Stoll Mfg. Co., The, 33d and Walnut sts., Denver, Colo.
Trio Equipment Co., 2162 West 29th st., Cleveland, O.; "Trio."
Vim Cycle & Hardware Co., 137 Broadway, Buffalo, N. Y.
Wald Mfg. Co., Martin and North 18th st., Sheboygan, Wis.; carriers.

TANKS

Acorn Brass Mfg. Co., Aurora, Ill.; gasoline and oil tanks.
Carbo-Light Sales Co., Anderson, Ind.; gas tanks.
Prest-O-Lite Co., 246 Speedway, Indianapolis, Ind.; "Prest-O-Lite" gas tanks and brackets.
Searchlight Co., 415 Karken bldg., Chicago, Ill.; "Searchlight" gas tanks.

TIRES

Ajax Grieb Rubber Co., 1796 Broadway, New York.
Anderson Rubber Works, Meridian and 14th st., Anderson, Ind.
American Tire & Rubber Co., 1229 Michigan ave., Chicago, Ill.
Braender Rubber and Tire Co., Rutherford, N. J. "Braender."
Bricston Mfg. Co., Brookings, S. Dak.; puncture proof tread.
Continental Rubber Works, 19th and Liberty sts., Erie, Pa. "Vitalic."
Dayton Rubber Mfg. Co., Dayton, O.
Double Fabric Tire Co., West 11th st., Auburn, Ind.
Empire Rubber & Tire Co., North Clinton ave., Trenton, N. J.
Federal Rubber Mfg. Co., Cudahy, Wis. "Federal."
Fisk Rubber Co., Chicopee Falls, Mass.; "Fisk."
Firestone Tire & Rubber Co., Akron, O. "Firestone."
Goodrich, B. F., Co., Akron, O.
G. & J. Tire Co., Indianapolis, Ind.; "G. & J."
Goodyear Tire & Rubber Co., The, Akron, O. "Blue Streak."
Great Eastern Rubber Co., Allentown, Pa.; "Crown."
Indiana Rubber & Insulated Wire Co., Jonesboro, Ind. "Pye-Musselman" bicycle tires.
Kokomo Rubber Co., Kokomo, Ind.
K. W. Rubber Co., 210 Orange st., Ashland, O.; "Maxotires."
Leather Tire Goods Co., 2051 Whirlpool st., Niagara Falls, N. Y.; "Woodworth" tread.
Mohawk Rubber Co., Akron, O.
National Rubber Co., 4414 Papin st., St. Louis, Mo.
New York Sporting Goods Co., 10 Warren st., New York. "Infallible."
Pennsylvania Rubber Co., Jeannette, Pa.
Polson Rubber Co., 331 S. W. blvd., Kansas City, Mo.; "Bull Dog" tire boots.
Rutherford Rubber Co., Rutherford, N. J.; "Sterling."
Saufley Supply Co., 1519 McGee st., Kansas City, Mo.; "Sycomo."
Swinehart Tire & Rubber Co., Akron, O.
United States Tire Co., 1790 Broadway, New York; "United States" tires and tire accessories.
Voorhees Rubber Co., Jersey City, N. J.; puncture proof inner tube.

TIRE CHAINS

American Chain Co., Bridgeport, Conn.; "Weed" chains.

TRICARS AND REAR CARS

Reading Standard Co., Inc., 340 Water st., Reading, Pa. "R-S" commercial tricar.
Cygnet Rear Car Co., Buffalo, N. Y. "Cygnet Rear Cars."

TOOLS AND TOOL BOXES

Acorn Brass Mfg. Co., Aurora, Ill.; tool boxes.
American Tire & Rubber Co., 1229 Michigan ave., Chicago, Ill.; "Three-In-One" valve tools.
Armstrong Brothers Tool Co., 339 West Francisco ave., Chicago, Ill.
Atlas Specialty Mfg. Co., 219-21 North Michigan ave., Chicago, Ill.; tool bags and rolls.
Auto Specialty Co., West Haven, Conn.; miscellaneous small tools.
Bean Co., Berea, O.; "Bean" chain repair tool.
Billings & Spencer Co., Hartford, Conn.; wrenches and other tools.
Bonney Vise & Tool Works, Inc., Allentown, Pa.
Caillet Bros., Wellington, Colo.; "Peerless" chain tool.
Cronk & Carrier Mfg. Co., 150 Lake st., Elmira, N. Y.; wrenches, etc.
Frasse, Peter A., & Co., Inc., 410 Canal st., New York; "Renold" chain tools.
Globe Machine & Stamping Co., The, 1249 West 76th st., Cleveland, O.; tool boxes.
International Stamping Co., 400 North Leavitt st., Chicago, Ill.; tool boxes and combination Prest-O-lite tank and tool box.
Mesinger Mfg. Co., H. & F., 144th st., and Austin pl., New York; tool bags.
Motorcycle Tire Jimmy Co., St. Mary's, O.; tire jimmy.
Nathan Novelty Mfg. Co., 83 Reade st., New York; tool bags.
Persons Mfg. Co., Worcester, Mass.; tool bags.
Reading Cycle Mfg. Co., Reading, Pa.; tire repair tools, nipple grips, etc.
Stevens & Co., 375 Broadway, New York.
Superior Metal Products Co., Elyria, O.; tool bags.
Troxel Mfg. Co., The, Mill st., Elyria, O.; tool boxes and bags.
Wolverine Leather Goods Co., 61 Jefferson ave., Detroit, Mich.; tool bags.

TUBING

Breeze Carbureter Co., 252 South st., Newark, N. J.; flexible tubing.
Crerar, Adams & Co., 107 North Canal st., Chicago, Ill.
Elyria Iron & Steel Co., Cleveland, O.; welded steel tubing.
Frasse, Peter A., & Co., Inc., 421 Canal st.; seamless steel tubing.
New York Wire & Spring Co., 586 Washington st., New York; flexible tubing.
Pittsburgh Steel Products Co., Pittsburgh, Pa.; seamless steel tubing.
Standard Welding Co., Cleveland, O.; frame tubing, rims, seat posts, etc.

VALVES

Andrews, W. D., 632-4 Main st., Buffalo, N. Y.; auxiliary air for carbureters.
Angsten-Koch Co., 215 Englewood ave., Chicago, Ill.; "A-K" air valves.
Auto & Machine Spring Co., 106 East 11th st., New York.
Barco Brass & Joint Co., Chicago, Ill.
Hibbard Engineering Co., 1036 Majestic Bldg., Detroit, Mich.
Imperial Brass Mfg. Co., 1200 West Harrison st., Chicago, Ill.; needle valves, shut-off and drain cocks, etc.
Lewis Electric Welding & Mfg. Co., 4080 Detroit, ave., West Toledo, O.
Rich Tool Co., 410 Railway Exchange, Chicago, Ill.; "Rich Tungsten Valves."
Steel Products Co., Toledo, O.

VALVE GRINDING COMPOUNDS

Hollingshead, The R. M., Co., Camden, N. J.; "Whiz."
International Mfg. & Sales Co., 6304 Wallace st., Chicago, Ill.; "Peerless" and "E-Z."
Stewart & Co., 171 Broadway, New York; "Gryndyn."
Van Cleef Bros., 7709 Woodlawn ave., Chicago, Ill.; "Dutch brand."

VARIABLE GEARS

Corbin Screw Corporation, New Britain, Conn. "Corbin" two-speed hub for bicycles.
Cycle Mfg. & Supply Co., 180 North Dearborn st., Chicago, Ill. "Sturmey-Archer" three-speed hubs for bicycles.
Eclipse Machine Co., Elmira, N. Y. "Eclipse" two-speed for motorcycles.

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and Allied Trades

ist for Ready Reference

VOLTMETERS, AMMETERS

Splitdorf Electrical Co., Newark, N. J. "Splitdorf."
Sterling Mfg. Co., 321 Frankfort ave., Cleveland, O.; "Sterling."
Weston Electrical Instrument Co., Newark, N. J.; "Weston."

VULCANIZERS

Adamson Mfg. Co., East Palestine, O.
Marvel Accessories Mfg. Co., Sixth and Lakeside ave., Cleveland, O.; "Marvel."
National Rubber & Specialties Co., Cincinnati, O.
Premier Electric Co., Ravenswood & Cuyler ave., Chicago, Ill.; "Premier" electric.
Shaler, C. A., Co., Waupun, Wis.; "Shaler."
Vanderpool Co., Springfield, O.
Worko Co., Racine, Wis.; "Non-Burn."

WHEELS, SPOKES, RIMS, ETC.

K. & C. Mfg. Co., Henniker, N. H.; "K. & C" wood rims for bicycles.
Mott Wheel Works, Utica, N. Y.; wheels, rims.
National Screw & Tack Co., Cleveland, O.; spokes and nipples.
Reading Cycle Mfg. Co., Reading, Pa.; built up bicycle wheels.
Standard Welding Co., Cleveland, O.; rims and wheels.
Standard Co., Torrington, Conn.; spokes and nipples.
Universal Welding Co., St. Anne's, Ill.; rims.
Tucker Wood Work Co., Sidney, O.; bicycle wood rims.

WHISTLES

Barco Brass & Joint Co., 212 West Illinois st., Chicago, Ill.
Buell Mfg. Co., 1610 Michigan ave., Chicago, Ill.; "Buell."
Coming Mfg. Co., Railway Exchange Bldg., Chicago, Ill.; "Trinity Chimes."
Fulton Co., 726 National ave., Milwaukee, Wis.; "Aermore."
New York Sporting Goods Co., 10 Warren st., New York. "Infallible."
Riley-Klotz Mfg. Co., 20 Mulberry st., Newark, N. J.; "Chime."

WRENCHES

Armstrong Brothers Tool Co., 339 West Francisco ave., Chicago, Ill.
Billings & Spencer, Hartford, Conn.
Cochran Pipe Wrench Co., 744 South st., Chicago, Ill.; "Speednut."
Coes Wrench Co., Worcester, Mass.
Improved Gauge Co., 302 Water st., Syracuse, N. Y.
Mossberg, Frank, Co., Attleboro, Mass.
Stevens & Co., 375 Broadway, New York.

Summary of 1917 Motorcycle Specifications

(Continued from page 37)

Equipment—United States tires; Troxel saddle; luggage carrier; jack type of rear stand; front stand; tool box, tools and tire repair kit.
Finish—Pope gray with handsome striping.
Model T-17—Three-speed, twin-cylinder, spring-frame model, specifications same as above, with exception of Dixie magneto which replaces lighting system. Price, $275.
Model TM-17—Three-speed, spring-frame, single-cylinder model, specifications same as T-17. Price, $240.
Model L-17—Single-geared, spring-frame, twin-cylinder model, specifications same as Model T-17 with exception of starter and three-speed, neither of which are fitted. Price, $240.
Model L-17 Special—Specifications same as Model T-17 except three-speed is not fitted. Price, $250.
Model M-17—Single-geared, single-cylinder model. Specifications same as Model TM-17 except that three-speed is not fitted.
Model H-17—Four-horsepower, single-cylinder, lightweight model, belt drive, loop type frame, 26-inch wheels. Price, $140.

READING-STANDARD

Reading Standard Co. Reading, Pa.
Three models—Two twins and one single; all three-speed.
Model 17-TE—Twelve-horsepower twin, electrically equipped. Price, $315.
Motor—Side-by-side valves, bore 3⅛ inches; stroke, 3¼ inches; piston displacement, 67 cubic inches. Lubrication by automatic mechanical oiler; Schebler carburetor; ignition by Bosch lighting and ignition dynamo.
Transmission—By roller chain to multiple disc clutch on countershaft three-speed of sliding gear type; thence by roller chain to rear wheel.
Starter—Back-acting segmental type kick starter acting on countershaft.
Frame—Keystone double-bar type with drop forged fittings throughout; sidecar lugs provided.
Control—Grip control of spark, throttle and compression release; clutch by interconnected foot and hand levers; three-speed by hand lever interlocked with clutch control; service brake by foot lever; emergency brake by grip lever.
Equipment—Goodyear, Firestone or United States tires; Mesinger Air Cushion saddle; heavy rear stand; tool box with tools and tire repair kit.
Finish—Reading brown.
Model 17-T—Twelve-horsepower twin, three-speed model. Specifications same as Model 17-TE except that Bosch magneto is used instead of ignition and lighting system. Price, $275.
Model 17-S—Six-horsepower, single, three-speed model. Specifications same as Model 17-T except for single-cylinder motor. Price, $240.

THOR

Aurora Automatic Machinery Co., Chicago, Ill.

Six models—Five twins and one single.
Model 17-AE—Fifteen-horsepower twin, three-speed, electrically equipped. Price, $325.
Motor—Bore 3.57 inches, stroke 3.80 inches; piston displacement 76 cubic inches. Overhead inlet valves inclosed in cylinder pockets. Lubrication by mechanical oiler supplemented by hand pump. Schebler carburetor. Ignition by Splitdorf Mag-dynamo.
Starter—Segmental back-acting kick starter on left side of machine, can be operated from saddle.
Frame—Open type of double-bar frame amply reinforced to carry sidecar load with drop forged fittings and sidecar lugs.
Equipment—Firestone, Goodyear or United States tires, steel luggage carrier; front and rear stands, rear stand of easy lifting type; tool box with tool kit and tire repair kit; electric two-bulb headlight and horn and electric tail light.
Finish—Two-shade blue handsomely paneled and striped.
Model 17-A—Fifteen-horsepower, twin, three-speed model. Specifications same as Model 17-AE except that magneto replaces lighting and ignition system. Price, $285.
Model 17-UE—Twelve-horsepower, twin, three-speed, electrically equipped. Specifications same as Model 17-AE except motor dimensions, which are: bore, 3.25 inches, and stroke, 3.60 cubic inches; piston displacement, 61 cubic inches. Price, $315.
Model 17-U—Twelve-horsepower twin, three-speed model. Specifications same as Model 17-UE except that magneto replaces electric lighting and ignition system. Price, $275.
Model 17-V—Six-horsepower twin, three-speed model. Price, $250. Inlet valves overhead and not enclosed; bore, 2.75 inches; stroke, 3.25 inches; piston displacement, 38.6 cubic inches. Mechanical oiler; Schebler carburetor; magneto ignition. Other specifications follow closely those of the larger models.
Model 17-Y—Four-horsepower single, two-speed service model. Price, $200. Motor features similar to twin models; bore, 3.25 inches; stroke, 3.60; piston displacement, 31.50 cubic inches. Mechanical oiler, Schebler carburetor; magneto ignition.

EXCELSIOR

Excelsior Motor Mfg. & Supply Co., Chicago, Ill.

Excelsior models for the coming season have not as yet been announced but they are promised for the opening of the Chicago show.

SCHICKEL

Schickel Motor Co. Stamford, Conn.
The new Schickel models have not been announced.

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MORE COMFORT BUILT INTO 1917 PULLMANS

Triangular Frame, Special Front and Rear Connections and Coach Built Body Retained—Roomier Body, Flexible Seat Post Connection and Alterable Spring Arrangement Make for Luxury

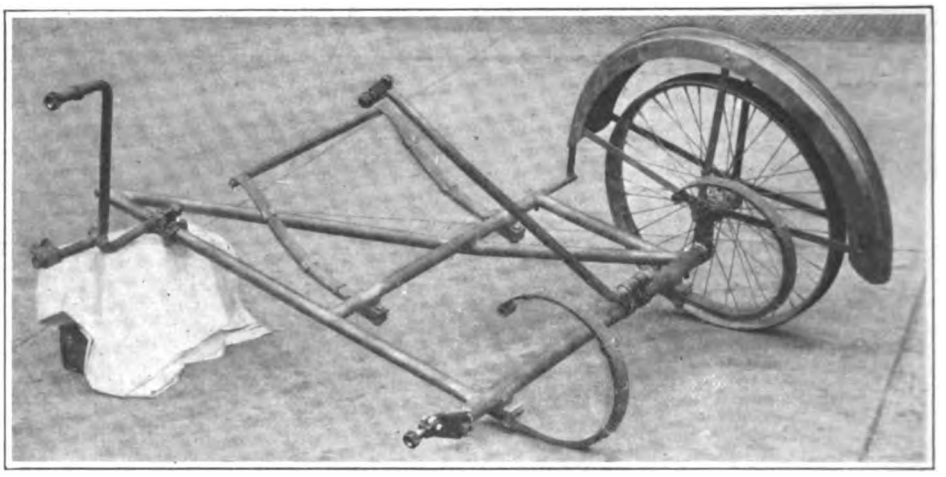
DETROIT, Mich. — Some minor improvements in the means of attaching the car to the motorcycle, a slightly altered spring arrangement whereby the spring specifications can be altered in a couple of moments to suit the individual weights of the users, a slightly wider and longer body giving that added inch or so of leg room that means real comfort—these are the biggest of quite a fund of detail changes which characterize the 1917 Pullman sidecar from the 1916 models.

In its main features, however—the underlying constructional principles upon which the Pullman has made its success—the Pullman line remains unchanged. The straight line type of chassis diagonally braced by a truss tube running the entire length of the frame, a construction which provides the utmost in strength and rigidity by dividing the frame into a series of triangles, is retained. The engineering principles upon which the construction is based are correct, and in practice the construction has been found to render the best possible sort of service.

The wonderful front triangular brace—the brace which, by distributing the strain

Coach-Built Body with Classy Lines

of the sidecar over the entire length of the drop tube of the motorcycle frame, did away with frame breakage entirely, has been retained substantially intact; likewise, the rear-hinged joint is again found in the 1917 construction. A double coil spring has been added to the seat post brace at the rear axle clamp, providing just the proper



Pullman Chassis Showing Triangular Front Brace and Sturdy Frame Construction

degree of resiliency to relieve the motorcycle of all vibration due to the travel of the sidecar wheel over rough stuff.

It is pointed out that with these connections after the sidecar has once been properly lined up with the motorcycle, detachment and subsequent attachment is merely a matter of the removal and replacement of three bolts—the matter of but ten minutes at the outside and very little trouble.

Coach-Built Body

The third Pullman feature that has gone a long way in contributing to its success is the coach-built body, and this is continued substantially as in former models with the exception of the slight enlargement heretofore noted, and the fitment of a foot rest at just the proper angle for the maximum of comfort.

In the springing arrangement some real novelty is found. Individual front and rear C springs of special analysis steel are mounted on drop-forged spring perches which are solidly welded to the chassis members.

By this arrangement it is a simple matter to add a new leaf to the spring in case a spring of greater tension is desired or to remove one in the case greater resiliency is desired.

Ordinarily unless otherwise specified, the springs comprise three leaves both front and rear, but upon specification the four-leaf spring will be supplied.

The adjustable feature of the rear axle remains the same, although details have been improved. The axle-spindle is now securely bolted to a drop forged arm, making removal and replacing of the axle-spindle an extremely simple matter.

The mudguard is firmly held in place with a trio of "U"-shaped straps joined to stampings on each end of the axle-spindle, and is also strap-fastened at front to a telescoping rod adjustable for trackage width.

The Pullman factory at Ionia, Mich., is the largest and only sidecar factory in the world making its own drop-forgings, stampings, and springs.

Preparations are being made to care for the manufacture and marketing of from 5,000 to 6,000 Pullmans for the coming season which indicates in itself just what the Harry Svensgaard Sales Corp. thinks of the coming year's demand for side cars.

BOSCH SERVICE

Ten New Service Stations Established in Various Localities

NEW YORK, Nov. 6.—The Bosch Magneto Co. has extended its far reaching line of Bosch Magneto service stations by the addition of ten new individuals and companies to take care of the needs of Bosch users in various parts of the country.

It is pointed out that the new service folk are fully equipped with complete sets of special tools and testing apparatus adequately to take care of any sort of repair and adjustment work on the Bosch mechanism, and each of them employs at least one specially trained magneto man, a graduate of the Bosch Magneto School. The new service stations are as follows: Bangor, Me., A. L. Ebbeson; Bridgeport, Conn., Auto Service Co.; Jacksonville, Fla., Wilson Electric Co.; Mobile, Ala.; Harrington Motor Co.; New London, Conn., Garlock & Haynes; San Jose, Cal., Auto Ignition Co.; St. Paul, Minn., Essanell Electric Co.; Tonopah, Nev., Tonopah Electric & Tire Co.; Uniontown, Pa., Tri-State Garage Co.; Wilmington, Del., Tourist Garage & Motor Repair Co.

LOCAL FIRESTONE PRESTIGE

AKRON, O., Nov. 1.—The recent convention of the sales representatives of the Firestone Tire & Rubber Co. made a sufficient impression on Akron affairs for the *Sunday Leader*, the leading rubber city news medium, to devote a full page to it in the rotogravure section. All the various phases of the convention and quite a number of the best known folks in the Firestone organization were pictured in the layout.

BLAKE WITH AUBURN

Former Bosch Salesman Takes District for Auburn Plug Maker

AUBURN, N. Y., Nov. 6.—George F. Blake sometime ago with the Bosch Magneto Co., and more lately with the John MacGregor Co., has joined the forces of the Auburn Ignition Co., maker of the "A. I. M. Auburn" and Blazer spark plugs.

Blake will act as district sales manager for that portion of the United States north and east of, but not including, Indiana, Kentucky, Virginia and Maryland.

INDIAN FOR ORIOLE POLICE

BALTIMORE, Md.—Another Indian for police service has been ordered by the city officials. The machine will be used for general traffic police work. It is of a 1917 Powerplus model.

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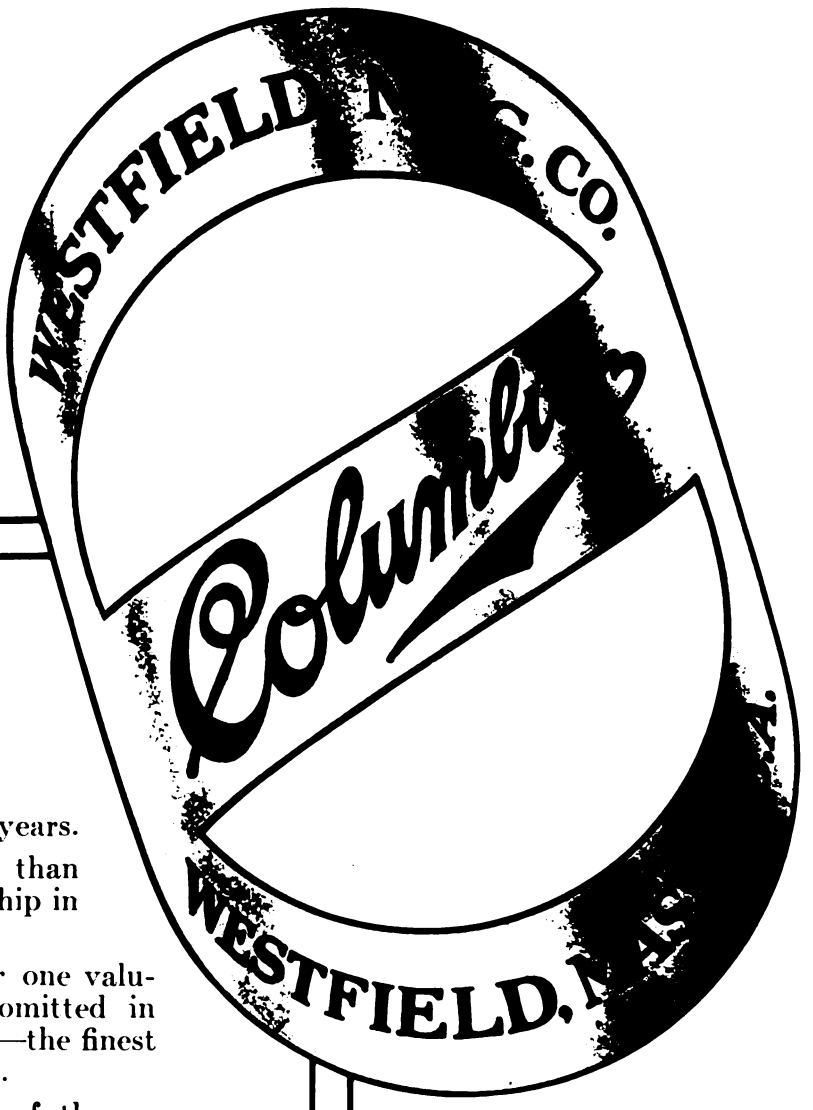
Standard of the World



COLUMBIA is the name that has led the bicycle world for thirty-nine years.

The name that to-day, more than ever before, stands for leadership in bicycle development.

Not one refinement of detail nor one valuable improvement has been omitted in making the Columbia what it is—the finest example of bicycle construction.

The manufacturing reputation of the company behind it is placed in the Columbia.

It was the first bicycle to be manufactured in this country.

And it has not only led the bicycle industry but has developed it.

The popularity of bicycling to-day can be directly traced to the originators of the Columbia thirty-nine years ago. It has shown the way. It is the pioneer.

Its name and nameplate are known and respected wherever bicycles are ridden.

The Columbia line is now more complete than ever. In the following pages the 1917 models are illustrated and briefly described. Study them here. Then ask your dealer to show them to you.

Look for the Columbia nameplate.

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Columbia CHAINLESS

The Chainless type is the utmost development of the modern bicycle. It incorporates an efficiency and a directness of operation that cannot be equaled by the chain-drive construction. It eliminates the back lash so commonly experienced with a loose chain and, by the nature of its construction, is consistently easy-riding at all times and under all conditions. With the driving mechanism fully housed, it is unaffected by mud, dust or water, and is therefore always clean. Protected in this way, and running constantly immersed in lubricant, it defies wear as no exposed mechanism can.

The 1917 Columbia Chainless is a refined product of long experience and laborious experiment combined with unusual facilities. The thousands of this type that are on the road to-day, with their clean, graceful lines, demonstrate the strength, ease of riding and durability of these models. Examination of the driving mechanism, the very heart of the chainless bicycle, shows no appreciable wear after ten or fifteen years of service.

Combined with all the other advantages of the Columbia Chainless bicycle, it is a predominant fact that the absence of a chain to catch or soil one's clothing adds materially to the comfort and cleanliness of riding. This, particularly, is appreciated by the woman rider.

Made in 20″, 22″, and 24″ frame heights, the Men's Model Columbia Chainless is regularly finished in the finest black enamel and double white stripes, and with all metal fittings heavily nickel plated on copper. The gear is 74″. Spokes are Diamond E.

Regular equipment on this model consists of forward extension handlebars with corrugated rubber grips; a strong, comfortable Eagle Easy Special saddle; Pope Motorcycle type rubber pedals; Fisk No. 66, 1½″ road tires; Corbin coaster brake; front and rear Pope heavy mudguards with braces riveted to guard; grain leather block end 15-1 tool bag, complete set of tools, and nickeled hand pump.

The Women's Model is similar to the men's in all respects, except for the distinctive frame construction, and equipment consisting of a Troxel Ladies' No. 1 saddle, plain adjustable handlebars, 3¼″ Pope rubber pedals, and skirt guard. This model is geared to 67″. Frame heights, 20″ and 22″.

PRICE: Men's Columbia Chainless, Model 704; or Women's Columbia Chainless, Model 705; with regular equipment, $60.00.

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Columbia ARCH BAR

IN the Columbia Arch Bar Bicycle is incorporated one of the soundest mechanical principles; that of the arch construction to perfectly distribute strain. This model should appeal to riders who desire a bicycle combining all the advantages of Columbia quality with unusual sturdiness.

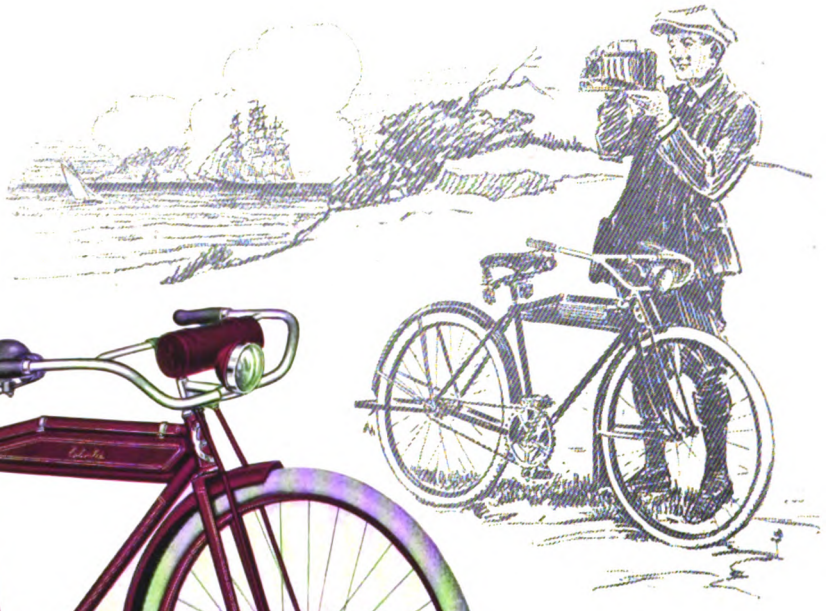
Finished in the usual Columbia black and double white stripe, this model is made in 20″, 22″ and 24″ frame heights. It is regularly equipped with forward extension handlebars fitted with long rubber motorcycle type grips, heavy Pope rubber pedals, the comfortable Messenger U-Superb No. 6 saddle, Morrow coaster brake, Fisk Premier Gripfast tires, Pope heavy mudguards, front and rear, with braces riveted to frame, tool bag, tools and hand pump.

The two-piece cranks are of the same type as found in the Columbia Roadster. Spokes Standard No. 2, .092. If desired, this model can be finished in Westfield red with double white stripes.

PRICE: Columbia Arch Bar, Model 71-A, with regular equipment, **$40.00.**

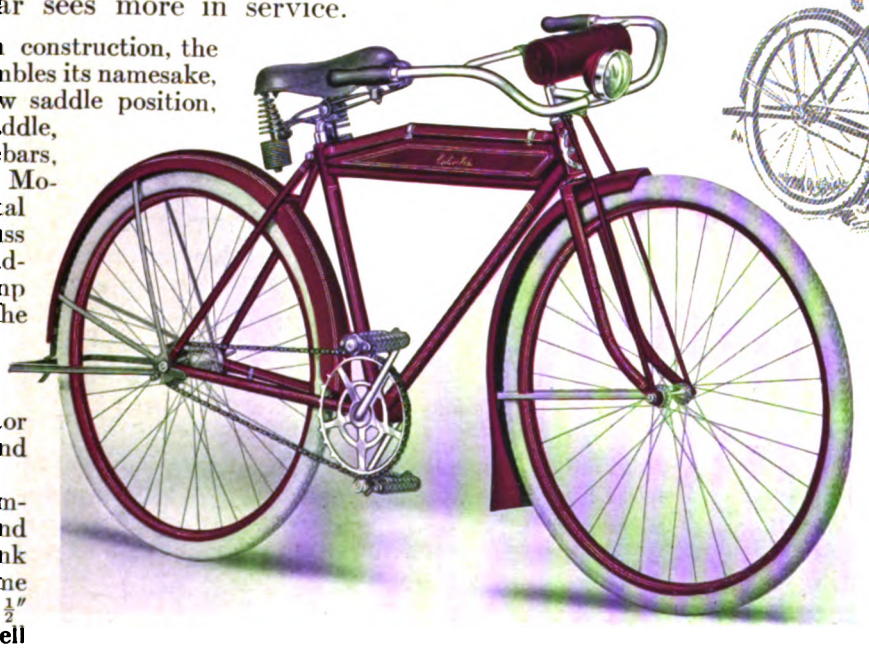
Columbia MOTOBIKE

One of the most popular and practical types of bicycle now made. It was originated by this company. Each year sees more in service.



Rakish in line, sturdy in construction, the Columbia Motobike resembles its namesake, the motorcycle, in the low saddle position, Troxel Motobike No. 2 saddle, long reinforced handlebars, long leather grips, Pope Motorcycle pedals, a metal storage tank, the Pope truss forks, heavy drop side mudguards, Delta electric lamp with battery case, and the new Pope stand. Spokes Standard No. 2, .092. Equipped with Morrow coaster brake, Fisk Victor Thorn Proof tires, tools and hand pump.

Same finishes as the Columbia Arch Bar model, and the same two-piece crank construction. Frame heights of 19″ and 21½″ adapt it to young as well as older riders.



PRICE: Columbia Motobike, Model 706, with regular equipment, **$45.00.**

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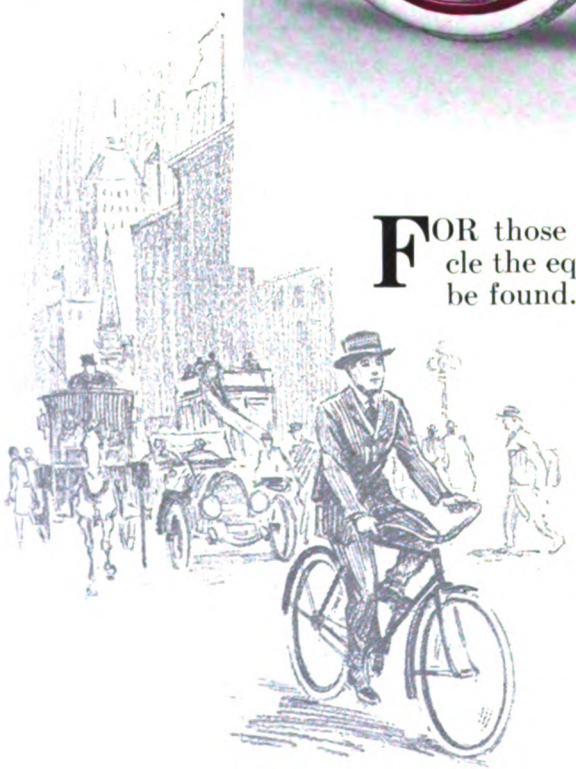
Columbia

THE Men's Model Columbia Superb is supplied in 20″, 22″, and 24″ frames, and is regularly finished in durable black enamel with double white stripes. Gear 81″. Spokes Diamond E. As an option, the Men's Model Columbia Superb is supplied in Westfield red with double white stripes.

The regular equipment is all of the highest grade: Eagle Easy Special saddle; forward extension adjustable handlebars; rubber grips; Pope Motorcycle type rubber pedals; Morrow coaster brake; Pope heavy front and rear mudguards; Fisk No. 66, 1½″ white tires with attractive red tread; high grade roller chain; Troxel block end type tool bag with complete set of tools, and a nickeled hand pump.

PRICE: Men's Superb Columbia, Model 712, with regular equipment, **$45.00.**



FOR those who wish to ride with the knowledge that beneath them is a bicycle the equal of which in construction, material and beauty of line cannot be found. The very last word in the development of the chain bicycle.

All the experience, skill and scientific knowledge gained through thirty-nine years of continuous manufacture of high-grade bicycles find their expression in the Columbia Superb.

One feature that gives to the Columbia Superb and the Columbia Racer their individuality and sets them apart from every other bicycle made, is the Superb crank hanger construction. Most exhaustive tests made when it was first brought out, many years ago, proved its unusual efficiency and excellence. With but few refinements, it has held its place of leadership to this day. It is probably the most expensive type of construction found on any

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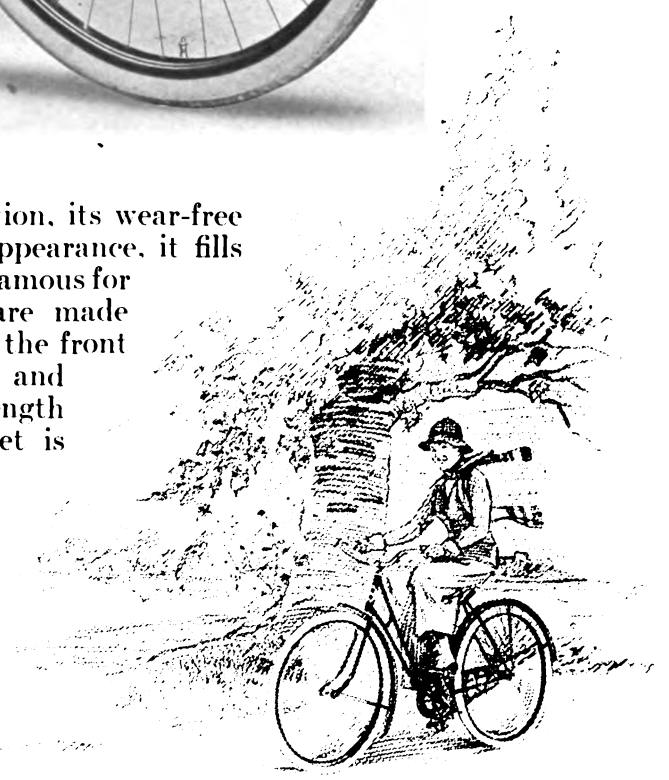
SUPERB

PRICE: Women's Superb Columbia Model 713, with regular equipment, **$45.00.**

THE Women's Model Columbia Superb is similar to the men's except for the distinctive frame construction, which is regularly 22″ in height, but can be supplied in 20″; Troxel Ladies' No. 1 saddle, Pope 3½″ rubber pedals; a regular gear of 68″; plain adjustable handlebars, and the addition of a high grade chain and skirt guard.

Fitted with a Sturmey-Archer Three Speed Gear, a Columbia bicycle is ready to be adjusted to meet every condition of wind or grade. This three speed or the For Sure lock, which prevents theft, are made a part of the equipment of any chain model at a reasonable extra charge.

chain bicycle built. With its remarkable ease of operation, its wear-free durability, its great convenience and attractiveness of appearance, it fills a very definite requirement in the bicycle which is world-famous for quality. Main tubes of the Columbia Superb frame are made from seamless steel tubing one inch in diameter, while the front and rear fork tubes, of smaller diameter, are made oval and tapered in such a way as to combine the greatest strength with the most pleasing appearance. The crank bracket is dropped two and one-half inches below the wheel centers so as to give good driving leverage and perfect balance. The cups and cones in the steering head, which so greatly affect perfect riding, are turned out to exact size from a solid bar of steel, instead of being merely stamped out from the sheet. By a scientific process of heat treatment they are given a hard, shell-like casing on the bearing surface, which is backed by a comparatively soft, tough core of metal.



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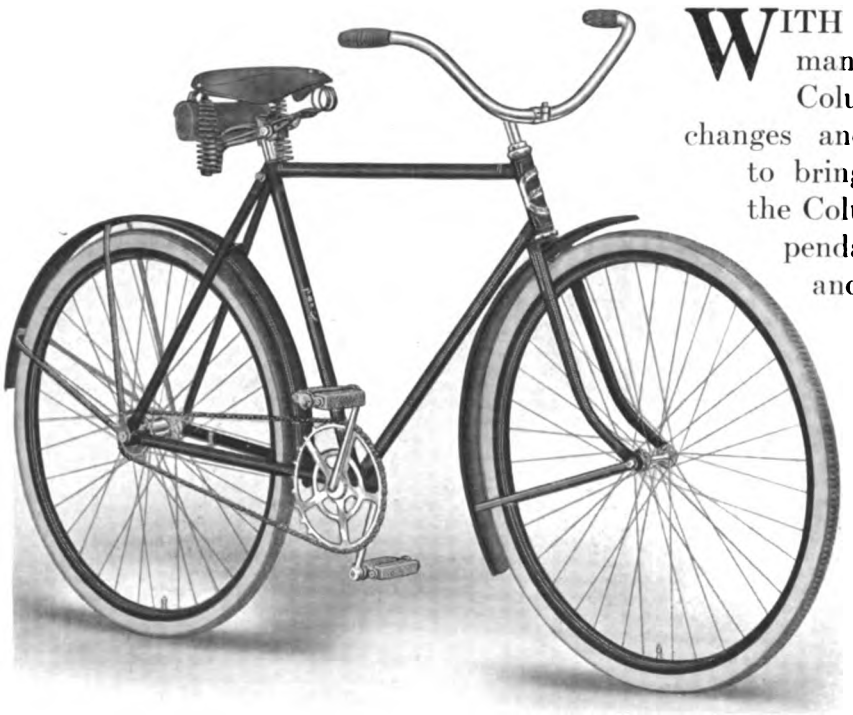
Columbia ROADSTER



WITH the same quality of material, workmanship and design as found in the Columbia Superb, but with such slight changes and moderate-priced equipment as to bring it within the reach of every one, the Columbia Roadster is a thoroughly dependable bicycle for all-around utility and pleasure use.

The frame is made in 20″, 22″ and 24″ heights, and finished in black with double white stripes, and rims and guards to match. Spokes Standard No. 2, .092.

The cranks are made in two pieces, locked in a sleeve which takes the bearing strain, and designed for simplicity and an ease of riding and adjustment, which, together with the small, neat bracket that this construction permits, make it immeasurably superior to any type of one-piece hanger. The Columbia Roadster is regularly equipped with a Messenger U-Superb No. 6 saddle; adjustable forward extension handlebars; corrugated rubber grips; Pope Motorcycle type rubber pedals; Morrow coaster brake; front and rear Pope heavy mudguards with brace riveted to guards; Fisk 1¾″ Premier Gripfast tires and high grade roller chain. Each bicycle is supplied with a tool bag, complete set of tools and a nickeled hand pump.

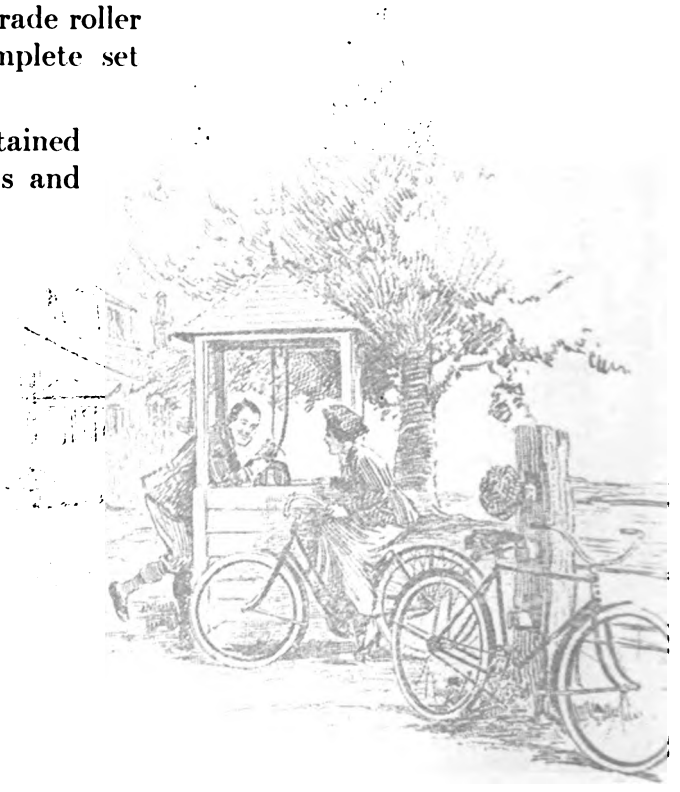
As an option to the above, the Men's Model may be obtained in Westfield red finish, double white stripes, with rims and guards enameled to match.

The Women's Model is regularly supplied in 22″ frame, but can be obtained in 20″. It is equipped with a No. 21 Troxel Universal saddle; plain adjustable handlebars; dress and chain guards; and is geared to 68 inches.

All Columbia bicycles embody the Pope patented frame head construction. This method of internal reinforcement binds together the frame head and frame tubes just as solidly and strongly as though they were made in one piece.

Columbia bicycles, also, are constructed from seamless steel tubing; and these two features make the Columbia a bicycle that lasts a lifetime.

PRICE: Columbia Men's Roadster Model 716, or Columbia Women's Roadster Model 716W, with regular equipment, **$37.50.**



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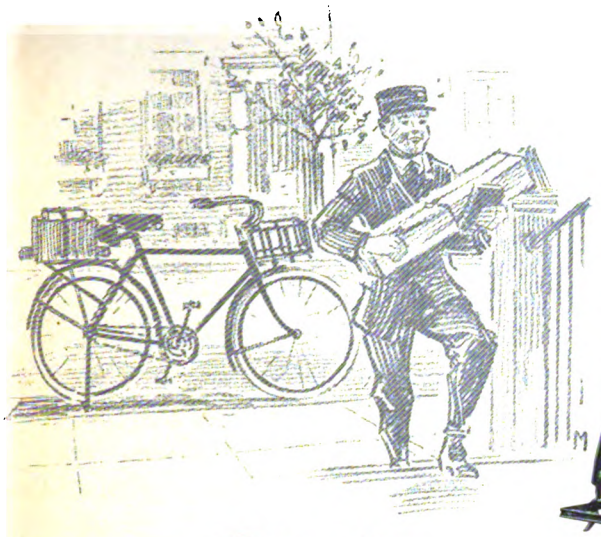

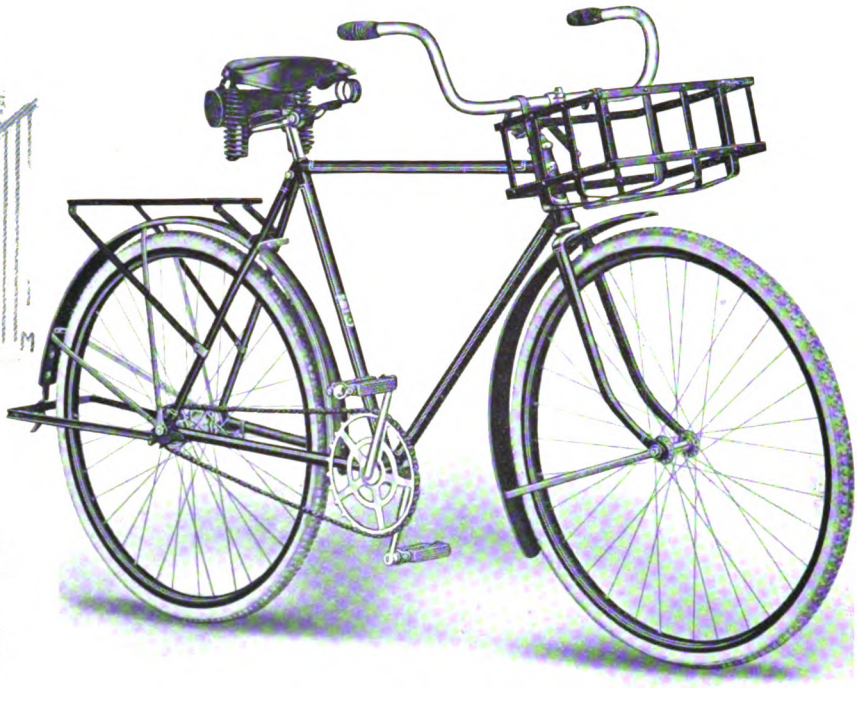

Columbia

DAILY SERVICE

Designed to meet the need for an especially strong, well-made bicycle, equipped for carrying parcels and packages.

The frame is made of one inch heavy gauge, seamless steel tubing. Especially large cups, cones and ball bearings are used in the frame head. Extra large and strong hubs; heavy Diamond E tandem spokes. Steel lined rims. Made in 20″, 22″ and 24″ frame heights. The two-piece crank construction and the finishes are the same as found on the Columbia Roadster. Regular equipment on this model is as follows:

A special box type adjustable extension handlebars; with corrugated rubber grips. Strong metal package carrier on bars. Metal luggage carrier attached to the rear forks. New rear stand, white nickeled. Large easy-riding Messenger U-Superb No. 6. saddle. High grade roller chain, Pope Motorcycle type pedals, 1½″ United States Giant Stud Traction tires. Morrow coaster brake, heavy Pope guards, tool bag, tools and hand pump.

PRICE: Columbia Daily Service, Model 710 with regular equipment, **$45.00.**

Columbia RACER

As light as it is humanly possible to build a bicycle consistent with strength to meet the demands of racing service. This model embodies all the distinctive features of construction found in the Columbia Superb. It has a special short racing frame 21″ in height. The main tubes are 1″ in diameter, made from 22″ gauge nickel steel. Finished in black with full nickeled head and forks. Spokes Diamond E .056-.072. Chain 3-16″ Renold, 1″ block. Cranks 6½″ long. Equipped with Shelby racing bars, or can be supplied with Lawson racing bars; racing saddle; stitched leather grips; 3⅝″ Star racing pedals. Geared to 88″ or 92″. Rims of French laminated wood. natural finish, 1¼″ Pye-Musselman Bare Side No. 30, or 1″ and 1⅛″ No. 20, tires. Supplied with tool bag and tools.

PRICE: Columbia Racer, Model 711, with regular equipment, **$55.00.**

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Columbia

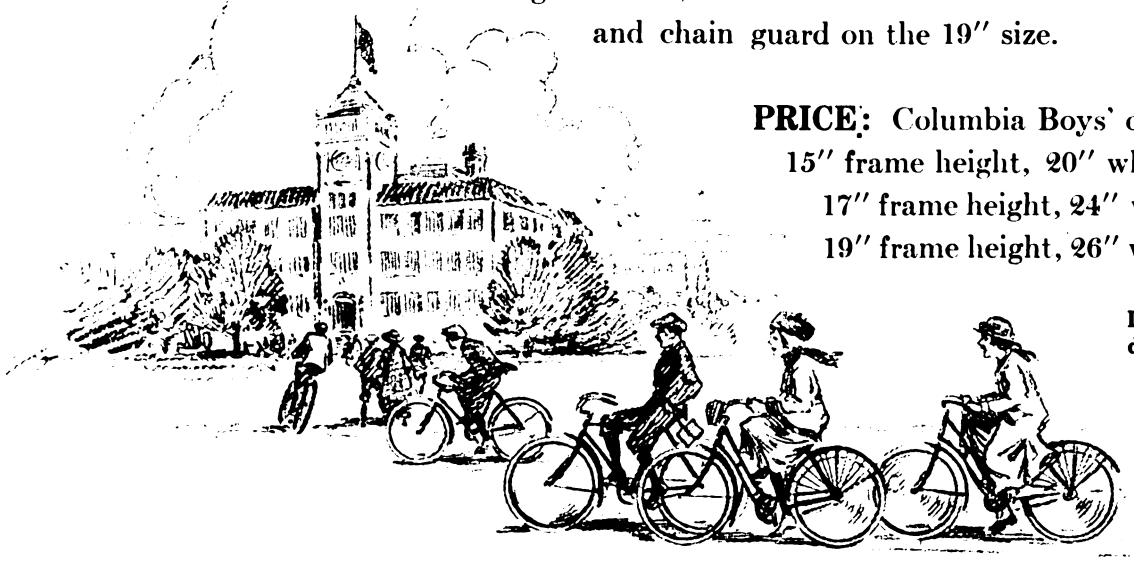
JUVENILES

THE Columbia bicycle for boys and girls is made with the same care and skill that has built up the reputation of the entire Columbia line.

A safer, stronger or more dependable bicycle for young people cannot be found. Simple in line and decoration, yet graceful and rich in appearance.

Finished in permanent glossy enamel, either black or Westfield red, with a single white stripe. Completely equipped with a Musselman coaster brake, or a New Departure brake when specified; front and rear mudguards on larger models, with braces riveted to guards; tool bag, tools and hand pump. Standard No. 2 spokes.

Regularly furnished with adjustable handlebars, indestructible leather grips, Pirate rat-trap pedals, high grade stretched leather Messenger Junior saddle, and Fisk Victor tires, gray with an attractive white tread. Combination rubber pedals on girls' models, skirt guard on the two larger sizes, and chain guard on the 19″ size.



PRICE: Columbia Boys' or Girls':—

15″ frame height, 20″ wheels	**$26.00**
17″ frame height, 24″ wheels	**28.00**
19″ frame height, 26″ wheels	**30.00**

If there is no Columbia dealer in your town, write us.

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PENNA. RUBBER CO.

Organizes Districts and Appoints Managers; Branches Retained

JEANETTE, Pa.—In order to give more personal attention to its business in various sections of the country, the Pennsylvania Rubber Co., maker of Vacuum Cup tires, has divided the country into districts and placed managers in each.

Eastern territory will hereafter be handled by G. C. McCullogh, while D. D. F. Yard will manage the southern district. James Q. Goudie is to handle the Central States section and James F. Madden that for the Pacific Coast. The Pennsylvania district will continue to be in direct charge of Vice-President Charles M. DuPuy.

The new arrangement will not alter the company's present branch system except to place the branches under the direction of the new district men. The latter will be under the supervision of the home office in Jeanette.

DEAN CREDITORS

To Have Claims Settled on Cash and Note Basis

ELYRIA, O.—Creditors of the Dean Electric Co. are having their claims settled, part being in cash and part in notes of the Garford Mfg. Co., which took over the Dean business. The plan is practically that submitted to the creditors and adopted by them on February 10, 1914, but which was held up by a suit, now settled.

The plan divides creditors into two classes: those who furnished labor and material during September, October and November, 1913, when the company was supposed to be operating on a cash basis, and those whose claims are dated prior to that period. The first claims are secured and will be paid in full, half in cash and half in notes maturing March 12, 1917. The holders of the second class of claims will get 77 per cent. in cash and checks.

This is the final step in the acceptance of A. L. Garford's offer for the property, by which he agreed to organize a new company, giving common and preferred stock and 6 per cent. notes in exchange for Dean assets and liabilities.

NEW JOHNS-MANVILLE BRANCH

GREAT FALLS, Mont.—The H. W. Johns-Manville Co., of New York, has opened a branch in this city. J. H. Roe is manager. The firm handles the 'J-M" speedometer and other motorcycle accessories.

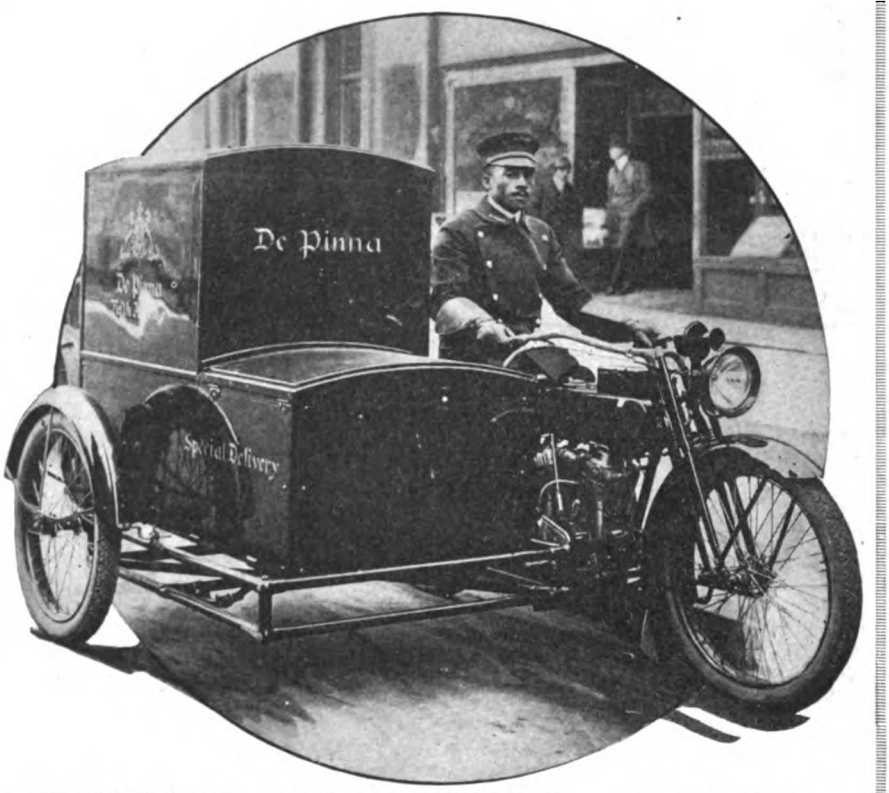
STOCK INCREASE TO BE MADE

HARTFORD, Conn.—An issue of 10,000 shares of stock has been authorized by the stockholders of the Billings & Spencer Co., maker of tools and drop-forgings in this city. Holders of record October 28 will be offered the privilege of subscribing to the new stock at $25 a share par value, on or before November 18, at the rate of one new share for each two shares of old.

BERNARD'S NEW MODEL

BALTIMORE, Md.—Harvey Bernard, Pennsylvania traveler for the Hendee Manufacturing Co., became the father of a seven-pound son on Oct. 31.

"Class?" Why, Certainly! Here's a Van Outfit That Travels in the Most Exclusive Company, on Fifth Avenue, New York.



THAT the motorcycle van outfit is quite as much at home in the rarified atmosphere of Fifth avenue, New York, as it is in less exclusive surroundings is indicated by the photograph above, which depicts a Harley-Davidson combination in use by the De Pinna Company, a house of international reputation dealing in children's clothing.

This photograph is especially significant because it disposes of the absurd idea entertained in some quarters that the motorcycle van could not be popularized with merchants of the highest class, to whom upkeep and running expense are relatively negligible.

It has been argued, along this line, that the huge establishments of the big cities could not maintain the "tone" of their delivery service without employing the most expensive motor trucks, but the combination of "class" with economy is so strikingly evident in the accompanying picture that even the most aristocratically-inclined $3,000 motor delivery truck could not object to associating with the outfit. Absolutely, old chap!

The van combination shown represents an outlay of $450, complete, and the De Pinna Company is convinced that it never spent $450 to better advantage. The van, it will be noted, is of special construction and is adapted to the requirements of clothing delivery. Garments can be carried either folded in packages or suspended from hangers, the high section at the back being set aside for hangers. The van is enameled in a rich maroon and the company's name and insignia are in gold.

Have you been confining your sales efforts to small and middle-class merchants, Mr. Dealer, in the belief that the "big fellows" didn't want anything but costly trucks? If you have, let the story of the De Pinna Company sink in. Take this copy of **Motor Cycle Illustrated** with you when you go to talk van sales to your local merchants.

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1,000-MILE CONTEST

On Two-Day Schedule Planned by Dealers of San Francisco

SAN FRANCISCO.—A 1,000-mile, two-day endurance run is being planned by the dealers of this city. The contest will be open to all motorcyclists and promises to be the biggest affair of the kind ever held on the Pacific Coast.

A representative of the San Francisco dealers is in Los Angeles in an effort to interest the dealers there in the event, which will probably be held around Thanksgiving. If the plans for the big run go through the cash and merchandise prizes will represent the greatest value ever offered for an endurance contest, say the boosters.

NEW MIDCO MAKERS

Motor Ignition & Devices Taken Over by Teagle Co.

CLEVELAND, O.—On October 1 a consolidation was made of the business and interests of The Motor Ignition & Devices Company, of Detroit, Mich., with The Teagle Company of Cleveland, O. The business of the two companies will be carried on in the future under the name of The Teagle Company. A new factory has been secured in Cleveland at 1125 Oregon avenue.

The Teagle Company has been carrying on some very extensive development work on ignition apparatus, and it is expected that the new company, in addition to continuing the manufacture of the Midco Ignition Generator, will shortly place upon the market several new types of Ignition as adapted to all forms of internal combustion engines.

URQUHART HAS A WAITING LIST

SAN DIEGO—James Urquhart, San Diego Indian agent, reports a fine bunch of prospects awaiting delivery of the 1917 Indian. Urquhart says that business is still being influenced for the Indian by the reputation created by Baker's Three Flag ride, terminating at the Mexican border a few miles out of San Diego. The Indian campaign for 1917 is now in full swing, after visits from Manager E. Lebell, of the Pacific Motor Supply Co., State distributors, and Roy Artley, who is now demonstrating the 1917 model for the distributors.

DEPICTING PLEASURES OF WINTER SIDECARING

Travelling in Michigan Woods During First Recent Snow Fall with 1916 Henderson

OMAHA CLUB

Holds Election and Plans Chicken Dinner Nov. 5

OMAHA, Neb.—The regular meeting of the Omaha M. C. was held on Oct. 31, and its former president, Harry Stryker was unanimously re-elected. A short talk on club affairs was made by James Van Avery, and Edwin Palm told of incidents that happened when a bunch of motorcyclists went on a hunt along the Platte River recently. Three new members were initiated at this meeting also and ten others are expected shortly.

On Sunday, Nov. 5, the club has planned a run to Blair, Neb., which will be celebrated with a chicken dinner and rabbit hunt. According to advance notices, the small army of enthusiasts who will make the run, armed as they will be with shotguns, rifles, and other warlike equipment, are liable to make our country cousins think Villa has taken another sniff of tobacco and the United States boys ordered to cool him off again.

ATTRACTIVE DISPLAY FEATURING FIRESTONE GOODS

Standard Layout from Firestone Tire & Rubber Co., Which Is Being Installed in Branches

KERN COUNTY WINNER

Ed. Tice Is Victor in 25-Mile Road Race

BAKERSFIELD, Cal., Nov. 3.—Ed Tice, Harley-Davidson, captured the 25-mile race at the Kern County Fair, the event being the biggest motorcycle contest ever pulled off in this section. Tice's time was 21:32. The second man was Maurice Tice, brother to the winner, riding an Excelsior. The finish was a very close one.

The race was a three-cornered affair toward the finish, between the two Tices and Fred Ludlow on an Indian. There were two other riders, but the pace of the three leaders was too hot for this pair. Ludlow finally struck a hole and tumbled, but remounted. The spill caused him to trail M. Tice in, taking third money in the event.

FRASER MOVES HIS OFFICES

SAN FRANCISCO.—Manager Fraser, of the Appeal Mfg. & Jobbing Co., has moved his offices from the second to the ground floor of his building on Market street. The change gives more room. The company has received a carload of Harley-Davidson motorcycles and expects another in five or six days.

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GOODYEAR CONVENTION

Fifty Western Branch Managers Get Together in Denver

DENVER, Colo., Nov. 2.—Last week fifty branch managers and salesmen of the Western district of the Goodyear Tire and Rubber Co., comprising five branches, held their annual conference at the Savoy Hotel, in this city. The conference lasted three days and plans for the selling campaign of 1917 were made. The visitors were entertained by the local branch of the company at a banquet in the Savoy Hotel and a theater box party.

The Western district has five selling branches at Denver, Salt Lake City, Butte, Mont.; Phoenix, Ariz., and El Paso, Tex. M. D. Montgomery, the district manager, presided over the conference, and the branch managers who took part were: R. W. Carter, of Denver; P. W. Senour, of Salt Lake; P. A. Kearns, of Butte; H. T. Roseland, of Phoenix, and I. J. Fitzgerald, of El Paso. A delegation of branch managers from the Goodyear factory in Akron, Ohio, was also present. The factory representatives were: A. F. Ostloh, sales manager; L. C. Rockhill, tire department manager; C. W. Martin, Jr., T. R. Bailey, manager of the mechanical goods department; H. B. Hamlen, manager of the credits and accounts; and R. S. Wilson, service department manager.

BIG AUSTIN SALES

Direct-Connection Pump Is a Labor-Saver with Cyclists

BOSTON, Mass., Nov. 8.—From the Homer F. Livermore Co., 85 Pearl street, comes the statement that the demand for Austin pumps is breaking records and that the factory is operating at capacity in order to keep abreast of the market.

The distinctive feature of the Austin pump, which is made in both motorcycle and bicycle sizes, is that the pump proper and the tire valve connection are a unit. The pump barrel fits directly over the valve stem an offset in the barrel at the connection end making it possible to hold the pump at the necessary angle for inflating the tire. The fact that the air passes directly from the pump barrel into the tire cuts out the friction incidental to the use of the ordinary rubber tubing and also eliminates the danger of leakage.

The Austin pumps are distributed by jobbers the country over and have been adopted by a number of prominent cycle manufacturers.

ETTINGER WINS

Takes Second and Final Heats in Mansfield Road Race

MANSFIELD, O., Nov. 1.—Clayton Ettinger, astride a Henderson, cleaned up in the annual road race of the Mansfield M. C. from this city to Ashland on Sunday last.

The contest was run in three heats. Lloyd Armstrong, astride a big valve Excelsior, took the first. Ettinger managed to beat both Armstrong and Earl Carver on a Harley-Davidson in the second and final heats, winning handily.

The events were not timed officially but each of the 200 spectators claim that they were the speediest of any of the annual road races of the Mansfield M. C.

PUFFER JOINS U. S.

Will Act as Special Representative Traveling Out of Chicago

NEW YORK, Nov. 6.—C. W. Puffer has joined the staff of the United States Tire Co. and will make his headquarters in Chicago. Puffer will act as special representative for the cycle tire department, calling on motorcycle and bicycle dealers throughout the middle west in the interest of the United States company.

Puffer has had a long and varied experience in the rubber business both at the production and the selling end and comes to

C. W. Puffer

the United States company fully versed on the subject of tires. For the past several years the better part of his time and attention has been devoted to a study of the conditions existing in the cycle tire trade and his work along this line has fitted him ideally for the work he is to accomplish in his new berth.

DEDICATE WILLIAM PENN HIGHWAY

EASTON, Pa.—The formal opening of the first permanent link in the William Penn Highway, from New York to Pittsburgh, Pa., was celebrated in this city on Nov. 2, by dedication ceremonies in which representative men from Pennsylvania, New Jersey and New York participated. The governors of Pennsylvania and New Jersey delivered addresses at the dedication of the highway.

The William Penn Highway is destined to become one of the scenic and commercial routes across New Jersey and the Keystone State. It will form the Pennsylvania division of the Pikes Peak Ocean-to-Ocean Highway.

OLIVER'S SOCIABILITY

Plans Call for Run to Danbury and Back on Dec. 3

NEW YORK, Nov. 6.—Sunday, December 3, has been chosen by Oliver Berckhemer as the date of his sociability run to Danbury, Conn., and return. The total distance figures out at 140 miles and it is planned to leave from in front of Berckhemer's Indian agency, at 993 Washington avenue, at 8:30 A. M. The prizes have not as yet been announced, but something attractive in the way of bait is certain to be hung up.

STOP THIEF!

Los Angeles Rider Adopts Novel Plan for Curing the Culprit

LOS ANGELES, Cal.—O. L. Steffens has settled with the thief who stole his motorcycle in a most novel and effective manner.

He gave the man, whose name was Compton, his choice of being prosecuted for the theft or of paying for the damages to the machine and the cost of locating it, and then joining the navy.

The thief accepted the latter alternative, paid $18.60 damages and enlisted for four years in the navy.

MON AUTO CO. ORGANIZED

NEW YORK—Hugo C. Gibson, inventor of the Gibson Mon Auto and other two-wheeled motor vehicles, has just organized the Gibson Mon Auto Co., with offices at 156 Broadway, this city. The company has been incorporated under the laws of the State of New Jersey with $1,000,000 in common stock. The directors are Gibson and several automobile men.

GUARDSMEN IN ACTION

OMAHA, Nebr.—An interesting feature at some of the local movie houses is a picture of the Wisconsin National Guards in action. The film is attracting quite a bit of attention because it affords the opportunity of seeing Uncle Sam's boys with their new motorcycle machine guns; it also shows them at some fast work on dirt tracks in motorcycle races.

OFFICIAL COLLECTORS FOR F. A. M.

WESTBORO, Mass.—According to figures given out by Secretary-Treasurer Gibson of the F. A. M., 492, Official Collector certificates have been issued up to and including October 31. And even at that the membership prizes for the past three weeks have gone begging since no one sent in the requisite five membership applications in a bunch.

OCTOBER F. A. M. STATISTICS

WESTBORO, Mass.—There were just 72 new members who came into the F. A. M. fold during October, according to the report of Secretary-Treasurer Gibson; of the number, 29 were unaffiliated with motorcycle clubs and the remaining were affiliated.

During the same interval some 81 renewals were received.

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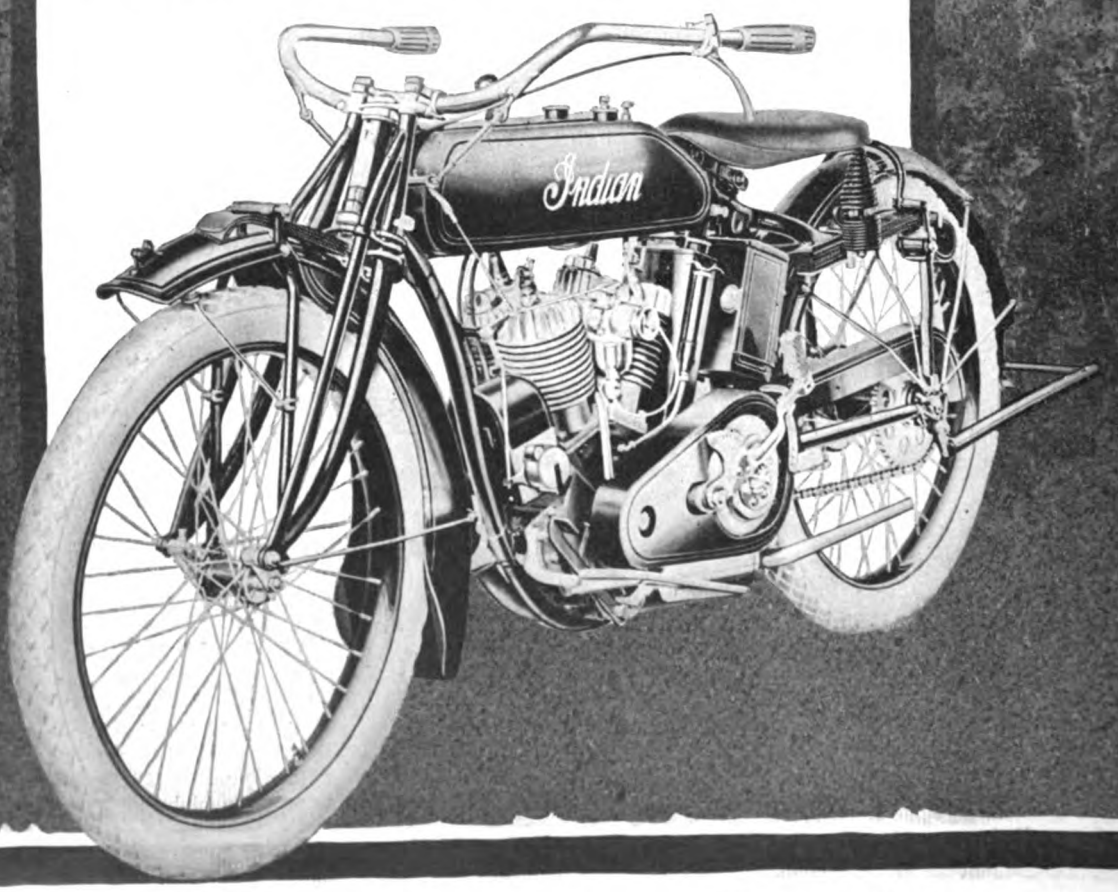
The Center of Interest at the Big Shows

The Indian exhibit at the Motorcycle Shows this year is bound to be the storm center of attraction.

For here alone will be grouped *under one nameplate* all that is big, new, and practical in the 1917 motorcycle and bicycle world.

The Indian Big Twin with its refined *Powerplus Motor, New Triple Stem Forks with Adjustable Handlebars,* enlarged *Gasoline Tank,* large *Gear Shift Lever,* and the patented *Cradle Spring Frame,* is sure to be a tremendous drawing card.



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Then the lightweight innovation, the *Indian Light Twin* with *Four Cycle Opposed Motor* and *Double Loop Frame*—an absolute Departure from all conventions in light model construction—will prove a cyclonic sensation.

The *Electrically Equipped Indian Bicycle* also will be one of the popular features of the Indian 1917 showing, as will the complete line of *Indian Bicycles, Indian Side Car, Indian Parcel Delivery Car*, and the perfected *Indian Machine Gun Outfit.*

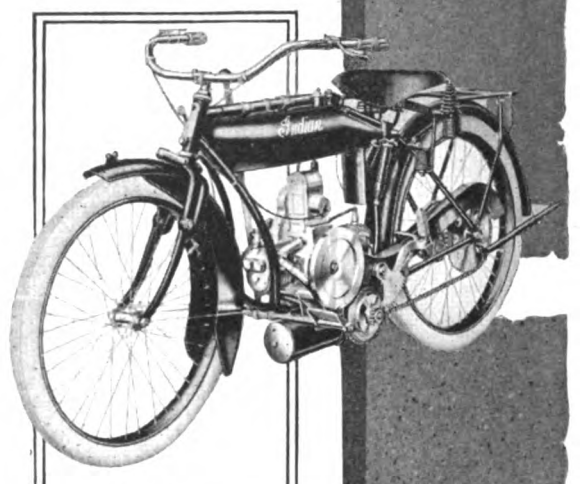
In attendance will be men who are qualified by long years of training to give you a thorough demonstration of the whole 1917 Indian line—show you why it is *best* to ride and *best* to sell.

Every facility for the comfort and convenience of our friends among riders and dealers will be provided. Riders will be given every opportunity of studying their favorite type of machine—dealers will be privileged to get in full touch with our unusually broad and generous 1917 Selling Plan.

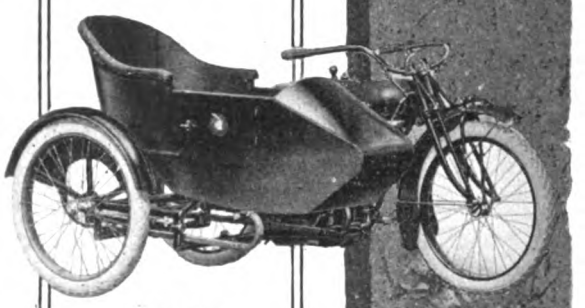
We would be glad to have you make the Indian exhibit your headquarters while in Chicago and New York.

If you want to enjoy the utmost in motorcycle *riding*—if you want the utmost profit from motorcycle *selling*—visit the Indian exhibit.

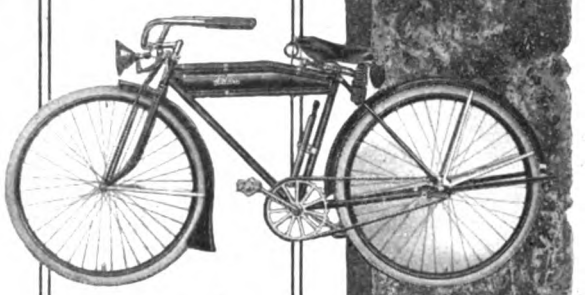
Hendee Manufacturing Company
(Largest Motorcycle Manufacturers in the World)
Springfield, Mass.



Light Twin



Side Car



Electrically Equipped Bicycle

Indian

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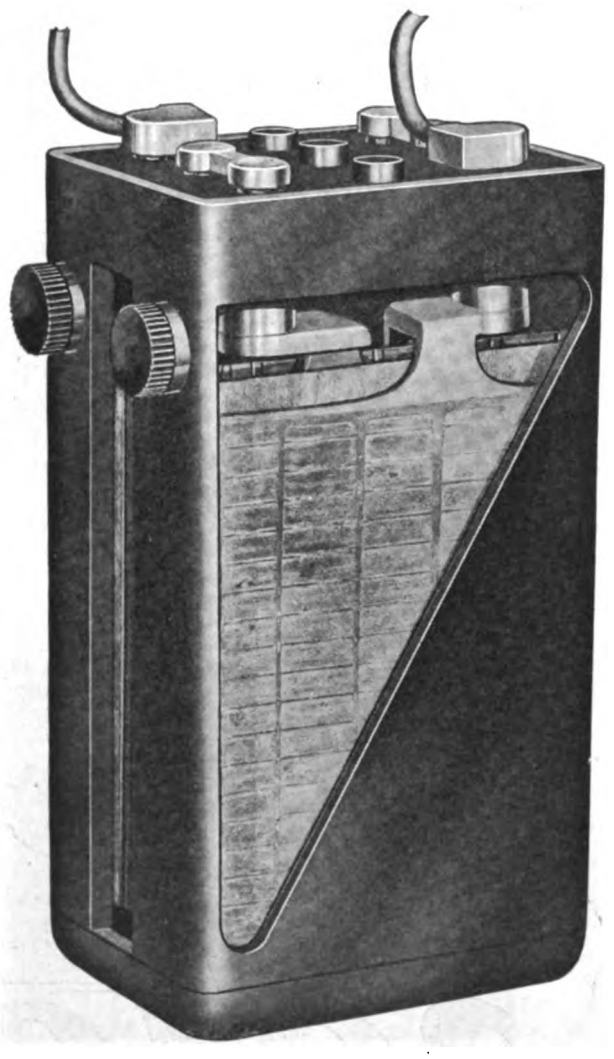
Trade **WICO** Mark

Batteries Exclusively

Indian



Ford

OVER 60,000 IN MOTOR CYCLE SERVICE

BEFORE PLACING 1917 ORDERS THINK IT OVER

Witherbee Igniter Company

SPRINGFIELD, MASS., U. S. A.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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CHICAGO DEALERS FIND BUSINESS BRISK

Both City and County Trade Is Active, New Models Are Enjoying Record-Breaking Demand and Commercial Outfits Are Popular—Change in Crist Sales Policy for 1917

CHICAGO, Nov. 7.—Good weather, combined with a generally optimistic outlook by the trade, has enabled Chicago dealers to make the present Fall and early Winter season one of the busiest that has been known in years. The national prosperity wave hit Chicago long ago and has made itself felt in motorcycle as well as all other circles.

R. C. Crist, Excelsior representative for Cook County, has announced that beginning with the 1917 season no sub-agents will be used. This change is in line with the policy of the firm, which is now operating three branches, with from three to five more in prospect. The advantage of the branch over the sub-agent, according to Mr. Crist, is that standardized service can be rendered by the branch and that conditions affecting the taking in of second-hand machines, etc., can be more satisfactorily controlled.

100 Per Cent. Increase in 1916 Sales

The Crist concern closed its fiscal year October 31 with a record of a 100 per cent. increase in business. Every new machine in the company's hands had been sold before the end of October, and sales of parts, supplies and accessories were correspondingly high. The installment business for the year was successful and owing to systematic methods of handling the time payment business employed by the Crist company the losses were trifling. Mr. Crist feels that the installment idea has justified itself.

Organization of the territory which was recently contracted for in connection with the Henderson, including four States, is proceeding rapidly, Mr. Crist reports. Three men are on the road in Illinois, Indiana, Iowa and Wisconsin to line up the dealers for 1917, and there are indications that the 300 quota of the Crist firm will quickly be absorbed.

Harley-Davidson Activity

At the headquarters of C. H. Lang, Harley-Davidson representative in Chicago, it was stated that the new olive drab models are arriving in the Windy City at the rate of about 30 to 40 a week. There are at least 100 of the 1917 Harley-Davidsons already on the road in this territory, and it is stated that the anxiety of riders to get their mounts in action without delay is greater this year than ever before.

One of the most interesting features of the activity at the Harley-Davidson headquarters is the heavy demand for commercial outfits. Twelve commercial combinations have been sold since the 1917 line was announced, all with sidevans. The Chicago Telephone Co. took two, and the others went to paper houses, musical instrument dealers and other merchants in various lines. According to the data obtainable at this store, the commercial motorcycle situation is brighter than ever.

Interest Runs High in 1917 Thor

H. F. Fuerst, retail sales manager for the Thor, has just made a scouting expedition over Cook County during which he found general sales conditions excellent and interest in the 1917 Thors running high. A number of new agencies have been closed for the Thor throughout the county during the last two weeks.

R. E. Buell, whose South Side motorcycle store at 916 West Seventy-first street is one of the most successful in that part of Chicago, has just signed up to handle the Thor for another year, 1916 having been his fifth successful season with that make.

Openings for Commercial Sales

A well-known motorcycle dealer in Chicago, whose location has given him an opportunity to get at the facts, argues that motorcycle agents will do well to get after the motor car trade on a commercial basis. He points out that many of the automobile agencies are now using motorcycle van outfits, as service and trouble cars, these including the Mitchell, Maxwell, Chalmers, Winton, Studebaker, Hudson and Ford.

The big tire houses are also excellent prospects for commercial motorcycle combinations, says this dealer. Such outfits are now in use by the Fisk tire agency, the Racine Rubber Co., the Goodyear and Goodrich agencies, the United States Tire Co., the Tire Company of America, the Quick Service Tire Co. and the United States Vulcanizing Co. Vans are used principally by the tire people, as they are used mostly for delivery purposes.

INVITATION BEARERS BACK TO PITTSBURG

Crist and Bishop, Who Carried Message from Smoky City to President Wilson, Complete Their Trip

PITTSBURGH, Pa., Oct. 30.—Their mission fulfilled "in toto," Lewis G. Crist and Jacob G. Bishop, the motorcycle dispatch bearers who were sent by Mayor Joseph G. Armstrong with an invitation to the President to attend the City Charter Centennial Week celebration, rode back into Pittsburgh last night at 10 o'clock on their Harley-Davidson machines. They left Pittsburgh, bound for Shadow Lawn, just outside of Long Branch, N. J., at 7:30 o'clock on Saturday morning last and reached the President's summer residence that evening.

Early the next morning, bearing the President's answer which contained his regrets at his inability to attend the celebration, they again headed for Pittsburgh, but stopped over at Philadelphia to deliver a similar invitation to Mayor Thomas B. Smith.

They lost several hours in Philadelphia, which accounts for their non-arrival back in the smoky city until the late hour of 10 p. m. on Sunday night.

Performance Was Watched

Their performance, which had the sanction of the State military authorities, was watched with the greatest enthusiasm by motorcyclists and military officials of the East. Crist's Harley-Davidson was equipped with a Dixie magneto, while Bishop's machine was fitted with a Remy electric generator and ignition set. Both machines were shod with Goodyear nonskid tires and fitted with Troxel saddles.

The total distance covered was 783 miles and the time was 26 1-2 hours almost to the minute.

On Machines, Bishop (Left) and Crist at Completion of Trip to President Wilson

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SCORE OF INDIAN DEALERS IN BIG CAMPAIGN

Southern California Wigwam Men, Led by Sherman and Freed, Lay Plans for Gigantic Sales Drive for 1917 Season—Informal Talks Feature Meeting

Top, Southern California Dealers at Banquet; Lower Left, Roy Artley Ready to Give A. Freed a Sidecar Jaunt—Lebell, Derkum (in Cap) and Sherman (at Right) Look On; Right, Dealers Face the Camera Man

LOS ANGELES, Cal.—"We are making a better motorcycle in the big machine than ever before. Our new twin lightweight can absolutely be depended upon to deliver the goods. The Indian bicycle will sell to any man who appreciates bicycle value. We are manufacturing these three lines, and you gentlemen are the outlet to the consumer. What do you say?"

It was by a talk along this line that George W. Sherman, of the Hendee organization, and A. Freed, president of the Pacific Motor Supply Co., California distributor for the Indian, started a line of thought in the minds of dealers representing all of Southern California. This thought developed into an attitude of enthusiasm and confidence in the 1917 campaign that promises to start every participant at the noonday banquet of over twenty trade men, on the sure road to bigger merchandising and bigger profits.

Many Attend

The banquet and meeting were held at the Los Angeles Athletic Club, the banquet being an elaborate affair. Those present included Jimmy Urquhart, of San Diego; Guy Urquhart, of El Centro; George Sherman, Hendee Mfg. Co.; A. Freed, Pacific Motor Supply Co.; E. Lebell, Southern California manager of the same company; Paul J. C. Derkum, M. G. Anlauf, Pedro Gonzales, F. C. Clutterbuck, W. R. Anderson, Chas. Moist, Harry Hixson, J. Carriker and L. C. Crowl, F. G. Margadant, Chas. Johnston, H. W. Gowland, B. F. Nelligan, A. H. Small, Willis A. Rowe, Roy Creighton, Ted Plank, C. O. Nordin, Lester Miles, Sam Kuroda, Joe Watershed, and J. J. O'Connor, *Pacific Motorcyclist;* Charels Fuller Gates, *Motorcycling;* Frank Reed, **Motor Cycle Illustrated.**

A. Freed opened the meeting after luncheon. Lebell spoke first on the dealer building up his bank account by getting after prospects and sticking to them, and by thorough demonstrations. Lebell was followed by George Sherman, who pointed out that when a dealer thought he wanted to take up some other line of business he should look at his neighbor in the hardware, baking or other lines. He would find that the motorcycle and bicycle business is a good, safe one and safer than most of the others. He pointed out the desire of the young man in general toward a bicycle, motorcycle, etc., and then becoming a good prospect for the lightweight machine.

Sherman pointed out that dealers in the East had made the mistake of selecting lightweight prospects from among the youngest men, and for that reason they had not had the success with these machines that the Coast trade men had. He emphasized that older men were the buyers of lightweights and that they were better customers also. He spoke of not hanging on to old prospects, but getting out after new ones, for the new ones counted in the growth of a business.

The big success of the meeting was in the informal talks that let every dealer put in his word to show the rest that there is ground for enthusiasm over the outlook, and that this puts courage and fighting energy into every fellow in the field. Charles Johnston, of Pomona, who has been an Indian dealer since 1905, said that he saw a big future ahead. Jimmy Urquhart, of San Diego, motorcycle dealer since 1906, said that the twin lightweight, in addition to the big twin and bicycles, broadens the line so that the dealer can get a big business.

Willis A. Rowe, handling motorcycles, bicycles and automobiles, stated that the automobile line was the only one which did not pay and that bicycles were the dealer's meal ticket. He figures prospects as follows: the youngest for roller skates, then for bicycles, then motorcycles as they grow up. As to the light car hurting the motorcycle, Rowe found people are learning how much it costs to purchase tires in sets of four. He spoke also of the value of the dealer being able to present figures on upkeep, etc., in competing with other forms of vehicles in commercial sales.

Crowl's Address

L. C. Crowl, who was formerly in the automobile business, said that motorcycle dealers could afford to forget the cheap automobile. By doing this they would sell more motorcycles. M. G. Anlauf, of Anaheim, said that he trebled his sales since the middle of 1916, when he took on the Indian. Charles Moist, of Long Beach, declared that he is boosting for bicycles and roller skates in addition to motorcycles, and is getting good business in all these lines.

George Sherman spoke again, relating a story of how he kidded a New York dealer into putting in velocipedes because he turned down an inquiry for one. He said that the dealer averaged eight sales a month for two years, and that the three-wheeled machines were feeders for his motorcycle business. Roy Creighton, of Uplands, said he was well satisfied with his business in motorcycles. F. G. Margadant, of Pasadena, spoke on improving his sales output. He related how after selling a Featherweight to a meat man, the latter bought a big machine and a van in a few weeks. The boy who rode the little machine in delivering was seen so much at work that people came into the store to inquire about machines.

Commercial Field Big

Freed and others spoke on the commercial field and proved that it was worth pushing hard. By educating them to motorcycle efficiency, big orders had been secured form Northern California corporations, and the same could be done in this section of the State. A telephone company had bought 147 machines and power and gas companies over a hundred more. Accessories for these machines made a good business. He showed that where a year ago the big corporations were buying automobiles, they now used motorcycles. He spoke of commercial sales being good boosters for pleasure sales.

Margadant spoke again of sales of lightweight machines to owners of big automobiles, who keep the cars for family service but use the motorcycle when going alone.

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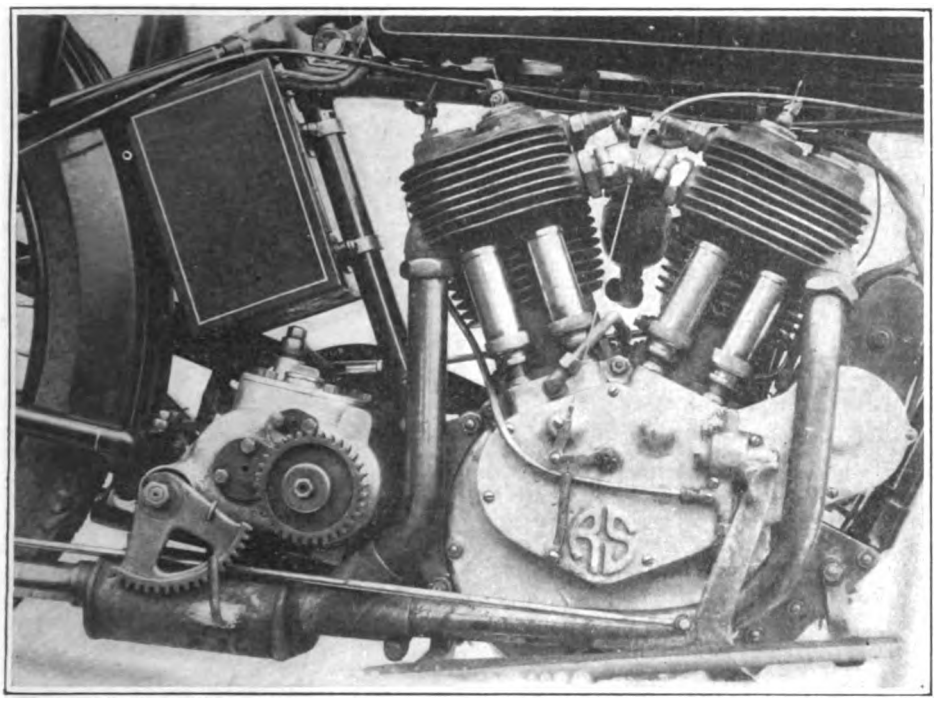
LAYING STRESS ON R-S IMPROVEMENTS

Features of 1917 Construction Which Include Double Brakes, New Front Fork, Improved Muffler and Electric Lighting System are Emphasized



Right Side of Reading Standard Powerplant, Showing Straight Exhaust Pipes, New Muffler and Battery Casing. New Bearer Plates Are Seen Just Above Footboard and Exhaust Union

READING, Pa., Nov. 3.—In order to call particular attention to the special features on the 1917 Reading Standard models, the Reading Standard Company, Inc., of 344 Water street, this city, has issued a supplementary announcement. This announcement follows that describing the 1917 R-S products, which first appeared in **Motor Cycle Illustrated** in the September 7 issue.

Emphasis is laid on the large and effective automobile type of brake, the re-designed front forks, the muffler of increased size, the new form of motor bearers, enclosed valve springs, and deep-winged mudguards. Stress is also placed upon the electric equipment, fitted to the Model 17 T-E, which is listed at $315.

New Rear Hub

The rear hub on the Reading Standard is new and is constructed to carry internal and external brakes of large surface and great power. Each brake is independent of the other. Both operate on a drum on the right end of the hub, the external by a pedal close to the right footboard, while the internal is actuated from a hand lever on the left handlebar. The anchorage for the brake carrier is unusually sturdy, ensuring perfect service even under the severest conditions.

The same action which marked the Reading Standard forks in 1916 and preceding seasons is continued in the re-designed front forks. The rear portion is curved forward, with links in a new form. Large grease cups are fitted at the joints. The frame is also reinforced throughout, the tubing in the sides being of larger gauge than before, while solid reinforcements are inserted and brazed within. This general fork construction is heavier throughconstruction gives ample strength for sidecar work. The coil springs have been changed in design, vanadium steel being used for their composition.

Reinforced Frame

The frame has been increased in strength for sidecar service. Not only is the tubing heavier, but reinforcements have been fitted throughout, particularly in the diagonal tube. The slider forks have closed ends to give greater strength, this being made possible by the use of a knockout rear axle. The front hub is new and has larger balls and retainers. The flanges are wider also. The knockout axle feature is, of course, incorporated in this hub.

The muffler for 1917 is of the cylinder type with shell of large capacity, replacing the model of 1916. The exhaust pipes are made straighter than in the previous models to give a freer passage of the gases from the cylinders to the muffler. This has been obtained by changing the design of the cylinders with regard to the position of the exhaust outlets.

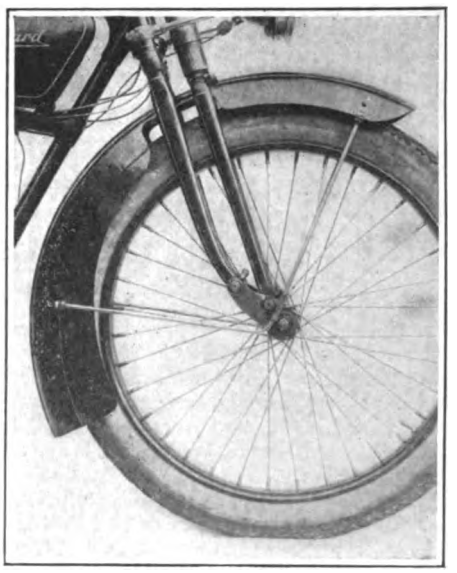
There are slight but important changes in the form of the motor bearers, these tending to give greater strength, and, at the same time, greater ease in mounting and dismounting the power plant. The mudguards have deep side wings, to ensure cleanliness to the rider and machine.

Electric Equipment

The electric equipment on Model 17 T-E has the Bosch generator, Exide battery and Hawthorne Hornlite, as well as a tail light of Hawthorne make. The headlight has a 15 c.p. main bulb and a 2 c.p. pilot or dimmer bulb, these being controlled by a simple switch at the rear of the lamp body, within easy reach of the rider. The horn is incorporated in the lamp body and is operated by a press switch on the left grip. The tail light and license bracket are built as a unit.

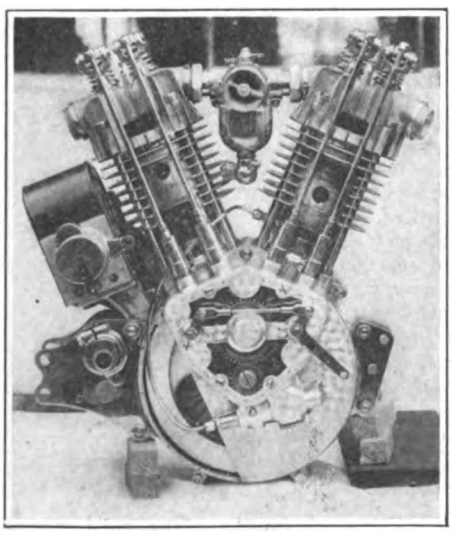
The Bosch generator furnishes current to the storage battery, thus assuring a supply of lighting current at all times. The ignition side of the generator takes care of the ignition current. With the Bosch generator it is possible to furnish light with a dead battery.

Both the Bosch generator and the magneto are located in front of the motor instead of being in rear, as in all formed R-S models. This has been done to give more room to the generator. The new position gives a magneto drive train of one less gear than in 1916. The Exide battery is carried in a casing at the right side below the seat post cluster.



New Front Fork with Large Grease Cups on Joints; the Rockers Are Redesigned to Give Greater Strength

SHOWING POPE ACTION



Cutaway Twin Motor Which Is in Operation at Coliseum to Demonstrate Westfield Powerplants

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WILKINS AND FORTIER BACK IN TORONTO

Former Motorcyclist in Overseas Forces Return to Rest and Convalesce—Were Despatch Riders

TORONTO, Ont.—Two Canadian war heroes have just returned to their native city after months of turmoil in France and Flanders. Both were prominent motorcyclists of Toronto before their enlistment in the overseas army and both acted as despatch carriers for a considerable period. The two warriors are Flight sub-Lieutenant Steve Wilkins and Private Louis Fortier.

Lieutenant Wilkins was only a private when he left Canada in the fall of 1914 and after serving as a motorcycle rider for a year he secured his transfer to the Royal Flying Corps. He is home for a rest.

Private Fortier enlisted as a private with the 58th Overseas Battalion and was a despatch rider behind the firing lines until he was struck with shrapnel. He was in the hospital—or, at least, in hospitals—for five months because of the dangerous nature of his wounds. He took his first ride on a motorcycle since became a casualty on Saturday, October 28, in Toronto, when he borrowed a friend's mount.

Information has been received that a Toronto cyclist, Lance-Corporal J. I. McCormack, has been severely gassed and shell-shocked. He had been fourteen months at the front with the Divisional Cyclists.

WHY GAS PRICES WENT DOWN

HUTCHINSON, Kan.—Kansas riders of motorcycles can credit the discovery of oil and gas in the new Augusta fields near Wichita for the lowering of prices by the Standard Oil Company in this section of the State on gasoline and oil. Gasoline is now retailing here at sixteen cents per gallon, with one, two, three and four-tenths of a cent added, according to the freightage necessary. This is a drop of three cents per gallon from the price which prevailed throughout the summer.

These Came from Old Kentucky

LAST RUN OF SEASON

OWENSBORO.—The final run of the season of the Owensboro Motorcycle Club to Morgansfield, Ky., which was slated for October 22 was postponed on account of bad roads. The club is now preparing to open its winter headquarters.

NOBLE WANTS MATCH RACE

HENDERSON.—Jimmy Noble, who has been in charge of the Indian store of Henry Pardon in this city has returned to Owensboro and issued a challenge to any rider in the city for a match race on the fair grounds track.

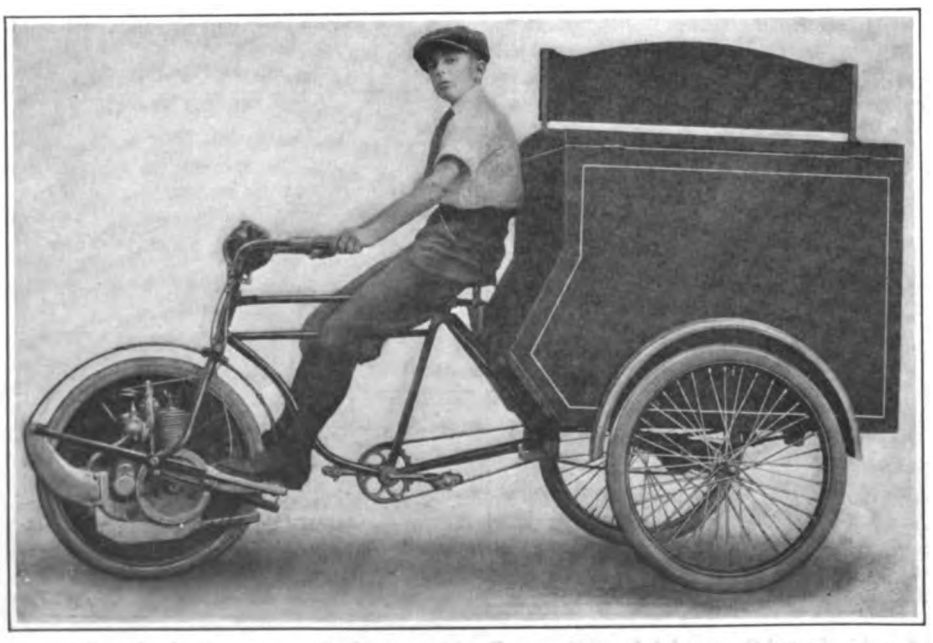
BRIGHTENING THE WINDOWS

LOUISVILLE.—Bicycle dealers of this city are participating in the national campaign for brighter window displays, and within the past few weeks various improvements have been made in the agencies, all tending to make them more attractive to fall customers.

A MERKEL ENTHUSIAST

LOUISVILLE.—A. E. Kappa, an expert on linotype machines, employed by the Louisville *Courier Journal*, uses a 1916 Flying Merkel in traveling to and from the office and states that he is prepared to prove the motorcycle is the most efficient and economical vehicle on wheels.

DAYTON MOTOR BICYCLE IN VAN SERVICE



The Neat Delivery Outfit Pictured Above Is Being Used in New York City With Excellent Results, the Van Being of the Worksman Type

EFFECT GREAT SAVING, SAYS DALLAS OFFICIAL

Department Accountant in Texas City Reports Motorcycles Invaluable in Conducting Affairs Economically

DALLAS, Tex.—In a statement just prepared by Departmental Accountant J. W. Shull, of Dallas, the fourteen motorcycles used by the city are mentioned as invaluable in the economical and efficient conduct of its affairs. The statement says that the machines have effected a great saving both in actual outlay of money and in time.

Ten motorcycles are kept constantly in service by the police department, and in addition several privately-owned machines ridden by motorcycle-mounted officers. These ten machines are used mainly by those police officers assigned to enforcement of the traffic laws and the regulation of speeding on the city streets. The others are kept at the various police stations for emergency use in response to emergency calls.

The motorcycle has been found invaluable in regulating speeding, and by its use only has the city been able to keep accidents to a minimum. For answering emergency calls, the motorcycle is more serviceable than automobiles in many cases, especially in out-of-the-way places where automobiles would find streets and paths almost impassable. The motorcycle has also been found quicker than the automobile for emergency calls.

In addition to the motorcycles in the Police Department, the City Inspector's office also maintains two machines, on which sanitary inspectors are mounted. It is estimated that these two inspectors are now able to do the work in less time than was formerly required for six men, and do it more efficiently.

The Board of Education also maintains one motorcycle in its service and the City Engineer's department has one machine. These are available for carrying messages, or orders, or even making delivery of small packages to remote parts of the city, and have been found of incalculable service by the heads of these departments.

HONEYMOONERS AT THE SHOW

HUTCHINSON, Kan.—Earl Gardner, a well-known local motorcyclist, has just taken as his bride Miss Cecil Brown, daughter of C. N. Brown, the Hutchinson Excelsior dealer, and the couple will visit the Chicago Show during the honeymoon trip. They will be gone for several weeks.

MINISTER RIDES IN LOUISVILLE

LOUISVILLE.—The motorcycle is nothing if not a versatile vehicle in Louisville and vicinity, and by way of proving this the Rev. Arthur Garter, an Episcopal minister, is a full-fledged Flying Merkel enthusiast. He has been using his machine for several seasons, and states that he could not very well dispense with it in his city and out of town parochial duties.

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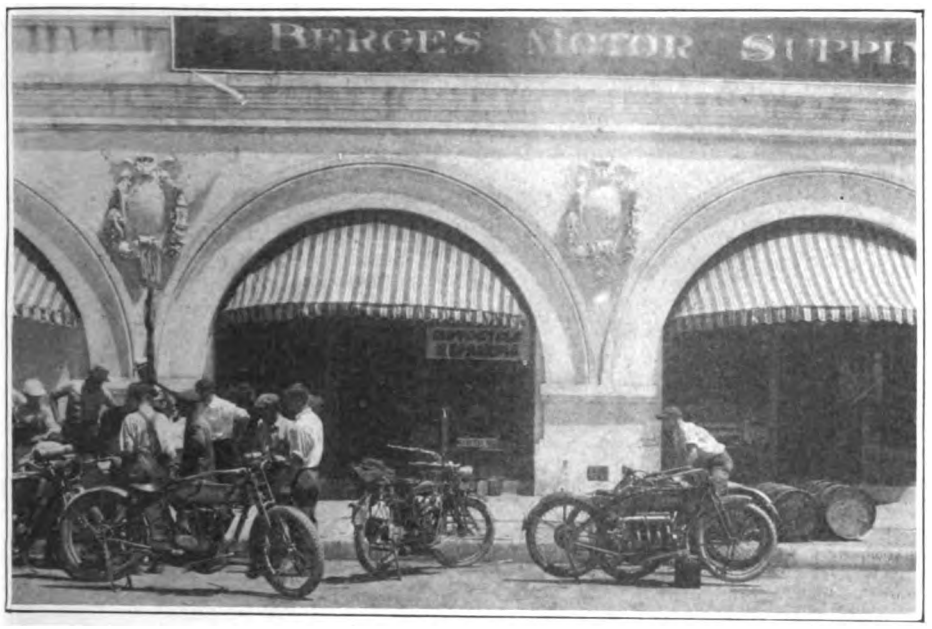
NEW HENDERSON HEADQUARTERS IN BAKERSFIELD, CAL.



Up-to-Date Store of Jules Berges; Berges Took Deposits on Six 1917 Hendersons the Same Night He Received His Demonstrator

News Flashes at Frisco Doings

SAN FRANCISCO.—George W. Sherman, special representative for the Hendee Mfg. Company, is in this city for a short time. He will return East via Los Angeles, arriving in Chicago in time for the motorcycle show.

SAN FRANCISCO.—All Indian agents in this section will attend a get-together meeting next Wednesday night. A. Freed, the California distributor, is holding the affair and expects that all agents in his territory will be present. Plans for the new year will be discussed.

SAN FRANCISCO.—George Brennen, of Seattle, Wash., who holds most of the records for that section, rode a 1917 Henderson up to the flag pole on Twin Peaks the other day. This ride is considered a very difficult feat and it is the first time that it has ever been accomplished. Brennen will remain in this city for some time.

SAN FRANCISCO.—Fred H. Bente, handling the Excelsior, reports the sale of two of the 1917 models last week, as well as a number of used machine sales. He is doing a good repair business and has three men at work in the shop on full time, with several days' work ahead.

SAN FRANCISCO.—Manager Z. Barton, of the Thor branch, is away on a four weeks' trip lining up dealers for the new season.

SAN FRANCISCO.—Maggini & Perkins, representing the Harley-Davidson, report selling 21 of the 1917 models since also sold three sidecars and four delivery receiving their demonstrator. They have vans. The demand for used machines is big, they report.

SAN FRANCISCO.—About 20 jobbers from Los Angeles are in 'Frisco this week as guests of the local jobbers. They are having banquets, motor trips, and theater parties among other enjoyments. A meeting was held the first of the week when plans for the coming season were discussed.

Terse Tidings from Tacomaites

TACOMA, Wash.—Tacoma dealers and motorcyclists during the past week have been more than busy welcoming the new 1917 machines. The first to arrive was the Henderson at the Fuller Cycle & Supply Company, and the force were compelled to put in a number of extra hours in order to demonstrate the silent blue boy to the admiring fans.

In addition to welcoming the new two-wheeler, the boys were pleased to meet T. W. Henderson himself, who was pleased to include the "City of Destiny" on his Pacific Coast tour, all of which will help to stimulate Henderson sales in the Northwest.

ALTHOUGH the regular touring season to Mount Tacoma has ended, Northwest motorcyclists are enjoying the ideal fall weather and are still taking their week-end trips on the various roads to the beaches and up the adjacent valleys. A number of riders have also used their machines to bring in a number of pheasants and grouse.

EVERY motorcyclist in Pierce County has been forwarded an engraved invitation by Ray Day to visit the Powerplus shop and inspect the 1917 Indian beauty, which proved a stellar attraction in Tacoma during the past fortnight.

PITTSBURGH'S CAPABLE COMPANY OF MILITARY RIDERS

Crist and Bishop, the Riders Who Carried Pittsburgh's Sesqui-Centennial Invitation to President at Shadow Lawn, N. J., Are Members of This Company. S. C. Hamilton, Local Harley-Davidson Dealer, Is the Daddy of the Organization

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MIAMI SALESMEN WHO ATTENDED RECENT CONFERENCE AT FACTORY

Left to right in the back line—Assistant Sales Manager Sam Fetter, O. Hartzell, C. A. Van Doren, F. P. Lee, J. M. Jeffcott, A. A. Dell and W. M. Sheets. Front line, left to right—C. F. Pineau, Harry A. Gliesman, L. Weinman and J. E. Ruby. Photo at right Shows Messrs. Pineau, Sheets and Lee Ready to Start Back on Their Circuits in Central and Central Western Territory.

CONGRESSMAN LAUDS

Army Motorcycle Following Visit to the Mexican Border

SPRINGFIELD, Mass. — Congressman Allen Treadway, of the First Massachusetts district, expresses himself highly impressed with the work of the motorcycle in army service. The congressman spent several days on the border this summer, inspecting the troops and their welfare. While there he was given the services of Sergeant Drake, of the Second Massachusetts Infantry, and an Indian sidecar outfit, to convey him from place to place.

"I watched the motorcycles and the machine gun cars at work," said Mr. Treadwell, "and was impressed with their serviceability in army work. They showed up wonderfully well in traveling over rough roads, thus proving their durability and strength."

The machine gun company is equipped with Indian gun outfits, donated by residents of this district.

NEW ZEALAND TARIFF

WELLINGTON, N. Z.—Among recent decisions relating to cycle goods imports into this commonwealth under the Customs Duties Act are the following: Clutch nuts for cycles, 20 per cent. foreign and 10 per cent. on British made; cycle axles, free; motor tool bags, tool boxes and tool rolls, including oil can and brushes, 20 per cent. foreign and 10 per cent. British made. These duties are ad valorem. A primage duty of one per cent. ad valorem is also levied, whether the goods are duty free or not.

TWO SIDECAR HONEYMOONS

PATERSON, N. J., Oct. 28.—Two of the officials of the W. Edw. MacDougall Company, local Harley-Davidson representative, have gone on sidecar honeymoons today. They are Elmer Havenstrite, the manager, and Edward D. Mutter, assistant manager. Mutter and Miss Essie Vanderbeek were married last night, while the Havenstrites were wedded the day before. Each couple started off following the Mutter wedding with the blushing brides in the sidecars and the grooms driving. The quartet will be gone for two weeks, the destination being Bangor, Me.

ORDER MORE TAGS FOR 1917

DENVER, Colo.—The Motor Vehicle Department of the State of Colorado has just ordered 50,000 automobile and motorcycle license tags for use in 1917. Last year there were only 45,000 tags ordered. Of this number, 11,670 were used in Denver in 1916.

ON WAY TO PACIFIC COAST

ALBANY, N. Y.—Four Albany motorcyclists, Dan Wright, Fred Tegler, Fred Zeihm and John Henry, left Albany recently for a trip to San Francisco, Cal. They are using two Harley-Davidson sidecar combinations and carry complete camping equipment. They intend to make the trip a leisurely one, and the latest reports state that they are making their way over bad roads in Missouri. The tourists will remain on the Pacific Coast during the cold weather.

NEW STOLL CATALOG

DENVER, Col.—The Stoll Mfg. Co. has just issued an attractive catalog showing the 1917 line of Stoll tandems. No radical changes have been made in the company's products for the coming season, but close attention has been given to refinements wherever they were found possible.

Owing to the increased costs of material and labor, and the fact that the Stoll tandems have always been marketed on a small margin of profit, the company was compelled to advance its prices on Nov. 1.

COMPARING SOUVENIRS FROM A FALLEN ZEPPELIN

These Harley-Davidson Riders Outside of London, Eng., Have Managed to Obtain Small Pieces of the German Dirigible Destroyed Recently

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Bicycle Section

FIELD TIED IN BOSTON SIX-DAY RACE

After Two Days of Racing the Eleven Teams are Still on Even Terms —Grenda and Goullet and McNamara and Spears are Favorites

BOSTON, Mass., Nov. 8.—When the field in the six-day race, which is now being run at the Arena, finished the second ten-hour shift at 5:30 o'clock this morning, they finished on even terms, Alfred Grenda of the Goullet and Grenda team winning the final sprint. In the two days of riding the field covered 466 miles and 4 laps (the track is ten laps to the mile), as against the local record of 489 miles and 7 laps for this kind of competition.

The First Good "Jam"

During the early hours of the second day's racing, and while the Arena was crowded with Election Day enthusiasts, the Jake Magin and Frank Corry and Eddie Madden and Willie Hanley teams made a break and opened up a gap of a half-lap, which they managed to keep for some time. The ensuing "jam," the best one so far in the race, had the riders and also the trainers busy while it lasted. Big Grenda finally went out and closed the gap and the field remained intact, with the exception of intermittent sprints, for the rest of the night.

William Spencer, of the Spencer brothers, and Ray Eaton, of the Sullivan-Eaton team, won the only "primes" offered during the day. The teams of Grenda and Goullet and McNamara and Spears are the favorites with the crowd, but there are plenty of supporters for the Hanley and Madden and the Magin and Corry combinations.

THE FIRST DAY AT BOSTON

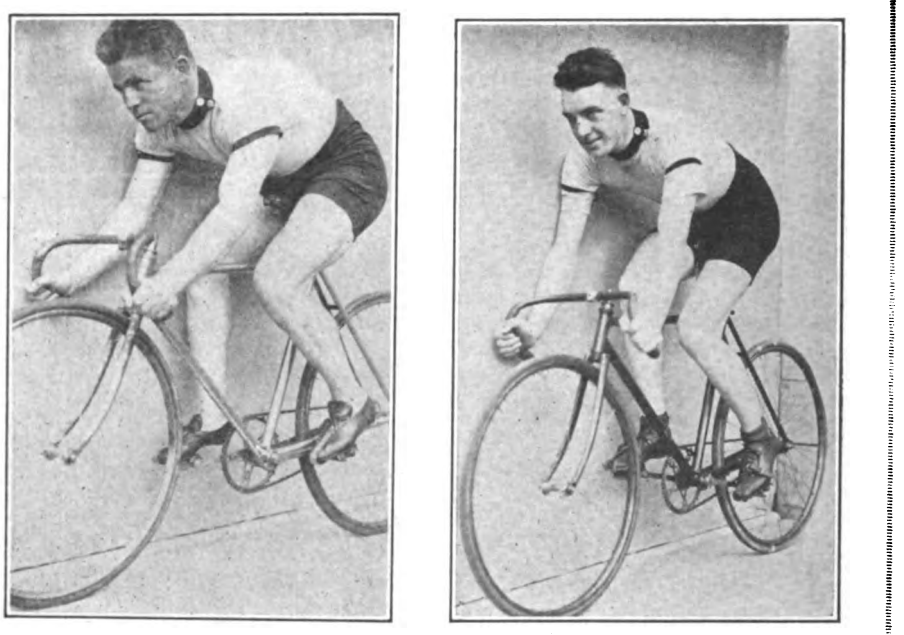
BOSTON, Mass., Nov. 7.—Eleven teams got away promptly at 4 o'clock yesterday afternoon in the annual six-day ten-hours-a-day race at the Arena. The riders are to ride from 4 o'clock in the afternoon until 2 o'clock the following morning on all nights except Tuesday, Thursday and Saturday. On Tuesday and Thursday they will ride from 7:30 at night until 5:30 the following morning. On Saturday they will start about noon and finish as near 10 o'clock as possible.

Those Who Started

The following teams started: Alfred Goullet and Alfred Grenda, Bob Spears and Reggie McNamara, Eddie Madden and Willie Hanley, Jake Magin and Frank Corry, Clarence Carman and George Wiley, Iver Lawson and Eddie Root, Tim Sullivan and Ray Eaton, Arthur and Willie Spencer, Tom Bello and Vincent Madonna, Percy Lawrence and Lloyd Thomas and Harry Kaiser and Marcel Dupuy.

The race on the first day lacked the usual "pep" and excitement that usually goes with this grind. The weather was cold and raw and the building was about the same. There were many sprints by the riders. In all ten sprints were indulged in without serious damage to any of the teams, and the crowd was delighted.

Bob Spears, still suffering from his fall of Saturday night, and his partner, McNamara, were not as aggressive as usual, due partly to McNamara nursing Spears along. Arthur Spencer won a 'prime" from Marcel Dupuy, and in the final sprint Frank Corry won from Lloyd Thomas and Alfred Goullet. The riders were tired when they finished their first day's riding, with 239 miles and 9 laps to their credit, they being 11 miles and 8 laps back of the record.



Willie Hanley, on left, and Eddie Madden, One of the Favorite Teams in the Boston Six-Day Race

NOTES OF THE "GRIND"

The Spencer brothers, hired a stranger for a trainer, which is a rash thing to do. They discovered their rashness and the loss of their watches and their bank roll shortly after the race started. It was said that Arthur went after the first "prime" in desperation and he won it.

After Bobby Walthour and Mrs. Walthour, who are doing a home trainer act at a local theatre, finish their act they visit the track to see the boys go around. Ernest Ohrt, who quit his job in Newark to go with Walthour, is a nightly visitor also. Ernest may yet join a circus, which apparently is his one desire.

Charley Turville and Jimmy Hunter, who is called "Dare Devil," enliven matters by giving motorcycle races during the evening hours.

George Wiley surprised the natives and himself by actually starting. George does hate these races, but he says that he might as well ride them as the coin will be welcome Saturday night. Some logic that.

GRENDA WINS NOVEL EVENT

NEWARK, N. J., Nov. 6.—Walter Grenda won the "hare and hound" chase of the Bay View Wheelmen. The race was ridden in a rain and the "hares" rode for about 26 miles before being overtaken by the "hounds." At one place in the chase the "hounds" were forced to carry their bicycles on their shoulders for about six miles through the woods. The winner covered the course in 2 hours and 15 minutes.

NEW CATALOG COMING SOON

CHICAGO, Ill.—The Chicago Cycle Supply Co. is now working on a new catalog which promises to be one of the most comprehensive books of the kind every published to cover the motorcycle and bicycle trades. It will be ready for mailing about the middle of December.

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BOSTON'S RACING CARNIVAL STARTED

Alfred Goullet Wins "Alternance" Match—McNamara Captures 10-Mile Open—Paced Champion Carman Beats Wiley and Madonna—Eaton Takes Handicap

BOSTON, Mass., Nov. 5.—Boston's annual indoor carnival of bicycle racing opened at the Arena last night. A program of four classy races for the professionals was arranged by the management for the "curtain raiser," and that cycle racing is one of the favorite sports of local sport lovers was amply demonstrated by the large turnout, it being estimated that nearly 6,000 people crowded into the building.

The feature of the night's racing from the standpoint of the sprint-racing devotees was an "Alternance" match at a mile, in which Alfred Goullet, the former Australian; Iver Lawson, the Salt Lake Swede; Marcel Dupuy, from Sunny France, and Reggie McNamara, the "Iron Man" from Australia, met in four matches, one rider staying out of each heat.

Mac Takes First

McNamara won the first heat from Dupuy and Lawson, while in the second heat Goullet led Lawson and Dupuy over the line in that order. This heat was run twice, Dupuy winning on the first try, but as Goullet punctured the heat was run over. Goullet also won the third heat, this time McNamara being second and Dupuy third. The fourth heat also went to the credit of Goullet, McNamara being the second man and Lawson third. Goullet won with three points to seven for McNamara. Lawson and Dupuy each had 13 points.

A stirring finish marked the ten-mile open for the professionals, in which 16 riders started. Bob Spears punctured and fell in the first mile and half-mile prizes livened up matters so that at start of the last mile only ten riders were left. A half-mile from home Alfred Grenda went to the front with the field hot on his trail. Grenda gave way on the following lap to Jake Magin, who had Willie Hanley in tow. Hanley shot out at two laps to go and looked like a winner, but McNamara, coming strong, just nipped him at the tape. Goullet finished third, Eddie Root fourth, Grenda fifth and Jake Magin sixth. The time was 21:31 1/5.

Clarence Carman, the paced champion, had rather easy going in the paced race, which was run in five-mile heats, and in which he was opposed by George Wiley and Vincent Madonna. In the first heat Carman beat Wiley, and in the second Wiley triumphed over Madonna. In the third Carman again showed in front of Wiley. The times were 8:11⅘, 8:09⅘ and 8:10⅘, respectively.

A half-mile handicap went to Ray Eaton, the Newarker, from the 45-yard mark. Percy Lawrence, 50 yards, finished second; Frank Corry, 30 yards, third, and William Spencer, 35 yards, fourth. The time was 54⅖ seconds.

SLADKIN PLACING AGENCIES

PHILADELPHIA, Pa.—The Haverford Cycle Co. is placing Dayton bicycle agencies throughout the State of Pennsylvania now, and Proprietor Max Sladkin is satisfied that in the course of two or three months, every town that has a bicycle shop will be proud of its Dayton agency.

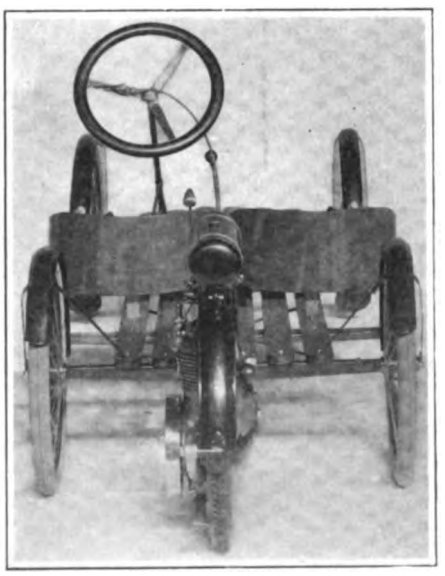
Two men are on the road seeing agents about Dayton bicycle representation. More than 100 Daytons were sold and delivered last week.

RACING CYCLISTS TOUR TO SIX-DAY RACE

One from Chicago, Two from Toronto, and Five from Newark, Hit the Trail to St. Botolph's Town

BOSTON, Mass., Nov. 8.—A number of the cyclists who are competing in the six-day race, which is now being ridden at the Arena, came to Boston over the roads by bicycle. Iver Lawson, tthe famous Swede, came on from Chicago, Lawson doing 1,100 miles in eleven days, while the Spencer brothers, Arthur and William, came on from Toronto.

THE POWER FOR THE FLYER



A Rear View of the Smith Flyer, Which Will Be on Exhibit at Chicago

By far the largest party was that which came from Newark. In the party that arrived here Thursday afternoon from the New Jersey metropolis were Lloyd Thomas and Percy Lawrence, the San Franciscans; Tom Bello, the Brooklyn Italian, and Harry Kaiser, the New Yorker. Clarence Carman, who left New York with the party, came on from Worcester by train, as he was desirous of saving himself for the paced race of last Saturday night.

Riders En Route

Thomas, Lawrence and Kaiser left the Newark Velodrome at 9 a. m., Tuesday, Oct. 31, and picked up Bello and Carman in New York. Considerable trouble on account of wet streets handicapped the party while going through New York City. Dinner was taken at New Rochelle, and New Haven, Conn., was reached at 5:30 p. m., the party stopping there for the night. Tim Sullivan, the New Haven rider, met them ten miles out on the road and escorted them into the city. Ninety-five miles was the first day's mileage.

At 9:30 a. m. the following morning the party departed from New Haven, rain causing a late start.

Eat at Hartford

Dinner was taken at Hartford and then they continued on through Springfield to Palmer, this state, where they arrived at 5:30 p. m., and they decided to stay there for the night. Eighty miles was the day's score. The final day's riding started from Palmer at 8 o'clock in the morning. They continued on to Worcester, where Carman left them, and thence to Northboro, where they stopped for lunch. The city limits were reached at 2:30 p. m. on the third day and the Arena, where they are now grinding away, at 3:30, having covered 80 miles, or 255 miles for the trip. And they say that if the weather is not too cold after the race they will return to Newark by their bicycles.

MORE TERRITORY FOR N. Y. SPORTING GOODS

Big Metropolitan Company Now Handles Pierce Cycles in Most of the Empire State for 1917 Season

NEW YORK, N. Y., Nov. 8.—The Pierce territory now covered by the New York Sporting Goods Co. has been further increased by the allotment of all the State of New York west of the 77th degree—that is west of a line drawn through the city of Lyons. The present territory in which this firm handles Pierce bicycles includes all of New Jersey, Long Island, Connecticut (west of Connecticut River) and Eastern Pennsylvania.

Travels Fifteen Men

With fifteen men on the road and with a bicycle division, which is a distinct big business in itself, Mr. F. A. Baker, the president, has perfected plans for an increase in bicycle and bicycle supplies sales of at least 30 per cent. The fact that the New York Sporting Goods Co. has enough machines and its allied lines actually purchased to cover this increase, means that deliveries can be made in spite of disturbed manufacturing and selling conditions.

Has Goods on Hand

"We believe in having the goods in hand before we take orders for them," said President Baker. "This policy entails the tying up of a great deal of capital—but our customers get the benefit of lowest prices and prompt execution of orders. We give them the goods *when they want them*, not when we can get them."

In a recent announcement sent to the trade attention was called to the fact that 1917 prices have not been advanced. On one model the dealer's cost is even less than last year.

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COLUMBIA THE 1917 POPE-MADE LEADER

(Continued from page 41)

rubber grips. Fisk No. 66, 1 1-2-inch tires, white with fancy red tread. Corbin coaster brake.

Next in line is the Columbia Cushion Frame model which is a chain driven Pope wheel fitted with the original Columbia type of two-piece cranks, front extension handlebars, front and rear mud guards, Morrow coaster brake and Eagle Easy saddle. Its distinguishing feature is, of course, the cushion frame which provides for easy riding. It lists at $52.50.

The Columbia Superb model made in both men's and ladies' types is identical with the Cushion Frame in specifications except that it is fitted with a rigid frame. It lists at $45.

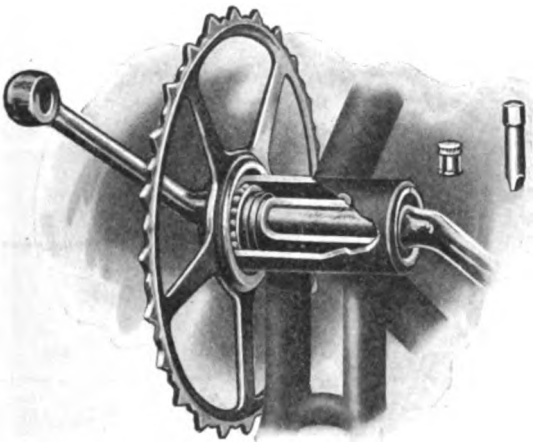
The Columbia Daily Service model meets the need for a high grade delivery bicycle combining easy riding qualities with strength and durability. The box type extension hadlebars support a metal parcel carrier and a luggage carrier is fitted over the rear wheel. The wheels are laced with Diamond E tandem spokes and a substantial stand is fitted. It likewise sells for $45.

The Columbia Roadster model is a high grade bicycle made in both men's and ladies' types and sells for $37.50. Messenger saddles are fitted on the men's models and Troxels on the ladies'. Fisk ripfast tires, Morrow Coaster brake and both front and rear mud guards are standard throughout.

The new Columbia Arch Bar model is identical with the Roadster, except for the truss frame design.

As for the rest of it the Columbia line comprises the Racer model, which quite naturally is made as light as is consistent with strength and as speedy as the Pope folk can turn out a bicycle after 30 years of experience. It sells at $55. There is also a line of Columbia Juveniles which embrace, in abridged form, of course, all the well known Columbia features. The juveniles are priced at $26 to $30, according to the size.

One of the Leaders of the Columbia Line, the Ladies' Roadster Model, Which Sells for $37.50 With Coaster Brake; It Is Well Guarded

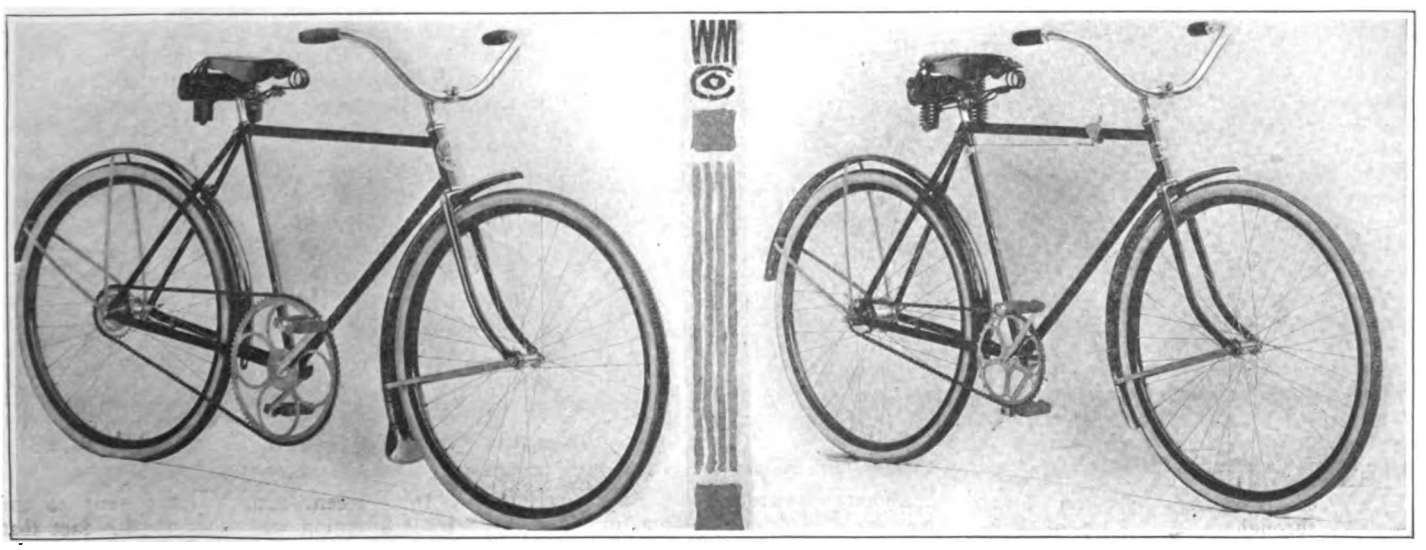


Making Clear the Unique Construction of the Pope-Made Crankhanger on Columbia Models

CRESCENT TEN MILE

BALTIMORE, Md., Nov. 6.—Visiting cyclists from the Century Road Club Association, New York Division, captured most of the leading prizes in the ten-mile road race promoted by the Crescent Bicycle Club yesterday. Willard Knecht, a three-minute man, won in 26:33, while Louis P. Sattler, 1½ minutes, finished second; Max Halpern, 1½ minutes, third, and John J. Marquart, scratch, fourth, all being from this club. Marquart captured the time prize in 25:20.

In the Goodrich trophy the Century Road Club Association won with 17 points, the lowest score in that competition scored this year.



Two of the Feature Members of the Comprehensive Pope-Made Bicycle Line. The Pope Special, Which Lists at $42.50, and the Crescent Roadster, Priced at $50; Three-Speed Hub on Pope Special Is an Extra

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SEPTET OF HARLEY-DAVIDSON BICYCLES

(Continued from page 42)

ahead of the seat post cluster, which gives it the snappy appearance that has been associated with the Harley-Davidson name since the bringing out of that style of top bar in 1911 on Harley-Davidson motorcycles. The Motorcyke has an extra truss bar designed to make that model especially adaptable for hard service. The same graceful lines are seen in the 7-17 Special, which is a light model with extremely low saddle position obtained by using an 18-inch seat post mast with the standard frame head for a 20-inch frame. In other words, this model provides a saddle position consistent with an 18-inch frame.

The rear fork and the rear fork stays are also of 18-gauge tubing with heavy rear fork ends designed for push-back chain adjustment. In the designing and manufacture of the rear fork the same care has been exercised that is evidenced throughout the frame construction, the fork ends extending well into the frame tubing, being fitted tightly and dip brazed to assure absolute rigidity.

Fork Details

Models 1-17, 2-17, 3-17 and 7-17 have a triple plate fork crown, the fork plates being carefully spaced and pinned and then aligned before brazing. The fork sides, which are 18-gauge, are forced through three of the crown plates to the top of the finish plate, and there is a similar operation for the fork stem. To add greater strength to the construction a reinforcement is forced to the bottom of the stem well above the three crown plates. The juvenile models, known as 6-17 and 5-17, have a drop-forged crown with reinforced stem, the crown and fork ends being heavily nickeled.

The Motorcyke has a truss fork of unusually rigid construction. The truss runs from the fork ends through the crown plates, where it is firmly anchored and brazed. The two members of the truss combine at the top where they are anchored to a heavy truss plate fitting around the fork stem. The truss member tips are drop-forgings.

The Harley-Davidson crank is a one-piece drop-forging of high duty steel which is carefully machined to assure having the main bearing cones of the hanger absolutely parallel; this operation adds materially to the easy running quality of the new bicycles. The crank forgings are carefully heat-treated to obtain maximum strength. Except on Model 1-17, which has round pedal cranks, all the pedal cranks are diamond bayonet style. A neat refinement is the use of a flush type lock-nut on all crank hangers, this being interchangeable on all models.

Sprocket Design

The sprockets on all models, except those for juveniles, are of new design, the spider being built up of the letters "H-D," and are unusually attractive as well as light and strong. The highest quality of steel is used in the sprockets and the machining operations are done carefully to assure accurate chain alignment. In tooling up for the manufacture of this new sprocket care has been exercised to assure perfect teeth so there will be perfect chain-fit, a point that is appreciated by all riders who admire quiet running and maximum service from chains and sprockets. The outer face of the sprocket is recessed, consistent with the strength required, to obtain lightness as well as to add to its appearance.

In the front hub the ball races and cones are given an especially glass-hard surface, thus ensuring long life and the minimum of wear. Two-point bearings are used in the hubs. The rear hubs are of New Departure make, incorporating a coaster brake. This brake is fitted on all Harley-Davidson models. Diamond chains, of one inch pitch and 3/16-inch width are fitted.

Mudguard Construction

Mudguards are of pressed steel, 22 gauge, with raised center and rolled edges. The Motorcyke model has guards with drop sides to assure even better protection to the rider. Guard braces are substantial, being of the single type for the front wheel and double for the rear wheel. The braces are fastened to the guard and nickeled round head screws and lock washers. Braces are enameled in black. The chain guard on the ladies' model is enameled olive drab with Brewster green panel. A laced rear guard is fitted to this and the girls' model.

Rims are of rock maple, made by the American Wood Rim Co. Standard spokes are used on all wheels.

The Motorcyke and 7-17 Special are fitted with a rear wheel stand of channel iron, in new design. The stand is non-rattling and extra strong. It is finished in dull nickel. Troxel waterproof top saddles are standard on all models, the Tip Top being used on the 1-17 and 7-17. Model 3-17 has the Eagle Easy saddle, while 3-17 has the ladies' Comfort Cushion. This saddle has been especially designed by the Troxel firm for ladies' use. The saddle for the Motorcyke is the Troxel No. 2 Motorbike model, and is fitted with a universal clamp to give any desired saddle position, the same as on a motorcycle.

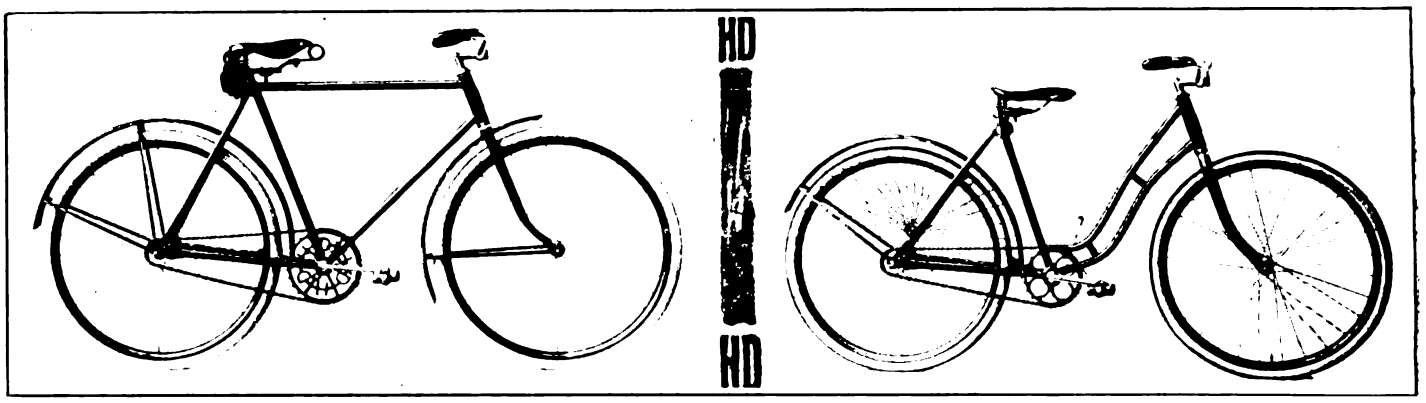
The youngsters have been given a great amount of consideration in the selection of a saddle for the Boy Scout bicycle, known as 5-17, and for the Girls' Juvenile. On these two models the Harley-Davidson company furnished the Troxel Juvenile Comfort Cushion, which is a size smaller than that furnished on the adult models, but considerably larger than the ordinary juvenile saddle, and is fitted with more ample springs.

Handlebars

Models 1-17, 5-17 and 6-17 are fitted with Schineer handlebars having a 2½ inch extension stem. Maximum riding comfort is assured by equipping the bars with leather wound grips. Model 2-17 is equipped with English box handlebars, 22 inch wide, with 6 inch drop and 2½ inch extension stem. These handlebars are unusually wide, and fitted with Enduro red rubber grips.

For the ladies' model, No. 4 Chicago handlebars are provided, 20 inch wide, with a 3½ inch drop, 2½ inch extension stem and Enduro red rubber grips. This is a stylish bar for a ladies' wheel and harmonizes well with the complete design. The Motorcyke comes fitted with Shelby braced motorbike bars, 21½ inches wide and with a 4½ inch drop forged extension stem. The clamp of the extension and the center of the bars are serrated to hold the bars firmly in any position regardless of the weight of the rider and the service to which he puts his bicycle. The grips on the Motorcyke model are long and flexible and steel reinforced. Motorbike No. 4½ bars with red rubber grips are used on the 7-17 Special, the long rakish handlebars being selected because they harmonize well with the general design and neat appearance of this feature model of the Harley-Davidson line of bicycles.

Fisk Victor 28 x 1½ inch tires with white tread and gray side wall, are used on Model 1-17. The Boy Scout model and the "Girls' Juvenile" are equipped with Fish Premier motorcycle type tires, 24 inch or 26 x 1¾ inch, black tread with white side wall. This is a very classy tire and one that is especially popular with the youngsters. Firestone red Non-Skid tread with white side wall 28 x 1½ inch, are used on Models 2-17, 3-17 and the 7-17 Special.



New Harley-Davidson Models: Left, the Rookie, 1-17, and Right the Girl's Juvenile, 6-17—Coaster Brakes and Guards on Both

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CONTINENTAL PRODUCTS FOR THE BICYCLE

Enduro and Brigadier Tires for Riders Wanting Medium Priced Tires —The Enduro Grip Takes the Place of the Old Style Grips

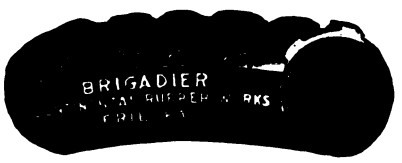
ERIE, Pa., Nov. 7.—Two additions to the Vitalic line of single tube tires, made by the Continental Rubber Works, of this city, are the Enduro and the Brigadier, and they are calculated to meet the demands of the riders wishing a popular priced bicycle tire.

The Enduro is built with two plies of

"Enduro" Diamond-Studded

high grade Egyptian fabric with very high grade friction. The Enduro is supplied with a heavier inner tube of very good quality and a good substantial diamond studded white tread.

The Brigadier is a four-ply tire, built with two plies of best Egyptian fabric built all around the tire and two extra plies on



The "Brigadier" Tire

the tread. The inner tube is extra heavy and is made of a high quality rubber. The Brigadier is made up of gray side walls and heavy white studded tread.

Another new Continental-Erie product is their Enduro grip, a grip designed to

The "Enduro" Grip

take the place of the old style, wooden and leather wound grip for the bicycle. They are made of high grade rubber, reinforced with fabric, along the same designs as that of the motorcycle type, and come in black, red or white.

TAKES ON DIAMOND

MUSCATINE, Iowa.—Edward Volger, vulcanizing specialist, has taken the agency for the Diamond bicycle tire line for this city.

U. S. TIRES IN MUSCATINE

MUSCATINE, Iowa.—Howard & Deems and G. Glatstein & Sons Co., have taken on the United States bicycle tire line of 1917.

GREAT MOTOR WHEEL RUN

PHILADELPHIA, Pa.—A remarkable run from Asbury Park, N. J., to Philadelphia, Pa., 96 miles, was made by Frank F. Morton, of 242 South Sixtieth street, West Philadelphia, Pa.

The entire trip was over roads covered with four inches of crushed stone and sand, and was made without the slightest motor trouble, with one gallon of gas and one-half pint of oil. At best the roads were just ordinarily bad—at their worst they were awful.

BIGGER DEMAND

For 1917 Indian Bicycles, with Motorbike Model as Best Seller

SPRINGFIELD, Mass., Nov. 8.—With the opening of its second year in the bicycle field the Hendee Mfg. Co. finds that its business in the pedal machines is growing even beyond expectations, and that the most energetic efforts of its bicycle organization will be needed to keep up with the demand. Arrangements have been made to increase the 1917 bicycle output considerably over the output for last year.

An interesting feature of the increasing demand for Indian bicycles is the fact that the best seller in the line is the electrically equipped Motorbike model, which heads the list also as regards price. The Motorbike has enjoyed the biggest demand since the introduction of the line.

MANY SALES BY EBSEN

CLINTON, Iowa.—Martin Ebsen, the oldest bicycle dealer in this city, sold over 75 wheels this season, these being new models. He also disposed of 50 used bicycles. Ebsen handles Hearsey tires for Clinton, and is retail agent for Goodyear and Fisk tires.

SOLD 250 BICYCLES IN MOLINE

MOLINE, Ill.—Streed & Scheppers, handling the Excelsior, have delivered 12 machines so far this season. Their bicycle business was the largest they ever had, amounting to 250 wheels in all. United States tires are featured by the partners.

ELGIN PROSPECTS IN DENVER

DENVER, Col., Nov. 5.—The Western Supplies Co. has received a large shipment of Elgin bicycles. These bicycles are attracting much attention and good business is looked for between now and the opening of the spring season.

MINOR IMPROVEMENTS IN 1917 MOTOR WHEEL

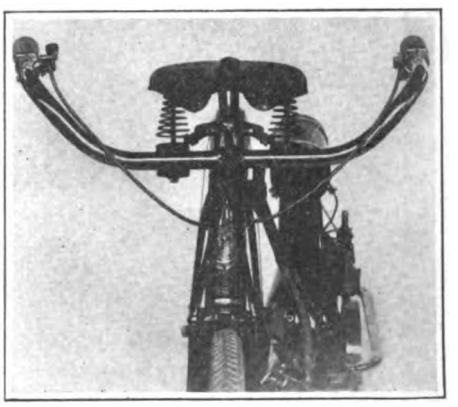
(Continued from page 43)

The other big improvement that will be found in the Motor Wheel at the Chicago show has to do with the inlet valve. The older form of conical valve with tapered face and seat, has given way to the true mushroom type with flat face and seat which is claimed to eliminate all chance of the valve sticking closed when the motor is cold; at the same time it opens easier and makes for easy starting and smoother operation.

By way of eliminating the wear at that point and thereby doing away with the necessity of frequent adjustment, the washer and cotter arrangement which formerly was used for the purpose of holding the inlet valve spring in place on the valve stem, in the newest model the end of the valve stem has been peaned over on the washer, permanently fastening the latter in place.

One thing that is pointed to with pride in the case of the Motor Wheel announcement, is the fact that all of the changes, everything considered, are slight in character, no alteration being made that can be even remotely construed as approaching the radical. It is pointed out that the Smith folk spent many months on development work before the Motor Wheel was finally launched on the American market a little over two years ago, and that its high state of development at that time has admitted of only a mere handful of detail changes during the two years it has been in the hands of the public.

Another feature of the Smith policy on which emphasis is laid is that ideas and suggestions from both dealers and riders of Motor Wheels for the improvement of the little "Bicycle Booster" are desired and that such suggestions will have the full consideration of the Smith engineering department. It is these suggestions, coupled with a close watch which is kept constantly on the performance of the Motor Wheels in actual service the country over, and constant experimentation in the engineering department, that have resulted in the de-



velopments that have made the wheel an even more satisfactory bicycle motor attachment today than it was when introduced.

One important fact that will interest the trade deeply concerns the price of the Motor Wheel. Despite increased manufacturing costs due to shortage of material and the demands of labor for higher wages and shorter hours, the price of the Motor Wheel remains at $60 for the present, at least. If conditions remain substantially as they are at the present time, there is scant doubt but what the price will hold throughout the season, but should manufacturing costs take another jump skywards, the Smith folk make it plain that a corresponding increase in price can be expected.

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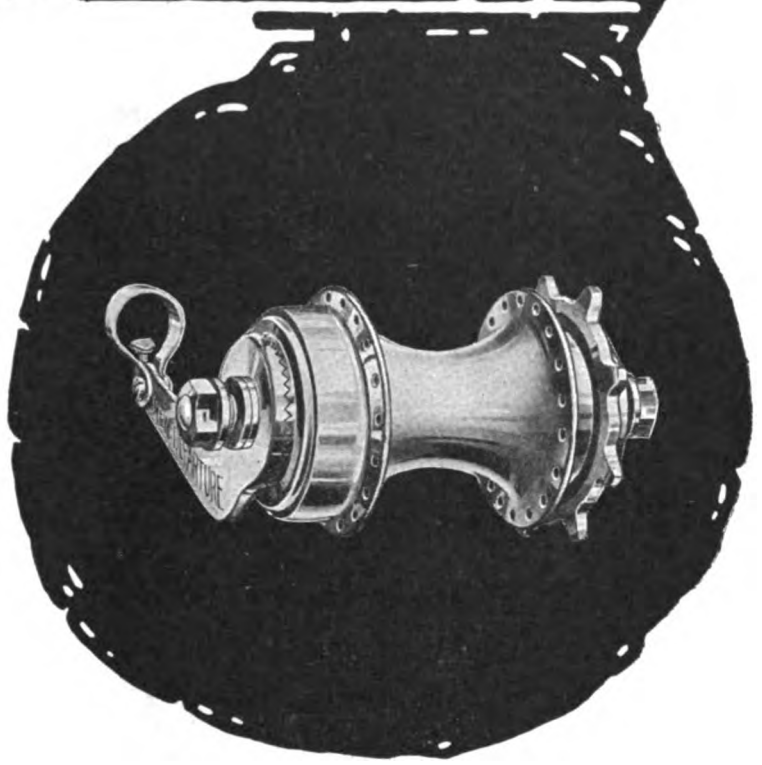
The Brake



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Show, Novembe

The NEW

the great center o
every visitor inter
business buildin

Our representatives, the men you have seen so often and know so well, will be on hand to tell you of the New Departure Coaster Brake in all its mechanical perfection, of New Departure Bells, Cyclometers and Sundries and in the telling, to convey to you, the Big thought that moves us to make this exhibit—New Departure preparedness for boosting Bicycling and Bicycle Sales throughout the coming season of 1917.

When once you're in the Coliseum you can't mistake the New Departure exhibit. Main Floor—Spaces 72 and 73.

You are cordially invited to make our exhibit Your Headquarters.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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the Forefront at the Chicago

13 to 18. At that time we shall make

DEPARTURE COASTER BRAKE

attraction to every Dealer, to
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The Sign of the
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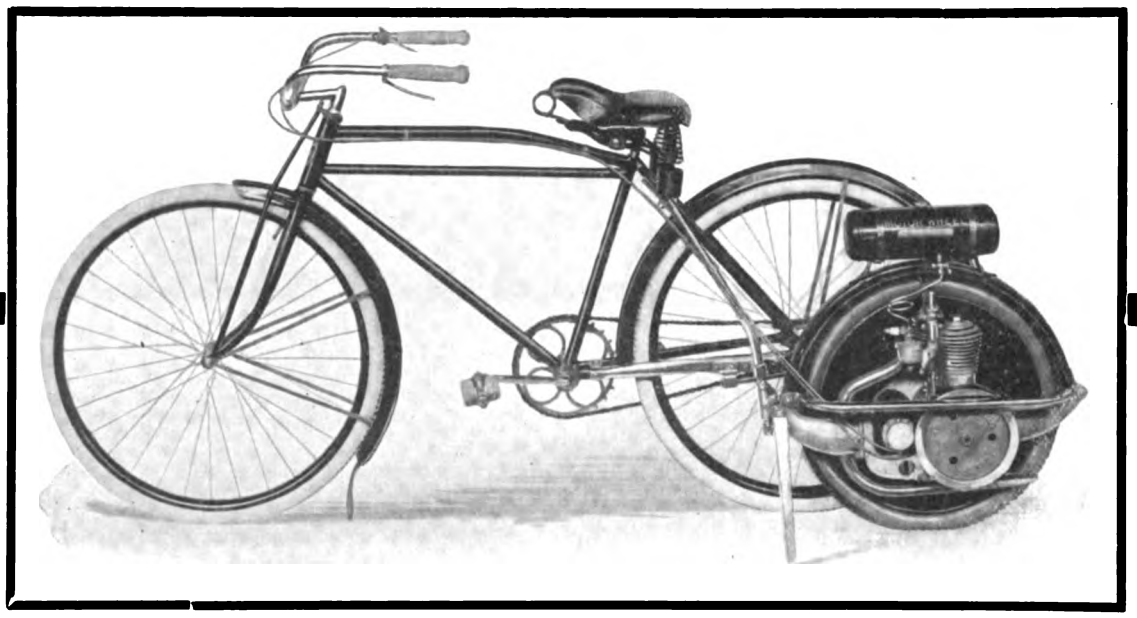


"WATCH US SELL MOTOR WHEELS NOW"

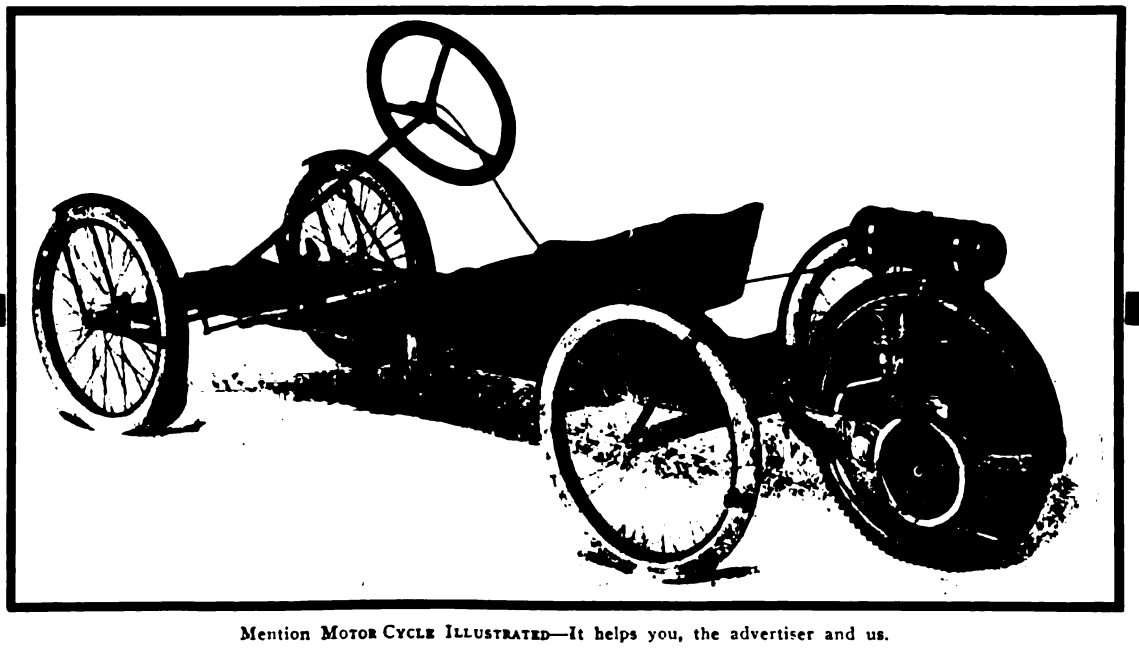
said a leading New York state dealer, when he saw the Smith Motor Wheel improvements.

You, too, will say Motor Wheel sales can again be doubled when you see the new control, new inlet valve, improved piston and—but you'll see them yourself at our big Chicago and New York Show exhibits. See also the Smith Flyer—it will be the real sensation of the Shows.

Think of it!—just two years ago there wasn't one Smith Motor Wheel dealer—now there are over 2000. The reason? It's *profitable!* Last season's sales exactly doubled the first season's. And "Double the Business" is the slogan for next season.

You'll spot the Smith exhibit on the main aisle, Coliseum, spaces 126 and 147—drop around for the "glad hand," even if you don't belong to the big Smith family. We'll have something interesting to show you and can offer you a mighty good dealer's proposition.

MOTOR WHEEL DIVISION A. O. SMITH CO. MILWAUKEE, WIS.



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SIGNS THAT INDICATE TREND OF 1917 DESIGN

(Continued from page 35)

fered both in single-geared and three-speed models. The Emblem three-speed is of the sliding gear type positioned on the countershaft.

The electrically-equipped model fitted with combined generator and magneto and storage battery has won new converts in the Thor, the Pope and the Reading-Standard and such models now are offered by every manufacturer with the exception of those whose exclusive product is lightweight machines. And, speaking of electrical equipment, there is a great tendency to combine the horn and the headlight in a single instrument, six of the machines on the floor being fitted with a combination instrument of this sort. This makes at once for economy of space where space is at a premium, and for simplicity in the wiring arrangements.

Kick Starter Universal

The direct-acting kick starter has come close to winning the entire motorcycle field. The Harley-Davidson, which last year offered the "step starter" as optional equipment, has discontinued that option in favor of the segmental kick starter and the Pope has further embraced its use by supplying it on the singly-geared twin as well as the three-speed model. At the same time the Emblem comes through with a segmental starter and the Cleveland also enters the lists with a kick starter of this most popular type.

There has been some progress made in the last twelvemonth toward a simplification of the interlocking system between the clutch and the three-speed so that the gears cannot be meshed unless the clutch is first disengaged. This tendency is exhibited on both the Dayton and Indian as well as the Pope and Henderson, and results in a reduction in the number of points at which wear can occur to throw the mechanism out of "kilter" in days to come.

Control Systems

Coming down to clutches, with the exception of the adoption of the wet plate type of multiple-disk clutch by the Henderson, there is little that has been done; for the most part the manufacturers prefer to pin their faith to the dry plate type, although the R-S, Excelsior and Emblem, as well as the Pope, use clutches with lubricated friction surfaces.

Perhaps of all the changes or tendencies none is more important than those bearing on the arrangement of the controls. As ever, there is very little to indicate the coming of the day when the controls will be standardized; there is, however, a very noticeable leaning toward the foot operated clutch, the clutch lever being positioned on the left foot board. The automobile type of control, with the clutch engaged upon the release of the clutch lever is this year being used on the Indian, Henderson, Dayton, Reading-Standard and Thor. All of these makes stick to the brake operated by right foot lever.

There is not the slightest sign of an attempt made to standardize the gearshift arrangements, the shift lever, as heretofore, being positioned to suit the individual whims or ideas of the designer rather than with a view to emulating the automobile system and thereby tending toward a universal control system for all motor vehicles. So also with the throttle, spark and compression release elements. For the most part these functions are vested in the handle bar grips, but the elements serve different purposes with the different makes of motorcycles.

Double Brake Gains

There are many tendencies that will be noticed at the Chicago show which are laudable to the last degree. Not the least of these is the fitment of double brakes patterned after the automobile, combined external contracting and internal expanding brakes. The Dayton, Thor and R-S are so fitted for the first time this year, while the Harley-Davidson is now fitting this type as regular equipment instead of as an extra. In most cases the operation of the second brake is vested in a small handle bar lever.

In frame design there has been some marked progress. Perhaps the most striking example is seen on the Dayton which now is designed to provide the extremely low saddle position of 27½ inches, while with the Indian and the R-S the head fitting designs have been recast somewhat and made stronger. In several instances provision in the way of sidecar attachment lugs has been made in the frame design to convert the motorcycle and sidecar combination into a compact integral unit still preserving the ability of readily detaching the sidecar when desirable or expedient.

Move for Silence

The movement toward a more nearly silent machine which has resulted in a redesigned and padded muffler and also the adoption of padded chain guards on the Thor is not to be overlooked. It is a step ahead in the right direction and one that no doubt will win converts in every quarter of the United States.

Noteworthy also is the adoption of front-wheel stands on the Harley-Davidson, Thor and Pope models and the fitment of rear stands specially designed to facilitate the lifting of the machines onto the stands on the two last named. Both make for greater convenience and because of that must win favor with the rider who has an eye to comfort and convenience.

One marked tendency which must not be overlooked or overshadowed is toward the elimination of the single cylinder machines. The Indian line, for example, is now made up of twin-cylinder machines exclusively, while the Emblem is concentrating on just one model, a medium-weight twin machine.

Small Details

We could say that the adoption of the neatly-rounded two unit ank by the Indian marks another important gain for that construction—also a gain for tanks of larger capacity—we could also see in the adoption of the 29-inch tire for the Thor service model a step toward the use of the oversize shoe to offset rapid tire wear, and with the adoption of the caster type of front fork providing easier steering by the Henderson, we might be able to see a tendency toward that desirable end. However, these are but isolated instances and as such, must be taken for what they are worth rather than as distinct tendencies.

There is one big movement, however, that affects nearly every manufacturer and which no doubt will be the first to catch the eye of the observer at the Chicago show. That is the adoption of the olive drab military color—something that must be "blamed on the war." The Harley-Davidson only has gone in for this color as standard on all models, but it is understood that the other manufacturers, or most of them, will be glad to supply it on demand.

THIRTY RIDERS ON OUTING

BOSTON, Mass., Nov. 6.—Seventeen motorcycles, carrying 30 people, figured in a trip to Forge Village and Forge Lake on Sunday, Nov. 5. The run was started at Wakefield, Mass., and was conducted by Charles J. Martin, the local Harley-Davidson dealer.

Quite a few enthusiasts of the fair sex were included in the party, occupying the tandems and sidecars. Captain Preston was in charge of the squad and brought it through in good shape. The tourists were joined at Reading by a number of the Reading M. C. Riders. The outing was one of a series that has been conducted with success by Mr. Martin.

SUGGESTION SYSTEM VALUABLE

AKRON, O.—The Goodyear Tire & Rubber Co., of this city, has found its suggestion system of great value in increasing output, adding to sales and improving manufacturing processes. In fact, quite a number of big ideas have been obtained by this system, and in each case, these ideas were substantially rewarded. The Goodyear officials state that since the adoption of the system the quality and efficiency of the Goodyear product has been advanced, as the employees know that their ideas may be turned to their benefit, both financial and in the line of promotion.

CROUT ENTERTAINS RIDERS

MATTAPAN, Mass.—Claude E. Crout, of the Crout Motor Co., and Mr. Crout, entertained about 30 couples, including many motorcyclists, at a Hallowe'en party in their home. Among those who contributed to the merriment of the evening were William Charlton, the local motorcycle comedian; "Prim" the club violinist; "Speck" Maker, "Laughing Mac" Grimley, "Comical" Sherman, "Weary" Williams, George Nelson, John Brown, John W. Shaw, M. J. Laylor, H. D. Fletcher, J. W. Crawford, H. A. McKenny, and Harold Olson. Among the tandem and sidecar girls were Georgina Stewart, Cladys Fletcher, Ella McClennan, Carry Holway, Anna Meagher, Christina Sherman, Margaret Daly, and Hilda Lagerbord.

After the refreshments and entertainment program the party was escorted to the store of Mr. Crout where the newly-arrived 1917 Indian was formally inspected.

TAKE HENDERSON IN CHICO

CHICO, CAL.—The Henderson agency for this city has been taken by Lindquist & Fish.

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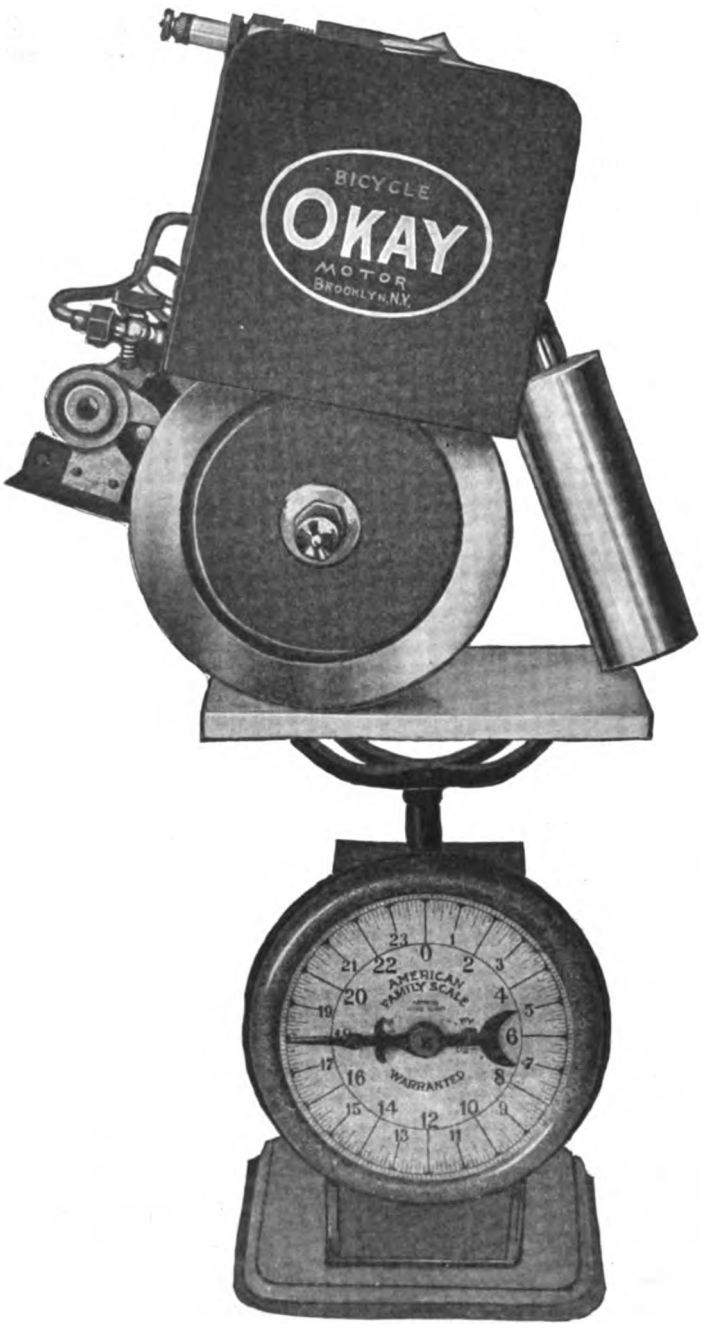
THE NEW BABY



Transmission, Direct Drive on Front Wheel

The Motor for Every Bicycle

$35.00 F. O. B. Factory *($37.50 Pacific Coast)*

WILL BE SEEN AT BOTH SHOWS

CHICAGO, No. 40. **NEW YORK, No. 37.**

Okay Motor Manufacturing Co., Inc.

Second Ave. and 13th St., Brooklyn, N. Y.

DEALERS: Choice Territory Still Open

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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"SPACE 119"

Remember the number—119. Look for it. No dealer or jobber with an eye to 1917 business can afford to miss it. It will be easy to find. When in Chicago attending the National Motorcycle, Bicycle and Accessory Show visit space 119 and let our representative explain to you the advantages of selling the Corbin lines. Here you will find a full and complete line of Corbin-Brown Speedometers and Corbin Duplex Coaster Brakes. Look them over and secure terms on your 1917 stock.

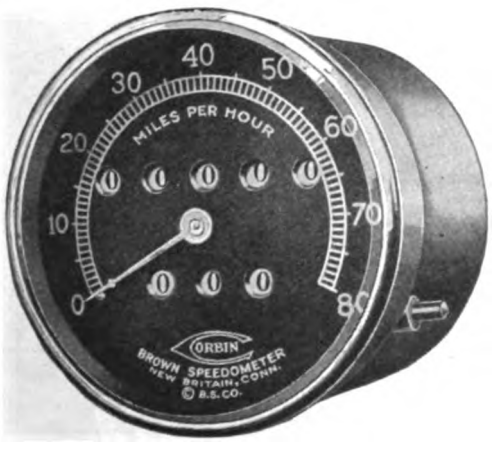
The CORBIN-BROWN SPEEDOMETER

is the choice of the motorcycle field. It's the one motorcycle speedometer that can be depended upon to sell big all the time. Look at the speedometer equipped motorcycles and you will know why. This year is going to be a bigger motorcycle year and consequently better for the Corbin-Brown. You will need a number of these speedometers in stock and now is the time to place your order. Do so.

The CORBIN DUPLEX COASTER BRAKE

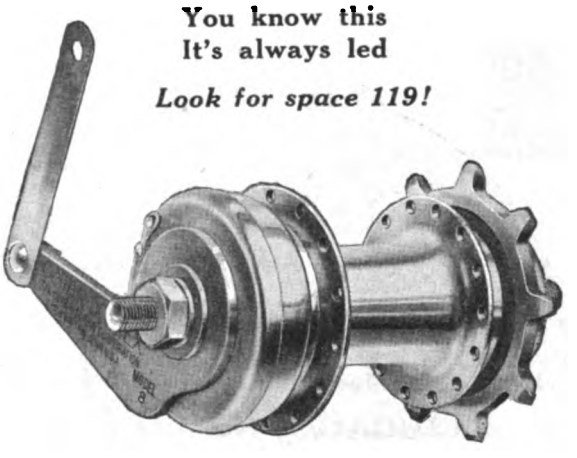
It no longer remains to convince dealers and jobbers of the advantage of carrying this standard brake equipment. The question is how many can they conveniently carry. Experience shows that each year sees more of these famous brakes in service and this year is going to be no exception. We're wrong. This year is going to be an exception—exceptionally good for the Corbin-Duplex. With the great jump ahead that the sale of bicycles has taken comes a stronger demand for coaster brakes. And people are going to buy the brake that has proved itself—the Corbin-Duplex.

Visit space 119!



You know this
It's always led

Look for space 119!



THE CORBIN SCREW CORPORATION

THE AMERICAN HARDWARE CORPORATION, Successor

NEW BRITAIN, CONN.

BRANCHES: NEW YORK CHICAGO PHILADELPHIA

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Oliver Berckhemer
Indian

Gus Rotholz

Ben Ruderman
Thor

"OLD SOL" Hornlite

Standard Equipment on Indian, Henderson, Layton, Pope, R-S and Thor

The man who meets the rider face to face and lands the sale is the man who knows what the rider wants. It is a safe bet that when a device has the universal endorsement of the dealers, it has earned the endorsement of the riders.

Read what these six dealers have to say about the merits of the OLD SOL HORNLITE. Their opinions are authoritative because they are selling machines equipped with HORNLITES every day and they know its value as a selling point.

Oliver Berckhemer, the hustling Bronx Indian dealer, says in part: "The dealer who presents it properly can make of the Hornlite a big asset in the way of increased Indian interest and increased sales."

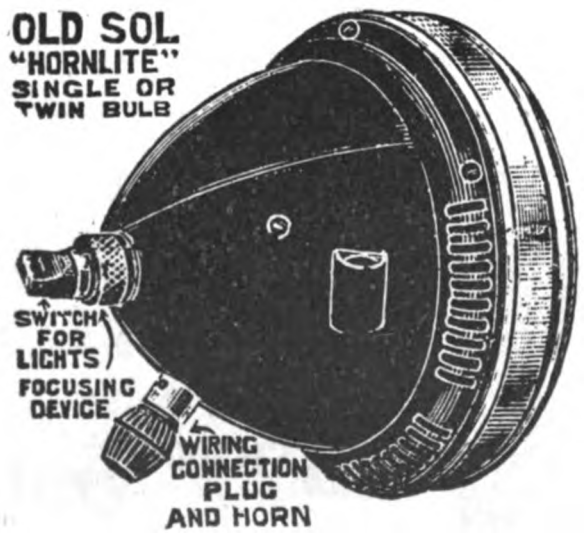
Gus Rotholz, who has been doing big R-S business, says: "When I point out the Old Sol Hornlite, there is a word of approval from every rider."

Ben Ruderman, the dynamic Thor dealer of Brooklyn, remarks: "It's a big thing to give the rider a two-in-one instrument of this sort. Your efforts toward fewer and better fitments are fully appreciated by me."

Gene Coughlin, who sells a lot of Hendersons in the Bronx, tells of his approval by saying: "It is a feature that is well calculated to catch the eye and please the prospect, and I am very glad to have it added to the long list of 1917 Henderson selling points."

R. Weaver, of Weaver-Ebling Co., Pope dealers, says: "We find that this handy and efficient combination of headlight and horn answers a distinct demand and relieves the handlebars of all congestion."

Jeanroy, of Driscoll & Jeanroy, Dayton sales agents, tells the Hornlite story like this: "I've looked long and far for a device like the Hornlite, and I believe it makes a great step toward compact efficiency in lighting and warning."



Hawthorne Mfg. Co.
Bridgeport, Conn.

Gene Coughlin
Henderson

L. Jeanroy
Dayton

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HELP!

That's what you bicycle dealers want, isn't it? Help to sell more wheels. Well then, place on your side the tremendous selling force embodied in the

MORROW

"The Brake that Cancels Danger"

So closely woven are manufacturers' reliability claims into MORROW equipment that "perfect coaster braking" is generally understood to mean MORROW equipment.

The bicycle is coming back *strong*. This year promises to be the biggest bicycle year since the bicycle boom in the nineties. And the MORROW is the silent selling force that will help YOU sell more wheels than you ever sold before, if you enlist its aid.

Write for Full Details

ECLIPSE MACHINE COMPANY

ELMIRA **NEW YORK**

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THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS

Your Watchword for Success

SIMPLICITY

THE big market which you must seek for 1917 will be made up largely of new recruits.

To these new fellows, simplicity will appeal strongly—they must not be lost to you because of any fear that the motorcycle is too big or too complicated; they must be sold a Lightweight, a simple Lightweight.

This big new class will be interested in Simplicity—and that is your watchword, Mr. Dealer, SIMPLICITY; look for it, get it, insist upon getting it.

When you select your Lightweight, eliminate one mass of complications by selecting a belt drive Lightweight—pick belt drive, request belt drive, insist upon belt drive—your success depends upon the very simplicity which a belt drive Lightweight suggests; but don't forget the belt—that must be good—the best, to be specific, it must be a

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made Only by the Graton & Knight Mfg. Co., Worcester, Mass.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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Varied Activities of the Dealers

WHITING'S NEW PLACE

Arrangements Completed in Denver Distributor's New Home

DENVER, Colo., Nov. 6.—Walter W. Whiting, Harley-Davidson distributor for Colorado, with headquarters in Denver, has just about completed fixing up his new headquarters at 1309-11 Broadway.

Whiting is located in a brand new building with the lower floor devoted to sales rooms for new machines exclusively, the upper floors being given over to a well-equipped repair shop and second-hand machine department.

Despite the fact that two-thirds of Colorado is enveloped in a sheet of snow at the present time, Whiting reports that calls for the 1917 Harley-Davidson are coming in with no let up. To date 25 sub-agencies throughout the Colorado district have been signed up.

SCHROEDER TAKES CLEVELAND

DAVENPORT, Iowa.—George Schroeder has taken the agency for the Cleveland lightweight and has opened an up-to-date repair shop at 307 Brady street. He was formerly located at 1105 West Third street. Schroeder handles the Dayton and Yale bicycles as well as his own nameplate—the Schroeder Special. He features Firestone bicycle tires.

SMULEKOFF'S COMMERCIAL SALES

CEDAR RAPIDS, Iowa. — Robert Smulekoff, local Excelsior agent, has just sold a twin model to the local police department and another to the Iowa Railway & Light Company. To date he has sold over twenty twins in his territory. He will handle Kokomo tires for 1917. Bicycle sales for Smulekoff total 210 wheels for the 1916 season.

SWENSON BACK ON JOB

PROVIDENCE, R. I., Nov. 4.—B. A. Swenson has just returned from a visit to New York and Philadelphia, where he has been buying new stock for his sporting goods department. Mr. Swenson said today that he would place an exhibit at the automobile show to be held in the armory late this month.

LOUISVILLE GETS AN INDIAN

LOUISVILLE, Ky.—The Century Cycle Co., of Louisville, Ky., has sold to the City of Louisville a 1917 model Powerplus Indian. The machine will be used by the city for general department work in the municipality.

BARR TO OPEN NEW STORE

ROCK ISLAND, Ill.—Fred J. Barr, who distributes the Harley-Davidson in the Tri-Cities (Rock Island, Moline and Davenport, Ia.), will shortly open a new store at 308 East Second street, where he will carry a complete stock of machines and accessories. This store will supplement his present quarters at 119 East Third street. He has sold three 1917 models to date.

OLIVER TO MOVE

Bronx Indian Man to Occupy Larger Quarters in December

BRONX, N. Y., Nov. 4.—"Oliver," otherwise Ollie Berckhemer, local Indian man, has just closed a most successful season and found it hard to do business in his old quarters. He will move, on December 1, to a new station at Brooke avenue and 163rd street where there is double the space of his present place at 993 Washington avenue.

The new tepee has two floors and an elevator. The upper part will be given over to a show room, while the repair section will be on the lower floor. Close to 150 machines can be stored in the new place.

SAYERS IN NEW HOME

Cedar Rapids Agent in Larger Place—Takes On Bikes

CEDAR RAPIDS, Iowa.—G. A. Sayers, Harley-Davidson agent, has just moved into a new store at 414 Third street, where he has double the space of his old location on North Third street. Sayers sold 30 machines and three sidecars. He has opened a bicycle department in his new store, and will sell Indian and Harley-Davidson bicycles. Firestone and Vacuum cup tires are handled.

ABBEY & IMBRIE MOVE

To New Quarters in N. Y. Sporting Goods Structure

NEW YORK, Nov. 6.—The final step in the consolidation of Abbey & Imbrie, sporting goods dealers, with the New York Sporting Goods Co., has been effected by Abbey & Imbrie moving their entire organization to 15-17 Warren street, the headquarters of the Sporting Goods Company. The manufacturing, clerical and retail departments occupy separate floors.

The fishing tackle business of Abbey & Imbrie will continue to be conducted under that firm name as a distinct operating division of the New York Sporting Goods Co. The identity of the original company will be retained, and no change will be made in the personnel.

THREE FOR ASHBOURNE

BURLINGTON. Iowa.—The Ashbourne Motorcycle Co., distributing the Indian, has received its 1917 demonstrator and has booked three orders to date. The firm is handling Indian and Perfection bicycles for the new season.

WALKER A JOBBER

Boston Harley-Davidson Man Enters Wholesale Field

BOSTON, Mass., Nov. 6.—Having tried his hand at the mail order business and found it profitable, W. J. Walker, Harley-Davidson dealer, has branched out and entered the cycle jobbing trade.

He has for the past year jobbed certain accessory lines and is now making preparations in the way of a remodeled and enlarged store to go into the jobbing end for all there is in it.

In this connection he has leased a storeroom at 174 Columbus avenue, right next door to his present headquarters, and is having it remodeled to suit his anticipated needs for the coming year.

COMMERCIAL SALES FOR MEYERS

DAVENPORT, Iowa.—G. R. Meyers, Indian distributor, has delivered twin-cylinder machines to the Franc Furniture Co., the Tri-City Cheese Co. and several collectors in this section. He features Firestone motorcycle tires. Meyers also handles Indian and National bicycles.

LOWELL GETS HENDERSON

LOWELL, Mass.—The Lowell Cycle Shop, of this city, has just signed a contract for the sale of Henderson motorcycles in this territory. The Lowell people have ordered a demonstrating machine from the factory and it will be placed on display at their salesrooms at 98 Gorham street.

THOR FOR BOND BROTHERS

MUSCATINE, Iowa.—Bond Brothers have taken the agency for the Thor for this city and surrounding territory. They will handle Excelsior, Pope and Dayton bicycles and Pennsylvania and Firestone tires for both bicycles and motorcycles.

SAN DIEGO CELEBRATES

SAN DIEGO.—The San Diego Motorcycle Shop got its first two Harley-Davidson 1917 models Oct. 20, and there were big doings for the balance of the week. C. F. Bruschi had nearly the whole U. S. Navy at his shop to look over the olive drab machine. On Sunday the new machines were in evidence at the Navy road race on the Highway north of Encinitas, and their riders took the famous Biological and Torrey Pines Grades.

In the afternoon the crowd gathered at Mission Beach for a barbecue. The San Diego Motorcycle Shop set up refreshments for the crowd, and there was a happy bunch of riders on hand at the "regular camping place." This is where Bruschi learned the trick of sand riding, and after the riders had satisfied the appetite acquired in a 70-mile ride along the Coast highway, Bruschi and Rufus Grenfell proceeded to do a few stunts that would give pointers even to the boys who have been dispatch riding along the Mexican border.

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GOTHAM AND NEARBY DEALERS ORGANIZE

Form Motorcycle Dealers' Co-operative Association and Plan for Big Things in Future—To Strike at Trade Evils

NEW YORK, Nov. 2.—Having tasted of the fruits of organization and found them sweet, and feeling that much more could be done provided the scope of the association were broadened to include all motorcycle dealers within gunshot, so to speak, of Gotham, those Metropolitan representatives of the Harley-Davidson who a couple of weeks ago got together on a co-operative basis, have extended an invitation to other dealers to join them and cement a close-grained retail trade body that it is expected will have far reaching effects on the local trade.

The first meeting of the enlarged body was held at the office of **Motor Cycle Illustrated,** 21 Park Row, last night and was well attended by not only New York and Brooklyn dealers, but also brought trade representatives in from Jamaica, Newark, Bound Brook, and Plainfield and gave positive indication that the organization germ has taken root.

Get Together Plan

It was pointed out at the meeting, at which Carl Bush of Newark acted as temporary chairman, that if the local and nearby dealers were to get together with every dealer represented and to adopt a fixed schedule of allowances to be made for traded-in machines, to stick religiously to the determination not to buy goods from those manufacturers who supply cut rate houses, and to do at least a measure of co-operative buying whereby all the members would profit by the quantity prices, that the lot of the motorcycle dealer hereabouts would be a far happier one.

It was made plain that an association of this sort, representing the entire local trade, would be a factor to be reckoned with by the manufacturers and that they would think twice before jeopardizing their business with the dealers represented in the organization by selling to the price cutters.

It was decided to draw up a tentative list of the rules governing the members for full and free discussion at the next meeting; in the meantime each of the folks in attendance was instructed to go out among the dealers in their respective districts and bring them all in for the next meeting which is scheduled for Thursday evening, Nov. 23, at 8 o'clock at the offices of MOTORCYCLE ILLUSTRATED.

Because of the unanimous feeling that before proceeding to the election of officers it would be well to have an even bigger representation, that matter was put over until the next meeting with the exception that E. F. Hallock of **Motor Cycle Illustrated's** staff, was chosen as temporary secretary. The name Motorcycle Dealers' Co-operative Association was adopted for the new body.

Dealers, large and small, representing any and all makes of machines are invited to be present at the next meeting and take part in the discussion and plans for the final consummation of the organization.

KOCH'S 25TH YEAR

In Business Celebrated by Increase in Premises at Rock Island

ROCK ISLAND, Ill.—John Koch, handling the Thor and a number of lines of bicycles, is celebrating his twenty-fifth anniversary as a dealer. Koch has been a quarter of a century at 218 Seventeenth street, and has just bought the store and building next his shop in which he will build an up-to-date salesroom and service department.

Firestone motorcycle tires, and Vitalic, Goodyear and Hearsey bicycle tires are handled. His bicycle lines include the Racycle, Yale, Dayton and Great Western offerings.

HANDLE DAYTON MOTOR BICYCLE

YOUNGSTOWN, O.—The Steel City Welding Co., which has bought out the Motorcycle Exchange in this city, will handle the Dayton motor bicycle in addition to an extensive line of motorcycle accessories.

William P. Griffith is managing the new concern.

NOVEL VAN FOR OYSTER FIRM

OAKLAND, Cal.—E. T. Rose, local Indian agent, has fitted up a novel combination of delivery van and sign for the Western Oyster Co. A special sidecar in the shape of a boat has been constructed, with two masts from which hangs the advertisement of the firm. The boat carries the packages to be delivered.

3 Strong Leaders –

a complete quality line that meets every demand

ANY DEALER with a stock of these three tires is completely equipped to supply the demand of *every* customer that comes into his store—from the one who wants the *best regardless of price* to the one who wants a *good* tire at a *popular price.*

THE VITALIC

is built throughout of the best tire materials obtainable,—two plies of genuine *motorcycle* fabric frictioned with pure rubber, an inner tube of pure Para rubber so heavy as to eliminate any possibility of leak, an extra heavy non-skid tread of finest quality pure rubber. Will outwear any ordinary bicycle tire *more than two to one.* Once introduced it easily brings a higher price than other tires and always sells over and over again to the same trade because it *never* disappoints.

THE BRIGADIER

The best popular priced tire ever put on the market, far excelling others anywhere near its price. It is a four-ply tire, built with two plies of best Egyptian fabric all around the tire and two extra plies on the tread. A very high grade friction is used.

The extra heavy inner tube is made of a very high quality rubber. The Brigadier is made with gray side walls and a heavy large white studded tread as shown in the illustration.

THE ENDURO

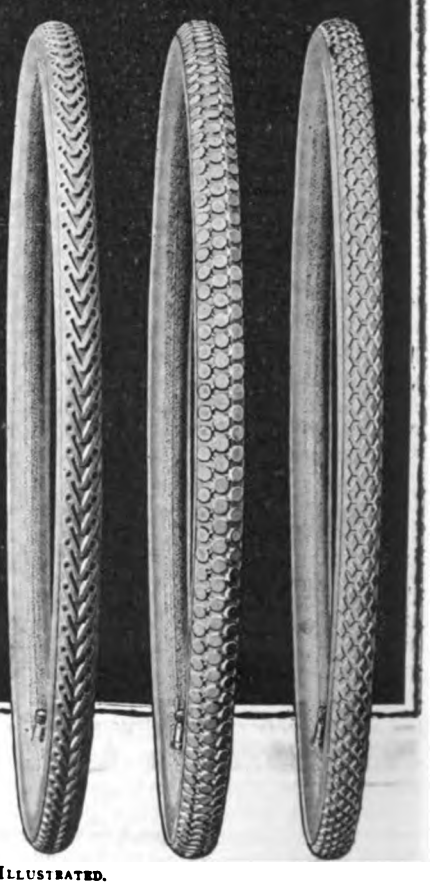
Another excellent popular priced tire that fills a long felt need for a tire of lower price that has genuine quality. It is built with two plies of high grade Egyptian fabric with a very high grade friction, has a heavy inner tube of very good quality and a good substantial diamond studded white tread.

Write us today for sample sections of these three tires and attractive display material and dealer helps.

Your jobber will show you the tires.

CONTINENTAL RUBBER WORKS
1718 PLUM STREET, ERIE, PA.

VITALIC BRIGADIER ENDURO



Specify VITALIC Very BRIGADIER Best ENDURO Equipment on your new stock of bicycles. Every manufacturer can get this line.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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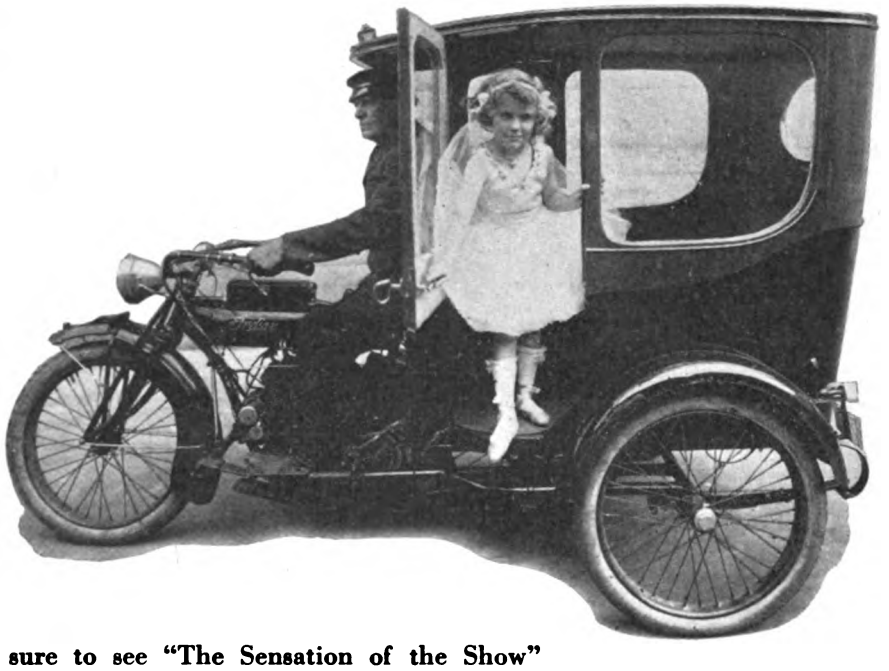
A Striking Exhibit

CYGNET REAR CAR



Be sure to see "The Sensation of the Show"
Baby Alice's CYGNET LIMOUSINE DE LUXE

New 1917 Models---Chicago Show

Coliseum—Main Floor—November 13-18

Three important items demand your special attention to the CYGNET Car display at the New York and Chicago Shows. Make particular note of these items:

IMPROVED PLEASURE CARS
Refinements of design, meaning much for added comfort and safety.

UNIQUE TOP for COMMERCIAL VANS
An advent—guaranteeing full protection for operator of delivery car.

TWO NEW DELIVERY MODELS
Low cost delivery for two new and important businesses.

CYGNET REAR CAR CO.

Dept. 4

1200 Niagara St. Buffalo, N. Y.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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THE MILLENS MOVE

Big Handlers of American Motor Accessories in New Quarters

TORONTO, Ont.—One of the most important moves in Toronto trade circles for several moons has been the transfer of the Toronto branch of John Millen & Son, Canadian representatives for many American-made accessories, to the remodeled premises at 53-57 Adelaide Street West, Toronto, from No. 90 on the same thoroughfare. The Millen people distribute Stewart speedometers, Champion plugs, Mossberg tools, Prest-O-Lite tanks and fittings, Stevens accessories, Shaler vulcanizers, Weed chains, Veedol, Globe metal boxes and other equipment for motorcycles.

A Canadian branch for A. Schrader's Son, Inc., has been established at 20-22 Hayter Street, Toronto.

The A. R. Mosler & Company is now represented in Toronto by the Canada Sales Company, 165 Church Street.

WILKINS HAS SHORT VISIT

TORONTO, Ont.—The home-coming visit of Flight Lieutenant Steve Wilkins, Royal Flying Corps, the former Toronto motorcycle enthusiast, was somewhat spectacular. After more than two years of life as a soldier, half of which time was spent as a motorcycle despatch carrier for the First Canadian Division in France, Lieutenant Wilkins obtained a furlough of twenty-eight days. He decided to see home and folks at least once more, and therefore started out on a truly flying trip across the Atlantic. On account of necessary military delays he was able to spend only two days at home, and after this short stay he departed again for the "flying line."

NEW HARLEY-DAVIDSON AGENTS

HALIFAX, N. S.—Newly appointed distributors in Eastern Canada for the Harley-Davidson include the following: Halifax—Eastern Bicycle and Motorcycle Company. St. John, New Brunswick—New Brunswick Motor Car Company. Quebec City, Que.—A. E. Faucher.

CIRCLED LAKE ONTARIO

MONTREAL, Que.—Two French-Canadian motorcyclists, Ernest Gagne, of St. Adolphe, and E. Nadeau, of Sherbrooke, Que., strayed far from home when they made a circle of 1,638 miles around Lake Ontario in thirteen days on an Indian Powerplus model of 1916 birth. Their daily mileage depended largely upon the condition of the roads, and their best dash was made over the highways of New York State when they covered 246 miles in nine hours, riding tandem.

NOVEL MOTOR WHEEL TANDEM

VANCOUVER, Wash.—C. F. Maguire, local Smith Motor Wheel dealer, has a novel tandem which attracts much interest and proves as a good advertisement for him. By means of cross bars bolted to the frames and front forks the two bicycles are held rigid and parallel and they steer simultaneously. In the rear a large wire basket mounted on the cross frame work carries parcels.

CAN YOU BEAT IT?

Prince Edward Island Confines Motor Vehicles to Two Roads

CHARLOTTETOWN, P. E. I.—Canada's tiny Province, Prince Edward Island, which could be almost tucked away in a corner of Rhode Island or Delaware, is still fighting the invasion of motor transportation media. Petition canvassers have again been on the job seeking signatures to a protest against any amendment of the law which prohibits the use of either motorcycles or automobiles on any but two designated highways and only on three days each week. This antiquated statute is a pet to many natives of the Island. The population of the whole Province is only 103,000.

PIONEER MAKES A CHANGE

LONDON, Ont.—One of the pioneers of the bicycle trade in London, Ont., has made his departure from this center after disposing of his business by sale. This development was reached when Fred Kerr, 665 Dundas Street, sold out to Arthur T. Tanner, formerly of Edmonton, Ont. Kerr has moved to the Southern States, where he intends to make another start in the bicycle field.

HEAVY LOAD FOR THIS SIDECAR

TRENTON, N. J.—R. S. Wood, Harley-Davidson agent in this city, has just delivered a 1917 sidecar outfit which will carry four passengers, two adults and two children.

READING STANDARD COMPANY, INC.
MANUFACTURERS OF
RS MOTOR CYCLES

NOTICE: Address all communications etc. to The Reading Standard Company and not to individuals.
Dictated by VCV/CGR READING, PA., U.S.A. 9/15/16

Hawthorne Mfg. Company,
Bridgeport, Conn.

Gentlemen:

We are enclosing herewith our contract covering our 1917 Season's requirements for "OLD SOL" Hornlite Electric Lighting equipment.

We were somewhat delayed in signing the contract due to the fact that we wanted to put the outfit through some final tests. We are pleased to state that the results obtained on all tests have been most gratifying, and have every reason to believe that through its adoption we can offer to the public Electric Lighting System that is up to the highest standards of material used in the construction of our motorcycle.

Very truly yours,
Reading Standard Company.
O. Chas. Vogel
Purchasing Department.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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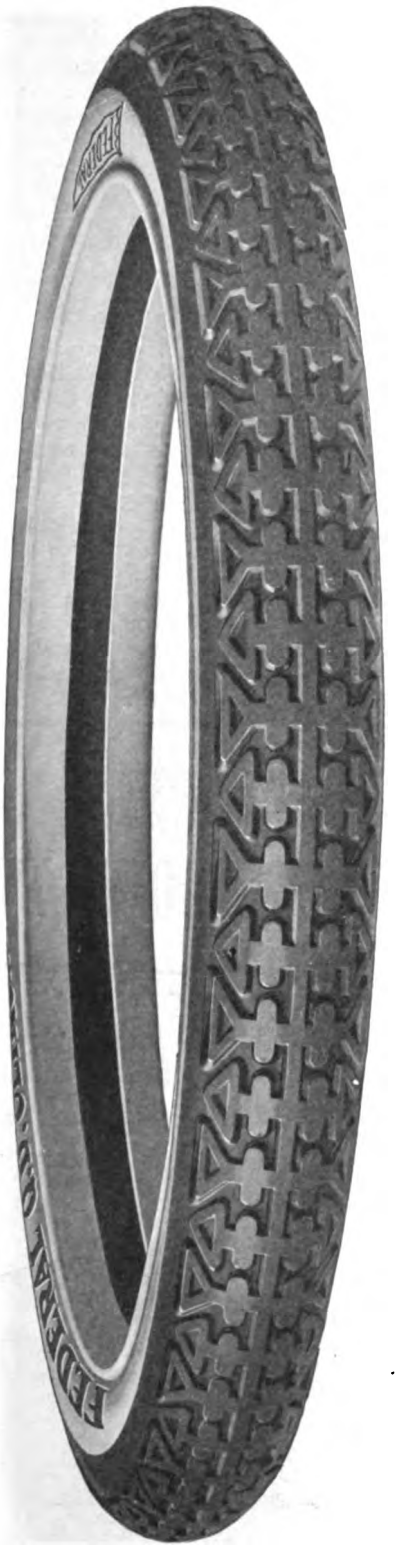
FEDERAL "TRAFFIK" TREAD



A new FEDERAL Motorcycle Tire, with Black Tread and Gray Side-walls

Strong, sturdy and attractive, it is built of the same high-grade materials as our famous "Traffik" Tread automobile tire, so deservedly popular everywhere.

TRADE MARK FEDERAL REG. U.S. PAT. OFF.

Note the handsome design of the tread—its height which ensures long wear—its extra width which prevents side-slip on wet pavements or on muddy or rutty roads.

FEDERAL "TRAFFIK" TREAD—the tire for hard service. Write for our proposition to the trade.

THE FEDERAL RUBBER COMPANY
of Illinois

Factories **Cudahy, Wisconsin**

Manufacturers of Federal Automobile Tires, Tubes and Sundries, Motorcycle, Bicycle and Carriage Tires, Rubber Heels, Horse Shoe Pads, Rubber Matting and Mechanical Rubber Goods.

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TRAVERSO IS HOUR ARGENTINE CHAMPION

Harley-Davidson Crack Covers 58 Miles in Big Race at Buenos Aires — Aragnon and Blanco Win

BUENOS AIRES, Argentina.—Angel Traverso, riding a Harley-Davidson close-coupled machine, won the 1916 Hour Championship of Argentina, held on Oct. 1 by the Club Motociclista Nacional. Traverso covered 93.45 kilometers (58 miles) in the hour. Pedro Comino, on a similar machine, was second with 89.75 kilometers (56¾ miles). Third place was obtained by Juan Hourdebaight, Indian, with 89.15 kilometers (56.36 miles), and fourth by Sabio Diaz, Harley-Davidson, 87.95 kilometers (54.6 miles). The fifth man was Carlos Santiago, on a Henderson, his distance being 82.50 kilometers (50.24 miles).

There were 12 starters, the cream of the Argentina speedsters. At the start Raul Riganti, Harley-Davidson, led, but was shortly headed by Carlos Santiago. The latter lost his lead by a puncture, giving place to Traverso and Comino. The field soon narrowed down to six, with Traverso ahead and Comino second. Riganti, who was later disqualified, covered 52 kilometers (33.3 miles) in the first 30 minutes.

Traverso used a Bosch magneto and Firestone tires on his machine. The 1915 Hour Championship was won by Carlos Santiago, Indian, with 86.25 kilometers (53½ miles) amid very severe competition.

Preceding the Hour Championship were three races—two for sidecars and one for 30½ cubic inch solo machines. In the 11 kilometer (6¾ miles) sidecar event, P. Aragnon, Indian, came first in 9:44 with H. Detrois, Indian second. In the 22 kilometer (13.6 miles) sidecar event, F. Blanco, Harley-Davidson, won in 18:27, with A. Pescarmona, Indian, second. The solo race, for 11 kilometers, was won by P. Sabbatini, Triumph, with D. Colliver, Triumph, second. Time, 8:25 2/5.

COMMERCIAL USES IN OMAHA

OMAHA.—The Ford Motor Company, is using two motorcycles for service work. This is the only motorcar firm at present which uses the power two-wheeler. The Omaha Gas Company has 15 Indian machines and three Harley-Davidsons for trouble and inspection work. Three Harley-Davidsons are used by the Water Board for similar purposes.

MISSIONARY USES MACHINE

OMAHA.—The Reverend Mr. Taylor, of the Presbyterian church in this city, is using an Indian motorcycle for missionary work. He has traveled all over the country since 1905 conducting meetings, etc., in all cases using his motorcycle as transportation.

HENDERSON IN CORNING

CORNING, Cal.—M. G. Ramer has taken the agency for the Henderson for this city and vicinity.

MORE NEWS FROM TACOMA

TACOMA, Wash.—Nov. 1 marked the opening of the new Reading Standard headquarters in this city. This business is under the direction of J. S. Johnson and Ben F. Gabriel. Johnson was formerly with Ray Day, Indian agent, while Gabriel was formerly with the Henderson agency.

Johnson and Gabriel have purchased the complete stock of R-S parts from Ellis Brothers in Seattle, and moved it to 1104 Tacoma avenue, the new headquarters. A carload of Reading Standard motorcycles and a line of bicycles will soon arrive for the partners.

J. E. BUNKER CO. has opened a new stock room and office at 724 Broadway, in which will be housed a large stock of Miami bicycles. The firm is Washington distributors for this make. Prest-O-Lite tanks will be handled for Tacoma and vicinity as well as bicycle and motorcycle supplies at wholesale.

W. MILLER and E. Ellison, linemen of the Pacific Telephone & Telegraph Co., have been using Thor motorcycles in their work for the past two years. They state that the machines are indispensable, their work being installing phones in various parts of the city.

FRANK P. FENTRESS, formerly with the Fentress-Newton Mfg. Co., of Indianapolis, Ind., is now a permanent resident of this city. He has gone into the automobile business for 1917.

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT.

COACH BUILT
NEW KNOCK-DOWN TYPE

In addition to its supreme luxury and comfort, the Pullman for 1917 has one distinctly individual feature that no other side-car can ever attain—that of being so constructed as to permit of its being instantly disassembled and shipped at considerably less cost and in **five times the quantity,** for space needed than any other side-car. Consider this important point—and see us at the show.

THE HARRY SVENSGAARD SALES CORPORATION

214 Jefferson Ave., East, Detroit, Mich.

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F-N has been "showing them" for Five Years!

Since 1911 the F-N tandem, and other F-N products have been showing the way for other manufacturers. Every manufacturing detail of note that has added to tandem comfort and tandem reliability during those five years has been developed by F-N.

And for five whole years the F-N tandem has shown the true meaning of the word "comfort" to the passenger; it has pointed out the way to real motorcycle sociability to the motorcycle rider.

It is a big profit maker to dealers. It means quick sales—quick turnovers. See our line and apply for special dealers' proposition at Space No. 134, Coliseum.

Fentress-Newton Mfg. Co.

Detroit Mich.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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San Francisco News Bulletins

GILBERT ANALYZES LIGHTWEIGHT SALES

Determines, from Coast Experience, That There Is One Lightweight Sale for Ev- 200 of Population

SAN FRANCISCO, Oct. 30.—C. A. Gilbert, sales manager for the Cleveland, who has just completed a coast trip with a view of studying the motorcycle selling conditions and possibilities, and is now on his way back east, has learned, so he says, something anent the relation of lightweight sales to population.

Speaking on this important subject to a **Motor Cycle Illustrated** correspondent, Mr. Gilbert said:

"The most important thing I have learned on my California trip is the relation of possible lightweight sales to population. It is logical to estimate that under ordinary business conditions a city should permit a dealer to dispose of at least one lightweight to every 200 population. California in the first year of Cleveland sales is stepping right along toward this mark. In Los Angeles C. Will Risden sold over 500 Clevelands at retail in his first nine months. Out in the San Fernando valley, a purely agricultural district, Willis A. Rowe won his laurels as producer of the most intensive development of Cleveland sales anywhere in the whole United States. Rowe, with a population of 1,700 to work on rolled up 17 sales in 6 months. Every machine should find an owner, under the law of averages, in a list of 200 names."

The announcement of a definite policy with regard to the Western States for the 1917 Cleveland will be made from the factory at the close of the Chicago show, according to Gilbert.

SELL 18 HARLEY-DAVIDSONS

SAN FRANCISCO.—Maginni & Perkins have sold 18 Harley-Davidsons of the 1917 vintage to date, besides four sidecars and two delivery vans. Two of the 1917 machines made the run to Alum Rock Park on Sunday, Dudley Perkins bestriding one with a sidecar and three passengers, while C. Jacka rode tandem.

VALLEJO M. C. RACES

SAN FRANCISCO.—The motorcycle race on the half-mile track at Sonoma, under the auspices of the Vallejo M. C. was well attended. There was some keen competition although the poor condition of the track resulted in numerous spills.

Fisher won the half-mile time trials, in 39 4/5, with Mahlstedt second in 40 1/5. In the 5-mile club race Fisher and Blairsdale were riding ahead of Mahlstedt when they fell. Mahlstedt ran over Blairsdale's machine and won in 7:33½. The Australian pursuit race was called off. Leonard won the 3 and 5-mile club races and Mahlstedt took the 10-mile open. The time on this race was not taken.

MEMBERSHIP FIGURES READY

SAN FRANCISCO.—At the next social of the San Francisco M. C. the result of the membership contest will be made known. To date, the contest has netted the club 63 new members. The club is arranging for a clambake to be held some time in November.

TRADESMEN VISIT FRISCO

SAN FRANCISCO.—R. W. Sawyer, general manager, and E. E. Welborn, purchasing agent of the Los Angeles Harley-Davidson agency, were in town last week on business.

T. PARRA, Harley-Davidson agent at Gilroy, and Art Swanson, of Turlock, were at the local Harley-Davidson agency a few days ago.

J. CAMERON, Indian representative at Sacramento, made a trip to this city on business last week. He made his headquarters at the local tepee.

C. L. SMITH, jobber for the Pope Motorcycle Co., Palo Alto, is at present in San Francisco on business. He will leave tomorrow after a stay of five days.

A *good* deed often means a *good* deal —Please mention MOTOR CYCLE ILLUSTRATED.

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The Sidecar that Tilts and Turns and Don't Upset

THE FLXIBLE SIDE CAR CO. TRADE FLXI MARK LOUDONVILLE, OHIO, U.S.A.

Chicago Show Space 129-130

Secure Our Dealer's Terms

Correctly Designed.
No Excess Weight.
Beautiful Lines.

Scientifically Constructed.
No Strain on Motorcycle.
No Side Pull or Vibration.

Safe and Easy to Drive.

Our Factory

New and Up-to-date.
Equipment Complete.
Modern Machinery.
Improved Methods.
Expert Engineers.
Fine Mechanics.
Quick Service.

The Flxible Sidecar Co.
N. Spring St., Loudonville, Ohio

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THE SHOW'S THE PLACE FOR FINAL DECISION

(Continued from page 36)

the show, stretched out before you every blessed model of every make; and under such conditions it's a cinch to make comparisons. You can hop in the saddle of each machine, for instance, and determine for yourself which make and model conforms most nearly to your idea of solid comfort.

If, for example, you are long and lanky, it's certain that a machine which boasts of exceptionally low saddle position is not going to make a very strong appeal to you; while, on the other hand, if your legs are short, that very point, other things being equal, is going a long ways towards being the deciding factor in your choice of a motorcycle.

Matter of Controls

The matter of controls is also a moot point and one which leaves ample latitude for the exercise of the individual preferences. If you drop in on the show, you can try them all out and determine at first hand which particular type conforms most closely to your ideal.

Then there's saddle springing, footboard comfort, handlebar shape and other comfort features which demand your attention every bit as much as the mechanical fitness of the mount before you finally decide on the machine you are going to invest in.

Perhaps at present you have only one idea—the thought that you want a motorcycle. Whether you want a big powerful twin, a medium weight twin, or a lightweight machine, may not have occurred to you yet. As a matter of fact, you may not know the fields and the limitations of each of the three types as yet. All that you know is that you want a motorcycle, and that you want it for either pleasure or business or an intermingling of both.

Full Discussion

Again the show comes into play. You can see all the various types there and find out all about them; and after a full and frank discussion of the uses to which you intend to put the machine with those in charge of the various booths can readily determine the best mount for your particular purposes—the machine or type of machine that best fits into your scheme of things.

And mention of the booth attendants brings to mind the fact that it's a very good thing for the fellow who is in the market for a motorcycle to talk the thing over with the various salesmen and to go into the details of the machine from a mechanical standpoint with the members of the engineering force of the various makers who are always on hand ready and willing to give the "whys" of their particular makes to the interested.

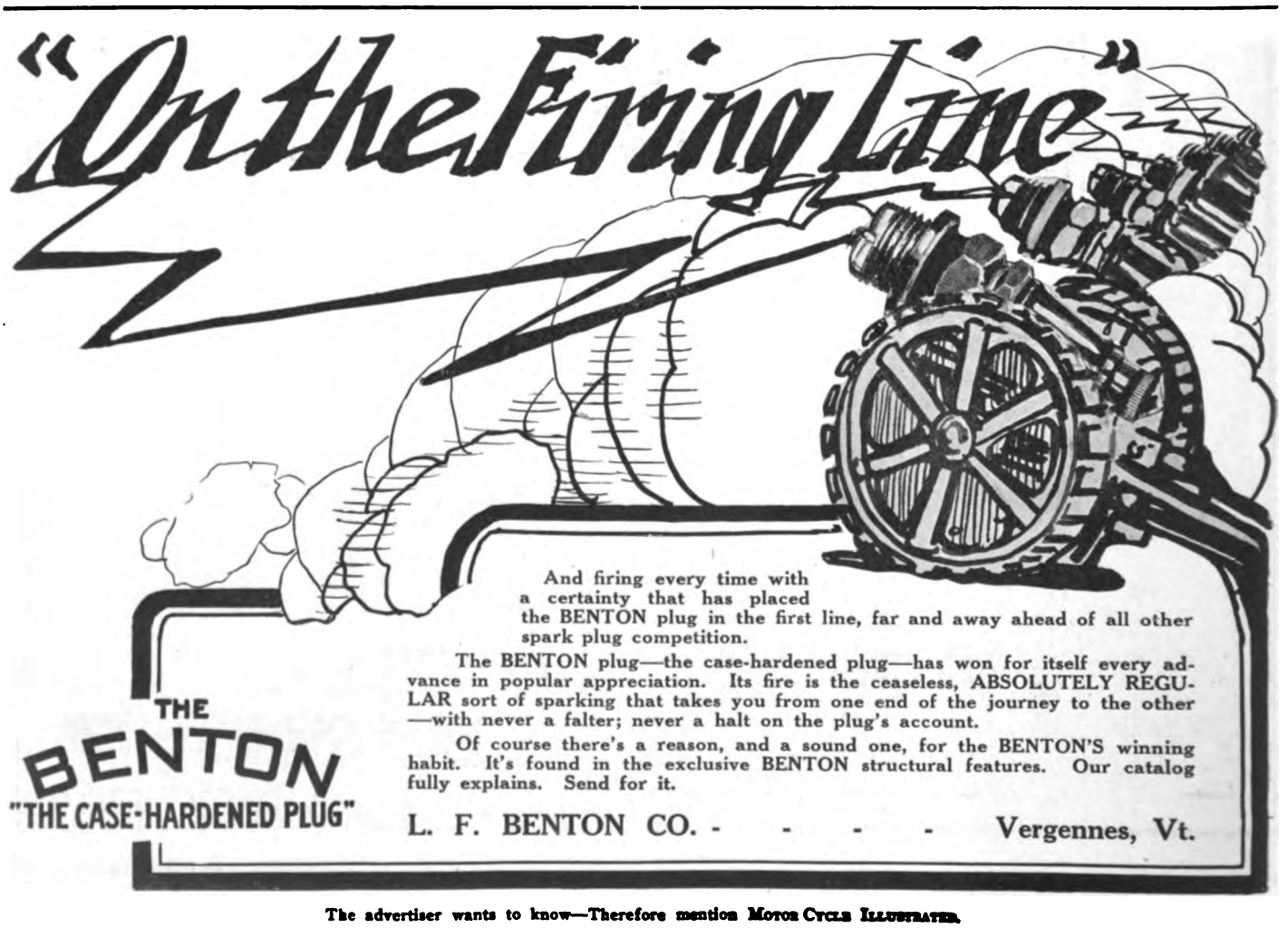
Without a doubt a fellow at the show does not even have to be inquisitive to learn more things about a motorcycle in ten minutes than he ever dreamed of.

The means of presenting the mechanical features are unique, interesting and instructive. Cut away motors, and sections show the "insides" of the machines as well as the outside, and there are men there ready to explain every little detail of the mechanism. And parts boards, with the various members of the motor and other vital parts of the machine neatly laid out in logical order do much to disseminate a fuller knowledge of the finer points of motorcycle construction.

And then again, there's another angle to the situation which is certain to appeal to new rider and old-timer alike. That is the fact that practically every accessory maker in the trade will be represented at the motorcycle show, and will be glad of the opportunity of showing you, after you finally have determined on the make of machine you intend riding, just how his sidecar or speedometer or warning signal is adapted to fit the make of machine you have pinned your faith to. It's a case of stop, look and listen.

Show of Value to All

Yes, sir, whether you are an experienced road burner, or just a fellow who would like to get a vehicle to carry you at moderate pace—to keep you out in the air; whether you intend to use the machine for simple pleasure, for business pure and simple, or for an admixture of the two; whether you desire a machine for your own selfish self or a family vehicle to carry one or two passengers, you can get all the information you want quicker, and with full certainty that it is authoritative at the national shows than you can in any other manner.



The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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To the *Progressive Dealer:*

DON'T FAIL TO SEE THE NEW

S. M. C. LINE

of

LIGHTWEIGHT MOTORCYCLES

at the

CHICAGO SHOW

Coliseum Bldg.

November 13th—18th

Spaces 136-137

Prices $109.00 Up

if you are looking for something that will sell on sight

Single Speed **Two Speed** **Commercial Models**

An exceptional agency proposition for "live wires"

If unable to come, write or wire for full particulars to

S. M. C. MOTORCYCLES

Space 136 **Chicago Motorcycle Show**

Coliseum Building, Chicago, Ill.

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PROPER EQUIPMENT GIVES BEST SERVICE

(Continued from page 37)

the time will surely come when that lamp you didn't get will be wished for with a big W. Ranging from the little oil lamp with its ruby rear lens to be clamped to the handlebar up to the big headlights which show up the road like a battleship's searchlight, there will be seen lamps to suit every desire and every pocketbook. Go 'round and look them over; they will fit any machine and will look and act splendidly on any motorcycle. Oil, acetylene, or electricity; the show houses them all.

Then there are the acetylene tanks and the generators. In the one you get the gas by opening a valve, which makes it mighty handy; you may prefer the generator for a number of reasons, on the other hand. At the booth where the tanks are exhibited you may find something new in the use of acetylene which you can use in your business as well as in riding, so it's worth a close examination.

Speedometer an Essential

Some riders, when they start to use the motorcycle, figure that a speedometer is a sort of luxury. Don't fall into this error. A speedometer is a necessity. If you tour, well, you will know this without my telling you, and you surely will tour if you have red blood in your veins. If you go out to clean up the other fellow who thinks he has got the "fastest ever," you have to have a speedometer to show how much faster you went than he did. If you fall foul of some grouchy cop who claims you were exceeding the speed limit, the speedometer will act as evidence in your favor. It's nice to know just how far you go each day and at the end of the season, and to prove it when somebody thinks you are stretching things a trifle.

At the speedometer stands you will see the latest in speed and mileage recording devices and find something that surely will fill the bill, whether you tour for pleasure or like to hit it up on the track.

Look Over Tires

Perhaps you may have heard that such and such a kind of tire tread acts better in your section of the country than another one. You will find that tread at some tire stand, and lots of other treads which will work finely on any kind of road. There are inner tubes, both butt-end and continuous, and you will have a wide variety to pick from. And there are reliners, gaiters, patches and other devices for repairing the old tires when you have bad luck in the form of blow-outs or punctures. Go through the tire section and keep your eyes open.

Gloves and clothing. A book could be written on them. They can be seen in all styles and at all prices. The choice of gloves, for Winter and Summer, is huge. They will protect your hands in the coldest weather and keep from raising blisters in the Summer. You can get them washable, so that grease will come off in a bath of gasoline without injuring the feel of the glove; they come with ventilated backs, with straps to keep out the wind, and lots of other ways. You must be awful finicky if you can't find something to suit you in this line.

Clothing, either in full suits or just the coats and trousers, are well worth looking at. You want to be neat and comfortable at the same time. You want to be a credit to your club or to your crowd of fellow riders. The clothing booths are the ones to visit and the goods examined. If you don't make a decision right away, you have seen the cream of the offerings in this line, and you will know what to get later on.

The Coliseum Show will offer for your inspection every form of legging that you could possibly desire to use, and at just the price you want to pay. The same with regard to caps. Don't forget your head protection for winter, especially if you live where the mercury shoots down into the thermometer bulb and stays there for a long time each season.

Big Choice in Goggles

If you like goggles with colored lenses when the sun is shining brightly on the snow or on a white and hard road, visit the men who are showing these articles. You may like to carry them in your pocket, so seek out the folding type with the neat case. The chances are that you will find one pair that will suit you better than the ones you now have, so it's worth while making the rounds and seeing for yourself.

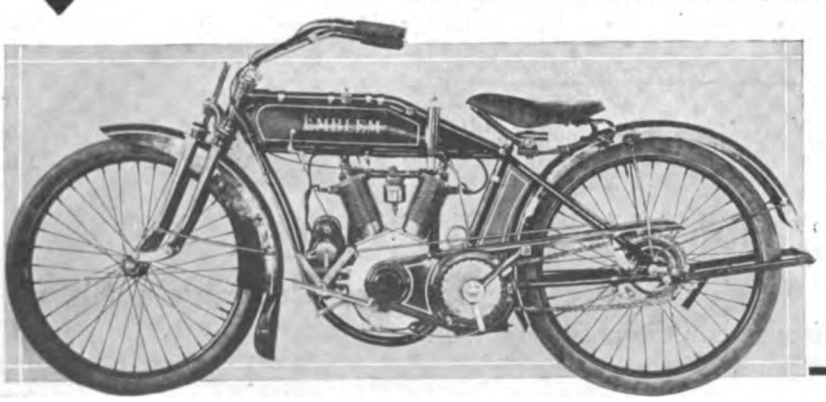
MODERATE IN WEIGHT IN POWER IN PRICE

EMBLEM

One Model Only.

The EMBLEM for 1917 is the most satisfactory investment for either dealer or rider, ever put before the motorcycle public.

Medium in weight, powered sufficiently to meet any need—5-7 H.P.—sold at the hitherto unheard-of price of $175—complete in every minute detail, with every improvement, refinement and comfort—assuring feature of the heavier and more expensive mounts, the EMBLEM Medium Weight Motorcycle is absolutely a revelation in what can be accomplished in MODERATE motorcycle construction.



If you visit the SHOW, bear in mind it is of paramount importance that you visit our booth.

EMBLEM MFG. CO.
Angola, N. Y.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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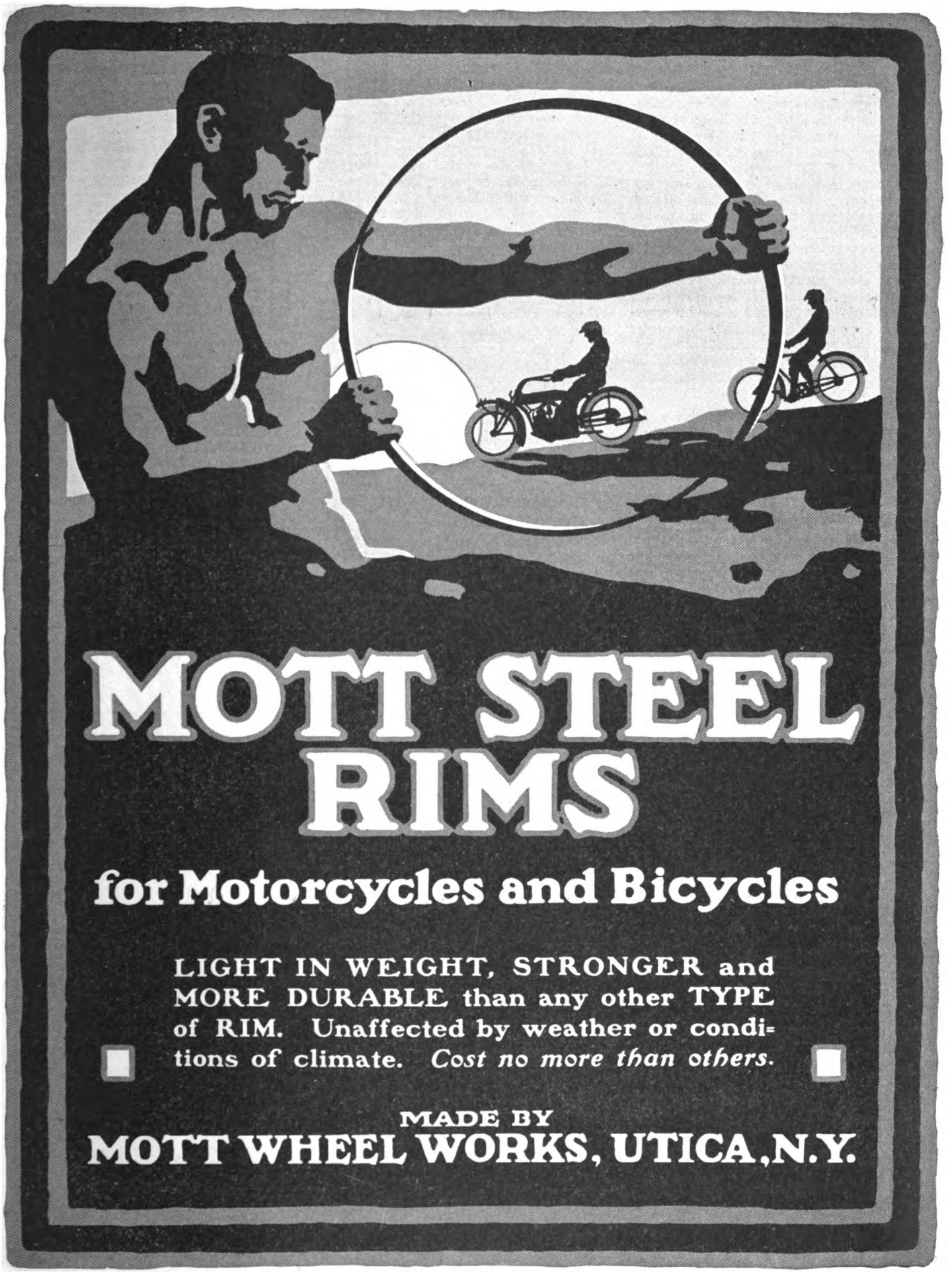

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STILL GROWING

New England Dealers' Ass'n Takes in New Members

BOSTON, Mass.—The New England Motorcycle Dealers' Association, recently formed, held another business meeting at the rooms of the Bay State M. C. at Huntington avenue, on Thursday, Nov. 2. Two new members, Peter Prew, of Nashau, N. H., and J. E. Forest, of Manchester, N. H., were taken into the association. The new by-laws, which have just been printed, were passed around for inspection and are to be voted on at the next meeting of the association on Thursday, Nov. 16.

The membership is growing steadily and there is a movement to bring into the ranks every dealer in New England. It is the intention of the association to send a representative to the Chicago Show to confer with the Motorcycle and Allied Trades' Association with a view of co-operating for the general upbuilding of the trade.

SCHEID OPENS A STORE

DETROIT, Mich.—H. D. Scheid, formerly with W. B. Wandersee, has gone into business for himself and has taken the agency for Thor motorcycles.

INCREASED ORIGINAL ORDER

BALTIMORE, Md.—Merryman & Robinson, who have handled the Dayton line in Baltimore for several seasons, have just increased their original 1917 order. Recently, two students dropped into their store and wanted Dayton motor bicycles at once. As there was only the demonstrator at hand, Manager Jack Robinson wired the factory and the young men got their machines within two days.

DOAK BUYS OUT MILLER

BURLINGTON, Iowa.—K. C. Doak has purchased the business of Joe Miller, the veteran cycle dealer in this city. Miller, who has been in the cycle trade for 25 years, is going into the motion picture business. Doak has taken the agency for the Harley-Davidson for this city and vicinity and has received his 1917 demonstrator. He handles Pennsylvania and Fisk tires.

SYKES NAMES ANOTHER

TRENTON, N. J., Nov. 6.—John Sykes, Jr., Indian agent, has just appointed Charles Williamson, of Hopewell, N. J., a subagent for the Indian.

TAKES ON EXCELSIOR

LINCOLN, Nebr.—The Frazier Cycle Co., 231 South Eleventh street, this city, has taken on the Excelsior motorcycle agency for Lincoln and adjacent territory. The company will have its 1917 demonstrator about November 15.

HUNSAKER BACK ON THE JOB

POMONA.—S. P. Hunsaker, Pomona agent for the Harely-Davidson, and one of the veteran motorcyclists of Southern California, is back at his store. His leg, broken in a mountain road accident reported in **Motor Cycle Illustrated,** is still in a plaster cast, but is recovering nicely.

VETTIN JOINS HAFER AUTO CO.

JOPLIN, Mo.—Herman Vettin, for a number of years associated with Schmelzer Arms & Company, of Kansas City, Mo., as manager of the bicycle and sporting goods department, has resigned from that company to take charge of the wholesale department of the Hafer Auto Company of Joplin.

Mr. Vettin has long been a familiar figure in bicycle and sporting goods circles, and is recognized as an authority on market conditions.

WHITING ON LONG TOUR

DENVER, Colo., Nov. 6.—Walter W. Whiting, Harley-Davidson distributor for Colorado, has just returned from a tour of the State. The trip was made on a 1917 model Harley-Davidson with the new sidecar, and in all something like 1,000 miles was covered. Mrs. Whiting accompanied her husband. Along his route Mr. Whiting visited the trade and everywhere found the motorcycle business in a good condition.

HOYE TAKES ON DAYTON

NEWCASTLE, Pa.—V. W. Hoye has taken on the Dayton motor bicycle in addition to the Indian and Thor for 1917. He signed up with R. K. Larsh, Dayton traveller.

Did you miss the Contest Page? Show News forced us to hold it over until next week.

FISK FIRST QUALITY TIRES AT LESS THAN USUAL DEALER'S DISCOUNTS!

The following tires are first quality tires

Fisk Premier, 28 x 1¼, 1⅜, 1½ assorted treads
Fisk, 66 Smooth Tread, 28 x 1¼, 1⅜, 1½
Fisk Extra Heavy Corrugated, 28 x 1⅜
Fisk 88 H Raised Tread, 28 x 1½
Fisk Victor Thorn Proof, 28 x 1⅜, assorted treads
Fisk Victor Corrugated, 28 x 1⅜, 1½, 1⅝
Fisk Victor Non-Skid, 28 x 1⅜, 1½

Also some 1916 discontinued special brands, *fully guaranteed* and a lot of selected seconds of very good value.

Quantities are limited and all orders received must be subject to prior sale.

NEW YORK SPORTING GOODS CO.
10-15-17 WARREN STREET NEW YORK, N.Y., U. S. A.
FREDERIC A. BAKER, President
HENRY T. FOWLER, Vice President
ANDREW C. IMBRIE, Vice President
JAMES E. MURRAY, Treasurer

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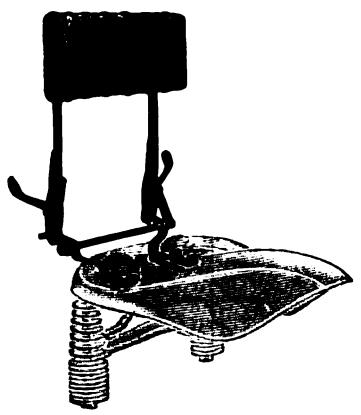
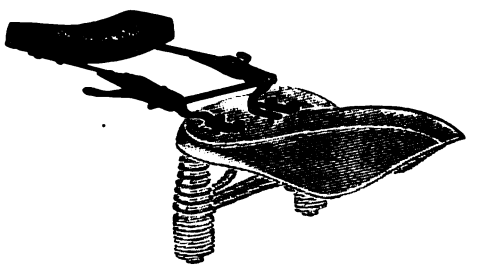


"WEED"

Folding Backrest

$4.50



The "WEED" Folding Backrest is the great COMFORT accessory for motorcycles, and adds materially to the pleasures of motorcycling. If you have never used one do so and be convinced.

The soft leather upholstering and the two flat springs absorb the vibration and road shocks, and lend support to the back, thereby enabling you to ride considerably farther without tiring.

Ask the man who has a "WEED" backrest and he will tell you he would not be without it.

The patented folding feature operated by a slight touch of the finger allows the backrest to be folded so that the rider may mount or dismount without interference.

Visit us at the Chicago and New York Shows and see our new model that will fit a Troxel Jumbo or Mesinger Air Cushion saddle on any machine. Our space at the Chicago show is No. 112.

REEPS MANUFACTURING COMPANY, Inc.

50 CHURCH STREET, NEW YORK

M-100 Motorcycle Pump. Price $1.50 with Clamps.

B-20 Bicycle Pump. Price 75c. with 1 Clamp.

More Powerful---Much Simpler---Troubleless

—that, briefly, is the comparative superiority of the Austin Motorcycle and Bicycle Pumps over all others.

By reason of those pronounced qualities, the Austin has been selected as standard pump-equipment by some of the largest motorcycle and bicycle manufacturers of the world:—Proof of its high quality and efficiency is shown, too, by the large volume of orders and repeats, received daily.

AUSTIN

The Perfect Pump

NO Tube Connections Leaky Joints

The self-contained rubber connection does away with tubes and outside connections which "troubleize" the ordinary tire pump. That's the keynote to Austin superiority. Make it also the keynote to greater prosperity for yourself, Mr. Dealer: Cash in on this pump proposition—your jobber can supply you.

Mr. Rider: If your dealer cannot supply you with the AUSTIN pump, we will send to any address in the U. S., charges paid, upon receipt of price.

HOMER F. LIVERMORE, 85-87 Pearl St. Boston, Mass.

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CUBAN HIGHWAYS

To Be Reconstructed and Motorcyclists Rejoice Over Outlook

WRITING about the outlook for better motorcycle business in Cuba, B. Carbo, of Cienfuegos, one of the pioneer cycle dealers on the Island, announces that a great movement is under way to improve Cuban roads, particularly in the Cienfuegos district. It is expected that the boosting campaign will bring about the paving of the streets of Cienfuegos and the reconstruction of all the roads in the province.

Mr. Carbo states that he has been spending a few weeks in the hills and that he found it impossible to use his Pope machine owing to the execrable condition of the roads. Motorcyclists of Cuba are backing the good roads campaign in every way possible, and it is predicted that the coming improvements will result in a heavy increase in the demand there for American-made motorcycles.

USE BLUE STREAK TIRES

THE U. S. GOVERNMENT at Camp Bliss, Ft. Worth, Texas, has just received 10 Thor motorcycles with sidecars to be used in border patrol service. These machines are fitted with Goodyear Blue Streak tires.

LAST 1916 HUTCHINSON OUTING

HUTCHINSON, Kan., Nov. 6.—Eight riders, piloted by Frank Stallman, the Indian dealer, participated in the run from Hutchinson to Great Bend on Sunday. At Lyons they picked up Ray Metcalf and M. D. Mealey, the Excelsior and Harley-Davidson dealers and then proceeded to Great Bend over the Santa Fe trail. This is the last outing that will be held by the Hutchinson riders this season.

SOCIABILITY RUN

Oliver, Bronx Indian Agent, to Hold One on December 3

BRONX, N. Y.—To celebrate the opening of his new store at Brook avenue and 163d street, Oliver The Indian Man will hold a sociability run on Sunday, Dec. 3. The event will be open to all riders and there will be no entry fee. The start will be made at his new store at 8:30 a. m.

The route will be through New Rochelle, Port Chester, Stamford, to Bridgeport and Danbury, Conn. Noon control will be at Danbury. Return will be via Brewster, Lake Mahopac, Briarcliff and Yonkers. All those checking in within 15 minutes of the schedule time at Danbury and Bronx controls will be eligible to draw for the prizes offered. A general invitation is given to riders.

BRENNEN CLIMBS TWIN PEAKS

SAN FRANCISCO.—George Brennen, of Seattle, Wash., while on a recent trip to this city, successfully climbed Twin Peaks to the flag pole on his machine, a 1917 Henderson. His performance is considered quite remarkable by many in this section.

WILCOX'S DAY

Spartanburg Lad Takes All the "Pro" Events on Half-Mile Track

SPARTANBURG, S. C., Nov. 3.—A local lad, Wilcox by name, gathered in just about all the "pro" glory there was to be gathered at the race meet staged on the half mile track here today under F. A. M. sanction.

Wilcox, who straddled an Indian single, won all three of the professional events distanced at 5, 15 and 20 miles. Layton, also on an Indian, won the five mile amateur.

In the 20-mile event, which was the feature of the day. Wilcox completed the course in 24:02, leading home Glenn, on an Indian, and Cassell, on a Harley-Davidson, in the order named.

In the 15-mile event his time was 17:46. Clayton managed to pull ahead of Glenn before the finish. The five-mile "pro" Wilcox took in 5:55, with Clayton second and Glenn third.

Two spills marred the race meet but neither of the riders was seriously hurt.

SIXTY RIDERS ON CLUB RUN

SAN FRANCISCO, CAL.—Thirty-five machines, carrying 60 members of the San Francisco M. C., left the club rooms last Sunday for the official run to Alum Rock Park, San Jose, making one of the largest parties of the season. A considerable party of Oakland members went down the other side of the bay and met the local contingent at San Jose.

Diamond Chains
FOR
Motorcycles

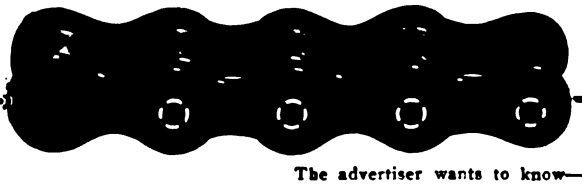
Diamond No. 149 is an unexcelled motorcycle chain for every motorcycle service.

Every part is accurate, the wearing parts are heat treated by the same scientific process as those of our heavy truck chains, the rollers DO NOT BREAK.

Put DIAMOND to the test on your machine.

You'll be a DIAMOND booster ever after.

Diamond Chain & Mfg. Company
Indianapolis, Indiana



(Patented) Rear View

Have you seen the
LARGE OIL LAMP
For
MOTOR CYCLES
Burns 20 Hours
The Neverout
Has special bracket for handle bar
Write Today for Complete Description
ROSE MFG. COMPANY
933 Arch St. Philadelphia, U. S. A.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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At the Show

Space 63

A Full Display of Stevens Cycle Accessories

STEVENS & CO.
MANUFACTURERS OF
MOTORCYCLE AND BICYCLE ACCESSORIES
375 BROADWAY N.Y.

EVERY CAN IS A SILENT SALESMAN

The absolute satisfaction that motorcycle owners get from the use of

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS AND GREASES

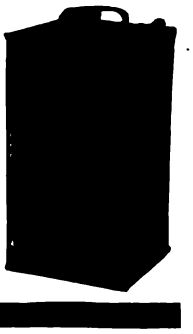
does more to sell these motorcycle lubricants than all the sales talk in the world.

Why don't more of you Motorcycle Dealers reap the rewards of this reputation? Why not sell your customers the lubricating oil they need? Write us for details.

HARRIS OILS are made of the finest Pennsylvania Premium Crude refined by careful processes—based on our thirty years' experience in the oil business. They give **real lubrication** because there are practically no soot-deposit forming ingredients—no injurious substances—no waste. These qualities make for a sweet, smooth-running motor—no flagrant smoking—economy—and highest engine efficiency.

HARRIS MOTORCYCLE OILS are put out in the following grades: Extra Heavy Motorcycle Cylinder Oil (especially designed for high speed, air-cooled motors), Heavy, Medium and Light.

"A Little Goes a Long Way And Every Drop Counts."



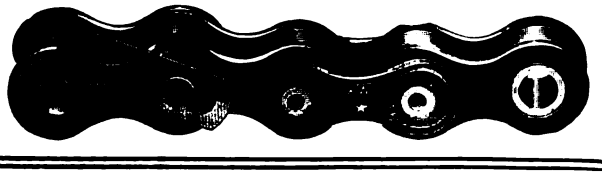
A. W. HARRIS OIL CO.
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

DUCKWORTH
Chains on the
R - S

Another representative motorcycle will be Duckworth-equipped—which means permanently made proof against chain troubles—for the coming season.

In selecting Duckworth Chains, the makers chose quality regardless of price, for, though more expensive than the ordinary, Duckworth Chains have proven themselves time after time, the lowest priced chain on the market. It's the service that counts!

Duckworth Chain & Mfg. Co.
Springfield, Mass.



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FROM COLUMBUS

Central Ohio Distributors Look Forward to Big Season

COLUMBUS, Ohio.—W. S. Sherwood, manager of the motorcycle department of the Franklin Rubber Co., central Ohio agents for the Excelsior, says the outlook for the coming season is very promising. The new models will arrive in about 10 days, and will be placed on exhibition. The arrival of the new machines is being looked forward to with more than ordinary interest.

Manager Barbee, of the Columbus branch of the Skyes Motor Co., central Ohio distributor for the Indian, reports the arrival of a large consignment of parts, which will be placed in stock to supply riders and sub-agents in this territory.

RODE TO CAMP MEETING

CHARLESTON, S. C.—M. S. Toomer, with J. N. Buterhorn as sidecar passenger, and M. S. Webb rode their Harley-Davidson machines to a camp meeting at Cypress recently. The party took a complete camping outfit and cooked their meals on the camping grounds.

EIGHT-HOUR DAY FOR GOODYEAR

AKRON, O.—An eight-hour day schedule became operative at the plants of the Goodyear Tire & Rubber Co. on Nov. 1. For nearly two years the company has been working toward this end, during which time some of the departments have been on the eight hour basis.

WILLIAMS RESIGNS FROM MOTT

UTICA, N. Y.—Clarence E. Williams, long identified with the Mott Wheel Works of this city, has resigned.

D. H. Wetzel has assumed full charge of the rim end of the Mott Wheel Works.

MOTOR CYCLE ILLUSTRATED

Volume 12 Nov. 9, 1916 Number 19

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CLEAN-UP FOR BRAVES

Indian Riders Capture All the First Places at Lowell

LOWELL, Mass.—Indian riders had things pretty much to themselves at the Golden Cove Park motorcycle races, held in Lowell, Oct. 28, capturing all the firsts. The five-mile amateur event was taken by Doherty, of Woburn, Mass., in 6:40. The ten-mile amateur went to the same rider in 11:56. Winship, of Lowell, also mounting an Indian, took the one-mile time trial in 1:11. The five-mile match for amateurs was won by Joe Johski, his opponent being Arthur Carl, who used an Excelsior. Johski's time was 6:13. The ten-mile free-for-all was won by Doherty in 13:06. Forest and Clough, also on Indians, were the second and third men in the order named.

TWO CANADIAN CONTRACTS

TORONTO, Ont.—F. H. Norris, manager of the Davis Sewing Machine Company's Canadian office in this city, has received a contract from Ellis Brothers of Hamilton for motor bicycles and Dayton motorcycles, and from Herbert Byshe & Co. of Ottawa for motor bicycles.

MAKE TRIP TO MOUNT LASSEN

SAN FRANCISCO.—David O. Crummy recently made a three-day trip to Mount Lassen, the active volcano of California. He rides a Henderson.

HALCO PUTTIES
Booth No. 166
CHICAGO SHOW

LEATHER and CANVAS CATALOG

Quick Detachable—Single Wrap Strap—Double Wrap Strap—Loop and Button Styles. Made in Tan, Black, and Ox Blood Colors. THE COMPLETE LINE.

HAGERSTOWN SHOE & LEGGING CO.
Hagerstown, Md., U. S. A.

"Here Are the Specifications. Only SEISS HORNS Will Do"

In giving out specifications for ten motorcycles, the other day, the United States Government specified three articles of equipment as absolutely necessary.

One of These Three Was
SEISS HORNS!

The Thor was awarded the contract, and the machines are now en route to Fort Worth, Texas. They carry Seiss Horns.

Uncle Sam is mighty particular. When his soldier must call to his comrades, he wants the signal to be powerful and certain; he wants everything of the best, regardless of any particular reasons. He chose Seiss.

DEALERS: Take the hint! Get our literature!

THE SEISS MANUFACTURING CO.
432 Dorr St., Toledo, Ohio

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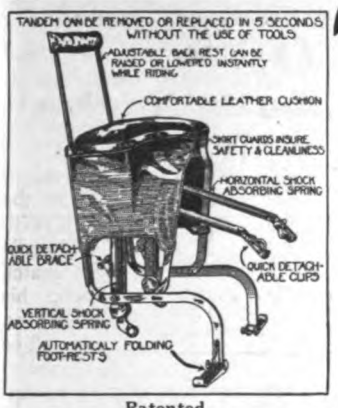


Patented
Stoll Dream Tandem No. 1
Price $23.00 Complete

Be Sure and See Exhibit No. 50 at Chicago

YOU'LL FIND REAL COMFORT THERE

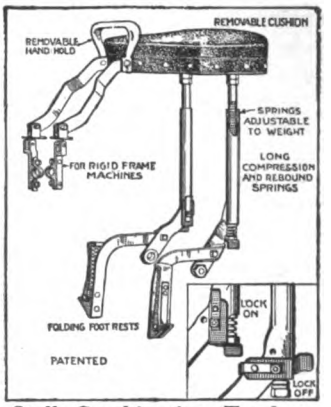
NEW PRICES NOVEMBER 1

Owing to the increased cost of raw materials, and the fact that Stoll tandems have always been marketed on a small maker's margin of profit, compels advances in tandem prices as shown.

1917 STOLL TANDEMS

combine the genuine comfort feature with real service. The springs are trouble-proof. They are enclosed and work in oil. *Dealers—write today for new price list.*

The Stoll Manufacturing Co.
Denver, Colo.



Stoll Combination Tandem No. 2
Price $11.75 Complete

7143
5/8" pitch
1/4" wide

H·R

7144
5/8" pitch
3/8" wide

Renold Chains are so well liked—so much in demand—that when they're put on a racer's sprockets it's an encouragement to speed, regardless of strain. The "lid is off" when a speedster knows Renold reliability guards his safety.

PETER A. FRASSE & CO., Inc. 419 CANAL ST. NEW YORK

"NORMA" BALL BEARINGS

(Patented)

It is often difficult to differentiate between engine failure and ignition failure—the results are the same, in either case. The makers of the most reliable magnetos use "NORMA" Bearings as a part of the safeguard they offer you against ignition failure.

Are Your Magnetos "NORMA"-Equipped?

THE NORMA COMPANY OF AMERICA
1790 BROADWAY NEW YORK
BALL, ROLLER, THRUST, COMBINATION BEARINGS

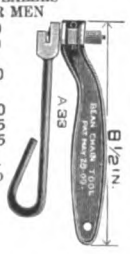
Bean Improved Motorcycle Chain Tool and Chain Grip
FOR USE OF DEALERS AND REPAIR MEN

Model A-33 ..... $1.50
Model A-44 3/4 pitch, large roller 1.50
Model B-2 Bike roller or block chain 1.50

FOR RIDER'S KIT
Model A-22 ..... 1.00
Model A-1 ..... .75
Model B-1 Bike Roller Chain .75

Fig. H.

Reversible Punch Holder, for all models. A few extra in stock means the same as two extra tools each. **Price 15c.**



FREE Bean Chain Grip with each Models A-22, A-33 and A-44. Holds chain in position, leaving both hands free to remove rivets and insert repair links.

Complete Valve Reseating Outfit

No. C-2, embracing five interchangeable cutters and pilots for the various size valves and stems for all makes of motorcycle valves that do not exceed 1 3/4 inch diameter. All interchangeable. Dealer's price $2.80

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Quality—Service

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THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

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DEALERS' PROPOSITION

EXPERT OVERHAULING

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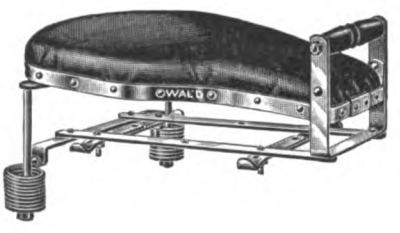

No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price
$6.50
Complete

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Dept. F SHEBOYGAN, WIS.

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Repairs and Supplies
DRISCOLL & JEANROY
289 W. 126th St. New York
'Phone, 3362 Morningside

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Repairing Storing
2269 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3986 Chelsea

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Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
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15 So. Lexington Ave., White Plains, New York

FLYING MERKEL & MIAMI
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Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 549

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Borchheimer, Prop. V. C. Pelezzaro, Mgr.

H. RAOUL
Indian Motorcycle Agency
Uptown Indian Bicycle Distributor
Full Stock of Parts for All Models
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N. Y. Distributor for Reading Standard Motorcycles. Rogers Sidecars in stock. Agent for Excelsior and Henderson
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AMOS SHIRLEY, 935 Eighth Ave.
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Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

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NOW BEING SHOWN
Storing, Repairing and Supplies
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Tel. Decatur 1754 Tel. Cypress 4700
Brooklyn, N. Y.

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BROOKLYN DISTRIBUTOR
Indian Motocycles
1060-1062 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

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Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 3066 East N. Y.

Distributor
EXCELSIOR — CLEVELAND
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

THOR MOTORCYCLES
Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN
1631 Bedford Ave. Brooklyn, N. Y.

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

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INDIAN & EXCELSIOR MOTOR CYCLES
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Phone Astoria 1889 Zeisel & Feit, Props.
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All makes of Bicycles—expert repairing
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Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
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MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
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Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
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Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

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Motor-Cycle Exclusively
New pistons and rings accurately fitted.
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Literature furnished on request.
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Special attention to dealers.
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Get our catalog "C" describing all supplies for your machine at money saving prices.
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FOR SALE—Motorcycle, bicycle and sporting goods business in live Wisconsin city of about 40,000. Well equipped repair shop. Large territory agency for leading motorcycle. No competition. Stock inventory about $4,000. Business about $25,000 yearly. Bargain if taken at once. Good reason for selling. Address H. H. A., care of MOTOR CYCLE ILLUSTRATED.

FOR SALE—Indian twin engine only with carburetor and magneto. One 1914 Harley 2-speed motorcycle. Write R. H. Sunderlin, Goldfield, Colorado.

FOR SALE—Yale motorcycle, newly rebored, $25; Indian Twin, overhauled and equipped, $75; Stewart speedometer, $5; 20 Tandem, fits Yale, Harley, XLCR, $4. Write Fred Hallgren, Youngsville, Pa.

FOR SALE—One motorcycle, Klaxon horn, headlight, taillight and Presto tank. Will sell to one who offers most. W. J. Rouselle, Fort Covington, N. Y.

FOR SALE—1916 electrical equipped, 3-speed H.-D. motorcycle, in excellent condition; Stewart speedometer. Price $200. Chas. Grindrod, Belleville, Ill.; 204 S. Jackson St.

FOR SALE—1914 Eclipse 2-speed 7 h.p. Indian with full equipment, Prest-O-Lite tank, lamp, horn, carrier, foot rests, etc.; tires O. K., and machine in good order; only $110. 1912 twin 7 h.p. Indian in running order, only $40. R. W. Pellett, Danielson, Conn.

FOR SALE—Rebuilt motorcycles. We have a large line of second-hand motorcycles, all thoroughly rebuilt and warranted in A-1 condition, consisting of up-to-date models; Indians, single, 2- and 3-speed; Harley-Davidsons, 2- and 3-speed; also Excelsior in fine condition. Also Indian and Harley-Davidson sidecars and second-hand Cygnet rear cars. Write for description and prices. New York Sporting Goods Co., 15-17 Warren St., New York, N. Y.

FOR SALE—1916 electrically equipped three-speed Harley-Davidson twin, nearly new; must sell at once; $225. Frank E. Wells, Waverly, Nebr.

PREST-O-LITE TANKS, with gauge, $5.50 prepaid. Used parts at half price for all motorcycles. Van's Motorcycle Wrecking Shop, 111 West 10th street, Los Angeles, Cal.

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MISCELLANEOUS

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WANTED—A good motorcycle; must be in A1 condition. S. R. Milbrandt, Alma Center, Wis.

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WANTED—Catalogs and best trade terms for Motor Engineering trade. Please forward to Maraindas & Co., Automobile Engineers, Karachi (Sind), India.

WANTED—Motorcycle or Accessory Manufacturer, to develop and put on the market a high class improvement on motorcycles. Here is something useful and practical, that can be attached to any standard make, and will create a big demand at the start. Will send blue-prints and full description upon request. Write A. A. K., care of MOTOR CYCLE ILLUSTRATED.

STOLEN

STOLEN—Excelsior 15.3 Model, No. 75648, Ohio State license No. 9925. Had 6,400 miles registered. Had dent in tool box where kick starter hit it. Muffler was badly dented. The Bowden wire for brake had piano wire instead stranded. Firestone tires with red tubes; home made clutch cover. $25.00 reward for information leading to return of machine. Wm. T. Bott, 4855 Guernsey St., Bellair, Ohio.

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The Only Practical Light for Motorcycles.

The best Road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

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DEALERS: Full details and our proposition will be sent on request

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Spencer, Ohio, U. S. A.

The H. M. Kipp Co., Ltd., Toronto, Distributor for Canada

CHAINS!

The value of a motorcycle fitment is fixed by its indispensability. Next to the motor, the chain is the most important part of the motorcycle.

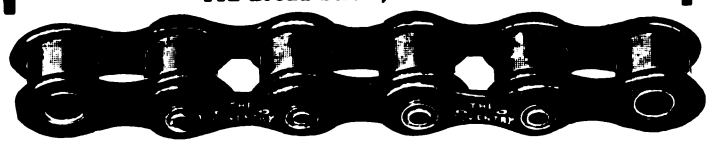
"The Coventry"

"The Motor's True Mate"

is well fitted to carry out its important duties. It is designed for super-service, strongest in the world. Price $1 a foot to the rider.

HERBERT F. L. FUNKE CO.

112 Broad Street, New York



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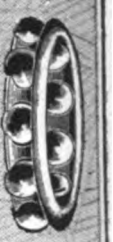
THE STAR

STAR

Ball Retainers



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are sure trade winners

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The Oldest and Largest Supply House

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO

Hammondsport, N.Y.

3664 S. Main

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NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .119 and .126 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.082 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.

Cleveland Ohio

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N.W. Cor 9th & G Sts., Washington, D. C.

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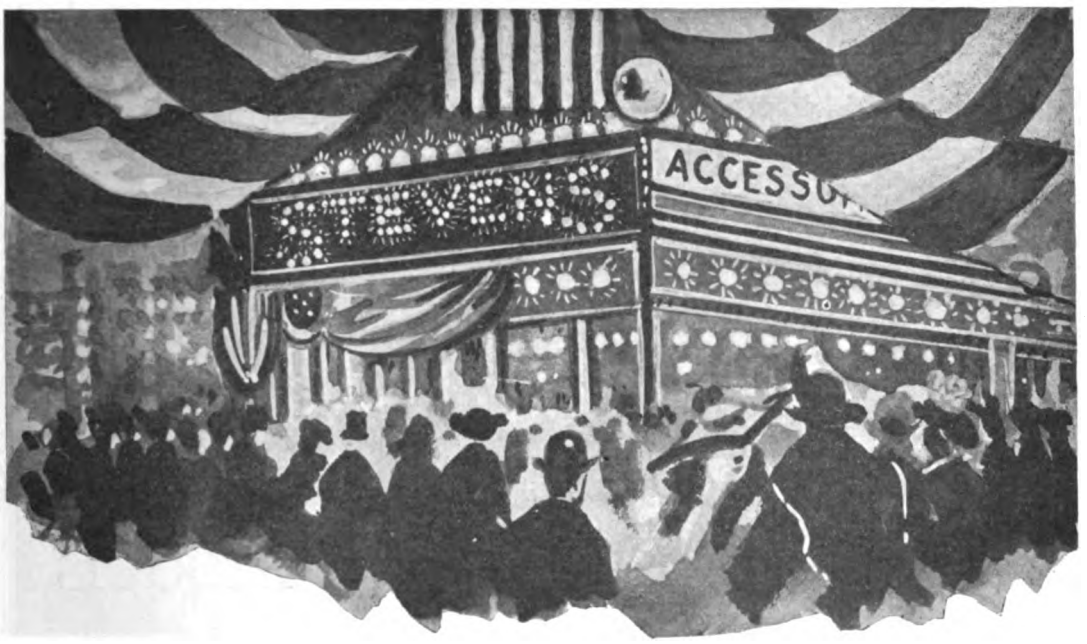
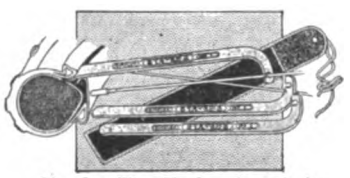


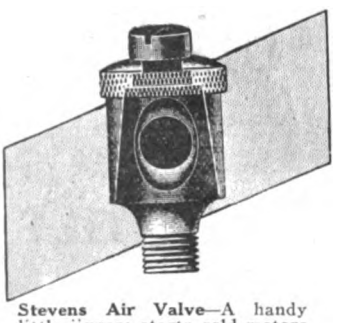
A Show in Itself

Practical—the keynote to the popularity of Stevens Cycle Accessories lies in that one word. That's why Show Visitors were unanimous in pronouncing the Stevens Line the most **valuable**—the most **complete**—the **best calculated to aid in the sale and use of bicycles and motorcycles.** There's a Stevens product for every **proven** demand, every **real** need of the cycle rider and dealer.

Stevens Speedometer Lamp—illumines dial at night—an ideal trouble lamp.
List price, $1.50



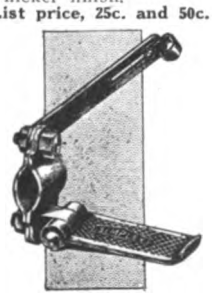
Simplex Tire Tools—three hefty tire-removers made of carbon steel-nickel finish.
List price, 25c. and 50c.



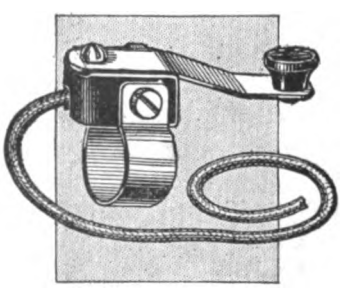
Stevens Air Valve—A handy little jigger; starts cold motors instantly.
List price, 20c.

To build a product better than the best thus far, to give a little more service and co-operation to the jobber and dealer than they have gotten before, to be of the most GENUINE service to the bicycle industry—that is my creed and the creed of my house.

Louis Schwab



Simplex Foot Rests—Fit any machine. Just the thing for tandem attachments. Strong, rust-proof, nickel finish.
List price, per pair, rigid, 75c.; folding, $1.25



Simplex Magneto Cutout—Grounds magneto at touch of finger. Allows compression to act as instant brake.
List price, 50c.

STEVENS & CO.

MANUFACTURERS OF

MOTORCYCLE and BICYCLE ACCESSORIES

375 BROADWAY N.Y.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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The Electrically Equipped Harley-Davidson Model 17-J

The sales of this model are greater than that of any previous Harley-Davidson model, and greater in fact than that of all other present Harley-Davidson models combined.

That, briefly, is the story of the reception the latest electrically equipped Harley-Davidson has had.

Nearly three years' service in almost every civilized country in the world has demonstrated the many desirable features and the unmatched convenience of the electrically equipped type.

Many of the most successful Harley-Davidson dealers are selling electrically equipped models this year almost to the exclusion of all other types.

Experienced motorcycle riders prefer the electrically equipped Harley-Davidson model because it incorporates several extremely desirable features, including

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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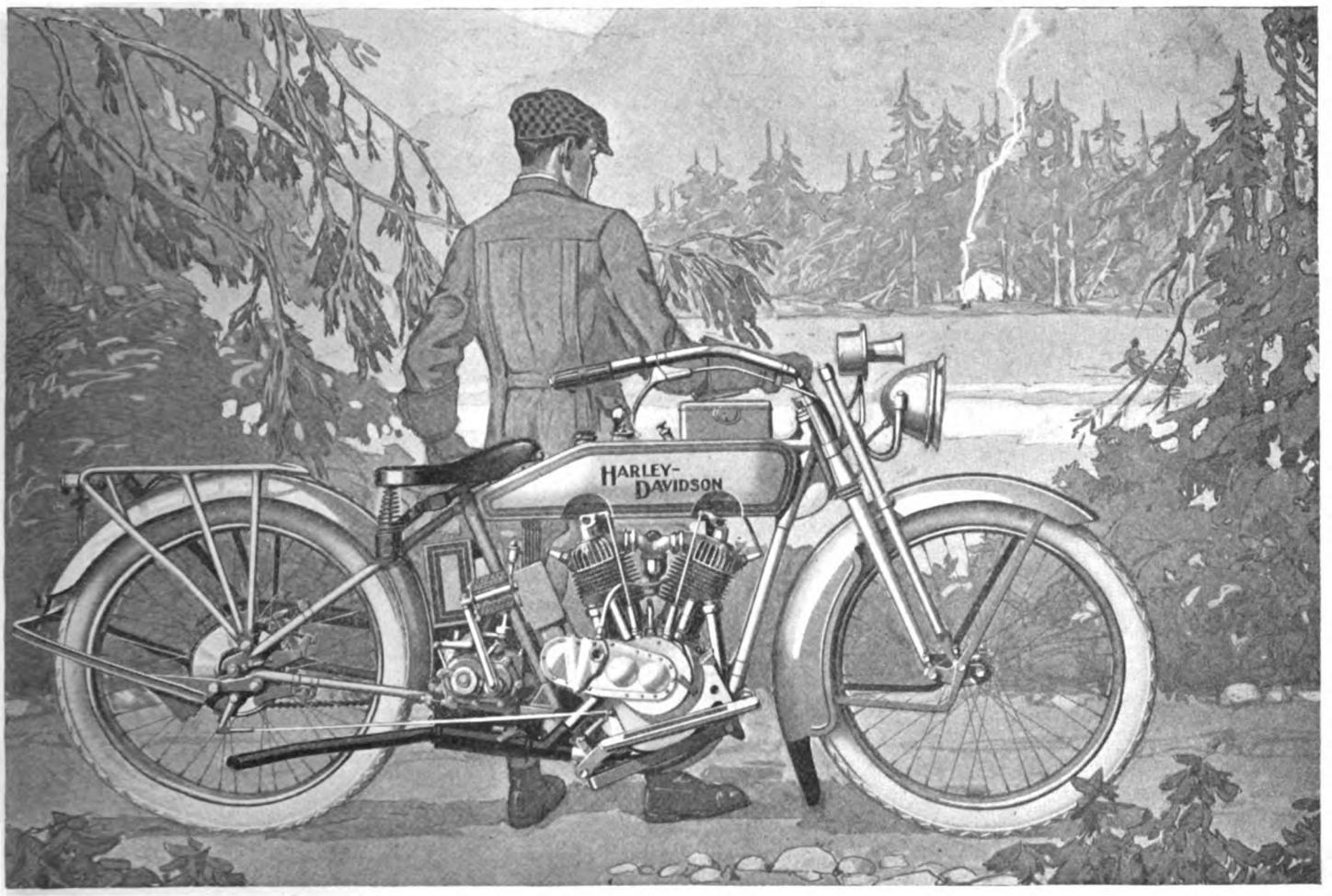

a substantial, efficient electric signal, the most powerful road lighting obtainable, and hot, snappy ignition which insures remarkably easy starting of the motor.

Experience has shown that about all the attention the electric equipment requires is the maintenance of the proper level in the storage battery and an occasional battery test — the rest of the system can be almost forgotten. This is indeed a tribute to the remarkable efficiency of the Model 17-J.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.

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A Masterpiece

For sheer beauty of line, for compactness of design, for comfort and for all-around efficiency, the 1917 Pullman is indeed a masterpiece in everything the word implies.

The wonderful coach-built body which made the 1916 Pullman success possible, is retained in the 1917 model. In addition, there is the knock-down feature that permits of shipping in large quantities.

The body has been lengthened somewhat, affording even more leg-room and comfort than before. The same chassis and the front triangular brace—the brace, which, by distributing the strain of the sidecar over the entire length of the drop tube of the motorcycle frame, does away with frame breakage and bending entirely, has been kept intact.

There are other very strong Pullman features which impressed Show visitors and resulted in the closing of several important distribution centres for the Pullman.

Write for further details of the Masterpiece of Sidecars.

Harry Svensgaard Sales Corp.
214 Jefferson Ave. East
Detroit, Mich.

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R-S Reading Standard

Did you see it at the Chicago Show? Thousands have acclaimed it to be "THE WORLD'S MASTER MOTORCYCLE."

It's the top notcher in Safety, Simplicity, Economy, Reliability, Power, Speed and Silence.

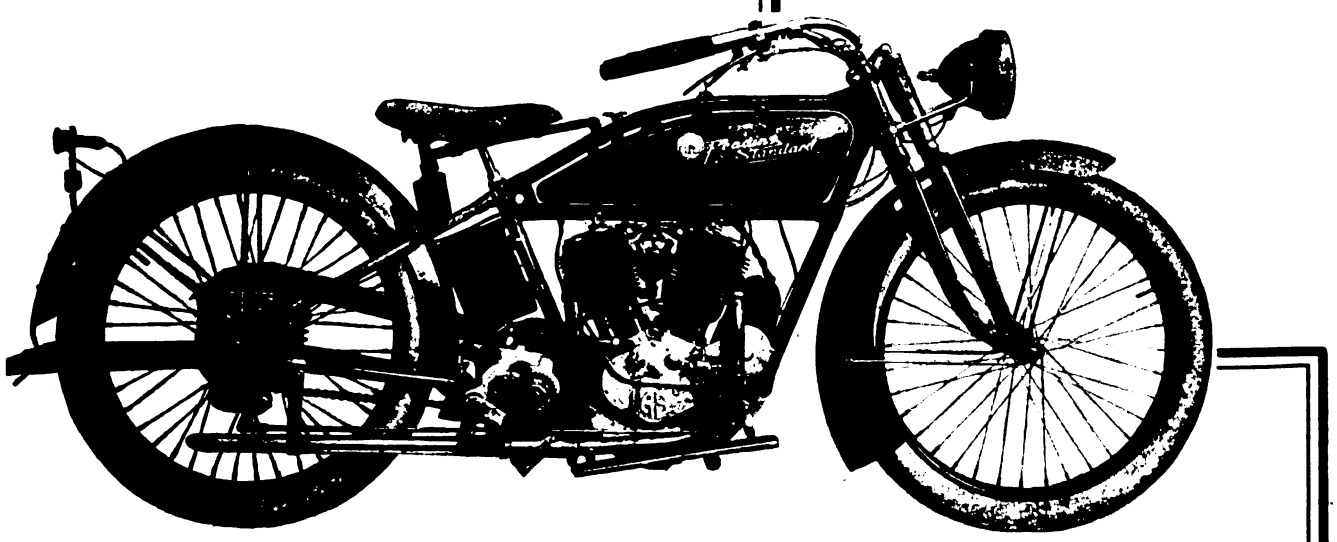
IT EATS THE HILLS AND LAUGHS AWAY THE MILES.

AGENTS

The 1917 R-S has more visible and prominent selling points than any other motorcycle on the market. In quality, design and workmanship it is unsurpassable.

We have some valuable territory open for good live dealers.

Write for catalog and Agent's proposition.



1917 R-S specifications:—New style double re-inforced Fork Sides, heavy re-inforced Frame, Bosch Magneto, R-S perfection Seat Post, double controlled Automobile Brake, Eclipse Multiple Disc Clutch, R-S side by side mechanically operated Valve Motor rated at 12 actual H. P. (18 Dynamometer H.P.). For other features, too many to enumerate here, write for catalog.

THREE MODELS FOR 1917

Model 17 T 12 H. P. Twin Cylinder..... $275.00
Model 17 TE 12 H. P. Twin Cylinder, equipped with Bosch Electric Lighting System..... 315.00
Model 17 S 6 H. P. Single Cylinder..... 240.00

READING STANDARD COMPANY
READING, PENNA.

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ACTUAL performance is an argument understood by everyone. The widespread interest in the new Henderson, among alert visitors attending the Chicago Show, was the natural result of the achievements of four-cylinder power during the past season.

Henderson Motorcycle Co., Detroit

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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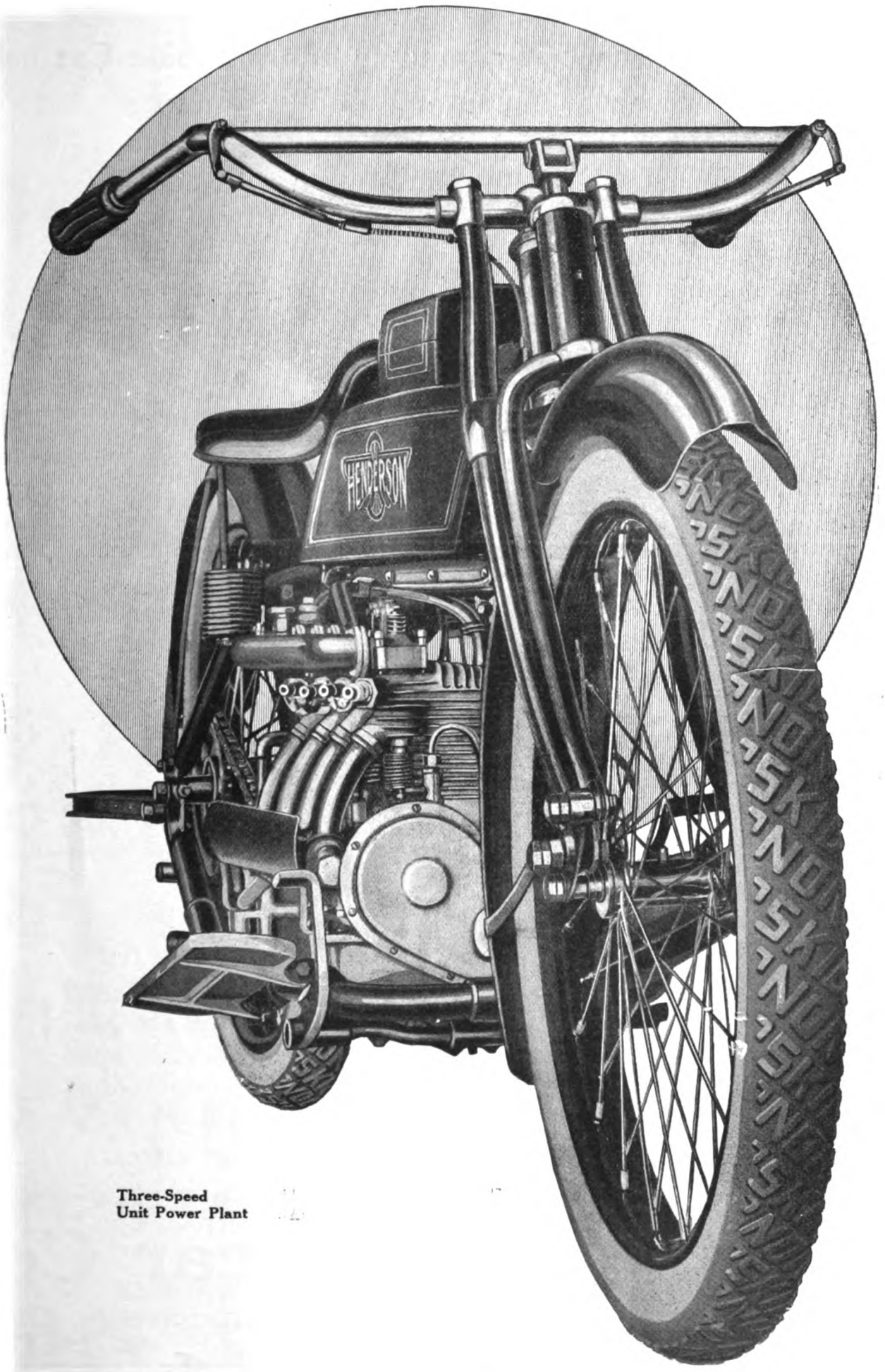

Three-Speed
Unit Power Plant

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If you were at the Show, you know what Side Car held the crowd. If you were not, ask some honest friend who was

The Big Hit of The Show

THE FLXIBLE SIDE CAR CO. TRADE FLXI MARK LOUDONVILLE, OHIO, U.S.A.

The Side Car That Tilts and Turns and Don't Upset

Prompt Deliveries in Single or Car Load Lots.
Every Flxicar is backed up with an ironclad guarantee.

The Flxible Sidecar Co.

338 N. Spring Street **Loudonville, Ohio**

A good deed often means a good deal—Please mention MOTOR CYCLE ILLUSTRATED.

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The Star of the Motorcycle Firmament

WHICH COUNTS MOST?
FLEETING POPULARITY? *or* PERMANENT FOUNDATION?

Thor

THINK IT OVER!

Thor

Mr. Dealer—Is the institution, in back of your product, equal to any emergency—financial or otherwise?

Which is your greatest protection: Solid, rock-bound, non-destructible organization backed by logical conservatism? Or—Here today, there tomorrow principles that are governed solely by the desire to make a dollar NOW, regardless of the sacrifice or cost to the dealer? Which?

If it is truly the survival of the fittest—WHO MUST SURVIVE? Then what becomes of the losers' dealers?

AURORA AUTOMATIC MACHINERY COMPANY

Oldest Motorcycle Manufacturers in the World

General Offices, Thor Bldg., 1307 Michigan Ave., Chicago. Sales Offices and Works, 361 W. Superior St., Chicago.
Pacific Coast Branch, 61 Fremont Street, San Francisco.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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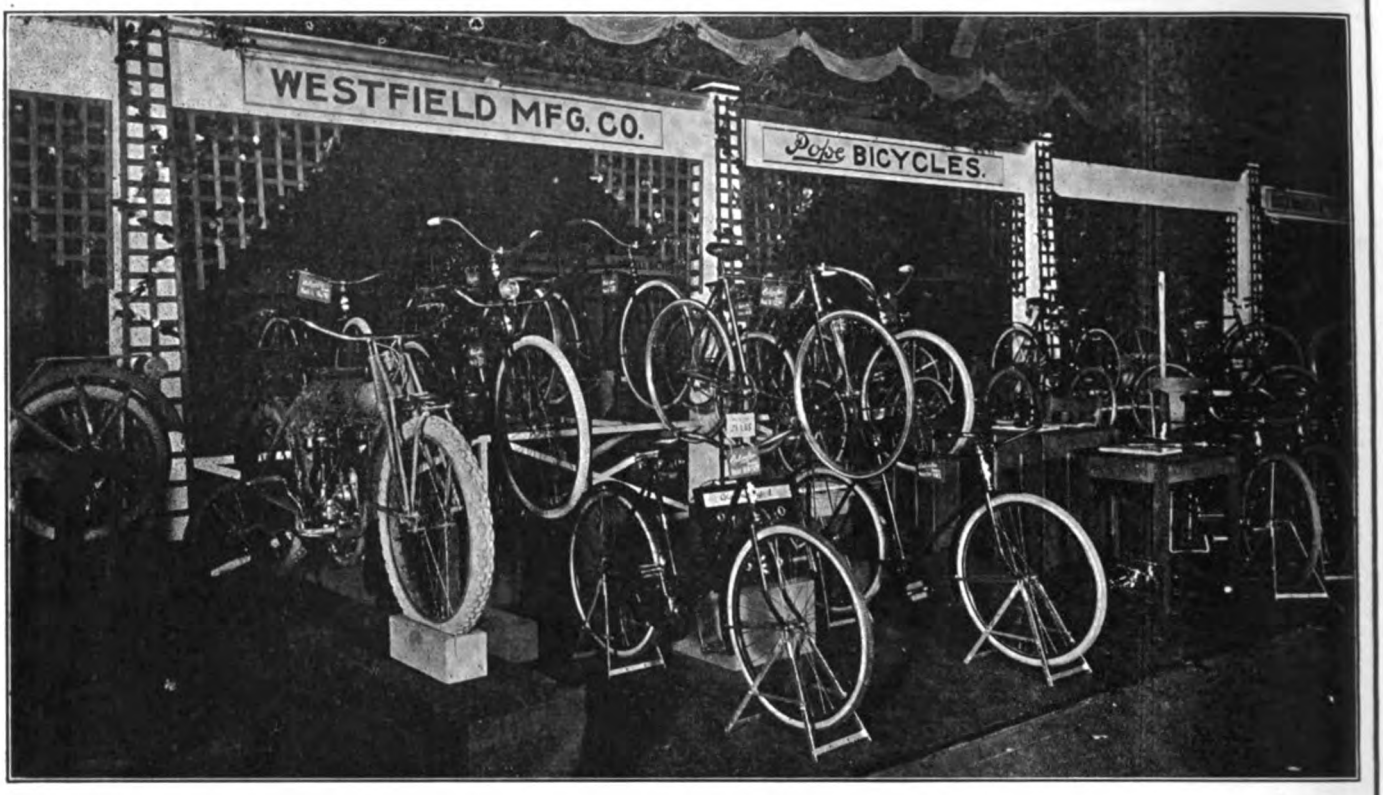

CROWDS

Not curiosity seekers alone, but interested, business-talking visitors. From the time the Chicago show threw open its doors until they were closed again, the displays of both Columbia bicycles and Pope motorcycles were the scenes of satisfying activity. The result:

More Columbia and Pope dealers were lined up on the spot than at any previous Chicago show.

The reason for this is plain. Dealers saw the more-complete-than-ever 1917 lines of Columbia bicycles and Pope motorcycles, and what they saw was enough to convince them that these were decidedly profitable lines to handle. They backed their conviction with orders.

There are Columbia models for every taste and requirement. The same holds true of the Pope. It is a perfectly balanced line, from the powerful Twin Electric to the neat, little upstanding Lightweight. Get aboard with them both for 1917.

Westfield Manufacturing Co., 11 Lozier Ave., Westfield, Mass.

(Successors to the Pope Mfg. Co.)

Largest Manufacturers of High-Grade Bicycles in the World

Makers of Pope Motorcycles

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Prest-O-Lite For Motorcycles

Adds to Your Pleasure and Safety

Night riding has neither safety nor pleasure with poor lighting equipment. Most accidents happen to motorcyclists after dark, and are largely due to the rider's inability to see what is directly ahead.

Put **your** safety first—get a lighting system that gives you efficient service at all times—get Prest-O-Lite. It will give you "daylight" for night riding. Every bump or turn in the road will be clearly seen long before you get to it.

Prest-O-Lite is the truly efficient light. It is simple and trouble-proof—costs little to buy and little to use—and is an unfailing source of brilliant light.

See Your Dealer About Prest-O-Lite

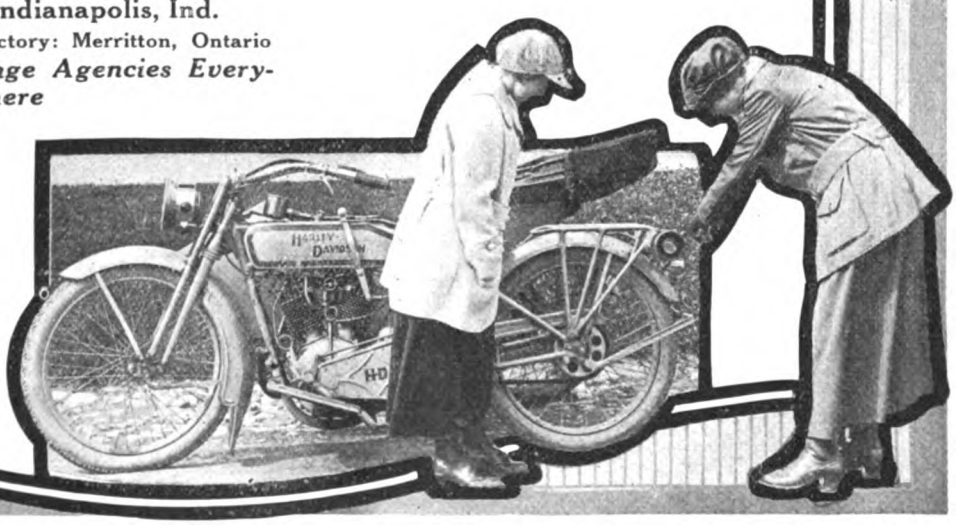
Any motorcycle dealer can equip your machine with Prest-O-Lite. If you wish, he can make you up a very useful equipment combination, including "Prest-O-Lite, a high grade lamp and horn" at a price you can afford. Ask him about it.

Send for free copy of our special motorcycle lighting booklet. It's yours for the asking.

The Prest-O-Lite Co., Inc.
The World's Largest Makers of Dissolved Acetylene
246 Speedway, Indianapolis, Ind.
Canadian Office and Factory: Merritton, Ontario
Prest-O-Lite Exchange Agencies Everywhere

Dealers!

Do you know all about the Prest-O-Lite profitable dealer proposition? It means better business for you. Let us tell you about it.



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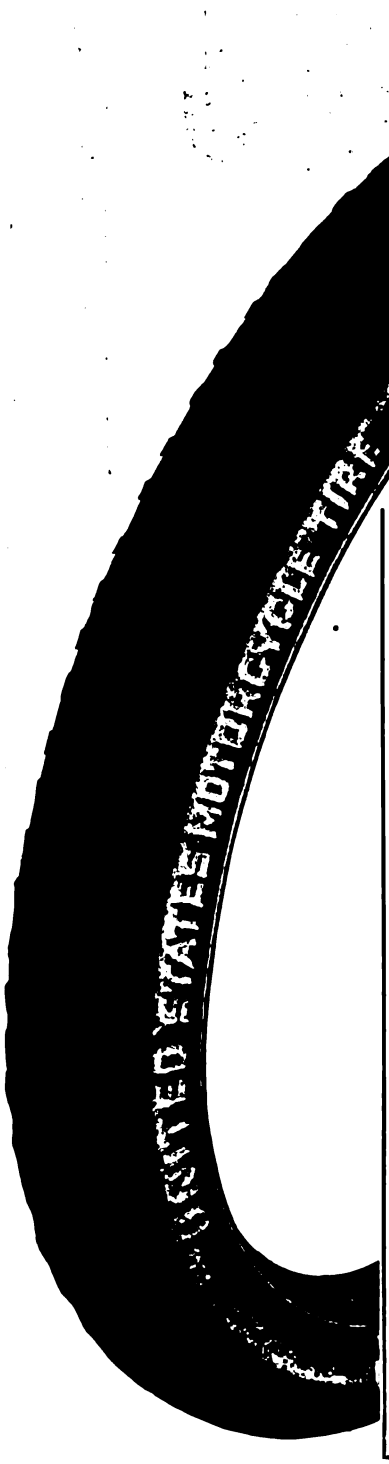

A NEW MEMBER
of the
United States Motorcycle Tire Family

The "Usco"—Black Tread

An oversize motorcycle tire of automobile tire construction.

The best motorcycles will be equipped with United States Tires in 1917.

Get ready for the demand.

Stock United States Motorcycle Tires.

United States Tire Company

'Usco,' 'Nobby,' 'Chain,' 'Studded,' 'Corrugated' Motorcycle Tires

1790 Broadway New York

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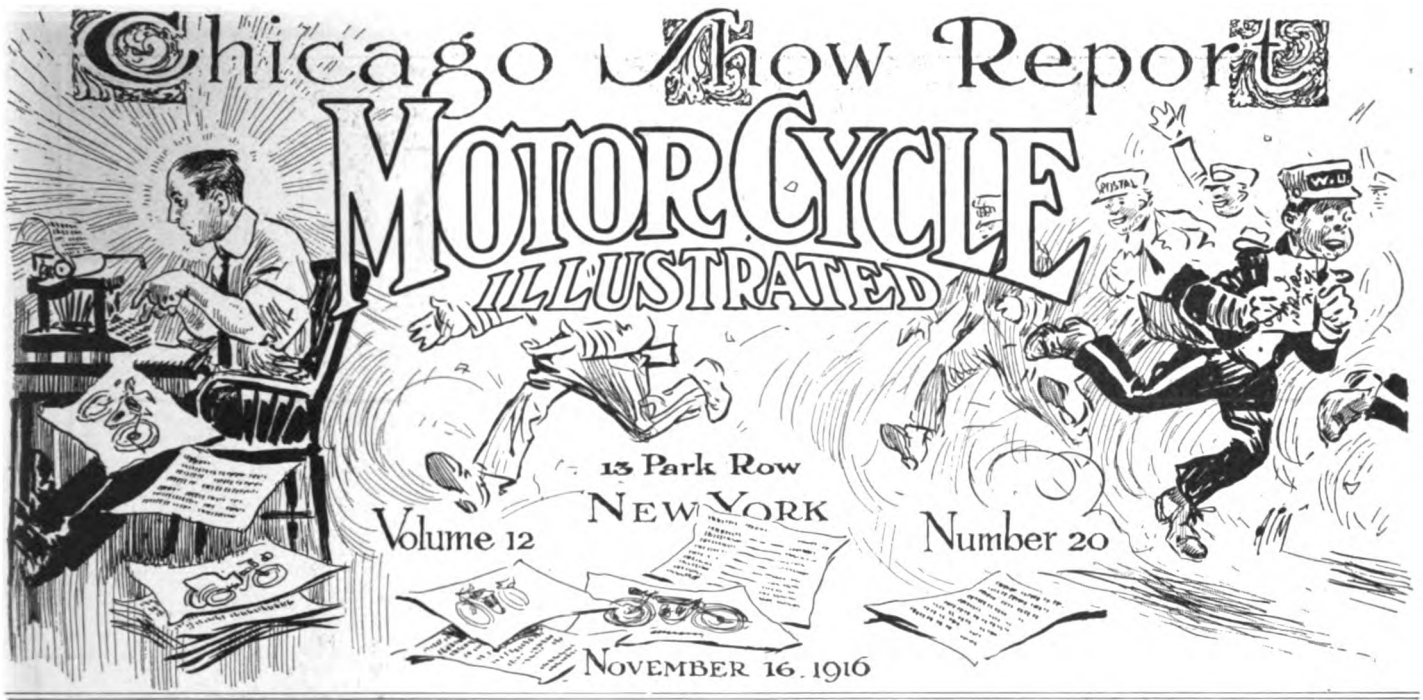

M & A. T. A. IS FORMALLY LAUNCHED AND BOOSTING CAMPAIGN STARTS

Interests of Former Motorcycle Manufacturers' Association and the Motorcycle and Allied Trades Association Are Fully Consolidated Under Latter Name; T. W. Henderson, Elected President, Is Backed Up By Capable Board of Directors and Live-Wire Committees; Balance in Treasury of M. M. A. and Returns From Chicago Show Will Permit of Carrying on Important Plans Which Have Been Held Up

(*By Telegraph to* Motor Cycle Illustrated.)

CHICAGO, Nov. 15.—The last barrier standing between the informal Motorcycle and Allied Trades Association, launched last June at Milwaukee, and the formal body of the same name which grew out of the old motorcycle organization, was disposed of at a joint meeting held in the Congress Hotel this morning, when a new constitution and by-laws were adopted by the amalgamated association, and a new Board of Directors was chosen.

Incidentally, broad-gauge plans were put in motion to further the real purposes for which the new association was created. Immediately following the meeting of the members, the newly-elected Board of Directors got together and organized on a permanent basis by electing T. W. Henderson to the presidency, with H. S. Quine as vice-president, Arthur Davidson as treasurer, and E. F. Hallock as secretary. These officers will serve until the annual meeting of the association in New York, during the second week of January.

The Board of Directors comprises George T. Briggs, of Wheeler-Schebler; G. Fairbanks, Firestone Tire & Rubber Co.; Dan R. Walls, Splitdorf Electrical Co.; A. H. Bartch, Bosch Magneto Co.; H. S. Quine, Goodyear Tire & Rubber Co.; Frank J. Weschler, Hendee Mfg. Co.; Arthur Davidson, Harley-Davidson Motor Co.; E. Theurer, Reading Standard Co.; T. W. Henderson, Henderson Motorcycle Co. This board also will serve until the annual meeting of the association.

To Meet During New York Show

Twenty-seven trade men attended the meeting, but aside from the adoption of the constitution and by-laws and the election of the Board of Directors nothing further was done by the large gathering along formal lines. It was suggested, however, that the trade boosters get together once more before the annual meeting to be held in January, and arrangements were made for a session at the Prince George Hotel, New York, Thursday, December 7, at 2 o'clock. As this will bring the meeting in the New York Show week, it is taken for granted that there will be a full attendance of the association's members.

The real work of the day was accomplished when the Board of Directors got together after the general meeting and rolled up their sleeves, so to speak, for some rapid-fire action. It was pointed out that the M. M. A. had a balance on hand of $700, to which the new body would fall heir; also that the Chicago Show will net the new association very nearly, if not quite, $6,000. With these funds in immediate sight, the directors decided that the time to start things moving was right now, and they began by considering the needs of the dealers.

Charles E. Speaks, of the Firestone Tire & Rubber Co., who headed the special Dealer Betterment Committee, has now taken up broader duties on the Firestone staff, and as a result found it necessary to relinquish the chair. The directors selected H. A. Haws, of the Firestone staff, to succeed Mr. Speaks as chairman of the Dealers' Committee. Mr. Haws has been closely in touch with the dealers' educational work from the beginning, and there will be no lost motion as he takes up the duties of the office. The work of the Dealers' Betterment Committee had been halted for some time by a lack of funds, but a comprehensive campaign had been planned and it is now the intention to put this through without further unnecessary delay.

After selecting Mr. Haws to head the Dealers' Committee, the Board of Directors named his lieutenants as

(*Continued on page* 15.)

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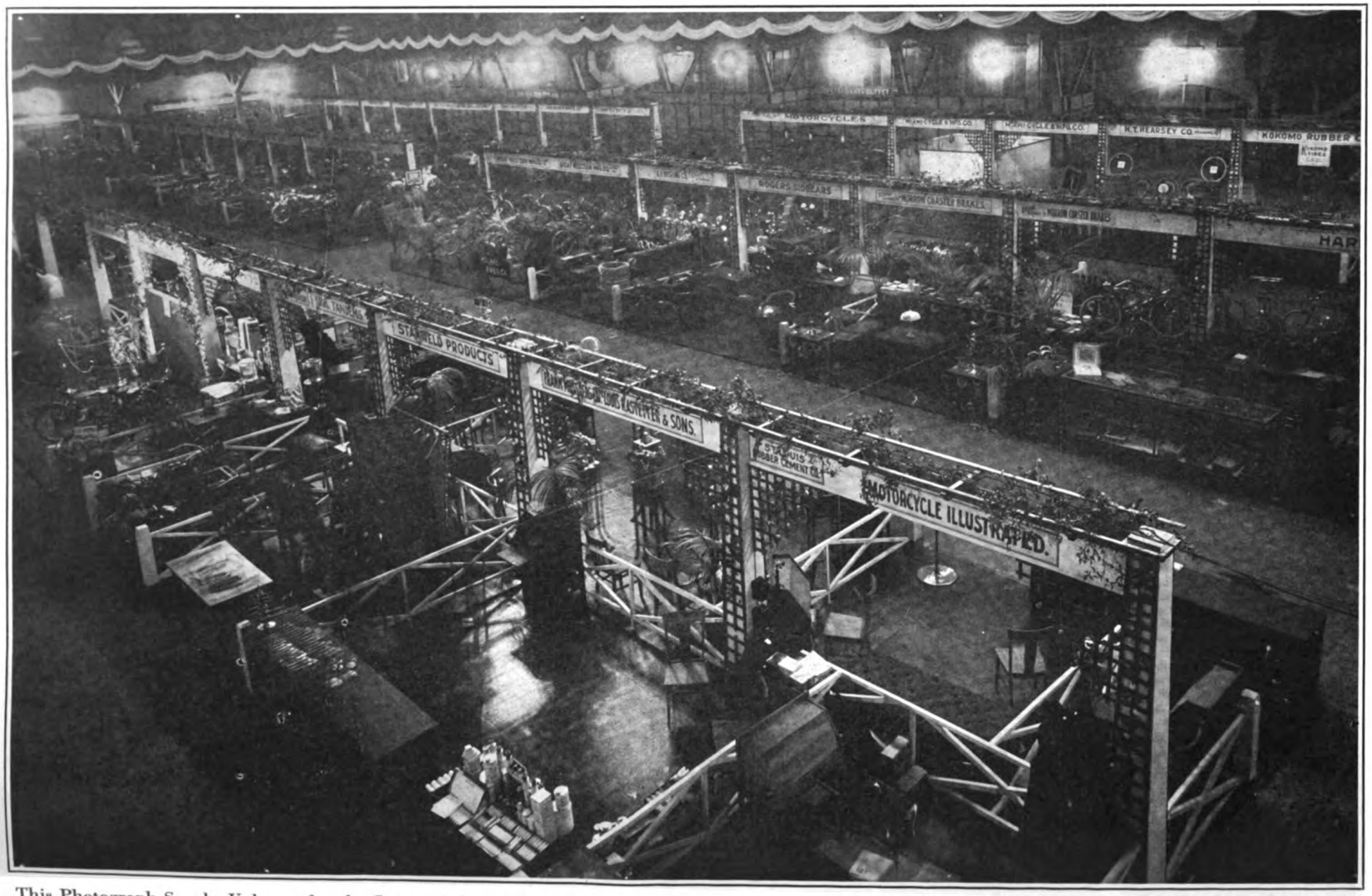
GENERAL VIEW OF THE NATIONAL SHOW IN CHICAGO; NOTE THE NEATNESS OF DECORATIONS AND COMPACTNESS OF EXHIBITS



This Photograph Speaks Volumes for the Scope of the Cycle and Allied Industries and Is Also a Striking Tribute to Manager Coffman and His Co-workers of the Show Committee Who Set the Big Stage and Sent the Trade Curtain Up So Auspiciously.

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M. & A. T. A. IS FORMALLY LAUNCHED

(*Continued from page* 13.)

follows: T. R. Thomas, Goodyear Tire & Rubber Co.; Frank R. Rodger, Harley-Davidson Motor Co.; J. J. McNaughton, Hendee Mfg. Co.; H. L. Corey, Champion Spark Plug Co., and M. E. Topel, Splitdorf Electrical Co.

S. Lacy Crolius was re-elected chairman of the Educational Committee of the association, with the following co-workers: L. L. King, Goodyear Tire & Rubber Co.; Edward S. Babcox, Firestone Tire & Rubber Co.; J. A. Priest, Hendee Mfg. Co.; R. K. Ashcroft, United States Tire Co.; Dan R. Walls, Splitdorf Electrical Co.; A. H. Bartsch, Bosch Magneto Co.; H. L. Corey, Champion Spark Plug Co.; Dr. Reed, Electric Storage Battery Co. This committee was likewise authorized to proceed to put into operation without delay the campaign which was outlined at the informal meeting during the recent Atlantic City convention.

The Membership Committee

A strong Membership Committee was elected with George Briggs, of Wheeler-Schebler, as chairman. The other members of this committee are H. S. Quine, F. J. Weschler, Bert Quayle, and L. M. Wainwright. The committee was authorized to get out an application blank at once, and a form for such blanks was decided upon and copy was sent to a printer for immediate issue.

A committee comprising Messrs. Fairbanks and Quine was appointed to prepare letterheads suitable for the various purposes of the association, and to have them printed forthwith in sufficient quantities to meet the needs of the committees and officers.

It was decided to hold a meeting of the Board of Directors over the luncheon table at the Prince George Hotel, New York, on the day of the next meeting of the association.

CYCLE DIRECTORATE O. K.'S RACING CAMPAIGN; PLANS DEALERS' CONVENTION

Latter Program Will Be Put Through December 7, During New York Show, and Dealers All Over the East Will Receive Invitations and Free Show Coupons; to Open Central Headquarters in New York City, With Sales Expert in Charge; Other Plans for Co-operating with Dealers Throughout the Country

CHICAGO, Nov. 15.—The United Cycle Trades Directorate met at 5 o'clock this afternoon at its Show booth in the Coliseum and listened to an interesting report by H. S. Quine, of the Racing Committee, on the importance of promoting cycle races all over the country. Recommendations were submitted by Mr. Quine providing for broad-gauge plans to promote as many cycle races as possible during 1917, and these recommendations were enthusiastically approved by the Directorate.

The members of the Directorate were of one mind in stating that the National Shows exert powerful influences for the upbuilding of the industries, and for the advancement of the dealers, and as a means of stimulating dealer interest in the exhibitions it was decided to hold a dealers' convention in connection with the coming New York Show. The convention, for which Messrs. Fred Baker and Louis Schwab are working out the details, will be held in the Concert Hall of Madison Square Garden on Thursday, December 7.

It is the further intention of the Directorate to arrange a highly interesting and helpful programme, with a special view to co-operating with the dealers, and also to provide for special hotel rates. Invitations, accompanied by free show admission coupons, will be sent out immediately to all the dealers in the East.

The Directorate voted to establish a central headquarters at 375 Fifth avenue, New York, and Walter Rink, formerly in the advertising and sales department of a large Newark manufacturing house, has been engaged to take up the secretarial duties under Directorate guidance.

Mr. Rink is a graduate of Columbia University and has had wide advertising and correspondence experience, along lines which will assist him directly in the work which he now undertakes. He will spend next week at Bristol, Conn., going over the details of the proposition with C. F. Olin, of the Directorate.

"MAC'S" NEW JOB

J. B. McNaughton Is Placed in Charge of New Indian Dept.

CHICAGO, Nov. 15.—J. B. McNaughton, who has been assistant sales manager for the Hendee Manufacturing Company, has been selected to head a new department for the Indian folk. It will be known as the Dealers' Aid Department, and McNaughton will co-operate with Indian dealers all over the country on matters pertaining to the exploitation of the Wigwam products. McNaughton has gone deeply into the situation and is making a point of talking things over with the dealers attending the show.

CYGNET LIMOUSINE FOR PETROGRAD

CHICAGO, Nov. 15.—Leadley B. Ogden, of the Cygnet Rear Car Company, announced to-night that the Cygnet de luxe limousine which has attracted much attention since the opening of the show, has been sold to Playm-Ochs, Ltd., of Petrograd, Russia. The car will not be shipped, however, until after the New York show.

HERRINGTON TO TRAVEL

CHICAGO, Nov. 15.—Art Herrington, formerly in the special sales department of the Harley-Davidson Motor Company, and recently transferred to the foreign division, as told elsewhere in this issue, is scheduled to leave for an extended trip abroad about Feb. 1. His tentative route includes Australia, Dutch East Indies, Hawaii and the Philippines.

JACKSON'S CHANGE

General Manager of Smith Motor Wheel Division Joins Briscoe

MILWAUKEE, Wis., Nov. 14.—W. V. C. Jackson, general manager of the Motor Wheel Division of the A. O. Smith Company, and whose initiative had a great deal to do with bring the motor wheel to national notice, has resigned his position with the Smith company, effective Dec. 1.

Mr. Jackson goes to the Briscoe Motor Corporation, of Jackson, Mich., with the title of assistant to the president. The Briscoe concern stands well to the fore in the light car field.

NEW HONORS FOR HENDERSON

CHICAGO, Nov. 15.—That the Henderson four cylinder motorcycle is the lightweight of the 61-cubic inch division was discovered to-night when a couple of enthusiasts got into a friendly argument and had the machine weighed. The funny part of it is that no one, not even T. W. Henderson himself, suspected that the Henderson "four" was in line for lightweight honors. The Henderson was found to scale at 300 pounds, as against 325 for the nearest competitor among the "big fellows."

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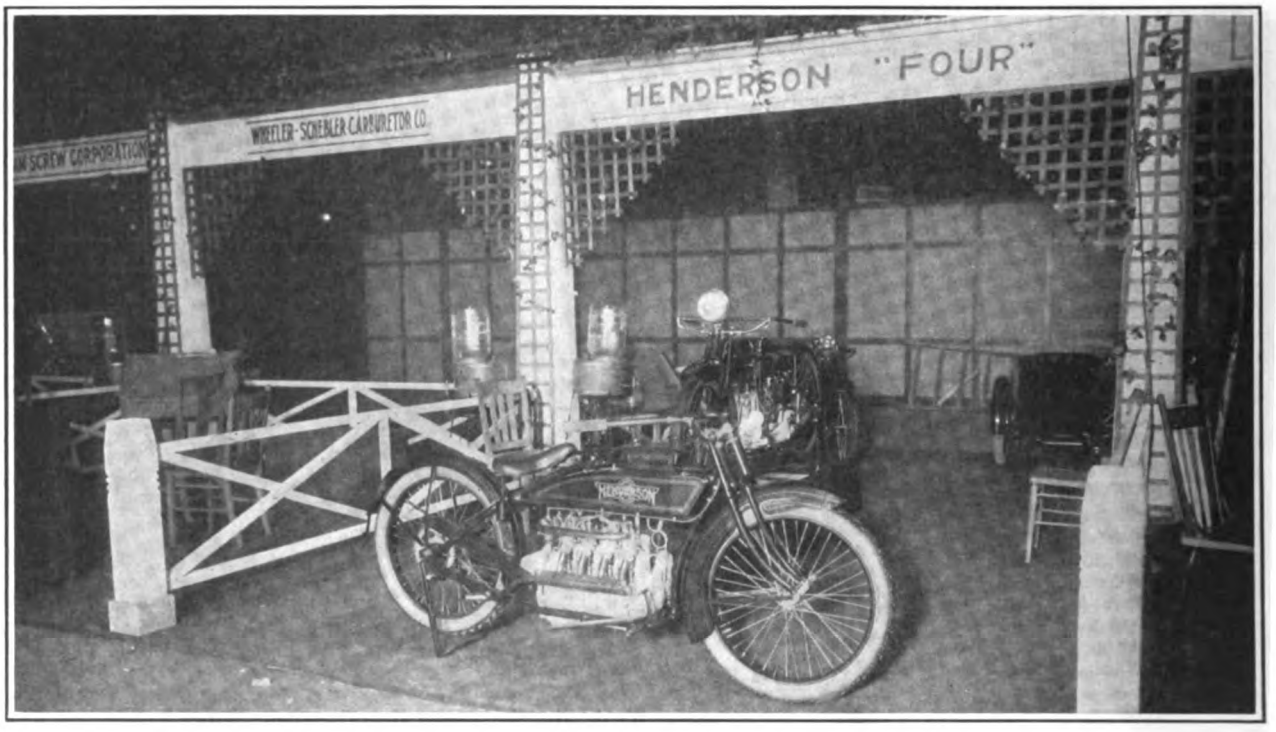
HENDERSON BOOTH WHERE THRONGS INSPECTED THE ONLY AMERICAN "FOUR"



SHOW SETS NEW MARK FOR ATTRACTIVENESS

Motorcycle Models in Full Nickel and in White Enamel Finishes Are Among the Artistic Highlights; Ingenuity Is Combined with Picturesqueness in Arrangement of Products

COLISEUM, Chicago, Nov. 15.—It was the unusually high standard attained by manufacturers of cycles and accessories in the artistic presentation of their products that most impressed visitors to the Coliseum during the opening days of the present National Show—although the number of new offerings from the trade and the size of the crowd were points of considerable interest.

Primarily, this is a "Show Beautiful." It is businesslike also—unprecedentedly so, judging by the reports of many exhibitors—but first and last it is pleasing to the eye. Never have the products of the American motorcycle, bicycle and accessory fields been set before the public more attractively.

Many Elaborate Settings

The exhibitors have vied with one another in making the displays striking, and highly polished full-nickel machines and specially-named Show models are the rule rather than the exception. The products themselves have been made as attractive as engineering skill and factory ingenuity would permit, and the whole layout of the Show is topped off by elaborate settings and a general atmosphere of elegance that admittedly set a new mark for the big annual exhibitions, of which this is the fifth for motorcycles, bicycles and the allied lines.

Nickel and White Finishes

The Excelsior exhibit, with a three-speed model finished in full nickel, and another model in pure white enamel, both enclosed in glass cases, and the Indian display, including one of the new Lightwins finished in translucent red and set in a gold frame against a black plush background—with special lighting to eliminate the last possible shadow—are especially noteworthy.

A Camping Scene

Emphasis is placed on the pleasurable side of the motorcycle at the Harley-Davidson booth by means of a camping scene setting in which a Harley-Davidson sidecar plays an important part.

Impressive Cleveland Display

The Cleveland lightweight exhibit is also impressive, the piece de resistance being a Cleveland model finished in nickel and copper and railed in with a brass chain rail that adds materially to the effectiveness of the layout. A special lighting arrangement causes the model to stand out prominently

DEMONSTRATING MOTOR WHEEL AND ITS ADAPTABILITY TO ANY BICYCLE

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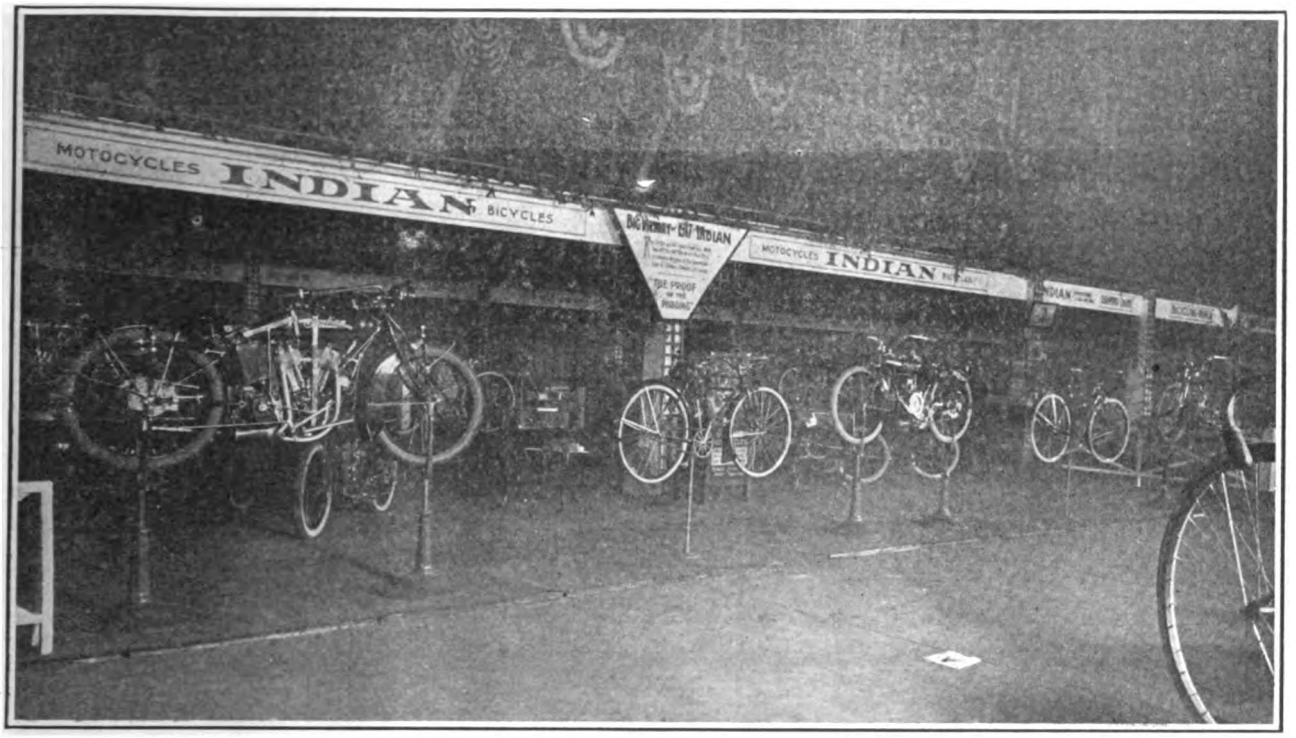
WHERE THE BIG AND VARIED TRIBE OF 1917 INDIANS HELD FORTH



and it is the first of the numerous exhibits to catch the eye of the visitor entering the Coliseum.

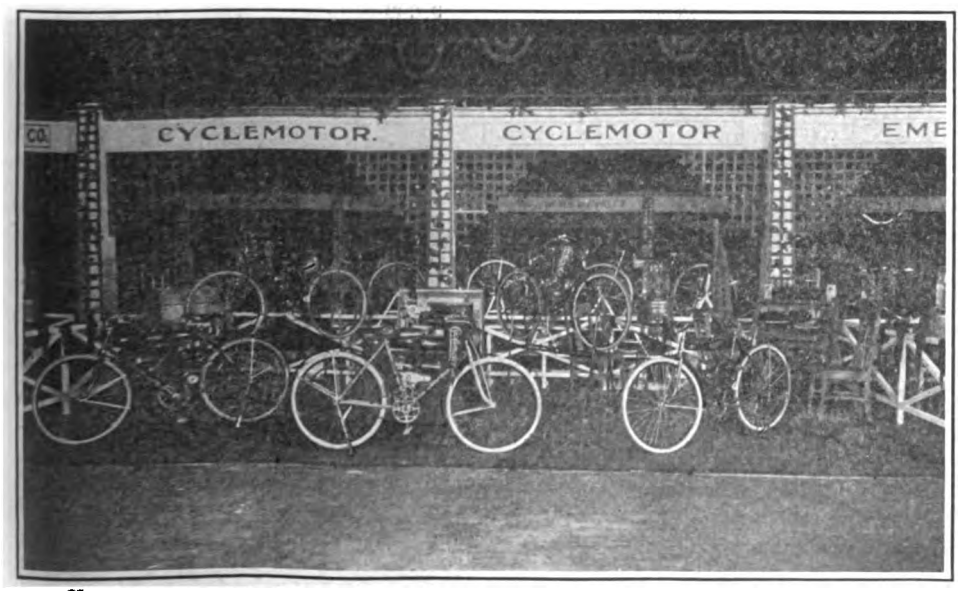
Cygnet and R-S

The Cygnet display, with a handsome limousine body de luxe and several special commercial models, and the Reading Standard booth, where a full white enamelled model compels the admiration of the passerby, also contribute much to the general effectiveness of the exhibition. The interest in the Reading Standard display is increased by the fact that the specially-finished model is elevated on a stand so that each of its mechanical details can be minutely inspected without trouble. Both exhibits draw an interested crowd of spectators, both in the afternoon and evening.

The "New Baby" Is Weighed

Situated next to the Reading Standard booth is the Okay motor exhibit, and there Lee Woodruff has presented the little bicycle power attachment in a most novel and striking manner. The "new baby" is displayed in a gold frame, the motor being placed on the platform of a spotlessly white scale to impress the visitor with its extremely light weight. The whole layout is thrown against a background of black plush, and is most attractive.

HEADQUARTERS OF CYCLEMOTOR, TWO-STROKE BICYCLE ATTACHMENT



Extensive Bicycle Lines

The Edwards-Crist booth and the stand of the Great Western Mfg. Co. are among the most striking in the bicycle section. The former gives a complete lineup of the Edwards-Crist cycle offerings, on a stepped platform reaching up against the wall. The platform is covered with green baize and the niches here and there are filled with parts and fitments chosen from the extensive jobbing line which the Chicago firm handles. The Great Western booth is attractively set off by palms and is made doubly enticing to the Show visitor by the use of settees and other comfort features. Practically all visitors take full advantage of these facilities.

The Dutch Girl Is Busy

The Van Cleef booth is decorated with a color scheme of orange and blue and the Van Cleef Dutch Girl and a typical windmill in motion call attention in most picturesque fashion to the layout of Dutch Brand products which the company is showing. Attention, in many cases, seems to be divided between admiration of the booth and its products.

Instructive "Stanweld" Exhibit

It is a difficult matter to display effectively such articles as bent parts and steel tubing, but at the headquarters of the Standard Welding Company a touch of unusual interest is given these ordinarily prosaic offerings by classifying the parts of each of six distinct motorcycles and mounting them on a "multiplex" fixture after the manner of a picture display in an art store. Various motorcycle makers are glad to bring visitors over to the Standard Welding booth and show them just what enters into the construction of their machines.

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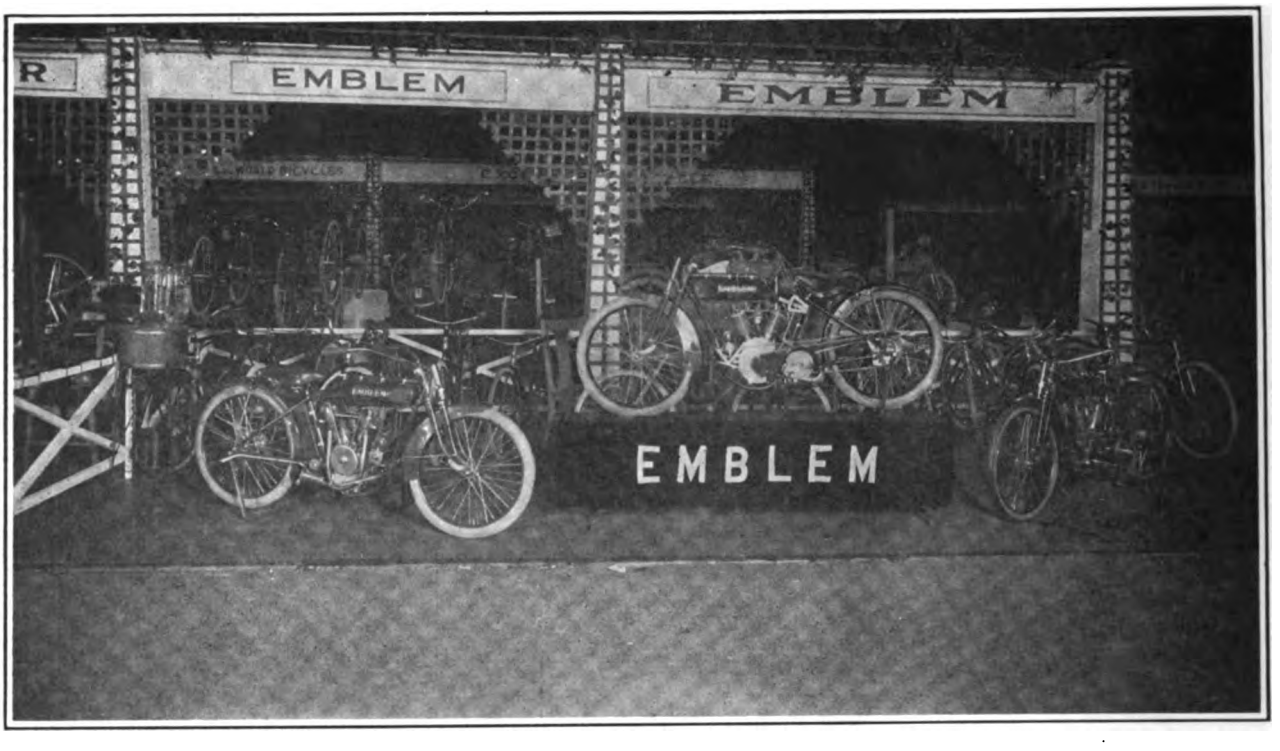
EMBLEM EXHIBIT WHICH FEATURED THE THREE-SPEED LIGHTWEIGHT TWIN



SHOWING THE GREAT WESTERN STAND WITH PALM DECORATIONS

TWO NEW TROXELS

Wizard Saddle for Big Twins and Pillow-Pad for Lightweights

CHICAGO, Nov. 14.—H. T. Roberts and Jack Brandt are doing the honors for the Troxel Mfg. Co. The Troxel folk are so busy keeping ahead of demands on their Elyria saddle plant that they have but scant time to devote to the development of new things according to Roberts; but despite the rush a new Wizard motorcycle saddle for heavyweight machines and a new Pillow pad type for lightweights are being presented at the Troxel booth.

Both are of the padded suspension type, and embrace all the well-known features in the Troxel saddle line.

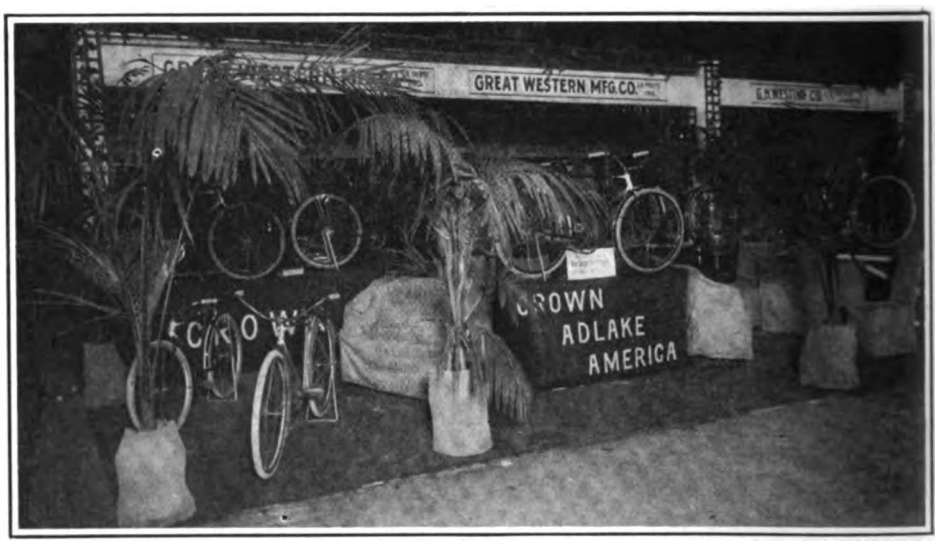
HOW LANG HELPED

Chicago Dealer Loaned Sidevan Outfit to Rush Photo Work

CHICAGO, Nov. 14.—If it had not been for a Harley-Davidson with sidevan, **Motor Cycle Illustrated** would have been unable to present its readers with the accompanying photographs of the Show until the next issue.

The photographers, Jahn & Ollier, snapped all the photos after the close of the Show on the opening night and rushed the plates off to the studio for development, as quickly as they were snapped, on the sidevan combination, which was loaned by C. H. Lang, the local dealer.

Emphasizing the need for speed is the fact that a special police permit granting the operator full permission to "open her up" between the Coliseum and the studio was taken out and found handy. He did the trick, all right, and travelled at a smart clip.



NEW BACK-REST

Improved Universal Model of Weed Product Is Shown by Reeps Co.

CHICAGO, Nov. 14.—A new universal model of the Weed folding backrest, so designed that it will fit any Troxel Jumbo saddle, or any of the various types of Mesinger Air-Chusion saddles, is being pointed to with pride by C. S. Shuman at the booth of the Reeps Mfg. Co., New York.

Aside from its great versatility, the new model has other novel features, in that it is designed to attach to the under side of the saddle in every case, the whole top of the saddle being left unobstructed; at the same time the back is made adjustable so as to tilt in any desired position to suit the individual taste of the user.

The new model lists at $4.50. It is somewhat larger and broader than the old Weed type.

BEAN VULCANIZER

Of Pocket Size Is Latest Addition to Line of Well-Known Toolmakers

CHICAGO, Nov. 14.—Aside from its well known line of Bean Chain tools and valve seating tools, the Bean Tool & Sales Co., of Berea, Ohio, offers a new pocket vulcanizer of novelty. The little device, which is intended for tube repair-

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BIG TWINS PREDOMINATED AT THE SHOW STAND OF THE THOR MAKERS

MANY MIAMI CYCLE LINES ARE HERE; ALSO THE NOVEL TESTING FRAME

ing only, and which can readily be carried in the tool box of the motorcycle, makes use of a "cap" of special non-fluid fuel to complete the vulcanizing process.

The device which weighs only a couple of ounces, sells for $1.

A NEAT SQUAD

All the Harley-Davidson Boys Wear Suits of Forest Green

CHICAGO, Nov. 14.—The alertness of the Harley-Davidson folk to give a good movement, a good hard shove in the right direction, is nowhere better emphasized than at the present Show.

Believing that the appearance of a number of folk in neat riding clothes will do much to lessen the prejudice entertained against the motorcycle, and will at the same time go a great way toward bringing the slack rider into the ranks of the neat ones, all of the Harley-Davidson boys have come down from Milwaukee neatly clad in Forestry Green riding suits and brand new puttees. Their uniforms are the hit of the Show and the talk of the hotel.

BOSCH SYSTEM ATTRACTS

The Bosch lighting and ignition system is the center of interest at the fine exhibit of the Bosch Magneto Company. Magnetos and sparkplugs are of course included. The lighting and ignition generator with its independent units is shown attached to a motor, as are several magnetos.

FLXIBLE REAR CAR

Will Be Added to Flxible Sidecar Line About April 1

CHICAGO, Nov. 14.—The Flexible Sidecar booth is tenanted by Sales Manager Hugo B. Young, ably assisted in pointing out the Flxible changes by Messrs. Timenus, Schittke, Smith and Coulton of the factory forces.

When the boys get all through telling you about the improved sidecar models they begin to talk of a new rear-car to come from Loudonville before the opening of the next riding season. Nothing concerning the new Flxible offering is vouchsafed save that it will embrace some flexible features and will be ready about April 1.

GRETCHEN A HIT

Dutch Girl in Picturesque Setting Tells Story of Van Cleef Line

CHICAGO, Nov. 14.—Always on the alert to stage an impressive exhibit, that trio of Van Cleef brothers—Noah, Maxim and Paul—have done themselves proud at the present Show. The Dutch girl is there as usual; also the Dutch windmill; the Dutch orange and blue colors and the Dutch tulips. It's a regular Dutch affair, to speak the truth, and remarkably striking and well calculated to display to full advantage the full line of Dutch Brand products and there are plenty of visitors gathered there at all times.

If they were not in reality the first exhibitors to land an order during the Show, Van Cleef Bros. were at least way up on the line, booking a substantial order for cements just after the doors opened.

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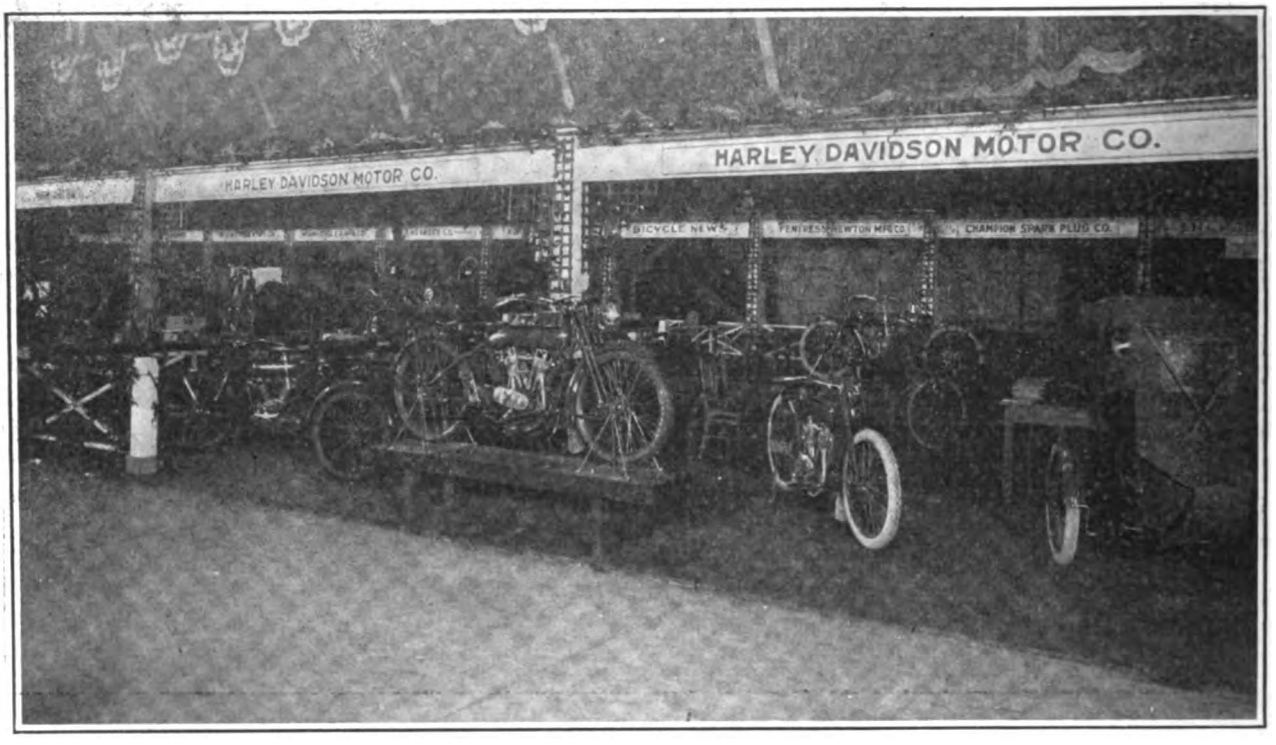
HARLEY-DAVIDSONS IN OLIVE DRAB FINISH MADE AN IMFRESSIVE DISPLAY



A NEW CHAMPION

Improved Motorcycle Spark Plug with Novel Features

CHICAGO, Nov. 14.—G. A. Kraus, engineer, and W. J. Shay, Chicago branch manager, held down the Champion Spark Plug booth on the opening night. F. A. Stranahan, president, and F. B. Caswell, sales manager, are due later in the week.

A full line of Champion plugs were on view; and under cover, and mentioned only to the "elite," was a brand new motorcycle plug said to have some very novel features coupled up with the well-known Champion quality and stamnia.

NEW TIRES FOR LEACOCK

Among those offering new bicycle tires is the R. J. Leacock Sporting Goods Company, of St. Louis. There are also rubber bicycle grips, made along the lines of motorcycle grips in various colors, as well as cycles and fitments in a large variety. R. J. Leacock heads a group of attendants, assisted by J. E. Muhs.

HAS FLYWHEEL MAGNETO

The Quick Action Ignition Company, of South Bend, Ind., is showing a line of magnetos, coils and switches. The feature is a flywheel magneto, which makes its bow at the Coliseum. R. A. Oglesby, of the factory, is in charge of the stand.

NEW TIRE FOR HEARSEY

Special emphasis is being placed on a new large button tread single tube tire at the booth of the H. T. Hearsey Co., Indianapolis. The Hearsey line is replete with both bicycles and cycle fitments and is ably shown by H. T. Hearsey, J. H. Kinney, Wm. Catlett and F. M. Donaldson.

MANY AT CHICAGO SPACE

H. P. Hansen, with fifteen able male assistants, also "Miss Chicyco," was at the Chicago Cycle Supply Company's exhibit. There was a crowd at the booth all the time, outside and inside. The Chicyco folks have taken the agency for Yale bicycles, and this particular line is featured at the stand. A. Redack, representing the Bethlehem spark-plug, makes his headquarters at this booth.

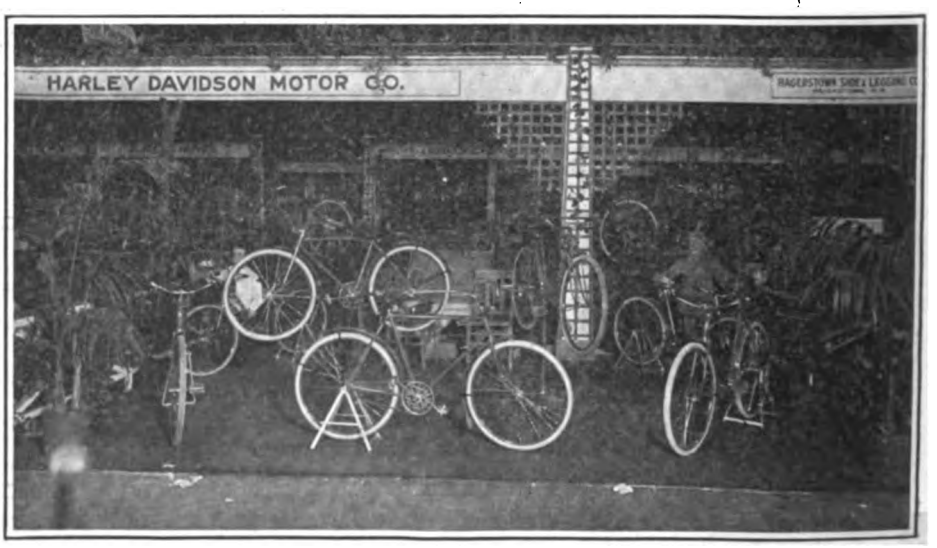
STEVENS CABINET

For Ball Retainers Featured at Stevens & Company Exhibit

CHICAGO, ILL.—Stevens & Company, of 375 Broadway, New York, are showing a new ball retainer cabinet fitted with hooks so that dealers can keep straight and in order the stock of ball retainers. Each hook has a number under it which corresponds with a table in the box lid, giving sizes, number of balls, etc., as well as make of machine. Heller cabinets for small parts are also on view.

A spoke nipple screwdriver with collar, also shown, prevents the tool slipping off the nipple when screwing up.

INTRODUCING EXTENSIVE LINE OF HARLEY-DAVIDSON BICYCLES



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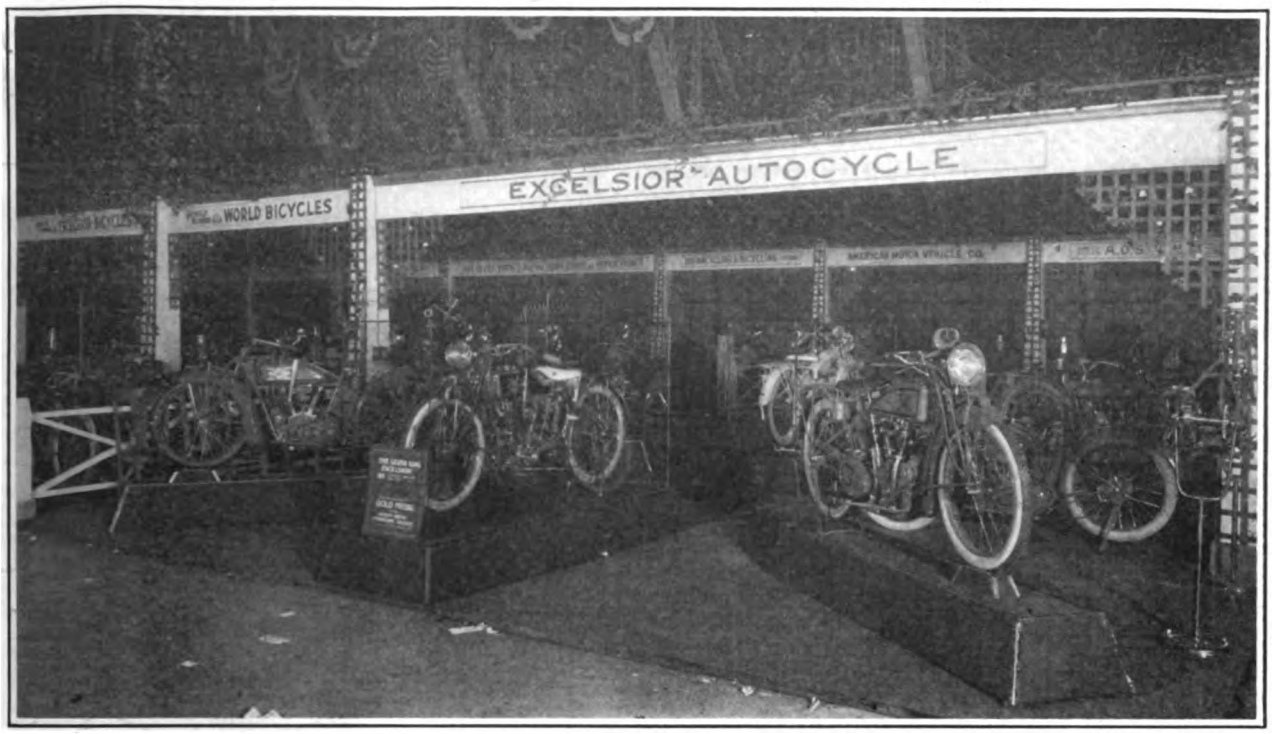
THIS IS HOW THE SERIES 18 EXCELSIORS MADE THEIR DEBUT



Personal Gleanings at the Show

SHACK SETS PACE

Emblem Manufacturer Had the Honor of Closing First Contract

CHICAGO, Nov. 13.—W. G. Schack, of the Emblem, had the honor of making the first motorcycle sale at the Show. Soon after the doors opened Mr. Schack took a deposit on one hundred of the lightweight Emblems for shipment to Holland; eighty are to be three-speed models and the remainder are to be single geared.

The machines were purchased by A. G. Koldwind, who has taken the agency for the Emblem in the Netherlands; Mr. Koldwind also connected up with the Cyclemotor folk and left a deposit on 1,500 of the little bicycle attachments.

OGDEN GIVES GREETINGS

Sales Manager Leadley Ogden is meeting show visitors at the Cygnet Rear Car exhibit and is telling them all about that attachment. He is assisted by H. E. McKay and E. C. McDonald.

DOING DUCKWORTH HONORS

O. L. Barger and G. G. Brandenburg, of Brandenburg & Company, are displaying Duckworth chains at the stand of the Duckworth Chain & Manufacturing Company. The line includes four different models of motorcycle chain in addition to the racing type.

GENIAL ECLIPSE SEXTET

Boosting for Eclipse are President E. J. Dunn, General Manager J. C. Ferguson, Sales Manager A. C. Rice, T. N. Biddle, H. P. Fanning and L. S. Pugh. The Eclipse Machine Company is showing Morrow coaster brakes, Eclipse hubs and clutches.

HERSHEY TALKS LEGGINGS

Secretary R. C. Hershey is welcoming visitors at the stand of the Hagerstown Shoe & Legging Company. The booth displays a complete line of canvas and leather leggings, including puttees in oxblood, tan and black.

JONES & NOYES BOOSTERS

President Howard Jones and Norman Fyffe are doing the honors at the Jones & Noyes booth, telling about the Silver King and the commercial line of bicycles.

R-S MEN ACTIVE

General Manager E. W. Theurer, Sales Manager G. E. Atkins and Chief Engineer J. M. Rothermel are on hand at the booth of the Reading Standard Motor Company. They are assisted by a number of R-S dealers in presenting the details of the brown machine to show visitors.

MON-AUTO AT 156 BROADWAY

Word has been received from the Gibson Mon-Auto Company, Inc., that its address is 156 Broadway, New York, and not 30 Church street, as mentioned in our issue of November 9. The firm makes the two-wheeled motor vehicle.

(Personals continued on page 26)

EXCELSIOR AND WORLD BICYCLES DISPLAYED BY ARNOLD, SCHWINN & CO.

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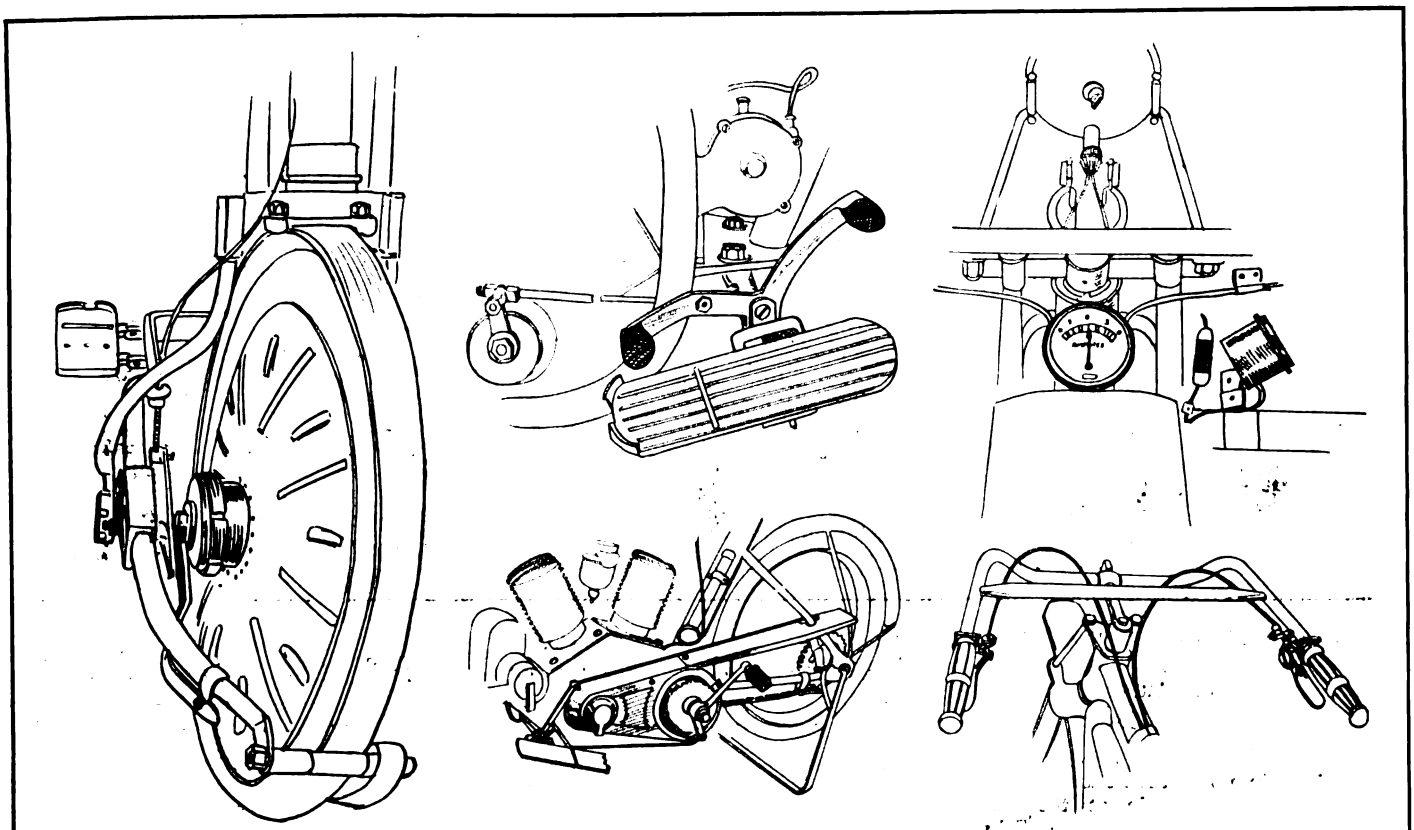
MECHANICAL HIGHLIGHTS ON MOTORCYCLE ROW

Dayton Motor Bicycle With Disc Clutch Is Only New Model Developed Since 1917 Factory Announcements Were Made, But Other Lines Show Some Brand New Refinements; Military Drab Grows in Popularity as a Finish



Left, Clutch Control Details on Dayton Motor Bicycle; Top Center, Rocker Pedal Actuation of Emblem Three-Speed Gear; Below, Emblem Chain Guard; Top Right, Ammeter Mounting on Henderson; Below, Control Levers for Smith Motor Wheel

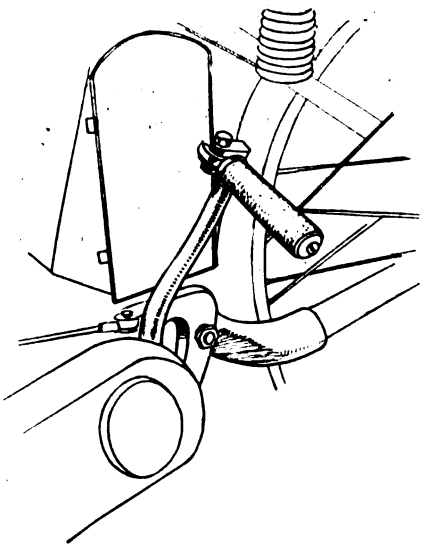
COLISEUM, Chicago, Nov. 14.—As might logically be expected, with the National Show following as it does so closely after the trade announcements for the new season, the changes in the motorcycle offerings at the Coliseum exhibit from the announced models are few and far between. Only in the Dayton line is an additional model found, in the shape of a motor bicycle model, fitted with a disc clutch and a somewhat improved stand, which is listed at $110, as against $100 for the clutchless model.

NEW DAYTON CLUTCH

The Dayton clutch arrangement is ingeniously worked out. The disc clutch is housed in the hub of the dished wheel, control being effected through the intermediary of a Bowden wire transmission, operated by twisting the left handlebar grip; the right grip serves to operate the throttle control as heretofore. The stand has been increased in width somewhat, giving the mount a better "footing," so to speak, and has been strengthened at the same time. Indeed, the addition of the clutch, which replaces the compensator on the simpler model, has increased the width of the power wheel appreciably, a fact which, however, in no wise detracts from its appearance or working qualities.

THREE-SPEED EMBLEM

The Emblem three-speed model in finished form made its bow at the show. The plans as formulated in the preliminary announcement have been carried through to a happy completion by the Emblem engineering staff and have resulted in a model that should make a distinct appeal. Unlike the single-speed model, the clutch control has been taken from the left handlebar grip and vested in a rocker pedal situated on the right footboard, the gearshift control being effected through the intermediary of a neat quadrant lever positioned just below the saddle to the seatpost mast and direct connected to the gearset. There is no gearset interlocking device with the clutch control, it being explained that on a model of this size such a device is wholly unnecessary and merely means added complication without proportionate gain.



Kick Starter on Excelsior Lightweight

NEW HENDERSON MANIFOLD

Once again the Henderson appears with a new manifold, which differs somewhat from the type offered when the announcement was made. The new manifold is quite similar in appearance to the 1916 brand, but it is explained that it is considerably larger, permitting a freer flow of the incoming gases, and, moreover, is fitted with a neat little priming device that facilitates starting in cold weather.

Other Henderson changes are the fitment of an exceptionally small and neat ammeter on the electrically-equipped models—at additional cost, of course. The ammeter is positioned way forward on the top tube just in front of the tool box and set at an angle, which facilitates reading. It is explained that the added complication in-

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cidental to the use of the ammeter is well worth while in time and trouble saved when it comes to locating faults or determining that the electrical system is at fault.

For use on the Henderson models not equipped with the electric generator and storage battery system, the Henderson designers have brought out a neat little dry cell electric lighting device that fits well into the Henderson scheme of things. It is explained that the system is intended for the use of the fellow who uses his machine occasionally at night and not for the tourist, who must needs have a generous supply of current, which is not part and parcel of the dry cell system.

The dry cell system comprises a couple of substantially built pressed steel battery cases, cylindrical in form to accommodate any standard size dry cell. They are attached to the seat mast tube at the rear of the motor by means of a suitable bracket. A neat little headlight suitable for city riding is fitted by means of a special bracket, as well as an orthodox tail light. The additional price of this equipment has not yet been determined by the factory folk.

LIGHTWIN INLET CHANGES

The Harley-Davidson line has been continued without alteration since the announcement, as has the Indian Powerplus line, with the exception of strengthening the exhaust valve stock. The Lightwin has been altered only by the use of a slightly different manifold than was originally announced, which makes at once for a more convenient carburetor location and a freer flow of gas to the cylinders. In other particulars the Indian line remains unchanged.

CLEVELAND KICK STARTER

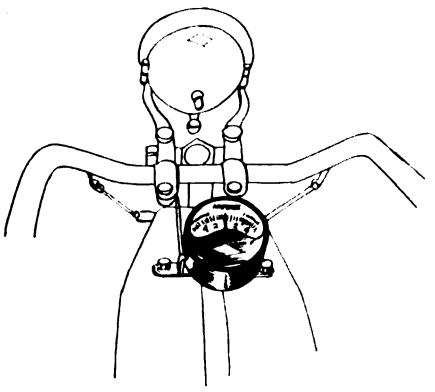
The Cleveland kick starter, which was heralded but not really brought out when the new models were announced, made its bow when the show doors swung open last night. It is of the segmental type with every operating part, with the exception of the lever itself housed within the countershaft casing, making at once for neatness, silence and reduced wear. The starter is so geared that it gives the little motor several sharp turnovers each time the lever is depressed. The kick starter model lists at $170.

S. M. C. BRAKE AND GEARSET

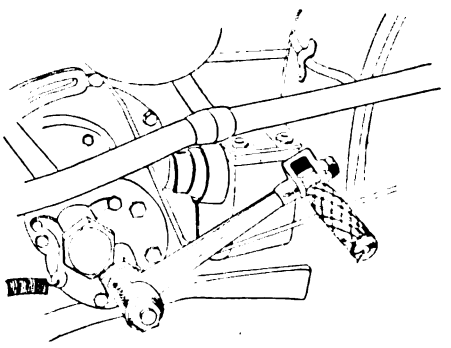
The S. M. C. line, which is the Schickel under a new nameplate, can always be counted on for a display of real novelty. And in the present case it lives up to its reputation. The brake arrangement on the two-speed model is quite novel and unlike anything that has ever been seen before, either here or across the water. The brake comprises a sort of metal clamp, which grips the metal hubshell when the brake lever is depressed. The clamp, which looks for all the world like a clamp used in grinding in bearings and similar work, is held open and out of engagement with the hub by means of a spring. The brake is simple and undoubtedly effective and never needs relining. On the other models the rim brake is continued.

The Schickel two-speed, which is of the planetary hub type, is also novel. It is so arranged that it forms the hub for the belt rim, which is laced right to it by means of spokes, so that the two-speed and the rim form in reality a separate wire wheel.

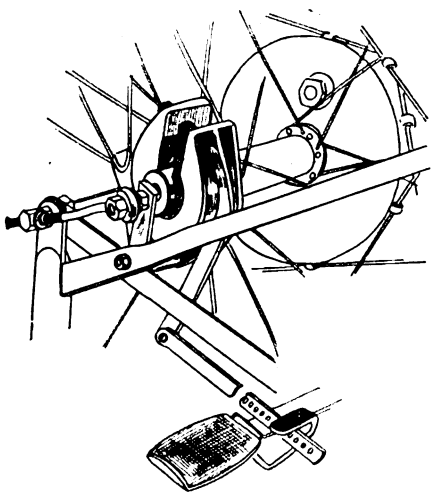
MORE DETAILS OF 1917 SHOW MODELS



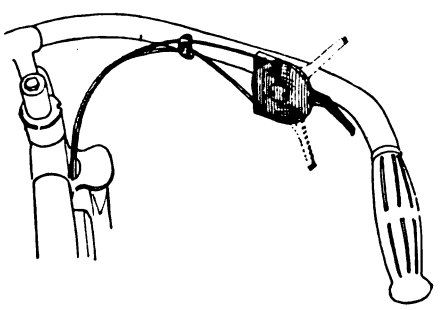
Ammeter and Bracket on Indian



Cleveland Lightweight Kick Starter



Novel Clamp Brake on S. M. C. Models



Two-Wire Control on Two-Stroke S. M. C.

The two-speed can be removed from the hub very simply and can be used on any of the other S. M. C. models with no alterations other than those necessary to effect the control.

The control of the machine has been altered somewhat over that formerly used, in that while a single lever does all the work, except the two-speed operation, there are in reality two control wires reaching from the lever to the machine. One serves to operate the compression release when the lever is depressed all the way, at the same time shutting the throttle. Movement in the other direction closes the compression release valve and opens the throttle.

THOR LUBRICATION CHANGE

A single change only has been made in the Thor line since the announcement. This has to do with the main clutch bearing, a simpler and more direct means of effecting lubrication being devised and fitted which, at the same time, facilitates adjustment of the correlated parts for the removal of end play when the parts become worn after continuous usage.

OKAY OUTFIT INTRODUCED

While not distinctly in the motorcycle line, it might be as well to state here that the Okay bicycle motor attachment made its bow in final form at the Coliseum exhibit. The biggest change from the model as originally announced is found in the addition of a free engine arrangement which permits the disengagement of the power plant from the wheel when desired, simply by touching a toe lever, which permits the motor to be carried out of engagement with the tire through the agency of a couple of strong springs. When it is desired to reengage the device, depressing another toe lever does the trick in a jiffy. The details of this device have been well worked out and convenience of being able to detach the motor and pedal the cycle along without interference when the traffic is heavy will no doubt appeal to many. The fitting of a well designed muffler and a neat little priming cup complete the detail changes which have been wrought in the "new baby" since it made its bow at the Atlantic City convention.

FLXIBLE FITMENTS

A touch of real luxury is added to the Flxible sidecar models by the addition of a cowl dash, following closely automobile practice. The dash mounts a clock, a two gang switch for the operation of the sidecar light and the dash light; a dash light positioned where it throws its gleam on the clock and a trouble lamp, which attaches to the dash lamp socket when the latter is removed. When desired, a neat little mirrorscope can also be fitted, adding greatly to the effectiveness of the whole.

In principle, the Flxible sidecar is unaltered for the coming season; there are detail changes galore however. The rocker bearings have all been substantially increased in size, and bronze sleeves fitted to reduce wear at these points to a minimum. The frame design and the axle have been materially strengthened and a combination shock absorber and rebound-snubber spring added. A full steel body amply braced replaces the wood frame construction formerly used. The mudguard bracing has been altered somewhat, providing a ready means of getting at the tire in case of punc-

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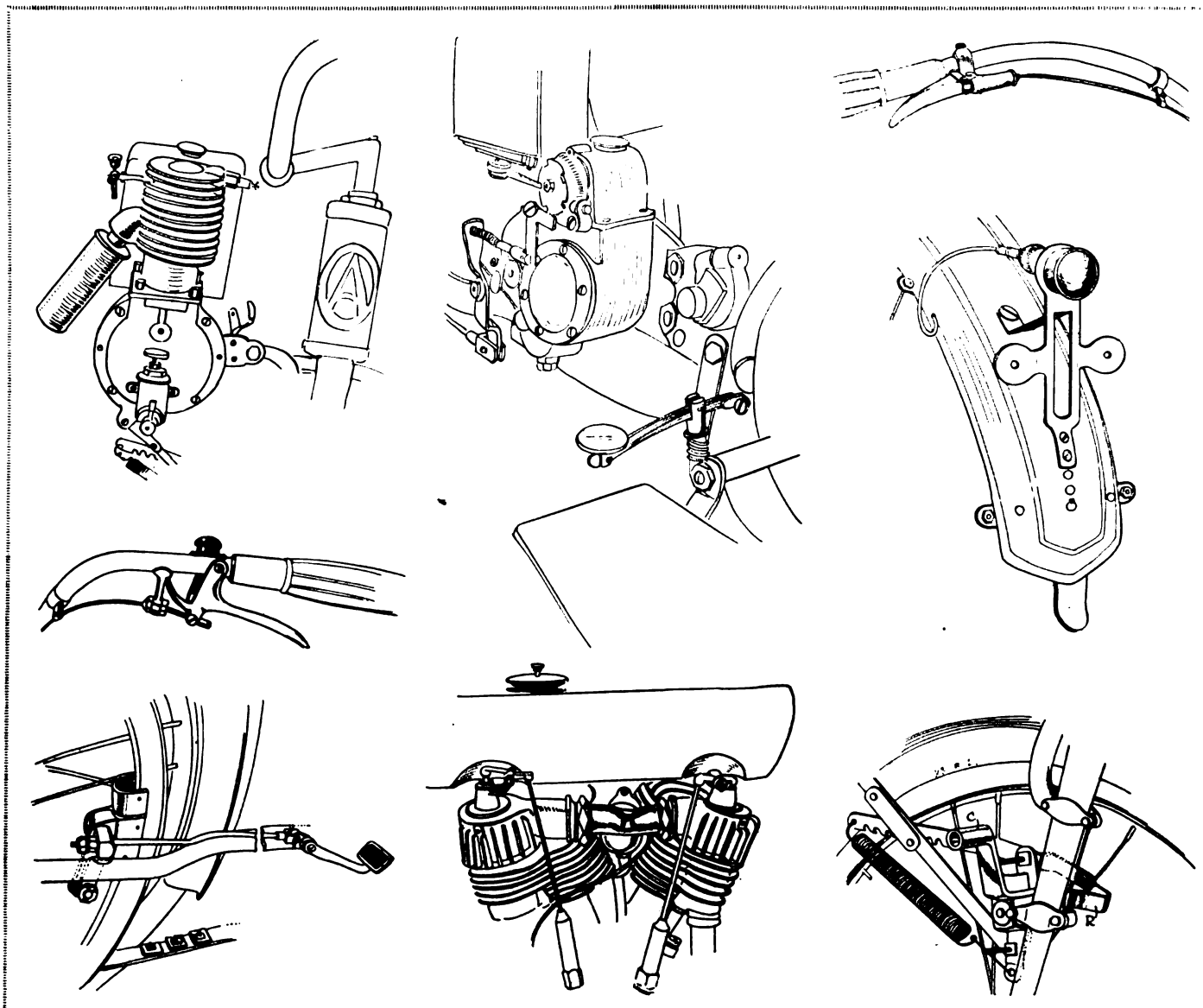


Top Left, Okay Powerplant; Center, Pope Kick Starter and Three-Speed Interlock; Upper Right, Harley-Davidson Brake Lever; Center Left, Reading-Standard Brake Grip Lever; Lower Left, Rim Brake on Excelsior Lightweight; Center, Harley-Davidson Manifold; Lower Right, Okay Clutch Control—C, Contact; R, Release; Above, Indian Tail Light and Bracket

ture or blowout and at the same time eliminating breakage of the mudguard stays.

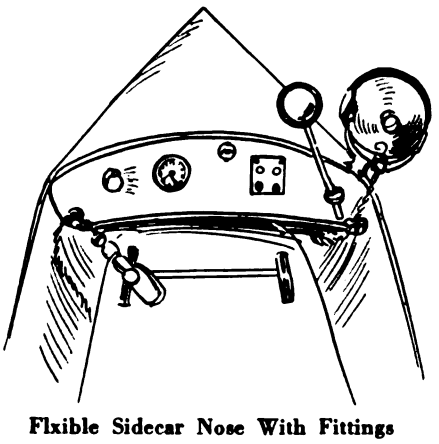
Emphasizing the trend toward the luxurious in the Flxible offerings are the fully sprung seat and backrest, deep upholstery springs being provided to increase the comfort of the rider. A quickly adjustable footrest has also been added, which adds materially to both the car's appearance and comfort.

PULLMAN AND CYGNET

The Pullman newness as well as the Cygnet Rear Car offerings in the way of new models and fitments were fully described in the last number of **Motor Cycle Illustrated** and the show brought forth nothing newer from either of these live wire concerns.

MILITARY DRAB COLOR

The jump, so to speak, of the Excelsior from the gray to the military drab color, and the appearance of the emblem—one model at least—in the military hue, makes it practically unanimous, for nearly every manufacturer is offering either the full line or a couple of models in the "low visibility" finish. And the peculiar part of the situation is that no two of the manufacturers are in even a close approximation of agreement on the shade of what they describe as "military drab." It seems to range from a decided olive green—a beautiful green—as shown on the Excelsior models, through every shade of green and brown admixture down to the decided brown of the Harley-Davidson models. Nevertheless, they all are "military drab," or words to that effect.



Flxible Sidecar Nose With Fittings

SILK CORD RACING TIRES

While on the subject of bicycle tires, attention should be called to the Pye-Musselman exhibit of silk cord racing tires, which is staged by the Indiana Rubber and Insulated Wire Co. This line of speed tires attracted special notice from bicycle folk, as it has an international racing reputation. Most American cycle championships have been won on these tires, and a number of French and German titles, also.

NEW PRESTO BRACKET

Among the novelties for the motorcycle is a new Presto bracket offered by the Edwards-Crist Company for attachment to the 1917 Indian and Henderson models. This bracket is designed to carry both tank and headlight and is notable for its compactness.

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F-N REFINEMENTS

New Button-Studded Cushion and Improved Springing

CHICAGO, Nov. 14.—General Manager J. C. Sage held the F-N fort, ably assisted betwixt and between times by Irving Beck, of New York.

Sage was busy pointing out a multiplicity of detail improvements in the Fentress Newton tandem line, chief among which are a new button bestudded cushion, an improved spring action making for greater comfort and a slightly altered aluminum footrest.

BUSY MIAMI CREW

Emphasize Dealer Co-operation with Sam Fetter as Chief Emphasizer

CHICAGO, Nov. 14.—Sam Fetter, who became advertising and publicity manager for the Miami Cycle & Mfg. Co. a few months ago was veritably standing out in the aisle and escorting the bicycle dealers into the Miami private office to give them first hand evidence of the sort of dealer co-operation which the Middletown cycle makers are extending the retailer.

The office is replete with sample ads culled from the national weeklies sharing in the Miami $40,000 national advertising campaign, as well as special placards, posters and other service features for the dealer.

Holding down the booth with Fetter are W. M. Sheets, F. P. Lee, and C. F. Pineau, of the sales force; Messrs. Ash, Wise and Miller will be down before the doors close on the exhibit. Also stationed at the Miami booth to talk over the advertising proposition with the dealers, is K. Moritz, of the Lord & Thomas advertising staff.

Special emphasis is being placed on the new Hercules frame construction, a special frame-testing machine having been set up in the booth to visualize the strength of this new frame in comparison with the older frame type.

The new ivory and black color scheme and a new Racycle crankhanger embracing the use of fewer parts and a line of light Hudson racing models are the things the Miami booth folk are talking about most.

SCHWINN COMES EARLY

Ignaz Schwinn, of the Excelsior, was on hand on Sunday superintending the installation of the Excelsior exhibit. Mr. Schwinn put on his overalls, buckled right down to work and made things hum about the Excelsior headquarters.

SCHICKEL QUARTET

S. W. Treat, of the Schickel came to the show fresh from three months of Border duty; the new S. M. C. models were as much of a surprise to him as to any of the show visitors.

Also at the Schickel booth were L. A. Hopkins, Sales Manager M. E. Gale and Joseph Clapes.

NUMEROUS TIRE NOVELTIES

Nearly every tiremaker exhibiting, and practically all of the cycle jobbers, are offering new bicycle tires in a variety of forms. The Kokomo line has three new styles, the Chicago Cycle Supply Co. has several, H. T. Hearsey presents a whole new series, the Edwards-Crist company offers several new and novel types and G. H. Westing is also in line with a number of bicycle tire novelties.

THEY LINED UP

To See Cutaway Thor Motor and Hear Sales Manager O'Hare

CHICAGO, Nov. 14.—Sales Manager C. B. O'Hare, designer A. A. Anderson, assistant sales manager J. M. Brechbiel and Messrs. Wells, Hayes and Fuerst, of the sales staff of the Thor, are taking turns at dusting off a neat little glass case which adds a decorative touch as well as an intensely interesting feature to the Thor line.

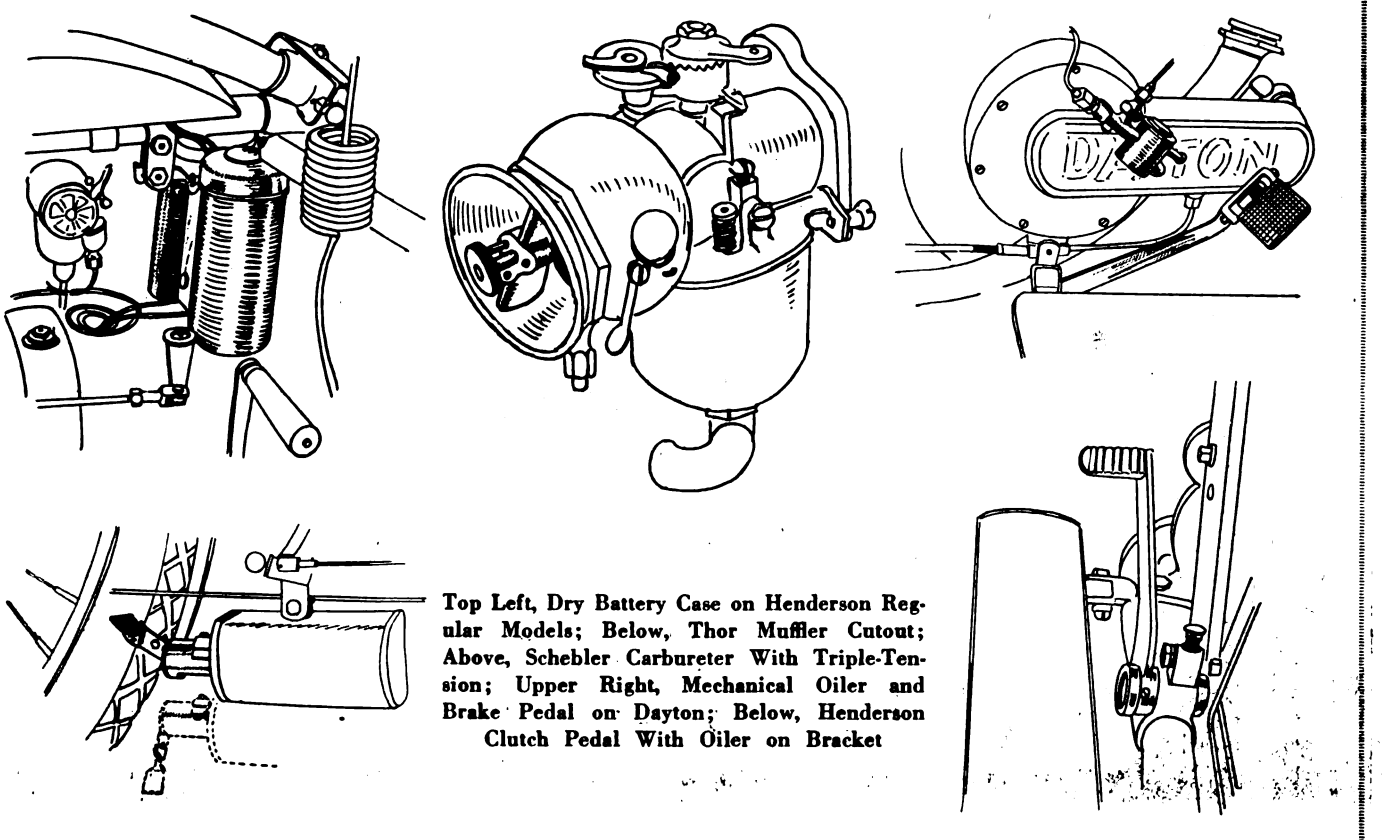
In the case is a finely finished cutaway section of the Thor three-speed mechanism, and it aroused so much interest for the first few hours after the opening that the fellows were standing in line to get a peek at it between inspections of the various models of the Thor line.

STRONG POPE LINEUP

Not a Show visitor gets past the stand of the Westfield Mfg. Co. without the Pope family, comprising General Manager J. P. Fogarty and Sales Manager L. D. Harden, and Messrs. Porzer, Edgar, Littlefield, Swayne, Cutter and others, calling attention to the new Columbia 21½-lb. racing model. The Westfield exhibit, including all of the Pope motorcycle models, with emphasis on the new three-speed electrically-equipped twin, and supplemented by the full lineup of Pope-built bicycles—with the Columbia predominating—is set off in a most attractive manner.

EIGHTY-FOUR EXHIBITORS

In all there are 84 exhibitors of motorcycles, bicycles parts and accessories who occupy 17,114 square feet of floor space. Last year only 16,470 square feet of space were sold.



Top Left, Dry Battery Case on Henderson Regular Models; Below, Thor Muffler Cutout; Above, Schebler Carbureter With Triple-Tension; Upper Right, Mechanical Oiler and Brake Pedal on Dayton; Below, Henderson Clutch Pedal With Oiler on Bracket

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WHERE THE SHOW CROWDS ADMIRED THE NEW READING STANDARD MODELS

PERSONALS

(Continued from page 21)

RASTETTER REPRESENTATIVES

R. W. Dick, of Louis Rastetter & Sons Company, is in charge at that booth, assisted by E. W. Scott and H. Kirk, the latter being Chicago representatives. Bicycle wood rims are shown.

GOULT AT ASKEW STAND

A. H. Goult is in charge at the stand of the Askew Saddlery Company and is showing all comers the firm's new puttee leggings.

THE WESTING AGGREGATION

Headed by G. H. Westing, a considerable delegation of firm and road men are on hand to talk business at the booth of the G. H. Westing Company. The bunch includes R. H. Sturm, F. S. Hasler, C. R. Sheets and Carl Fredericks.

ROGERS' LIVE WIRES

President R. F. Rogers, assisted by W. H. Fox and G. N. Voigt talked Rogers sidecars to all comers. Irving Beck, the genial Eastern representative was on hand at intervals.

AT CYCLEMOTOR BOOTH

Cyclemotor interests are well looked after by President D. G. Anderson, sales manager O. W. Adams and Publicity Manager E. W. Perrin. Both models of the Cyclemotor attached to various makes of bicycles are included in the exhibit.

TELLING CLEVELAND STORY

Sales Manager C. A. Gilbert assisted by Messrs. C. W. Waughop, McDonald, Ball and Mullaney, is busy at the Cleveland exhibit pointing out the merits of the new kick starter and showing just why the Cleveland two-stroke lightweight has made so remarkably good during the past season. Treasurer G. H. Alexander is expected to be in before the week is much older.

BUSY NEW DEPARTURITES

C. F. Olin, M. J. Horton and E. W. Mink are the trio who represent New Departure interests at the Show. While there is nothing new in this line, mechanically speaking, several new ideas for aiding the bicycle dealer and co-operating with him in sales-promoting work are shown to visitors.

AMID GREAT WESTERN PALMS

E. J. Lonn, A. E. Lonn, C. A. Lonn, J. G. Wright, H. J. Tucker and George Coventry are singing the praises for the Great Western bicycle line, surrounded by the wall of palms that adorns this booth. The line of wheels shown has been sold to local firm of Von Lengerke & Antoine.

THREE AT PULLMAN STAND

President Harry Svensgaard headed a wideawake trio consisting of himself, W. D. Ramsey and J. F. Field at the Pullman exhibit.

SHOWING CORBIN PRODUCTS

At the opening of the Coliseum, R. A. Sundvahl, manager of the Chicago branch, was in charge of the stand of the Corbin

BICYCLES ARE CENTER OF ATTRACTION AT EDWARDS-CRIST EXHIBIT

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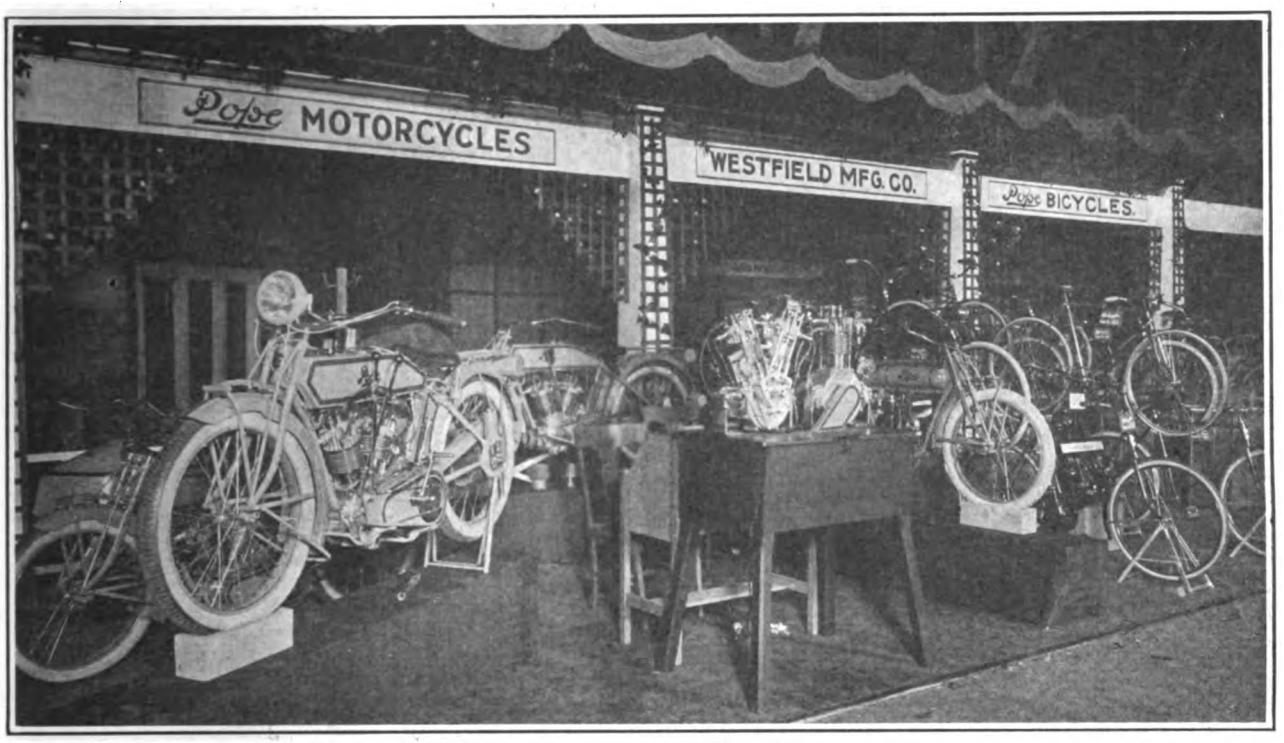
POPE HEADQUARTERS WITH A COMPREHENSIVE LINEUP OF NEW MODELS



Screw Corporation. The display is an attractive one of Corbin coaster brakes, hubs and speedometers.

CABANA IN CHARGE

President Martin J. Cabana heads the picked staff at the booth of the Buffalo Specialties Company, consisting of R. L. Hughes, W. E. Brown and E. T. Brown.

SHOWING SOLAR GOODS

Solar goods are demonstrated by L. J. Keck and W. A. Bell from the Badger Brass Mfg. Company headquarters, and by Harry G. Haft, of the New York Branch.

COFFMAN IN CHARGE

A. B. Coffman is in charge of the forces at the American Wood Rim Company's attractive booth. General Superintendent O. K. Snyder is also on hand. The Caminade type of French racing rim is the center of interest.

BROWN ON THE JOB

Sales Manager Fred Brown is assisted by H. G. Pauer of the Pierce sales force at the exhibit of the Pierce Cycle Co.

A BUSY QUARTET

R. W. Sieberling and H. Watring are doing the honors for the Indiana Rubber & Insulated Wire Company, while right next door are C. R. Wagner and J. E. Makowka, who are presenting the Sturmey-Archer three speed hub for bicycles for the Cycle Manufacturing & Supply Company.

DEMONSTRATING FOR BOSCH

Advertising Manager Al. S. Bartsch, with Messrs. Brown, Norman, Gruener, Furrer and Swanstrom are demonstrating the Bosch line of apparatus to show visitors for the Bosch Magneto Company.

TALKING CHAINOLENE

D. A. Quinn and C. G. Wirick are showing something new in the way of a chain lubricant at the booth of the Chainolene Company, of Chicago. The lubricant is especially adapted for roller chains.

SHOWING EXIDE BATTERIES

J. T. Peyton and T. F. Clarke are holding down the job of question answerers for the Electric Storage Battery Company's display of Exide accumulators.

LIVE SCHRADER STAFF

Maximilian C. Schweinert and H. Tisné of A. Schrader's Son, Inc., did not arrive until Tuesday afternoon, the exhibit in the meantime being in charge of J. Baihim and M. D. Bendel. Schrader and Twitchell tire gauges and Schrader valves are shown.

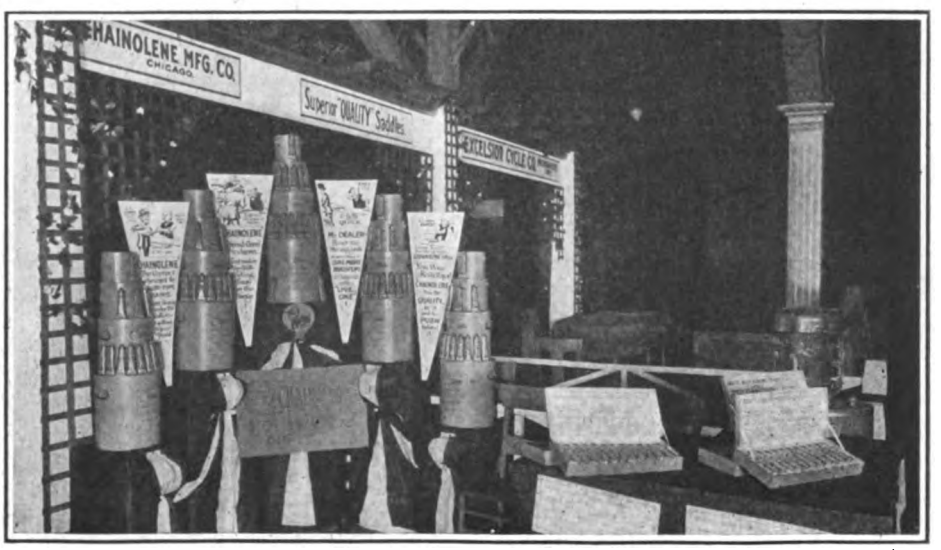
STEVENS FORCE

Louis Schwab, E. C. Huntington, Paul Rink and W. H. Kyte are doing the honors for Stevens & Company, of New York. Special interest attaches to the display of Stevens parts, assortments for dealers and the 20th Century line of lamps.

CHAIN TOOL FOR CAILLET

A revised edition of the Peerless chain tool is shown by Clyde C. Caillet at the booth of Caillet Brothers. The new implement is considerably stronger than before and has great leverage to facilitate removal of chain rivets. It's price remains at $1.

FEATURING CHAINOLENE, NEW LUBRICANT AND SUPERIOR SADDLES



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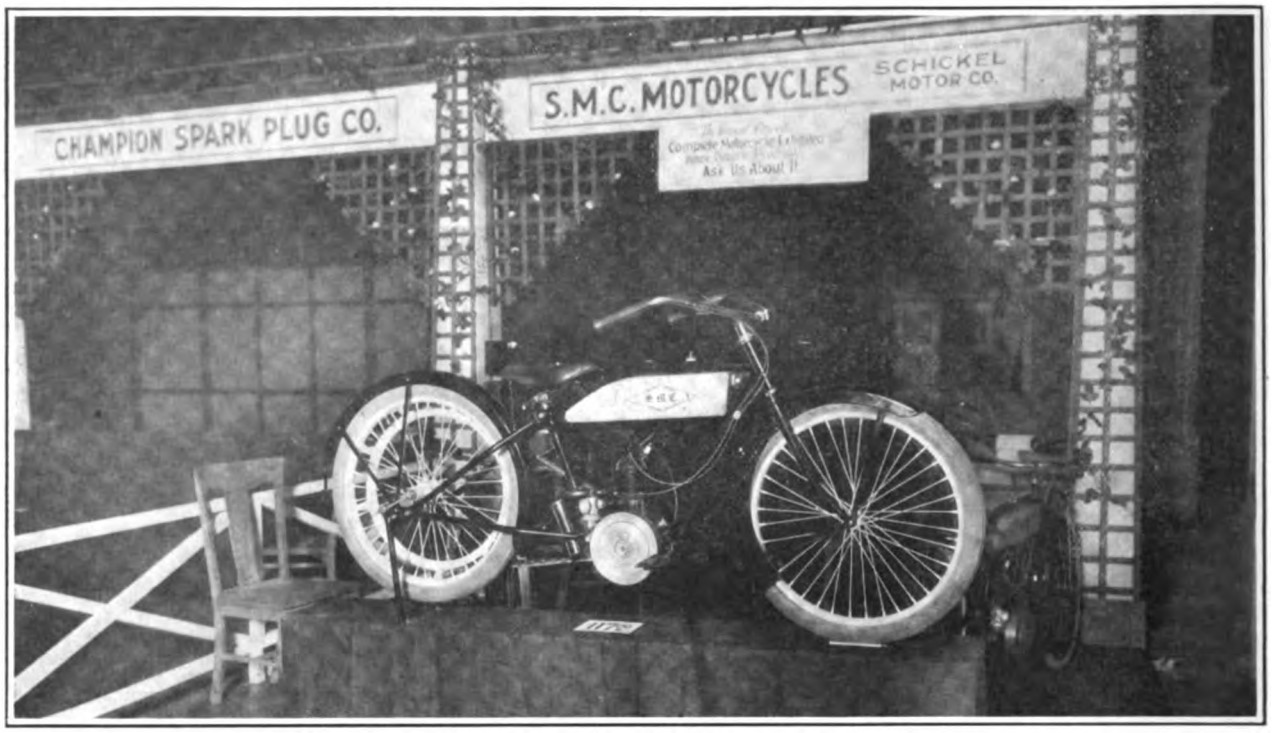
HOW THE SPOTLIGHT WAS FOCUSSED ON THE SCHICKEL BOOTH



ELWOOD AT REMY STAND

Remy Electric Company products are explained by J. L. Elwood, assisted by several of the firm's electrical sharps.

CROWDS AT EMBLEM STAND

Fred P. Ames and R. F. Cunleff are assisting Manager W. G. Schack in pointing out the good points and exclusive features of the Emblem lightweight motorcycle and the full line of bicycles at the stand of the Emblem Manufacturing Company. This stand is the first to catch the eye of the visitor entering the Coliseum and the crowd that collects is keeping the Angola trio busy—and then some.

MICALITE EXHIBIT

Joseph V. Buegeleisen, of the firm of Strauss & Buegeleisen, New York, is displaying all the newness of the Micalite goggle line. Micalite goggles of non-inflammable material are now made in folding models, while the line has been increased by the addition of a combination pyralin and glass goggle that effectively protects the eyes.

MOSSBERG SHOWS TOOLS

E. W. Scott, of Hastings & Anderson,, Chicago representatives, is looking after matters at the stand of the Frank Mossberg Company. Mossberg wrenches and tools occupy most of the space.

WANT EMERSON'S APPLES

Considerable interest was aroused by the announcement that apples from W. F. Emerson's farm would be distributed at the booth of the Buffalo Metal Goods Company, and as soon as the many friends of the genial "Bill" got the news they hustled around and placed their names on the "apple list."

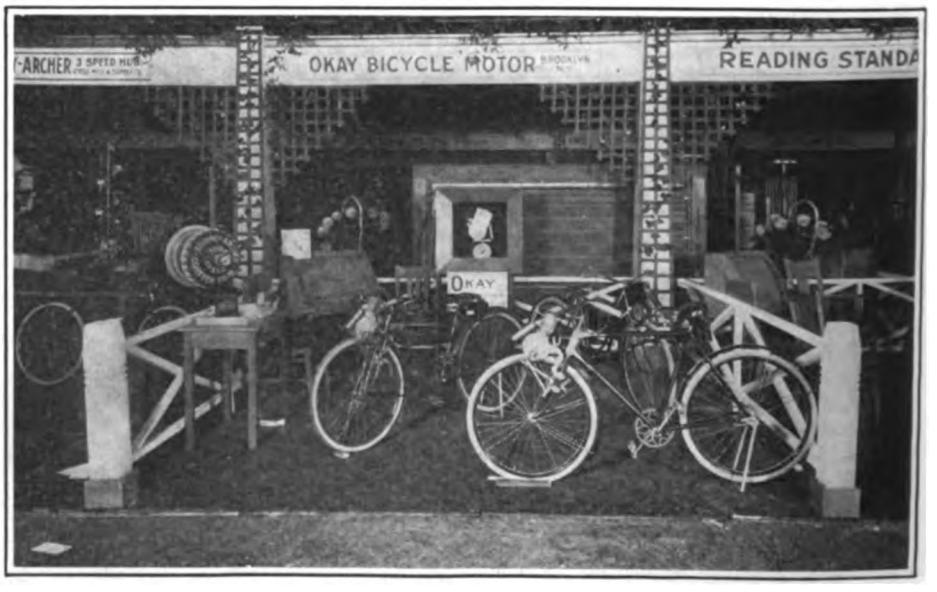
CHASE'S CONTEST INTERESTS

A contest started by Frank Chase, who has just joined the Atherton brake forces, is the cause of much enthusiasm. Each exhibitor is given a chance to guess the total number of miles registered at the end of the week by cyclometers attached to three bicycle wheels free to be spun by show visitors. Messrs. Kittle, McKennett and Lawson are helping President Emerson and Chase to point out features of contest and Atherton brake, also the broad gauge dealers' policy.

INDIAN TRIBE NUMEROUS

Powerplus and Lightwin features and virtues are being ably set forth by General Manager F. J. Weschler, Sales Manager E. M. Jackson and Advertising Manager John Priest of the Indian staff. George Sherman, Howard O'Brien, J. McNaughton, Z. Godin, M. Seidell, Iwin Jacobs, Gilbertson, Bernard, Reichert and McFadden, as well as a score of Indian dealers are assisting them. Chief Engineer Oscar Hedstrom is expected to attend later in the week.

DISPLAYING OKAY MOTOR ATTACHMENTS AND STURMEY-ARCHER HUB



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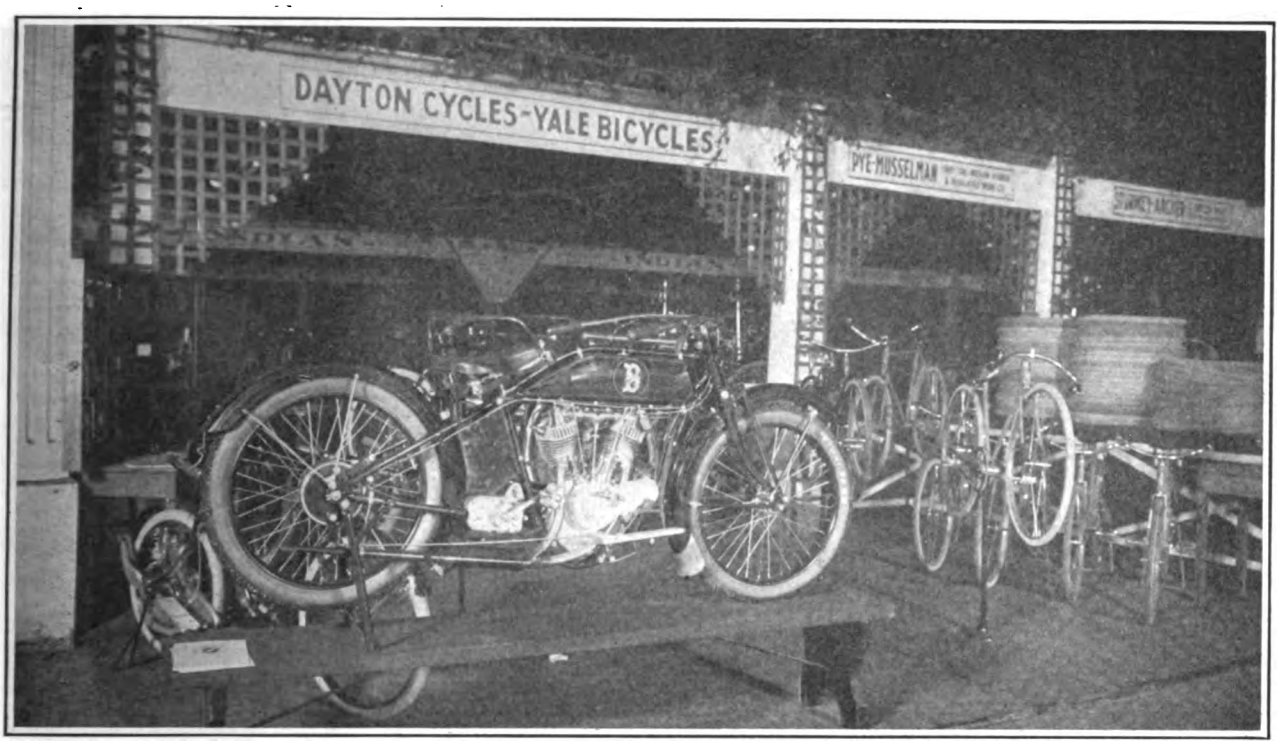
A COMPLETE LINEUP OF THE DAYTON OFFERINGS FOR THE NEW SEASON



BOOSTING FOR STANWELD

At the Standard Welding Company's exhibit are "Stanweld" Andy Stengle, Jack Manternach, B. W. Gilbert, Bert Quayle and Ben Dodge. Despite the increase in the production way in excess of the anticipated demand, the Stanweld people are pointing with pride to the fact that they have satisfied every customer during the past season.

WARM WELCOME AT DAYTON

Dayton handshakes are being bestowed on visitors to the Davis Sewing Machine Company's space by Sales Manager H. M. Huffman, Advertising Manager S. H. Ankeney, R. K. Larsh, W. A. Harland, S. H. Lamb and C. W. Zeley. Mr. Huffman did not get into Chicago until Tuesday morning, but he made up in characteristic style for the time lost by going his rounds and meeting the trade folks.

AT EDWARDS-CRIST STAND

H. N. Kirk of the Edwards-Crist Mfg. Co. was busy all this morning "dolling up" an impressive exhibit embracing a full line of Edwards-Crist bicycles and bicycle and motorcycle fitments. The wheels shown range in price from $30 to $45, and for the most part are finished in black and white.

Kirk is ably assisted at the booth by H. G. Pruett, C. E. Wilson, L. C. Davis and F. J. Kimper.

HENDERSON PRESIDES

T. W. Henderson just back from his coast trip, was the most prominent figure at the Henderson booth when the show opened. T. W. had much to say regarding his trip with but little time to say it for when the Henderson booth visitors were not holding his attention, Mrs. Henderson was.

Others at the Henderson booth on the opening night were A. O. Lemon and Paul Bailey; W. G. Henderson, designer, is expected later in the week.

SHOWING SCHEBLER FEATURES

George T. Briggs and Mechanical Expert Okey are doing the honors at the booth of the Wheeler-Schebler Carbureter Co. The new model Schebler with readily adustable tension device on the auxilary air inlet is what they are showing to the inquisitive ones. This takes the name of the model H, the same as in 1916 and previous seasons.

POWSAT PRESIDES FOR WALD

E. W. Powsat entertains visitors at the booth of the Wald Mfg. Co., Sheboygan, Wis. Only in the minutest details is the Wald tandem line different from the designs of last year although quite a few new mudguards for bicycles are offered. The changes are in the shapes and colors chiefly.

SUPERIOR EXHIBIT

Motorcycle and bicycle saddles, toolbags and like goods are on view at the stand of the Superior Metal Products Company, H. G. Davison overseeing matters there.

YALE BICYCLES AND THE DAYTON MOTOR BICYCLE DISPLAYED BY DAVIS

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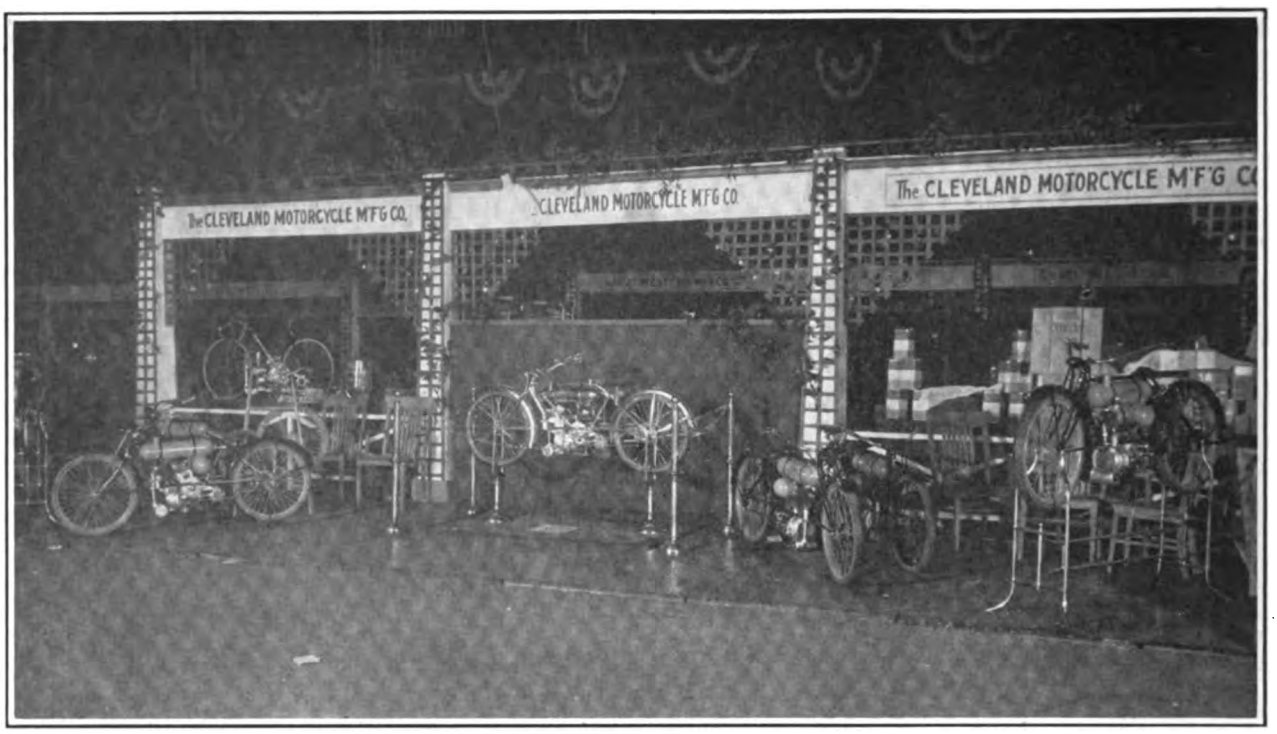
THE NEAT FLOCK OF CLEVELAND LIGHTWEIGHTS THAT GREETED SHOW VISITORS



SPLITDORF SPEED

Dan Walls and His Lieutenants First to Complete Their Booth

CHICAGO, Nov. 14.—The Splitdorf booth was the first one ready. Dan Walls, ably assisted by H. W. Scholl, got in early on Sunday morning and bent right to the task and had the exhibit finished up in style in no time.

Others at the Splitdorf booth are M. E. Toepel, W. E. Finch, W. J. St. Onge, W. J. Carroll and E. A. Curtis.

The exhibit comprises the full Splitdorf line with emphasis on the Dixie magneto and the Magdynamo. Its novelty consists of a whole series of the different makes of motors to which the Splitdorf products are applied, showing the installation.

NOVELTIES FROM MESINGER

New Mesinger saddle offerings include a new Auto-Cushion model for motorbike wheels and a trio of export types, which Fred Mesinger explained to all and sundry. The fact that the Air-Cushion model has been adapted to fit all 1917 models, including the Indian motorcycle, and that all Mesinger suspension models are now fitted with specially tanned red leather are facts which the lone representative of the H. & F. Mesinger Mfg. Co. speaks of with pride. Henry Mesinger will be on hand later in the week.

HARLEY-DAVIDSON STAFF

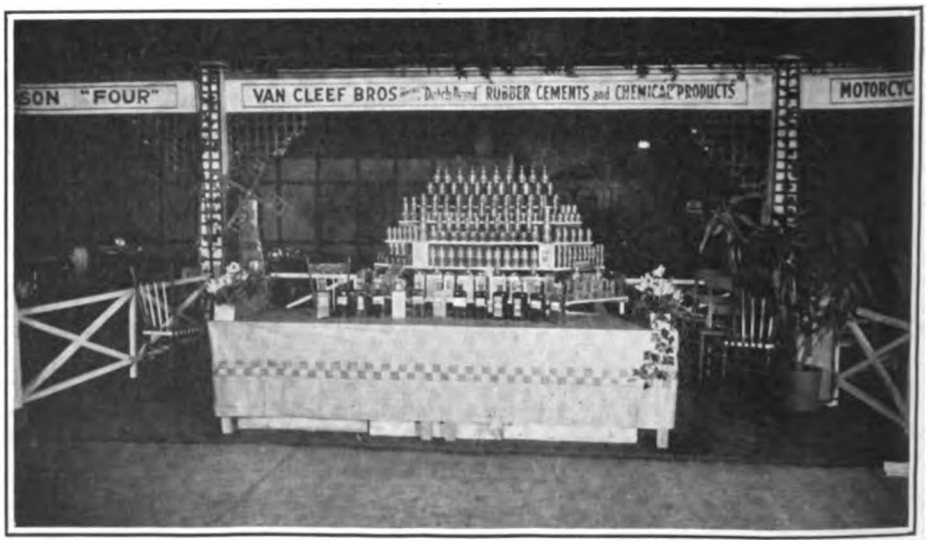
Headed by Sales Manager Arthur Davidson, an extensive aggregation representing all factory departments held forth at the stand of the Harley-Davidson Motor Company. Assistant Sales Manager E. J. Mueller; F. B. Rodger, head of Dealers' Service Bureau; Joseph Kilbert, service department; W. E. Kleimenhagen, Western sales correspondent; T. A. Miller, Eastern sales correspondent; Arthur Herrington, special sales correspondent; H. W. Hascall, parts department; William Ottoway, engineering department; Miss Lillian Hauerwas and Miss Fanny Miller are on hand from the Milwaukee works. Stand attendants are Hap. Scherer, I. W. Schroeder, Frank Egloff, F. H. Simon, Austin W. Burges, R. F. Ray and E. R. Durkee.

In the course of the week President Walter Davidson, Chief Engineer W. S. Harley, Works Manager William A. Davidson, Shop Superintendent George Nortman, and Production Manager J. J. Balsom will be on hand, as well as August Frey, purchasing agent; Advertising Manager S. Lacy Crolius; Hugh Sharp, assistant advertising manager; Jes Campbell, Boston branch manager; Gus Castle, Atlanta branch manager; O. P. T. Daenitz and Fred Steirhoff, salesmen.

PERSONS AND MAJESTIC SHARE

C. A. Sawyer, sales manager for the Persons Mfg. Co., and O. A. Jones, who holds the same title with the Majestic Mfg. Co., shared a booth and between them offered for approval a comprehensive line of both motorcycle and bicycle saddles, tool bags, pedals, carriers and other fitments.

ATTRACTIVE DISPLAY OF DUTCH BRAND PRODUCTS—THE VAN CLEEF STAND



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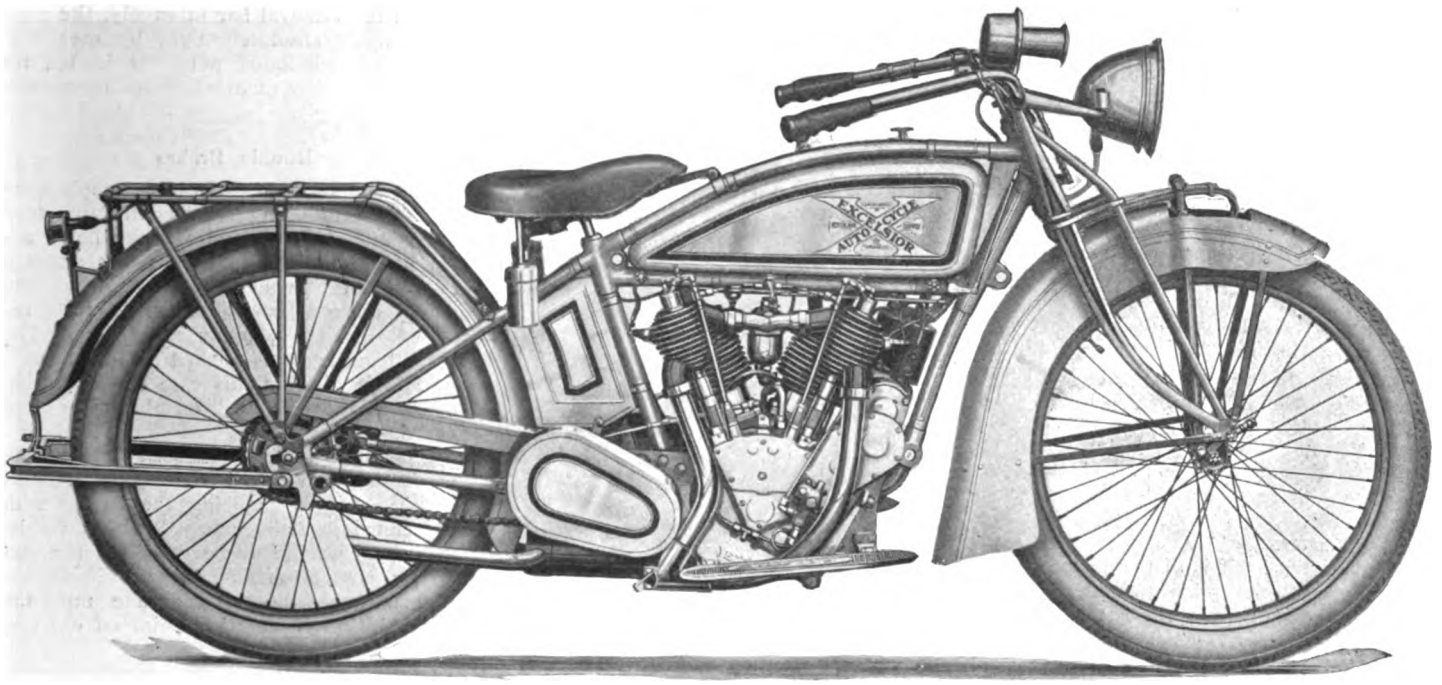
REMOVABLE FRAME BAR ON EXCELSIOR

Three-Speed Twin Heading New Series Is Fitted with Improved Mudguard Brace Arrangement, Modified Cam Gear, and New Sidecar Lug — Lightweight Has Kick Starter and Folding Footboards—Olive Drab Finish



Right Side of Model 18-3E Electrically-Equipped Twin Fitted With Big Valve Motor and Flange-Connected Carbureter—Note Ample Guards

CHICAGO, Nov. 13.—A revised three-speed twin model selling for $275 in the regular form and $310 in the electrically equipped style, and a brand new edition of the Excelsior two-cycle lightweight selling at $140 make up the "newness" of the Excelsior motorcycle line offered for approval when the doors opened on the fifth annual motorcycle, bicycle and accessory show at the Coliseum tonight.

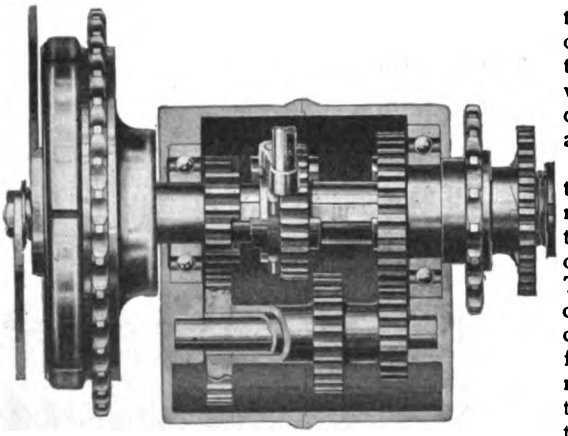
The most prominent features of the new heavyweight twin Excelsior model are the new military color of olive drab; the use of a removable brace-bar on the frame, permitting the removal of the cylinders of the motor without disturbing the motor in the frame of the machine; the fitment of a new sidecar lug on the lower end of the drop tube facilitating the attachment of the passenger-carrying equipment, the use of a new rear mudguard stay system permitting ready removal of the rear wheel; and the fitment of "padded" mudguards as a means of obtaining a closer approximation of perfect silence.

Big Valve Motor

Practically all of the well known features that have characterized the good old "X" in the past have been retained on the new model. The same big valve motor, with only such minor improvements as are calculated to make it even smoother and sweeter in action and more powerful than it has been heretofore is the unit around which the Model 18 machines have been built.

One feature worthy of special note on the Excelsior motor is the cam arrangement, both intake and exhaust cams being built in a single piece on opposite sides of a cam gear, thereby doing away with any possible shift and consequental alteration in the timing of the motor.

The cam gear is mounted over the main shaft and driven from it by means of a pinion. A single rocker arm of drop-forged nickel steel suffices for the operation of both inlet and exhaust valves without the necessity of intervening small parts such as pawls and jumpers. This construction not only makes for simplicity and silence, but reduces wear to a point that is negligible. Silence is further assured by the full enclosure of both inlet and exhaust valve tappets.



Section of Three-Speed Gearset

On the regular model, ignition is effected, by means of a high tension magneto as a matter of course, Bosch, Dixie and Berling magnetos being used by the Excelsior folk. On the electrically-equipped model both the lighting current and the ignition current is furnished by the Midco lighting and ignition system with which the Excelsior models are fitted, the system having proven itself right up to the mark in every respect during the past year.

Mechanical Oiling

Lubrication is effected through the intermediary of a gear driven mechanical oiler driven from the magneto drive train. The pump is of the plunger type with variable stroke for the regulation of the oil supply to suit weather, oil and motor conditions.

The pump delivers a supply of oil that is increased in proportion to the motor speed, so that the motor at all times receives just the proper amount of lubrication for the work it is doing. The oil is delivered half to the front cylinder and the remainder to the crankcase insuring perfect distribution to the friction surfaces without flooding the rear cylinder. The crankcase oil is distributed by the splash system to all of the motor bearings the breather carrying over a supply which is directed on the short motor chain insuring its perfect lubrication at all times.

Flanged Connection

The Schebler carburetor is no longer screwed to the inlet manifold as heretofore, but following automobile practice, attaches by means of a triangular flange connection with three screws and an asbestos gasket between the two flanges. This method insures its ready removal and replacement when need be and facilitates the maintainance of a gas-tight joint between the manifold and the carburetor.

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The automatic compression release, so interconnected with the kick starter that the compression is released instantly the starter pedal is given a downward kick, has been found so gratifying to Excelsior riders during the past season that it is continued practically as first offered on the new models. This device insures the dropping of the exhaust valves just at the proper time in the stroke of the starter to insure ready starting.

Starting Device

The arrangement consists of a properly shaped cam attaching to the motor starter shaft. Bearing on the cam is a jumper pivoted at the other end and attaching to a tie rod which reaches back and effects the opening and closing of the compression release mechanism. Just when the starter begins to bite, the cam comes into play and releases the compression. As the starter nears the end of its stroke and the motor has obtained its maximum rotary speed, the cam releases the jumper and the compression is thrown on again just at the proper instant. It requires not the slightest thought on the part of the operator; no knack is needed to insure starting of the Excelsior motor at every kick of the starter.

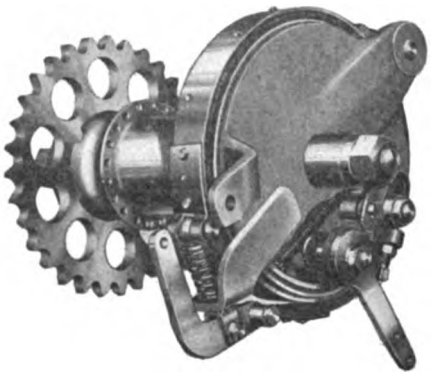
The starter itself is of the gear and segment type, the lever being of the back-acting type positioned on the left side of the machine and readily reached for operation from the saddle. It is fitted with a neat little pedal which folds out of the way when not in actual use. The clutch is of the multiple-disc type carried on the countershaft in unit form with the three-speed gear. There are two distinct means of clutch control. There is a pedal actuated release, the pedal being situated on the left footboard while the handlebar release with the left grip serving for the clutch control which has long been a distinctive Excelsior feature is retained on the new models.

Three-Speed Gear

The three speed gear of the automobile type is continued in the new models without a single change, none having been found necessary. The motor drive to the countershaft is on the left side, but from the three speed to the rear wheel it is on the right side, the arrangement having some advantage in that it brings the driver chain in closer to the large ball bearings on the main shaft of the gearset and eliminates many strains that would otherwise be set up.

Gear Shift Control

The gear shift control is by means of a tank lever positioned handy to the operator at the left and operating in an index quadrant of generous proportions. The control connections are made direct with as few joints and points of wear as it is possible to have and is so interlocked with the clutch control that it is impossible to shift the gears with the clutch engaged. Thus all chance of the new rider ruining his gears by a bad shift is eliminated.



Double Brake Equipment on 18-3 Twin

Removable Brace-Bar

The new Excelsior frame construction is being specially emphasized by the factory folk. No matter how careful a rider is the motor is sure to carbonize in time, and then nothing suffices for the thorough cleansing of the motor interior save the removal of the cylinders and scraping. With the old type of frame it was necessary to remove the motor from the frame before either cylinder could be taken off.

In the new frame arrangement the brace bar of the frame, instead of being continuous all the way across, is held securely in place by a lug arrangement so that it is readily removable, giving free access to the cylinders. There are split lugs on the frame into which the tension lugs on the end of the removal bar fit snugly, the joint being made absolutely tight by means of bolts and castellated nuts. It is but the matter of a few moments work to remove the bar entirely.

Double Brakes

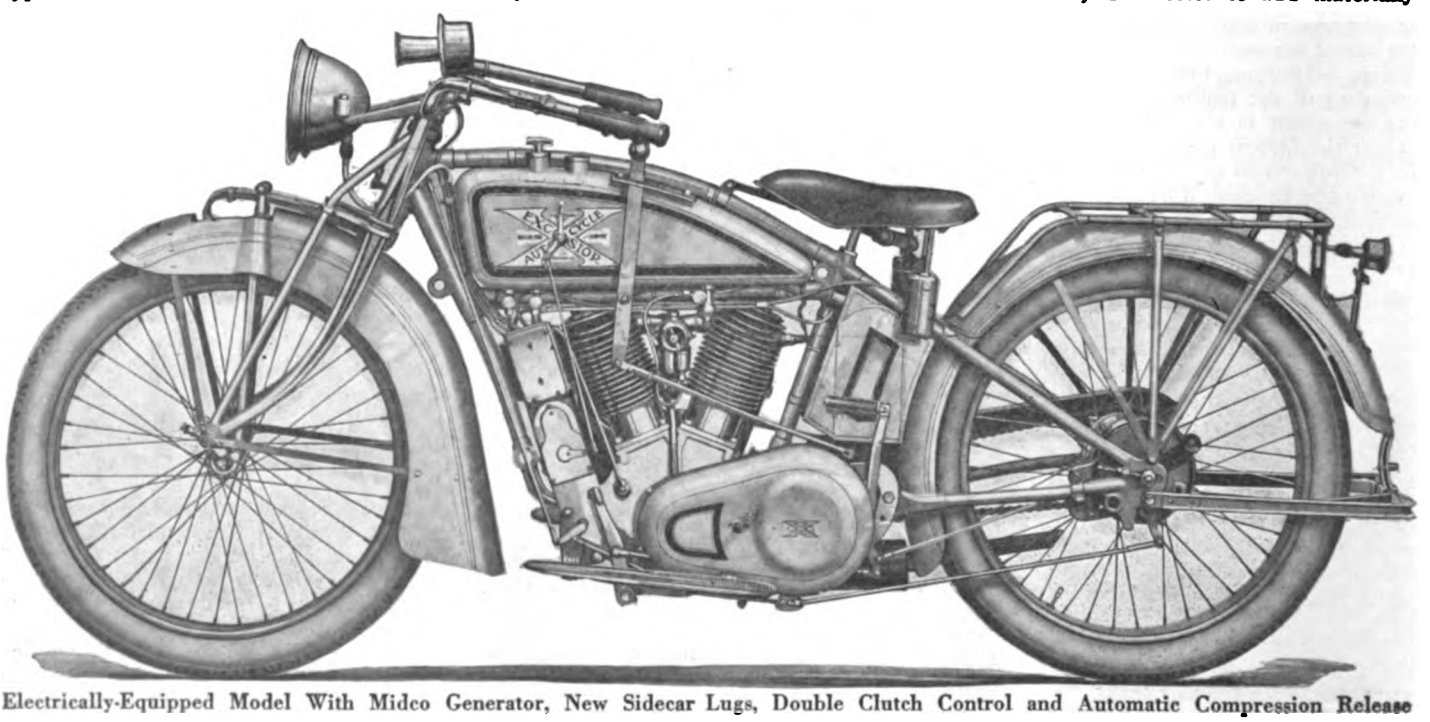
The double brakes of the automobile internal expanding, external contracting type are continued, the service brake being actuated by the same foot lever that actuates the clutch; further depression of the clutch lever after the clutch is fully released, serving to apply the brake. The outer band brake is applied by means of a foot lever also, in this case the operating pedal being positioned on the right foot board.

By the use of the service brake, the mechanism is relieved of the great strains which come of applying the brake with the clutch partially engaged which results in damage sooner or later. With the Excelsior control arrangement it is impossible to apply the service brake until the clutch is fully released, a point of extreme importance.

Mudguard Stays

A detail that has been worked out to a nicety by the Excelsior engineers and one which will appeal strongly to the rider is the rear mudguard stay arrangement. The stays have been moved forward to such a position that when the machine is on the stand, the rear wheel can be rolled out without the slightest interference either by the mudguard or the stays. At the same time, the rear end of the mudguard is well braced against vibration.

The new Excelsior color is a military olive drab just far enough removed from the ordinary drab color to add materially



Electrically-Equipped Model With Midco Generator, New Sidecar Lugs, Double Clutch Control and Automatic Compression Release

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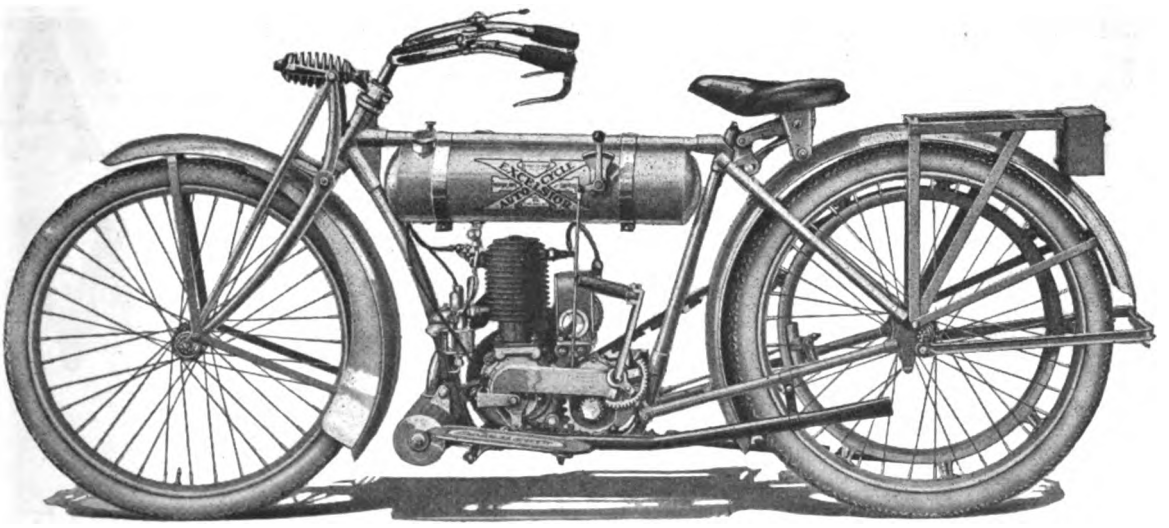
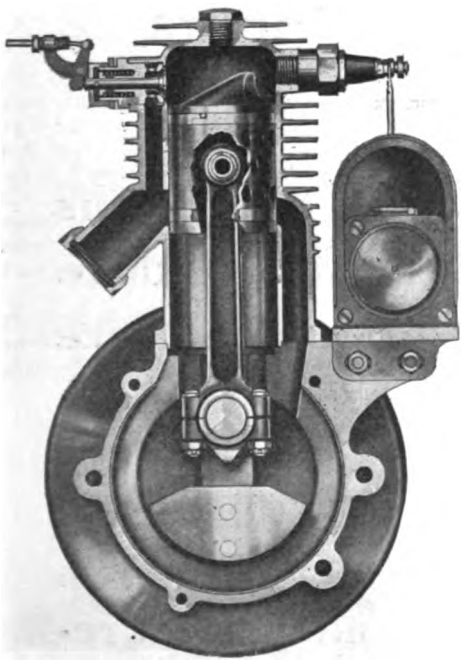


Excelsior Two-Stroke Lightweight Which Is Now Fitted With Kick Starter. Two-Speed Gear and Combination Drive Standard Equipment, With Disc Clutch. Note Gear-shift Lever on Tank

to the distinctive appearance of the machine. The machine is given a high finish and its appearance greatly enhanced by a deep green striping which blends perfectly with the olive drab color.

Making for greater silence is the three-ply clutch housing and chain guard, a layer of asbestos being inserted between two metal shells to eliminate the last trace of booming or rattle. Another minor point is found in the addition of a fourth side car lug so that the sidecar in the case of



Sectional View of Excelsior Two-Stroke Motor of Three-Port Type

the Excelsior when once attached becomes in reality part and parcel of the machine and not a mere attachment. At the same time it can be removed quickly and without half the trouble entailed by the old attachment method whereby clamps were used to establish the connection.

It is on the lightweight model, however, that the biggest of the Excelsior changes is found. The two-stroke valveless motor is continued without alteration. Ignition is by means of an armored magneto and the mixture is supplied through the intermediary of a specially designed Schebler carburetor. The muffler is an aluminum expansion chamber so designed as to effectively silence the exhaust without, however, adding appreciably to the back pressure which, with a two-stroke motor, is a matter of considerable importance.

Two-Speed Lightweight

The lightweight is a two-speed model, the gearset being of the sliding dog clutch type, the control being vested this year in a direct connected gear-lever on the left side of the machine instead of the ramshorn handlebar lever as was used last year.

The greatest changes in the lightweight design are the fitment of a disc clutch directly on the motorshaft and the addition of a kick-starter of the gear and segment type. This is to all intents and purposes identical save as to size with the starter applied to the heavyweight Excelsior offerings. Clutch operation is by means of a grip lever on the left handlebar.

The model has been made even more comfortable than heretofore by the addition of long footboards in place of the simple foot-rests formerly used and like the larger Excelsior models has been finished in the military drab color that characterized the Excelsior line for the coming season.

The new light model sells at $140 as against $135 for the model offered last. The series 17 lightweight, exactly the same as the last year's model except for the military drab color is now offered at $125.

The Excelsior line is shod with Pennsylvania Vacuum cup tires, Firestone Non Skids or Goodyear Blue Streaks; Midco lighting and ignition system and Bosch, Berling and Dixie magnetos are used; Benford spark plugs; Solar lamps; Schebler carburetor and Mesinger air cushion saddles.

FIRESTONE CHANGES

Haws Heads Cycle Tire and Speaks Truck Sales—Lindeman Moved

AKRON, O., Nov. 14.—Henry E. Haws has been appointed manager of the cycle tire department of the Firestone Tire & Rubber Company. He succeeds Charles E. Speaks, who will manage truck tire sales.

C. B. Lindeman is now in charge of the creative division of the Firestone advertising department. He will take up the work of L. G. Fairbanks, who is now Eastern district manager.

More Brevities from the Show

KRAMER'S WHEEL AT PIERCE

The identical wheel on which Champion Frank Kramer clinched his title last season is the piece de resistance at the stand of the Pierce Cycle Company. The full line of Pierce bicycles is to be seen, stress being laid on the new Boy's Racer model and on the Kramer racer with new form of forksides.

NEW BAR FOR KELLY

Charles E. Weaver, the veteran, with Fred Dangler is showing Kelly adjustable handlebars, as well as the new No. 7 stem-combined adjustable and reversible bar. The Kelly Handlebar Company exhibit is a popular one and draws much favorable comment.

A-K SHOWS NEW BIKE SIGNAL

A new bicycle warning signal made its bow at the booth of the Angsten-Koch Company when the doors of the show opened. In addition to the new one, the full line of A-K horns, tandems and bicycle lighting systems are on display, with H. W. Angsten, N. H. Oliver and N. A. Young greeting the visitors who gave the booth a call.

HAS LIQUID VENEER

For the fellow who wants a clean machine at all times the Buffalo Specialty Company is showing a liquid veneer. This is to be sprayed on the enameled surfaces of the machine and removes the dirt, leaving a high polish. Neverleak tire fluid and other specialties made by this company are also on display.

EXTENSIVE DIAMOND LINE

Motorcycle and bicycle chains in a complete line are featured at the booth of the Diamond Chain & Manufacturing Company, the line ranging from that for a racing bicycle to that for the heaviest motorcycle service. S. C. Hurley, the Chicago representative is in charge of the booth.

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INDIAN CRACK
SEASON WITH

Roy Artley, mounted on a 1917 INDIAN POWERPLUS captured the gruelling 441-mile Desert Road Race, Phoenix, Arizona, in the astonishing time of 13 hours, 2 minutes, and 2½ seconds!

So furious was the pace---so treacherous and difficult was the course that only three machines finished---*2 of which were INDIANS!*

The winning of this great Western Classic by INDIANS indicates the superior speed, the remarkable endurance, and perfect reliability of the powerful and speedy 1917 INDIAN POWERPLUS!

If you want to ride The Big Winner—you will select the 1917 Indian

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OPEN THE 1917 BIG VICTORIES!

At the Arizona State Fair Indian copped again.

In the 5-mile open Don Johns, Indian, took first, Ray Creviston, second, Dave Kinney, third, Time 3:58, a world's record.

In the mile time trial, Don Johns, Indian, turned the distance in 47 seconds. Ten miles open went to Don Johns, Indian, with Kinney second, time, 8:12 3/5. F. A. M. Hour Championship was captured by Ray Creviston with 73 3/4 miles, another world's record.

*Indian---Indian---*all the way!

Hendee Manufacturing Company

(Largest Motorcycle Manufacturers in the World)

Springfield, Mass.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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BLUES

Upon These Tires Tw

EXCELSIOR MOTOR MFG. & SUPPLY CO. — EXCELSIOR AUTO CYCLE

ALWAYS MAKES GOOD

"Joe" Wolters and His
1917 Excelsior

GOODYEAR

AKRON

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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REAKS

ood Names Are Staked

EVERY part of the Excelsior Autocycle must do its share in upholding the good name of the manufacturers.

When the Excelsior Motor Mfg. & Supply Co. decided to equip the Excelsior with Goodyear Blue Streak Tires they selected tires they *knew* would never cast the smallest lingering doubt upon the Excelsior or the judgment of its manufacturers.

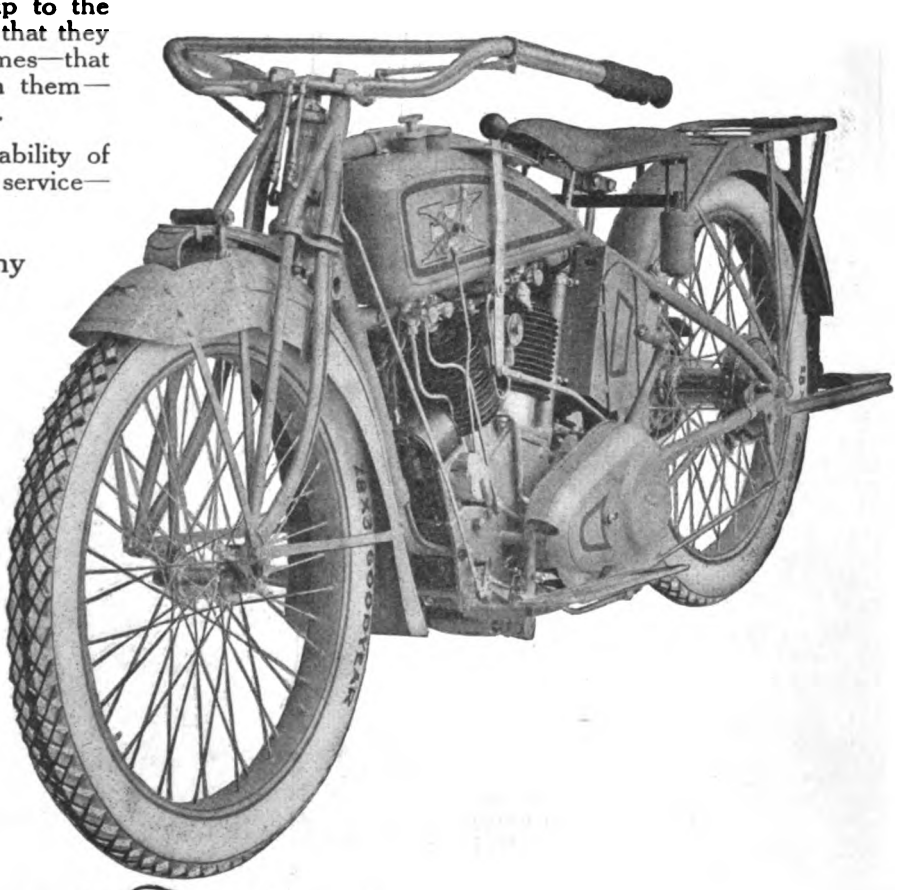
They staked their good name upon Goodyear Blue Streaks.

Just as the Goodyear Tire & Rubber Company have pledged their word that these tires will live up to the reputation enjoyed by the Excelsior Autocycle—that they will wear well, look well and act well at all times—that they will never betray the confidence placed in them—that they will serve faithfully under all conditions.

And so are two good names staked upon the ability of Goodyear Blue Streaks to render you satisfactory service—at all times, in all places.

The Goodyear Tire & Rubber Company
Akron, Ohio

EXCELSIOR MOTOR MFG. & SUPPLY CO. EXCELSIOR AUTO CYCLE COMPANY
ALWAYS MAKES GOOD



GOODYEAR
AKRON

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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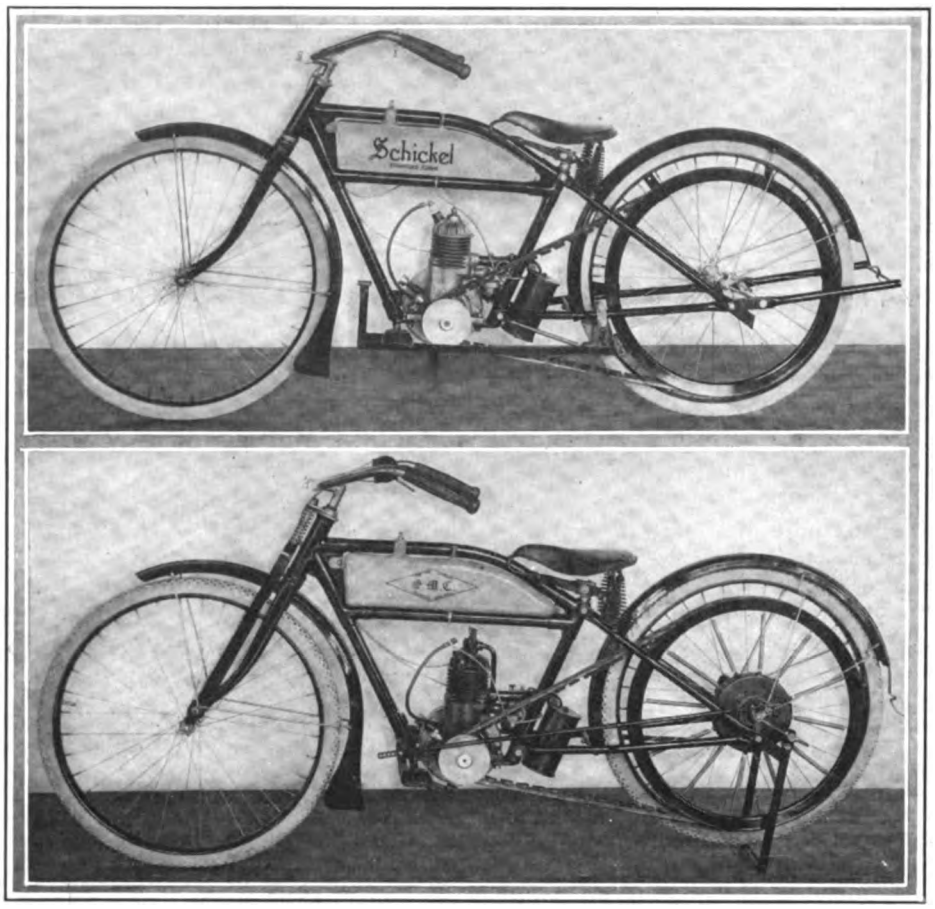
SCHICKEL INCREASES CAPITAL TO $100,000

Pioneer Manufacturer of Two-Stroke in this Country Obtains Big Additional Resources for 1917—Barzaghi Becomes Treasurer—Four Models for New Season Include Complete Commer-Speed Machine, Which Will Be Produced in Quantity



Top, Schickel Single Speed; Below, Two-Speed S. M. C. Model with Spring Fork —Planetary Gearset Is in Rear Hub

STAMFORD, Conn., Nov. 9.—Papers have just been filed with the Secretary of State in Hartford for the increase of the capital of the Schickel Motor Company from $10,000 to $100,000. The $90,000 increase in stock has all been subscribed and paid for in full.

Following the increased capitalization of the company, an election of officers was held, the results being as follows: Norbert H. Schickel, president; Bruno Benziger, secretary, and Arthur J. Barzaghi, treasurer. Mr. Barzaghi assumes the office formerly held by Mr. Schickel.

Barzaghi's Experience

In assuming charge of the finances of the Schickel Motor Company the new treasurer brings to the organization an experience of several years in construction equipment work, and in purchasing as head of the firm of Barzaghi-Vought, Inc., of New York. He has severed his connection with the latter company to devote all his attention to the Schickel interests.

With the advent of Mr. Barzaghi the Schickel Motor Company has a trio of enthusiasts in the lightweight, both at present and for the future. Mr. Barzaghi, who is a graduate of Cornell in Civil Engineering, only affiliated himself with the firm after a careful and thorough investigation of the proposition from the engineering as well as from the sales viewpoints.

Arrangements have just been completed to take on additional land and erect buildings to care for the increased production which has been planned. It is the intention of the company to be running on a production schedule of 3,500 machines per annum by January 1, 1917.

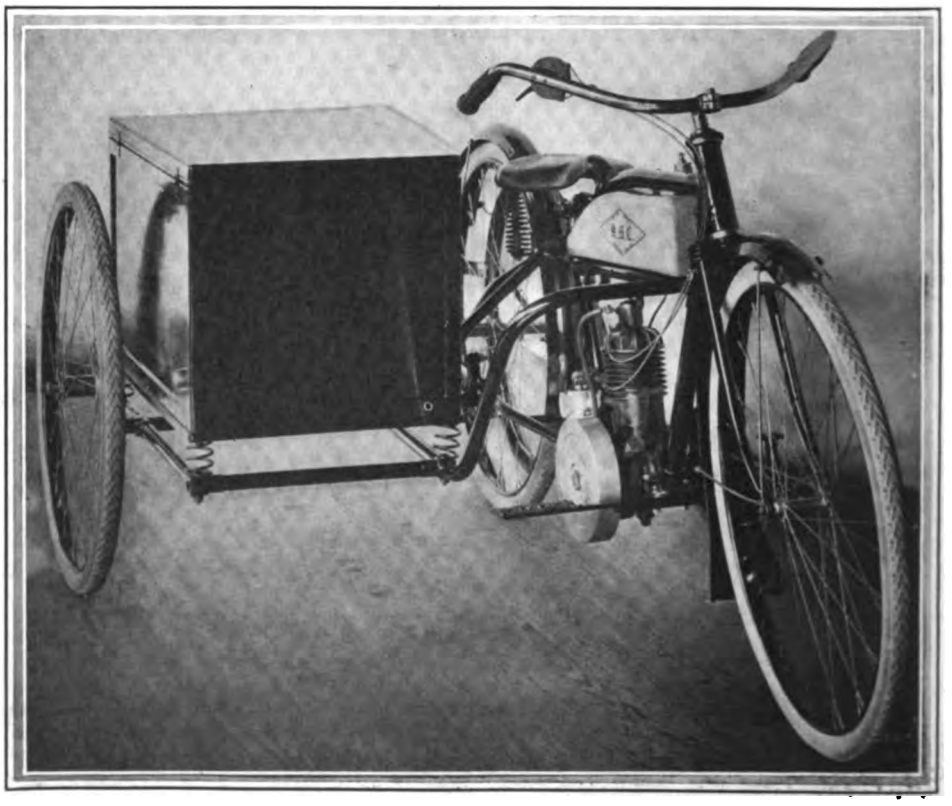
For the 1917 season, the Schickel Motor Company announces four models: S. M. C. Lightweight with two-speed gear and spring fork, $129; S. M. C. Lightweight, single speed, with 26-inch wheels, $114; S. M. C. Commercial, a light-weight with two-speed gear and spring fork, side delivery van attached, $154; Schickel single speed, $109.

New Name Is S. M. C.

The company states that in the future its machines will be known as the "S. M. C." instead of "Schickel" as heretofore.

The S. M. C. Lightweight with two-speed gear and spring fork is changed in many respects from its single-speed predecessor of 1916. The two-speed gear is of the hub type, actuated by a rocker pedal close to the left footrest. The spring fork is similar to that used on Schickel lightweights in the past season. It is of the direct-acting type with spiral springs absorbing shock and recoil.

The control on this model is by double-acting wire mechanism, one lever being



Schickel Commercial Model with Sidevan Having Sprung Body and New Control

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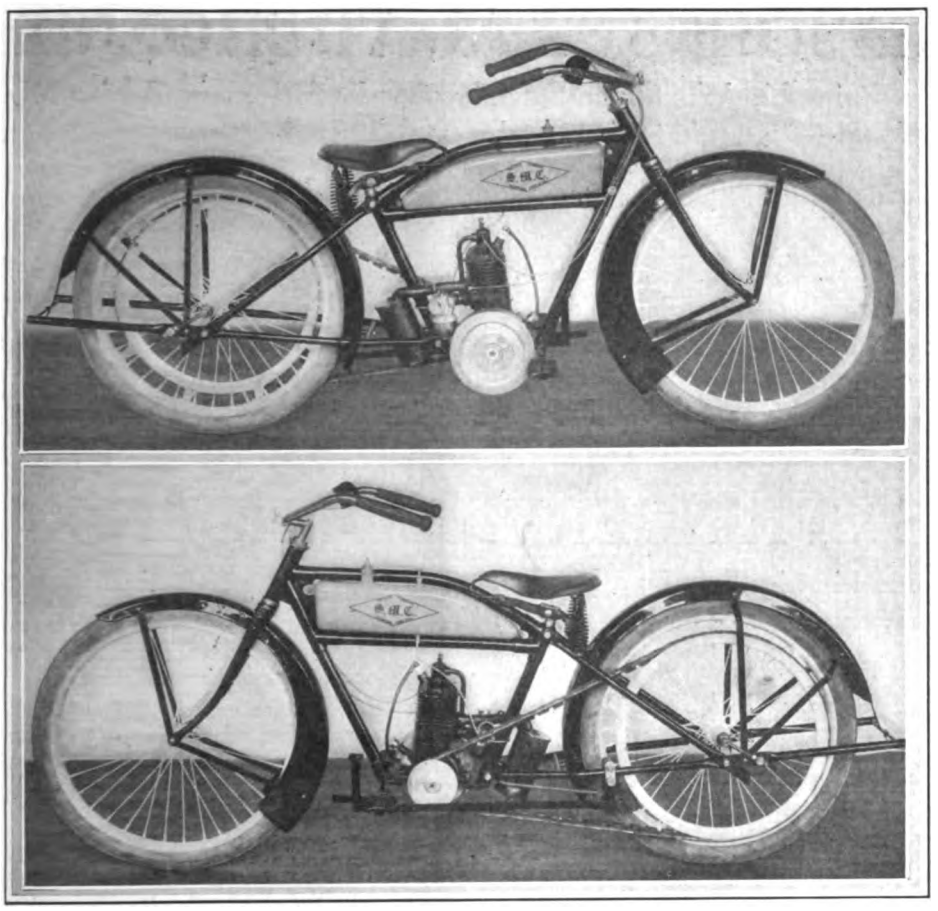

Top, Right Side of S. M. C. Lightweight With 26 Inch Wheels and Handlebar Control; Below, the Same Machine Seen From the Left, Depicting V-Belt Drive

fitted. This lever controls the compression release when moved in one direction, and the throttle when moved in the opposite one. The drive on this machine is direct, V-belt being used. The belt rim is suspended by a series of coil springs from the shell of the two-speed hub, so that a flexible drive is obtained. The price is $129.

The S. M. C. Lightweight with single speed is similar to the 1916 Schickel in many respects. It has the magneto-in-flywheel construction, induction lubrication and block brake features of this line, among others the double-acting wire control is fitted. The wheels are 26 inches in diameter with 2¼ inch tires. The finish on this model will be white enamel rims, spokes and hubs, the guards, frame and fork being black. No spring fork is fitted to this model. The price is $114.

Commercial Outfit

The S. M. C. Commercial outfit, listing at $154, consists of a two-speed model with spring fork, having a delivery van attached at the side. The van wheel is shod with the same size of tire as the motorcycle, the body being carried by four spiral springs, one at each corner. The cover of the body is hinged at the top right. The body is made water-proof throughout. Three-point connection is used for the chassis. The van is finished to correspond with the motorcycle.

The regular single speed $109 model at present bears the "Schickel" name plate. This is the direct successor of the Schickel Lightweight of the past season and incorporates all the characteristic features of that model. It carries 28x1⅜-inch tires.

General Sales Manager Hopkins, who took charge of Schickel sales some six months ago, anticipates a record showing for the new S. M. C. line for 1917. "If the results of the past few months, under the rather adverse conditions as to limited production and lack of deliveries, are any criterion," says the genial head of the sales end, "the 1917 season will be a record-breaker."

Since opening the export office at 47 Broadway, New York, in charge of J. E. Sitterley, the Schickel folks have found foreign business most gratifying. Shipments have gone out to practically every foreign country where motorcycles are used.

SNAPPY ISSUE

From Firestone Treats of Sales Convention at Akron

UNDOUBTEDLY the snappiest and largest issue of *The Firestone* is that dealing with the tenth annual sales convention of the Firestone Tire & Rubber Company at Akron. This issue, dated November, 1916, has an attractive cover in the Firestone colors, red and black, depicting the stage and the hall and various other scenes at the convention.

The entire staff of sales representatives are shown on the center pages. The Van Buren Sisters who recently completed a transcontinental trip on Firestone tires are given a well illustrated page. The rest of the issue is given up to convention and trade activities.

WILCOX VICTOR AT MECKLENBURG FAIR

Indian Rider Bags All First Places in Fast Meet—Wilson and Castles Each Get Second Places

CHARLOTTE, N. C., Nov. 10.—Ed. Wilcox, of Atlanta, riding a four-valve Indian, accounted for all four of the races held on the local half-mile track today. His time for the five-mile event was 5:57, while for the 10 miles, which followed, it was 12:47. Wilcox covered the 15 miles of the next race in 18:55, while the feature 20 mile race was won by him in 25:27.

Earl Castles, Harley-Davidson, came second in the five-mile opening event, and John Wilson, Indian, was third. Both Castles and Wilson piloted four-valve mounts. In the 10-mile race, Wilson came second and Castles third. In the 15-mile event Wilson again took second place, with Harry Glenn, four-valve Indian, third. Wilson took second money in the 20-mile feature, with Glenn again third. The meet was held in connection with the annual Mecklenburg fair.

EXPLAINING LACY'S SMILE

MILWAUKEE, Wis.—The very newest attraction in Milwaukee motorcycle circles is Janet Edna Crolius. She arrived on election day and is the daughter of Mr. and Mrs. Lacy Crolius. She tipped the scales at 7½ pounds and is the first Crolius baby. In addition to being the proud father of Janet Edna, Mr. Crolius is advertising manager of the Harley-Davidson Motor Co., and president of the Advertisers' Club of Milwaukee.

WITH HAFER AUTO CO.

Herman Vettin, Who Resigned from Schmelzer Arms Co., Kansas City, to Direct Wholesale End of Joplin, Mo., Firm

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CREVISTON AND JOHNS STAR AT PHOENIX

"Crevvy" Wins F. A. M. Hour Championship While Don Sets New Marks for One and Five Miles at State Fair Meet—Both on Indians—Kinney Is Third

PHOENIX, Ariz., Nov. 14.—Ray Creviston on his Indian won the F. A. M. hour professional championship by covering 73¼ miles in the 60 minutes at the Arizona State Fair meet yesterday. The former record was 69¼ miles, made by Glenn Stokes at Bakersfield, Cal. Morty Graves, Indian, was second, with 72 miles, while Dave Kinney was third, scarcely three feet behind Graves. Fourth position went to Glen Stokes, Excelsior.

Don Johns, riding his Indian, set a new mark for five miles in the open event, covering the distance in 3:58. In the mile time trials, Johns made the lap in 57 2/5 seconds on the first attempt, but cut this to 47 seconds flat on the next try. Creviston's time in the trials was 57 1/5. Johns' figure for the mile constitutes a new record for a mile horse track—47 seconds.

Creviston took second place to Johns' winning position in the five-mile open, which started the meet. Kinney was third. In the ten-mile open race, Johns won, with Kinney second and Stokes, Excelsior, third. Time, 8:12 3/5.

In the hour championship, Creviston got $250, also the F. A. M. medal going to the winner of this event. His machine was fitted with Bosch magneto, Mesinger saddle, Goodyear Blue Streak tires and Duckworth chains. Don Johns' Indian was similarly equipped, as was Stokes' Excelsior.

ARTLEY WINS SPRINGERVILLE-PHOENIX

San Diego Indian Rider Comes Home First in Two-Day Desert Journey—Bedell, on Indian, Second and Wolter, Excelsior, Third—Troubles En Route

PHOENIX, Ariz., Nov. 12.—The Springerville-Phoenix road race, 441 miles in two days, mostly over desert route, was won by Roy Artley, on an Indian, in 13 hours 2 minutes 2 seconds. Alan T. Bedell, also on an Indian, took second place, and Joe Wolter, Excelsior, was in third position. Jack Dodds, Indian, was fourth.

Artley, on his Powerplus, left Springerville at 8 a. m. Two minutes later, Harry Crandall, Indian, set off on the journey toward Phoenix. Jack Dodd went next after another two-minute interval, using an Indian. Wolter on the Excelsior followed and R. J. Orput, of Phoenix, on a Harley-Davidson, was despatched at 8:08. In succession came Alan T. Bedell, of Flagstaff, Indian; Arguile Davis, Phoenix, Excelsior; E. G. Baker, Indianapolis, Indian, and A. Meacham, Excelsior.

Artley Reaches Flagstaff

Artley arrived at Flagstaff, the first control at 1:38, followed by Bedell at 1:40 and Crandall at 2 p. m. Dodds came in at 3:34. Wolters checked in at 3:50 p. m., being delayed by punctures. Orput broke his forks shortly after the start and was forced to withdraw.

A spill by Crandall near Winslow resulted in Baker locking his back wheel and twisting his frame in trying to avoid the fallen Phoenix rider. Baker suffered an injury to his leg, and withdrew from the contest. Crandall's frame was broken by this fall and he abandoned the run.

Artley left Flagstaff at 7:02 a. m. on the second day and reached Phoenix at 2:24½ p. m. His time was 12:02:02, averaging 34 miles per hour. Bedell, leaving Flagstaff two minutes after Artley, arrived in Phoenix at 3:31, taking 14:03 for the run. He had a bad spill, resulting in a cut requiring six stitches to close it, but continued and took second position.

Wolter left Flagstaff at 7:10 p. m. and reached Phoenix at 4:34. His time was 17:08. The punctures of the previous day cut his score badly. Davis had tire and spoke trouble, but finshed, although very late. Meacham was out at Winslow, having wrecked his machine in a desperate effort to catch the leaders.

The road conditions were bad, especially between Prescott and Phoenix, a distance of 101 miles. The total distance of the run was close to 424 miles.

Roy Artley used a Powerplus twin Indian, shod with Goodyear Blue Streaks. He used Duckworth chains, Mesinger Air-Cushion saddle. Bedell's Indian had the same equipment. Joe Wolter's Excelsior was likewise fitted with Goodyear Blue Streak tires, Duckworth chains and Mesinger saddle.

WELL-KNOWN HOUSE CHANGES ITS NAME

New York Sporting Goods Co. Will Hereafter Be Known as Baker, Murray & Imbrie, Inc.; New Selling Policy

NEW YORK, Nov. 14.—A report that the New York Sporting Goods Co. was to change its name was confirmed yesterday by President F. A. Baker, who stated that steps are now being taken to reincorporate under the name of Baker, Murray and Imbrie, Inc.

"We all of us feel," said Mr. Baker, "that we want our firm designated in a way that will individualize it more and carry to a greater degree the feeling of human personalities.

"Now that Abbey & Imbrie have joined with us, we have three men working closely together and our business procedure has been so arranged that each man is identified with the line which best represents his knowledge and experience."

Three Divisions

Three distinct operating divisions will be maintained—F. A. Baker and Co., New York Sporting Goods Co. and Abbey & Imbrie.

The men most closely identified with these organizations when they were separate enterprises in the past are, respectively, F. A. Baker, James E. Murray and Andrew Imbrie. The Abbey & Imbrie personnel has not been affected by the recent consolidation, as the total force has been kept intact.

One of the first things that has resulted from the change is a more firmly defined selling policy which has eliminated the mail-order business.

"It will cost us an appreciable sum to cut away from our mail-order business," explained Treasurer Murray. "This phase of our selling was expanding all the time and could have, undoubtedly, been developed into big volume. Besides, the added value of having our name known to mail-order purchasers throughout the United States meant a great deal from the point of view of national advertising. Nevertheless, we think that we will eventually be better off by protecting our dealers. We have no desire to sell them goods, only to turn around and then sell their customers by mail. In other words we want our dealers to have all the retail profits to which their own localities entitles them. Baker, Murray and Imbrie, Inc., will retail at their New York store only."

Big Road Force

Fifteen men are now on the road selling the extensive Baker, Murray and Imbrie, Inc., lines.

The growth of this concern has been a truly remarkable one. Each year for the past three or four years has seen some big step made ahead, similar to the last one which involved the taking over of the old and well-established Abbey & Imbrie fishing tackle business.

From Mr. Murray's office, where the interviewer sat, a view could be had of the new motorcycle and bicycle store across Warren street at No. 10. A new, shiny Baker, Murray and Imbrie, Inc., sign had just been swung into place.

"I've thought in terms of the New York Sporting Goods Co. for twenty years," said Mr. Murray, smiling reminiscently, "and of course the old name is bound to stir some pretty deep feelings in me. But the new name carries a tremendous significance, too. It is, I believe, the forerunner of absolute leadership in the American distributing trade. And on top of that you cannot grow without—without—well, without growing!"

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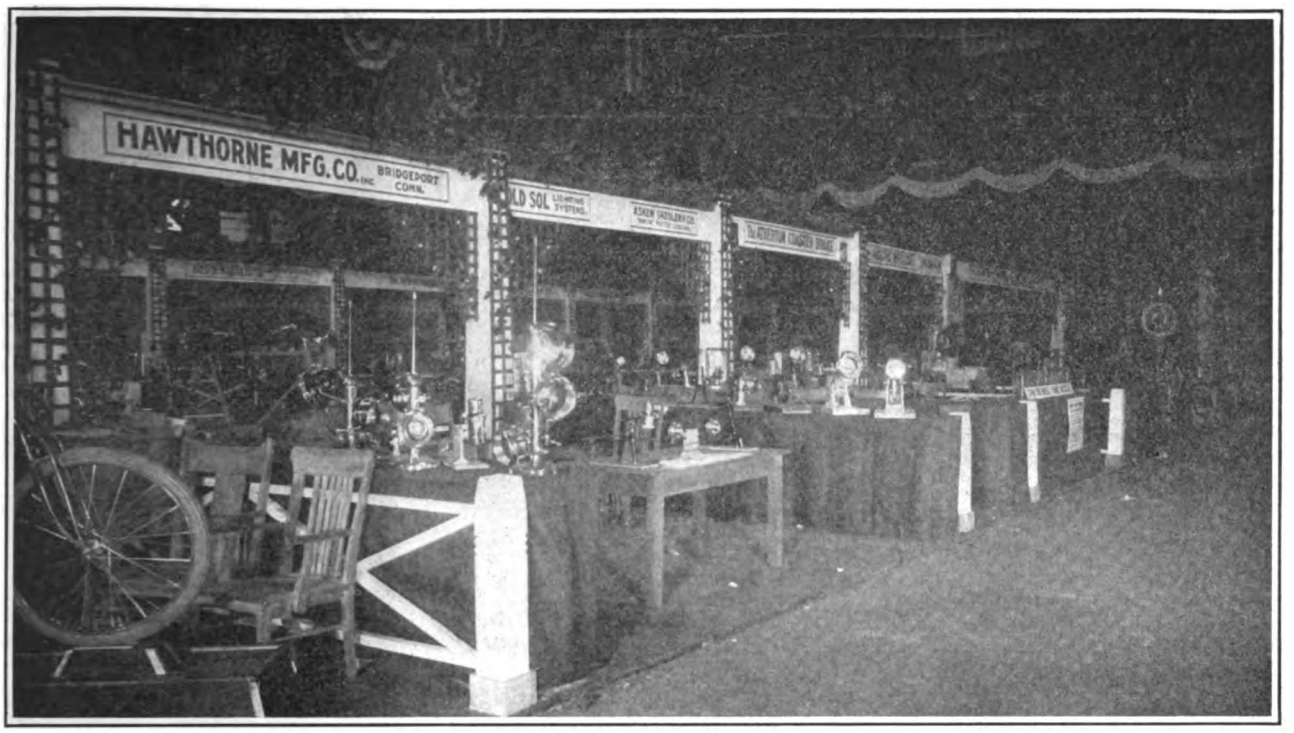
HAWTHORNE, BUFFALO METAL GOODS AND REEPS MFG. CO. STANDS



STOLL CHANGES FEW

There are so few changes in the well known Stoll line of tandems that M. Walter Stoll, representing the Denver firm of the Stoll Manufacturing Company, has a difficult time finding them. Such minor improvements as have been made are in the way of detail changes making for greater comfort and durability. The principles on which the Stoll line and reputation have been built in past seasons have not been changed in the slightest.

VIM AND FORSYTHE FORCES

H. W. Georger and F. J. Goodman are taking care of affairs at the booth of the Vim Cycle Hardware Company until the arrival later in the week of President John Henry. H. N. Rose, of the Forsythe Metal Goods Company, is in charge of the exhibit of that firm which is housed at the same stand. Mr. Rose is showing some new bicycle tires and fitments of a very attractive kind.

MORE ACCESSORIES; PERSONS, KELLY HANDLEBAR AND NEW DEPARTURE BOOTHS

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WHERE BOSCH, NEW DEPARTURE AND KELLY PRODUCTS ATTRACTED SHOW CROWDS

LINE UP DEALERS FOR SERVICE CENTERS

In Three-Day Conference at Factory Harley-Davidson Motor Co. Presents Plan to Give Special Co-operation Through Agents in Forty Strategically-Located Cities

MILWAUKEE, Wis., Nov. 13.—The most important announcement along business-building lines that has been made by the Harley-Davidson Motor Co. preliminary to the formal opening of the 1917 campaign has just been given in a three-day convention attended by dealers from forty geographical locations which have been selected by the company for service centers.

The new service policy has for its purpose a wider and at the same time more intensive distribution of the parts and repair business of the Harley-Davidson company, and the dealers throughout the country who are presiding over the service centers will have the active co-operation of the Service Department at the factory.

What Idea Is

In outlining the object of the convention Assistant Sales Manager E. J. Mueller, who had charge of the successful institution of the service center plan, said: "The service center idea is simply the latest and most significant development of the Harley-Davidson policy to give top-notch co-operation on a national basis to both dealer and rider. Our branches have given excellent results, but in such a vast territory as the United States it is necessary to have a still broader service system if the best possible returns are to be obtained.

"It was after long and careful study of the situation that we decided upon the service center plan. Then we selected the cities in which the system is to be operated, with painstaking regard for geographical and other conditions, and when that point was reached we were ready to hold our conference with the dealers."

Those Who Attended

A clear idea of the scope of the present movement will be gained from the list of dealers in attendance at the convention. They lined up as follows: W. Morrison and Walter Andrews, Toronto, Ont.; Bob Sayre, Appeal Mfg. & Jobbing Company, Los Angeles and San Francisco, Cal.; Carl Aurich, Aurich & Curtis, Billings, Mont.; Carl W. Bush and wife, Carl W. Bush Company, Newark, N. J.; H. L. Dipple, Indianapolis, Ind.; E. F. Drouhard and August Drouhard, Drouhard Motor Company, Danville, Kans.; G. H. Taylor, Enterprise Motor & Cycle Company, Oklahoma City, Okla.; Chas. W. Miller, Falls City Cycle Company, Spokane, Wash.; S. C. Hamilton, Pittsburgh, Pa.; C. K. McClanahan, Harley-Davidson Sales Company, Dallas, Tex.; Geo. E. Wood, Harley-Davidson Sales Company, New York City; P. I. Haynes, P. I. Haynes & Company, Columbus, Ohio; Roy and Harvey Heagy, Heagy Bros., Harrisburg, Pa.; Bert Heinz, Heinz Motor Company, Baltimore, Md.; Norman Hopper and wife, House of Hopper, Salt Lake City, Utah; Alexander Klein, Philadelphia, Pa.; H. G. and P. H. Kline, Kline Bros. Motor Company, Louisville, Ky.; C. H. Lang, Chicago, Ill.; Bill Lister, Lister Motorcycle Company, Cleveland, Ohio; P. L. Abbott, Motorcycle & Supply Company, Portland, Ore.; A. R. Oberwegner, Oberwegner Motor Company, Toledo, Ohio; G. H. Schmidt, Oliver Cycle & Motor Company, St. Louis, Mo.; Otto Peters, H. L. Peters Company, Buffalo, N. Y.; Geo. Pot-

Dealers Face the Camera Outside Harley-Davidson Factory Preparatory to Meeting

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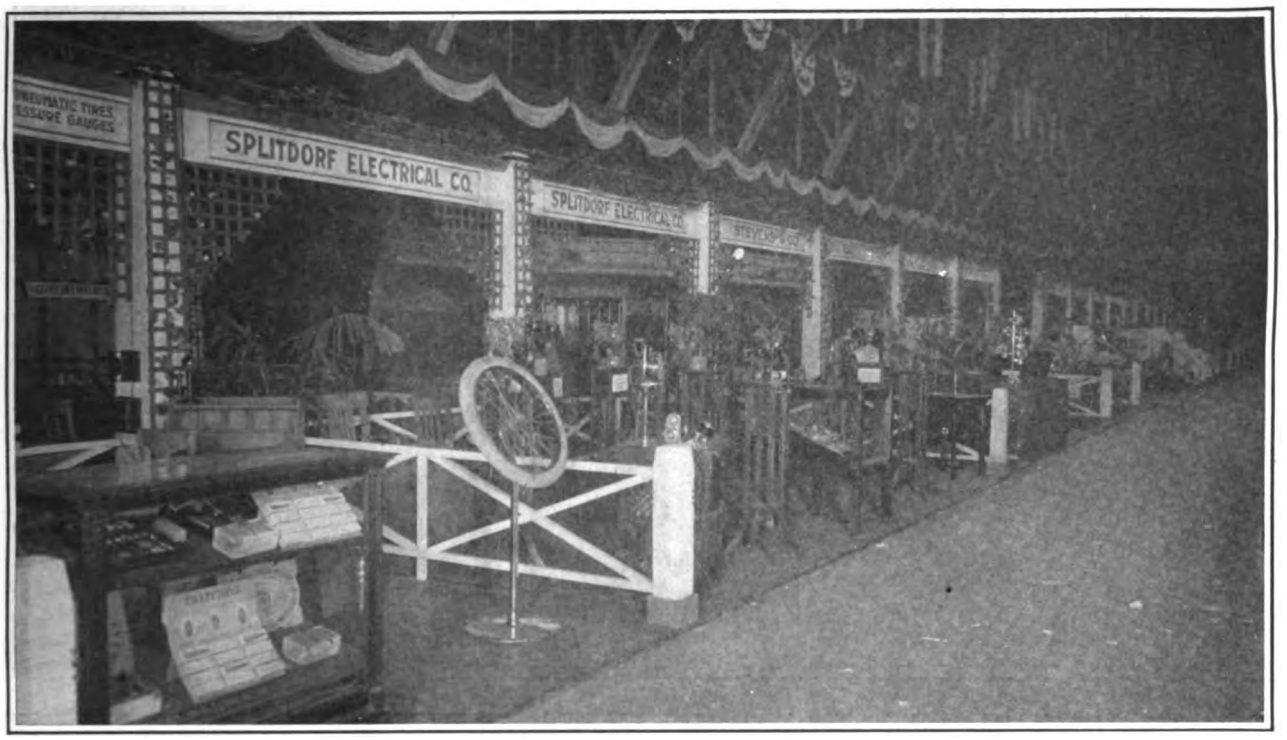
SPLITDORF, STEVENS, NEVERLEAK AND VIM BOOTHS IN ACCESSORY SECTION



ter, Potter Company, Syracuse, N. Y.; Victor H. Roos, Omaha, Nebr.; Irwin Keller, Shawnee Cycle Company, Topeka, Kans.; Chas. H. Siems, Fargo, N. D.; A. P. Tyler, Boise, Idaho; Geo. Helwig, W. E. Wandersee Company, Detroit, Mich.; Guy W. Webb, Minneapolis, Minn.; W. W. Whiting, Denver, Colo.; Chas. E. Wilcox and wife, Sioux City, Iowa; J. L. Murray, Western Motorcycle Company, Kansas City, Mo.; August Zimmerman, Washington, D. C.; Chas. Schnepfe, Delaware Cycle Company, Wilmington, Del.; Geo. Wagner, Wagner-Dolph Company, Inc., Rochester, N. Y.

"Get Acquainted" Day

The first day of the conference with the dealers was called "Get Acquainted Day." After the formal address of welcome by President Walter Davidson, and the introduction of the various heads of departments, special Harley-Davidson motion picture films were shown. Later there was music by the Harley-Davidson orchestra.

"Down to Business" was the slogan for the second day. The details and purposes of the new service center plan were fully explained by Hiram W. Hascall, head of the parts and accessory department, and the "Relation of the repair and adjustment divisions to the special service centers" was discussed by Joseph Kilbert, head of the service division.

W. D. Isham, credit manager, had for his topic "The relation of the credit department to special service centers," and E. B. Elsner, office manager, talked on "Accounting and other systems for service centers." "The relation of the dealer department to special service centers" furnished the basis for an instructive talk by Frank B. Rodger, of the dealer department, and "Modern salesmanship" was the theme of an address by W. F. Dunlap, of Klau-Von Pietersom-Dunlap, Inc.

Interesting Lectures

Advertising Manager Lacy Crolius discussed the "1917 advertising campaign"; O. Grigg, of the supply department, had for his topic "What to do with our advertising literature"; W. E. Kleimenhagen, western correspondent, talked on "Preparedness"; Art Herrington, now of the foreign division, gave some pointers on "Commercial business," and H. W. Hascall spoke interestingly of the policy and scope of the company's accessory department.

One of the significant features of the conference was a talk by T. A. Miller, eastern correspondent, concerning the sidecar as an asset for increased motorcycle sales by the dealer. He pointed out that Harley-Davidson sidecar sales showed a 315 per cent. increase in 1916 over the previous two years' time.

Davidson on Sales

The third day of the conference brought a continuation of the business sessions and had as one of its features an interesting talk by Sales Manager Arthur Davidson in which he outlined the policy to be followed in marketing the new Harley-Davidson bicycle line. Later Hal Miller, the company's bicycle correspondent, talked on detailed specifications of construction and equipment of the bicycle line, and Credit Manager Isham discussed the terms to be observed in handling the new pedal products.

Other addresses on the third day were made by Lacy Crolius, "Advertising from the dealer's viewpoint"; William Ottaway, of the engineering department, "Motorcycle oil"; Arthur Davidson, "Reminiscences of the industry." The evening's session was given up to talks on the Splitdorf magneto, by M. Toepel, of the Splitdorf Electrical Co.; the Exide battery, by H. M. Beck, of the Electric Storage Battery Co., and the Remy generator, by Edward Kieckbusch, of the Harley-Davidson engineering staff.

The convention closed with a bowling party. Most of the dealers in attendance at the convention stayed over in Milwaukee on Sunday and left for Chicago on Monday morning to attend the National Show.

FABRIC PLANT

In Connecticut Taken Over by Goodyear-New Co. Formed

AKRON, O.—The Goodyear Tire & Rubber Company has taken over the plant and business of the Killingly Mfg. Co., Killingly, Conn., maker of cotton tire fabrics, and has incorporated that firm as the Goodyear Cotton Mills, Inc. The incorporators are Francis Seiberling, Fred Miller and Harold Hutchins, the capital stock being $5,000,000.

By this move, the Goodyear folks get control over one of the sources of cotton tire fabric. The plant, which has been operated as a fabric mill for several years, will have its output doubled for 1917.

1917 HENDERSON IN DENVER

DENVER, Colo., Nov. 14.—The 1917 Henderson motorcycle has appeared on the Denver streets. The Rocky Mountain Motor Company, agent for the Henderson, is busy at the present time demonstrating the latest model of their machines.

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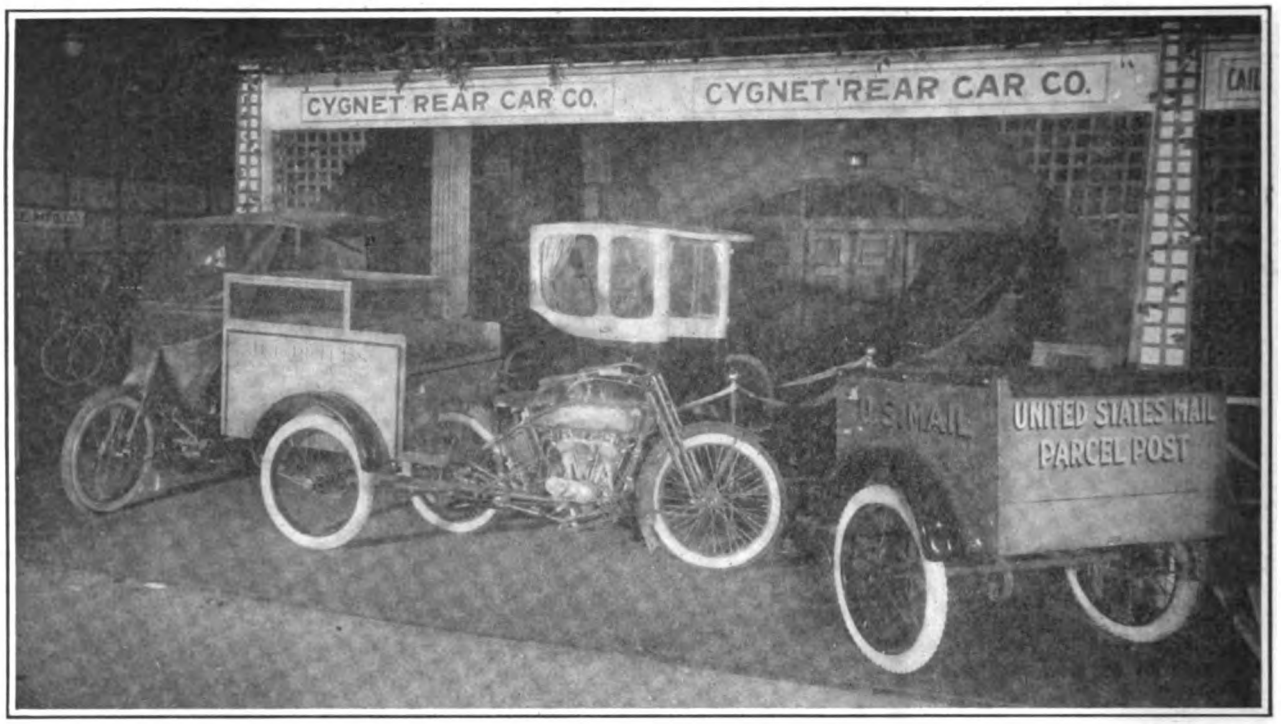
DEPICTING RANGE OF CYGNET REAR CAR MODELS—LIMOUSINE IN CENTER



OLD SOL MEN HAPPY

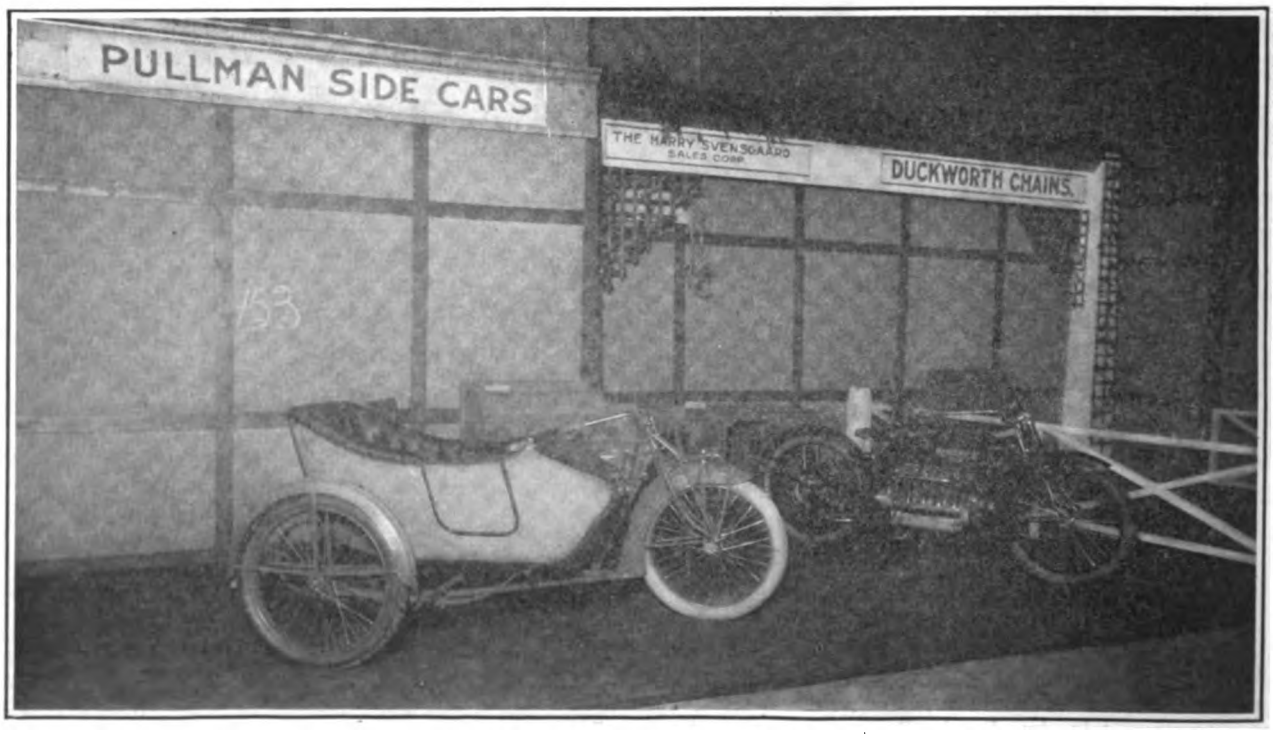
It's a stout, smiling happy trio that stands behind the Old Sol counter and beams on the interested observer. With many of the largest motorcycle makers supplying the Old Sol, Hornlite Salesmanager E. Horace's always buoyant disposition has been augmented, if possible, and his happy frame of mind is reflected in his coworkers, W. A. Prince and Floyd West. There are several new models of Old Sol battery bicycle lighting systems on view varying in price from $1 75 to $3.25 as well as the complete Old Sol line of both motorcycle and bicycle lighting fitments and apparatus.

KOKOMO CHANGES FEW

Such newness as characterizes the Kokomo tire line is ably pointed out to the interested one by Lon Spraker and F. H. Brown.

It is made plain, however, by this able duo, that the Kokomo line remains substantially the same as last year and that it is in the merest details only that it has been found possible to improve the famous brands of tires.

COACH-BUILT SIDECARS OF HIGH QUALITY SHOWN AT PULLMAN BOOTH



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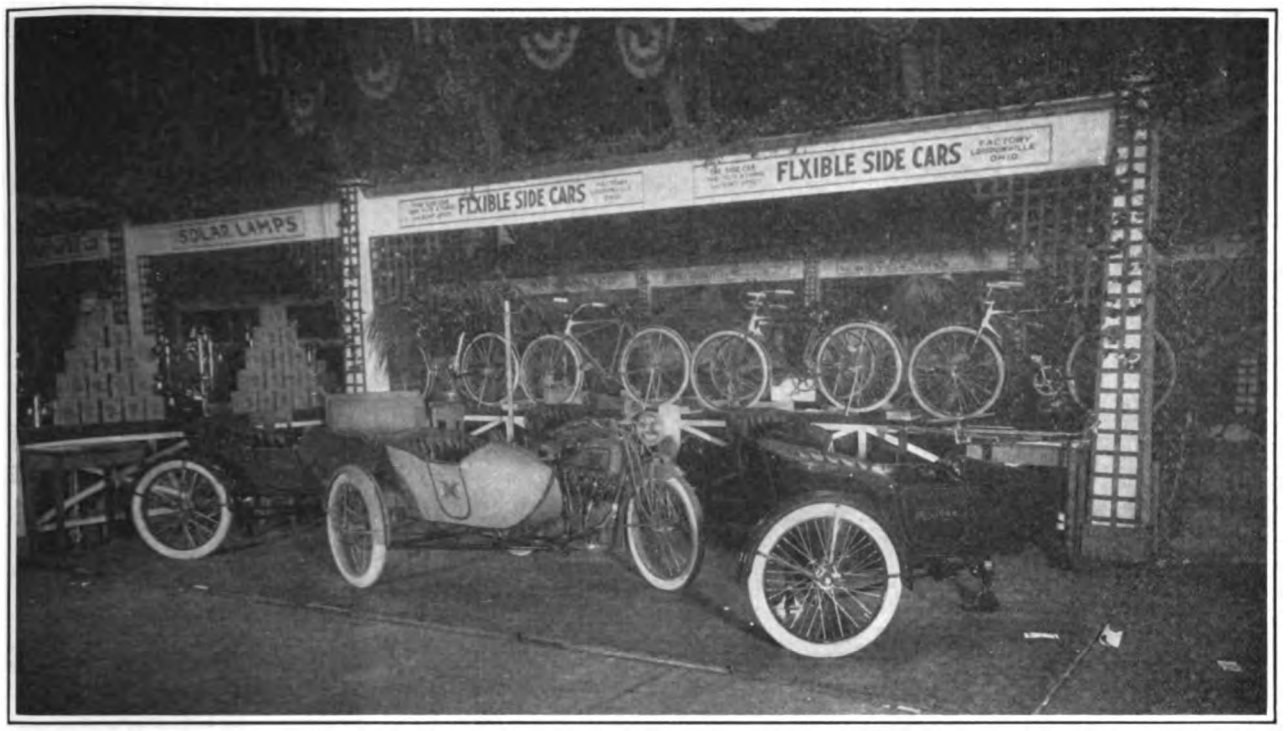
THE NEW FLXIBLE SIDECARS WERE SHOWN IN VARIOUS ATTRACTIVE FINISHES



CHARTER OAK MEET NOV. 30

HARTFORD, Conn.—A professional motorcycle race meet will be held at Charter Oak Park on Nov. 30, Thanksgiving day. There are four motorcycle races scheduled for the event, 25, 10, 5 and 2 miles. William Leahy will ride a motorcycle against an automobile, as an added feature.

Entry blanks can be had from Joe Larkin, 4 Hamilton street, Hartford.

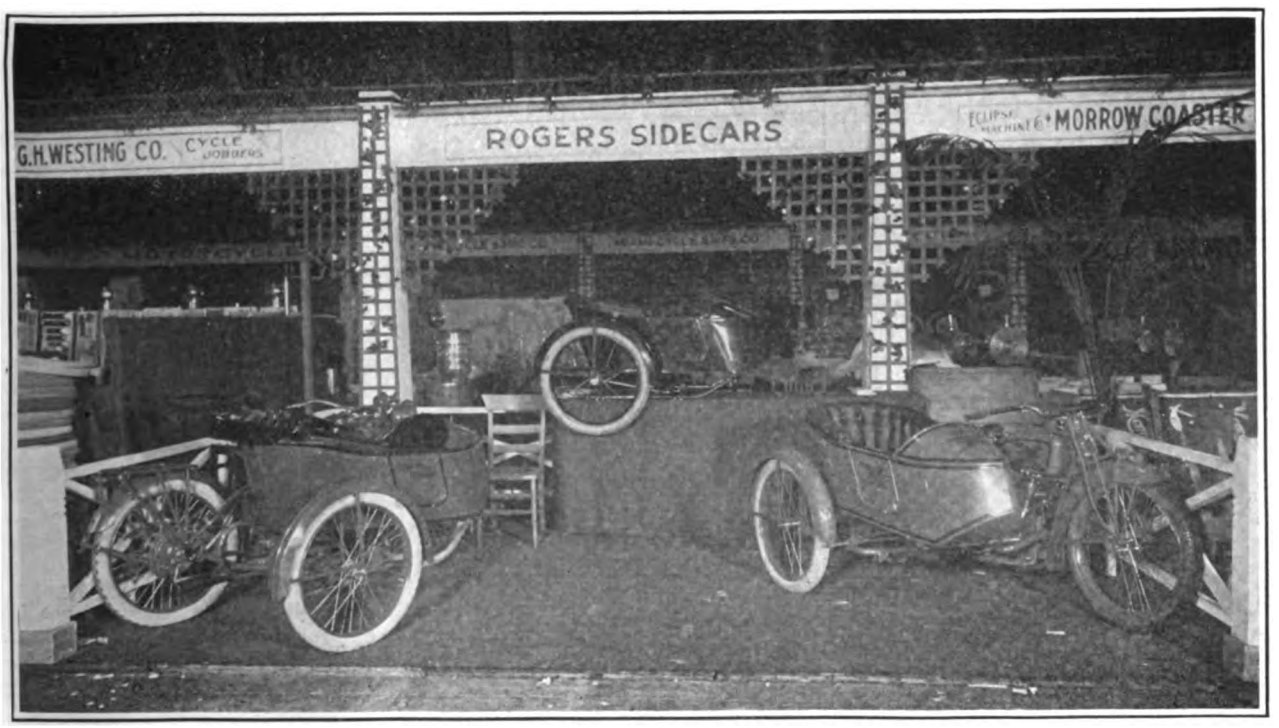
VISITS HARLEY-DAVIDSON

MILWAUKEE, Wis.—Carlos Alberto Sommaruga of the firm of Alberto Sommaruga, Trujillo, Peru, S. A., was a visitor at the Harley-Davidson factory recently. The principal object of his visit was to secure the sales rights for the Harley-Davidson motorcycle for Peru.

HILAMAN ORDERS TWENTY

CAMDEN, N. J.—A. L. Hilaman, handling the Dayton motor bicycle and Thor, put in an order for 20 of the front-driven little machines a few days ago. He sold nine of this model last season.

ROGERS SIDECAR STAND; THE NEW MODEL IS DESCRIBED ELSEWHERE IN THIS ISSUE



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SELL C. & E. GOODS

Fulton Co. to Handle Products in Jobbing Trade

MILWAUKEE, Wis.—The Fulton Company, of 726 National avenue, this city, has taken over the selling rights for the entire output of the C. & E. Mfg. Co., of Marshalltown, Ia. This line, consisting of cut-outs and bearings, among other goods, will be distributed to the jobbing trade in Canada and the United States.

The Fulton Company will, of course, continue to market the Aermore exhaust horn, Eklips sparkplug and other of its well known products.

WOODRUFF SELLS RETAIL BUSINESS

BROOKLYN, N. Y.—Lee Woodruff announces that he has sold his sporting goods business and that hereafter all his time will be devoted to the Okay Motor Mfg. Co. The store has been taken over by the Seawanhaka Sporting Goods Co., with George H. Fischer as president.

GOODYEAR SALES $64,000,000

AKRON, O.—At the end of the fiscal year on October 31, it was estimated that the total of sales for the year made by the Goodyear Tire & Rubber Company would be close to $64,000,000. The plant has been closed for the inventory needed in preparing the annual report, to be presented December 4.

SMITH FLYER BUSINESS IS DIRECT

MILWAUKEE, Wis., Nov. 11.—The A. O. Smith Co., makers of the Smith Motor Wheel and the Smith Flyer, announce that the Flyer is being marketed through the Smith Company's motor wheel division sales department. Arrangements for a temporary Chicago office in charge of Carl Marshall had almost been completed, but the company discontinued the matter and all dealers are requested to address the A. O. Smith Co. direct.

A PROGRESSIVE TEAM

At the left appears R. J. Firestone, who has just been made vice-president of the Firestone Tire & Rubber Co., as announced in the November 9 issue of Motor Cycle Illustrated. He was formerly general sales manager. The photo at the right shows A. G. Partridge, who has succeeded Mr. Firestone as general manager of sales.

THANKSGIVING RUN

Annual Turkey Program of Providence Riders Is Arousing Interest

PROVIDENCE, R. I.—B. A. Swenson has just announced the plans for the annual Turkey Run of Providence riders, to be held November 30. The event will be staged over a 102-mile course, to Westerly and return. There will be several checking points en route. It is expected that about 50 motorcyclists will participate.

The rider returning to Providence with the highest score will receive a 25-pound live New England turkey, and there will be other awards for other high-score men. Ducks, chickens, vegetables and even lemon pies will be among the prizes. The start of the run will be made from Swenson's headquarters, 522 Broad street, at 9:30 a. m. on November 30, and an entry fee of 50 cents will be charged.

FULTON ON ANNUAL TRIP

MILWAUKEE, Wis.—S. A. Fulton, president of the Fulton Company, of 726 National avenue, this city, has just started on his annual Western trip calling on the jobbing trade in California.

HENDERSON IN CEYLON

Four-Cylinder Machine Ridden by British Army Officer on Duty in Asian Island

COAST BUSINESS

Will Be Big, Says President of Henderson Co.

LOS ANGELES, Cal.—T. W. Henderson, head of the Henderson Motorcycle Co., of Detroit, Mich., has finished his tour of the Pacific Coast in this city. He is on his way back to Chicago for the motorcycle show, covering Denver and other cities en route. Mr. Henderson put in several days in San Francisco, Portland and Seattle, and states that he never saw business conditions better there or more favorable for a big motorcycle season.

He considers general conditions are better than at any time since 1913. As for California conditions, he is more than pleased with the way Henderson distributors have lined up for the coming season. Their agency policy and missionary activity has assured the Henderson a fine representation, and initial sales indicate a big vogue for this machine in the Golden State.

INTRODUCING INDIANA TIRES

SAN FRANCISCO.—A. Freed, of the Pacific Motorcycle Supply Co., is now in Northern California, following his visit to the Los Angeles branch. He is introducing Indiana tires, the representation for which he took on his recent Eastern trip. Freed has the agency for Rogers sidecars and has a carload on the way from Chicago now. He will stock these cars for all makes of motorcycle. A big Indian shipment has just arrived.

TRAFFIC LAWS ENFORCED

COLUMBUS, O.—The new traffic ordinance, adopted by the City of Columbus a month ago, went into effect Nov. 9 Glaring headlights are now forbidden and there is a severe penalty against the use of spotlights. Safety zones are located at all prominent crossings and pedestrians are prohibited from "jay walking." Policemen are enforcing the provisions of the ordinance.

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Bicycle Section

ROUGH RIDING AT BOSTON SIX-DAY FINISH

Goullet and Grenda Win Strenuous Race in the Hub—Iver Lawson Painfully Injured in Spectacular Spill—Six Riders Fall, Four Into Box Seats.

BOSTON, Mass., Nov. 12.—There have been many rough bicycle races seen in this city, but it is doubtful whether any has been as rough as the six-day race that finished at the Arena last night. The race ended with a last hour of sprints on the so-called Berlin style of finish, and there was more blood spilled than in any previous race run in this city, and there has been much gore spilled in past races.

Nine teams were tied when the last finishing sprints were started, the field practically remaining tied since the race was started.

Alfred Goullet, Who Showed Great Form in Boston Six-Day Race

On the fourth day three teams, Carman-Wiley, Sullivan-Eaton and the Lawrence Thomas pairs suffered the loss of a lap, but the referee refused to allow the lap on account of poor reliefs by the other teams. The field from that time on remained intact to the finish, although it looked as though other teams had suffered a loss of the valuable circuit, but the officials failed to take the laps away.

A sprint was staged every mile in the last hour and the big crowd that packed the building will never forget that delirious sixty minutes. Just before the start of the session of sprinting the 18 riders were all dolled up in their best racing togs, but after the fourth sprint the majority of the riders looked as though they had been through a threshing machine, and when the sprinting finished a number of the riders were looking as though they had been doing trench duty in Europe.

HOW THE TEAMS FINISHED.

	Points.
1—Goullet-Grenda	42
2—Magin-Corry	73
3—Thomas-Lawrence	82
4—Madden-Hanley	90
5—Dupuy-Kaiser	120
6—Eaton-Sullivan	137
7—Lawson-Root	164
8—Spencer-Spencer	228
9—Carman-Wiley	230

Alfred Goullet and Alfred Grenda, the ultimate winners of the race, won the first sprint, Goullet doing the sprinting, Jake Magin, of the Magin-Corry team finished second; Eddie Madden, of the Madden-Hanley team ran third and Iver Lawson, who was teamed with Root, finished fourth. Dupuy-Kaiser, Thomas-Lawrence, Spencer brothers, Sullivan-Eaton and Carman and Wiley won the other places. Grenda, Corry, Lawrence, Hanley and Lawson is the way the leaders ran in the second sprint.

Six in Big Spill

Goullet won the third sprint and Eaton rushed around to the front for the fourth when his wheel went from in under him. He brought down five other riders with him, four of them being catapulted into the boxes along the track. Grenda and Corry had the flesh on the right side of their faces torn away; Iver Lawson was torn and bruised about the face and at first it was thought he would lose his right eye, but later developments proved otherwise. Dupuy, Wiley and Hanley were cut and bruised, but with the exception of Lawson, who was rushed to the City Hospital, and Wiley, who quit the race, all others continued in the "battle."

Eight riders responded for the fifth sprint, which was won by Goullet, with Dupuy second and Root third. The sixth sprint saw Dupuy and Sullivan get knocked down. Goullet won with Corry, Thomas and Hanley following. A. Spencer won the next sprint from Eaton, Hanley and Corry. Grenda, with his right eye almost closed and blood covering most of his face, competed in this sprint. Goullet then came on and won the following sprint.

With Goullet and Grenda having a big lead in points it was apparent that they could not lose, barring an accident that would cripple the team and force them out of the race. Kaiser and Dupuy, in a desperate effort to keep in front and avoid spills, started a "jam" at the finish of the twelfth sprint, but were caught before the finish of the next sprint. The referee ordered the Spencer brothers and Madden and Hanley penalized a lap for poor pick-ups, but the penalty was later removed.

On the 14th mile Dupuy and Kaiser started another "jam" and from that mark on the race was one long continuous "jam." Goullet won all the 24 sprints that he competed in with the exception of the last when he was boxed in and finished fourth. Goullet rode a remarkable race and he was almost invincible, winning sprints from in front or any other position.

How Points Were Scored

Points were scored in the sprints from one to nine according to position, and the team scoring the lowest number of points being the winner. In the 24 sprints Goullet and Grenda scored 42 points. Magin and Corry finished second with 73, while Thomas and Lawrence scored 82 points and carried off third honors. Fourth place went to Madden and Hanley with 90 points and Dupuy and Kaiser had 120 points. Sullivan and Eaton with 137 points finished sixth and Root and Lawson finished seventh, their score being 164 points. The Spencer brothers had 228 points and the Wiley and Carman team had 230.

The race from a financial standpoint ran a little short of last year, the difference being on the fifth day. The riders fared well for their week's work.

Alfred Grenda, Goullet's Winning Mate in the Hub "Grind"

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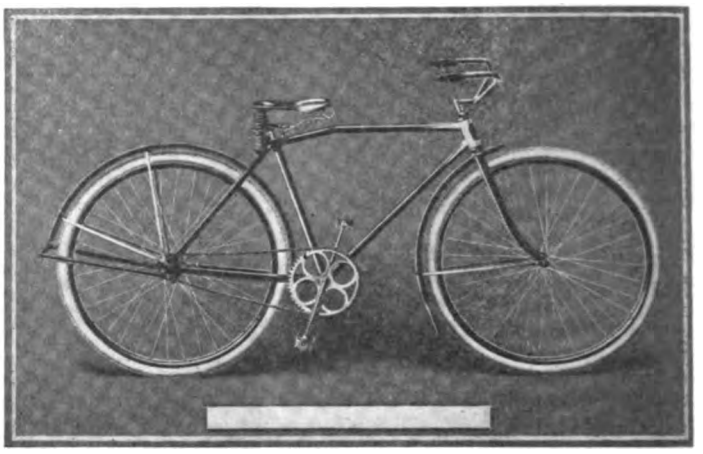
TWENTY IN ARNOLD, SCHWINN LINE

World and Excelsior Bicycles, with Usual High Grade Construction and Fine Finish, Make Up the Offering—Prices Range from $30 to $45—Two in Each Line for the Young Folks—Autobike a Feature

Excelsior Bicycle, Model 1711. Price, $42



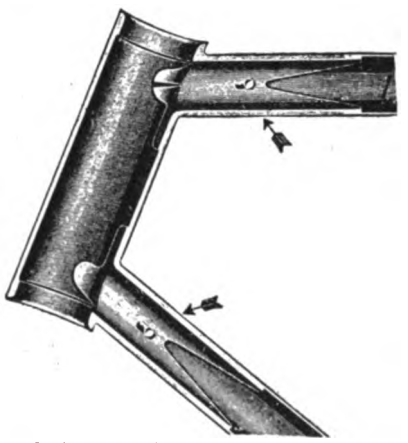
Excelsior, Model 1704. Price, $35

CHICAGO, Ill., Nov. 13.—Twenty models, comprising a line of bicycles that will be found suitable for almost any need, are offered for 1917 by Arnold, Schwinn & Co. The bicycles are the celebrated Excelsior and World, and they range in price from $30 to $45. Two juvenile models are included in each line, the price being $30.

1917 Line Has Variations

In the 1917 line there are variations to meet different requirements, but the same general construction is carried out. The best steel tubing is used, the gauge being 20 for frames and 16 for fork stems and similar parts. The heads are drawn steel and fishmouth reinforcements and flush joints are used. All joints are carefully pinned and brazed by the most improved methods. Crank brackets, seat post cluster and rear fork ends are of heavy drawn steel.

Standard diamond frame, with single and double bar, single and double curved top and arched truss are offered in the various models. There are four styles of forks, three with drop forged and one with a three-plate crown. The three-plate crown is formed with long drawn sockets, giving a holding space on the fork sides three times the thickness of the crown plate. The trussed fork is built with a one-piece forged crown with the truss struts made integral with the crown. A bayonet type with a reinforced ridge extending almost the full length of the fork, and a standard type of oval fork are supplied.



Arnold, Schwin Head and Frame Construction, Showing Fish-Tails

The crank hangers are the one-piece type with diamond drop forged crank of high grade carbon spring steel, which is guaranteed not to bend or break. The cups and cones are of the best grade of steel, hardened, ground and polished. There are a variety of sprockets of various designs. The 60-tooth sprocket is reinforced by lateral flanges. Wheels are built of one-piece wood rims, high grade spokes and light front hubs and standard type of coaster brake. Chains, block and roller type, 3/16-inch by ½-inch pitch, are specified in all models.

Best Equipment Selected

The tires, saddles and handlebars specified with the various models have been carefully selected. Handlebars are the high grade seamless steel tubing, and the grips include rubber and leather wound. The colors include a variety of combinations, the enameling including four coats, which are carefully put on and hand rubbed. Color combinations have been carefully selected. The nickel plating has been given careful attention also, which insures a fine lustre of great durability. The other details of both lines are taken care of in the usual painstaking manner.

Ladies' Model Excelsior. Price, $38.50

World Autobike, Model 1710. Price, $45

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BAY VIEW WHEELMEN HOLD TEAM RACE

Fifteen Teams Start in 25-Mile Team Race at the Woodbridge, N. J., Half-Mile Trotting Track

WOODBRIDGE, N. J., Nov. 13.—In order to harden their riders for the two-hour team race, which they will promote on Thanksgiving Day, the Bay View Wheelmen, of Newark, staged a 25-mile team race on the half-mile trotting track yesterday. Fifteen teams started and 13 finished.

John L. Staehle, the amateur champion, and his partner Ed Byron won the race with 12 points, they gaining their points by winning the five and 25-mile sprints, finishing third in the ten and 15-mile dashes and fourth on the 20-mile tussle. William Keller and William Schneider finished second with 19 points and Gus Lang and Charles Rimmele finished third with 26. Two spills marred the race somewhat, but no riders were injured.

George Brindle, known as the "Brassard King," retained the club armlet in two races yesterday. He beat Patsy Kline and Alfred Andres in rather easy style. Brindle has held the Brassard for eight weeks straight. The order of finishes at each five-mile mark in the team race and the points scored by each team is as follows:

	Miles					
Team	5	10	15	20	25	Pts.
Staehle-Byron	1	3	3	4	1	12
Keller-Schneider	3	8	1	3	4	19
Lang-Rimmele	8	6	4	5	3	26
White-Paetz	5	1	8	8	8	30
Martin-Fitzsimmons	4	5	5	8	8	30
O'Mara-Benwell	6	8	6	6	5	31
Horvarth-Trahmer	8	8	8	1	8	33
Dreher-Grenda	8	4	8	8	6	34

All finishers outside of sixth place were credited with eight points.

MADISON SQUARE GARDEN MAY BE AUCTIONED

NEW YORK, N. Y., Nov. 14.—Historic Madison Square Garden, the scene of many cycle shows, sporting events and the home of the New York six-day race, may be put on the auction block before the end of the year. The F. & D. Co., owners of the property, yesterday filed a voluntary petition in bankruptcy in the United States District Court. The liabilities are given as $3,035,879 and the assets as $2,753,141.

The famous building has been in the hands of a receiver since June 1. Counsel for the receivers stated last night that the new developments would have no affect on the Garden for a year at least, as it is leased for the cycle show early in December, the six-day race two weeks later, and for a number of other events.

CALIFORNIANS AFTER RECORD

SAN FRANCISCO, Cal., Nov. 10.—Ralph Welch, Harry Spence and Milton Costello, three members of the New Century Wheelmen, will attempt to break the 100-mile record to San Jose and return on Sunday, November 19. The record is held jointly by Frank Murray and Walter Hammit and stands at 5 hours and 42 minutes, and the record has stood since 1912. The trio will start at Mission street corner of 22d, and will check at Belmont and Mountain View each way.

BEN BOYES MAKES NEW YORK-BOSTON MARK

NEW YORK, N. Y., Nov. 14.—Ben Boyes, a member of the New England Wheelmen, broke the record between New York and Boston on Election Day. Boyes covered the distance between the two cities in 17 hours and 49 minutes as against the old record of V. Cestone of 18 hours and 36 minutes.

The schedule of Boyes' ride is as follows: Left New York City Hall, Nov. 7, at 12:01 a. m.; New Rochelle, N. Y., 1:21;

Ben Boyes, Who Broke Cestone's New York-Boston Record

Portchester, N. Y., 1:55; Stamford, Ct., 2:25; Bridgeport, Ct., 4:05; New Haven, Ct., 5:11; Meriden, Ct., 6:21; Hartford, Ct., 7:39; Springfield, Mass., 9:39; Palmer, Mass., 10:41; Warren, Mass., 11:42; East Brookfield, Mass., 12:50; South Framingham, Mass., 3:55; Boston, 5:50. Boyes rode a Bastide bicycle fitted with Palmer-Armstrong tires. Upon hearing of the record ride Cestone, the former holder, announced that he would again attempt to bring the mark back to his credit.

LAST N. E. W. RACES HELD

NEW YORK, N. Y., Nov. 13.—W. Sluyter won the third and last consolation race of the New England Wheelmen, which was held yesterday. Sixteen riders competed in the race and Sluyter with 12 points beat T. Urbach, C. Eiler, W. Sprauer, Sr., in the order named. A one-hour team race with 12 teams was also run. Aickelin and Eiler, 32 points; Palmier and Maas, 18 points; Schindler and Bader, 10 points, was the way the first three finished.

SALT LAKE DEALER RETIRES

SALT LAKE CITY, Utah, Nov. 8.—William Brewer, of the Bicycle Supply Co., has sold out his interests. It is not known what he contemplates doing at present.

RABBINO AND NUNZIATA TAKE U. S. I. EVENTS

Italian Club Runs Two Races, Non-Winners and Ten-Mile Handicap—Team Race Next on List

NEW YORK, N. Y., Nov. 13.—Two races were staged by the Unione Sportiva Italiana yesterday over the Pelham Parkway course. The first, the four-mile, was reserved for riders that had not been placed better than third in open road and championship races held this season, while the second was a ten-mile handicap.

Charles Rabbino won the four-mile race from a field of 18 riders. Amerigo Ferrero finished second; Charles Jensen, third; Charles Hanson, fourth, and Thomas La Rossa, fifth, Rabbino was timed for the course in 13:13⅕.

Harry Hoffman looked like a winner of the ten-mile handicap race nearing the tape, but his seat post became loose and his chances were spoiled. Jerry Nunziata won the race with Hoffman second and Nelson Johnson third. All three started from scratch and Nunziata was timed in 28:11 2/5. Amerigo Ferrero, 50 seconds, finished fourth and Charles Rabbino, 30 seconds, landed fifth place. Twenty-four riders started.

On Sunday, November 19, the club will stage a 30-mile team race over the same course. The so-called Berlin style of finish will be employed in deciding the winners. A sprint will be staged at each three miles, and the winners will be given a point, second team two points and so on. The team scoring the lowest number of points in the ten sprints will be the winners.

JENSEN WINS C. R. C. RACE FROM THE HONOR MARK

NEW YORK, N. Y., Nov. 13.—Edwin Jensen, riding from scratch, won the weekly point race of the Century Road Club Association, which was run yesterday over the Pelham Parkway course. The distance was 6½ miles and Jensen rode it in 16:32. Louis Zemo, 2 min.; H. V. Carroll, 2 min.; J. J. Marquart, scratch, and Willard Knecht, finished as named.

Beginning next Sunday the last of the seasons point races, three in number, will be run. No member who has not competed in at least three will be allowed to start. On Sunday, Nov. 26, the association will hold a two-hour team race over the same course. An effort to better the mileage of 39.3 miles made in the 1914 race will be made.

THREE RACES—THREE WINNERS

BAYONNE, N. J., Nov. 13.—George Kaetz, Arthur Neminsky and James Flanagan won the three races staged by the Hudson County Wheelmen yesterday. Kaetz, 30 seconds, won the ten-mile handicap in 27:34 1/5; Neminsky accounted for the four-mile open and Flanagan took first honors in miss-and-out race, which went five miles. In a Brassard race John Carey defeated Kaetz.

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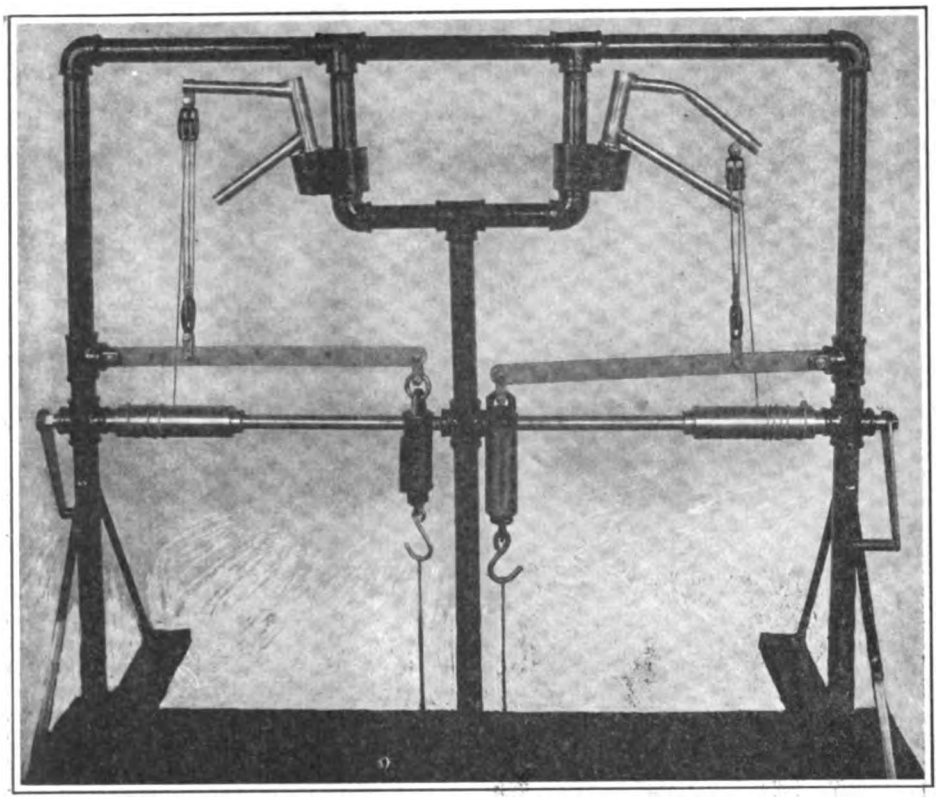
MIAMI'S FRAME TESTING APPARATUS AT THE SHOW



MIDDLETOWN, O.—In order to demonstrate the strength of the four-ply Hercules frame construction on bicycles made by the company, the Miami Cycle & Manufacturing Company has developed the testing apparatus shown in the illustration. This apparatus, now being shown at the Coliseum in Chicago, consists of a pair each of levers with spring balances, blocks and tackle and a main axle with handles for exerting the necessary force in making the tests. These components are mounted on an iron pipe frame fitted to a broad and sturdy base.

The carriers take a Hercules and any other stock frame head on the market. On being connected up and the cranks turned, the spring balances show the pull necessary to cause deflection. The pressure needed to effect this is found by multiplying the reading of the balances by four, as that is the ratio of the apparatus. There is a dead weight of 80 pounds for the scale lever, etc.

The Hercules frame construction, shown at the left, gives a scale reading of 160 pounds, corresponding to 720 pounds actual. That for an old style head, shown on the right carrier, is badly deflected at 40 pounds on the balance, equal to 240 pounds actual. It will be seen from this that the Hercules construction is four times as sturdy against deflection as the other head on the machine.

The Miami Cycle & Manufacturing Company will also exhibit this apparatus at the Madison Square Garden, New York, on December 4 to 9.

MOTORCYCLISTS TAKE TO CYCLING

SACRAMENTO, Cal., Nov. 8.—Members of the Sacramento Motorcycle Club have taken to long distance cycling, and a number of them have shown class in that style of riding. Eugene Hepting late in October made an individual record trip to Merced and return, a distance of 238 miles, which he covered in 13 hours and 35 minutes actual riding time. He left at 4:05 a. m. and reached Merced at 12:05 noon. After taking lunch as the guest of the Merced Cycling Club, he started back 40 minutes later and reached this city promptly at 7:50 p. m.

NEW MOTOR WHEEL DEALERS

MILWAUKEE, Wis., Nov. 11.—The following dealers have recently been added to the long list of dealers who sell the Smith Motor Wheel and Smith Flyer:

Claude A. Purcell, Parker, S. Dak.; Seick Tent & Awning Co., Des Moines, Ia.; Scruggs-Vandervoort-Barney Co., St. Louis, Mo.; Douglas Park Motorcycle Works, 3208-10 Ogden avenue, Chicago, Ill.; Halle Bros. Co., Cleveland, O.; J. P. Edwards, Knightstown, Ind.; Bryan Holcomb, Whitewright, Tex.; Montgomery & Scudder, Ft. Worth, Tex.; Bellaire Motorcycle Exchange, Bellaire, O.; Carl Griffith, Mt. Sterling, Ill.; Don Anderson, Washington, Ia., and J. & M. Auto Supply Co., 3565 Grant Boulevard, Pittsburg, Pa.

BIG POPE INCREASE

CLINTON, Iowa.—Carroll Armstrong, manager of the bicycle department of C. E. Armstrong & Sons, reports a big increase in the sale of Pope bicycles in his territory, as compared with sales for the 1916 season. The firm has fitted these wheels with Three Star Sturdy Stud Pennsylvania tires. The Armstrongs are selling wheels at $5 down and $5 a month, as well as for cash.

CYCLE TRACK PLANNED FOR PROVIDENCE

Boston Parties May Take Over Tract of Land and Build Modern Racing Plant Near Rocky Point.

PROVIDENCE, R. I., Nov. 13.—Within the next three weeks Boston bicycle promoters will come here to take over a large park on the Rocky Point car line, if plans now being made do not miscarry.

B. A. Swenson and his family attended the end of the six-day cycle race in Boston Saturday night and upon his return here made the following statement:

"Bicycle promoters in Boston have secured an option on a large tract of land just outside the city limits here, and are planning to build a bicycle track to open early next spring. I have been asked to co-operate with them and I am so thoroughly convinced that there is a big field for bicycle racing here that I shall enter into the project body and soul. Bicycle racing in a measure has been on the boom here for some time and recently many have approached me to get the ball going.

"I am informed that the Boston people will come here within the next three weeks to take up the proposition, and by the 1st of December we will know for sure whether the project will go through or not. For my part I hope it does. Should a track be built on the site selected, we will have one of the best cycle racing plants in the country."

BIG MOTOR WHEEL SALES

MILWAUKEE, Wis., Nov. 13.—Sales of Smith Motor Wheels during September and October have been an agreeable surprise to the makers, the A. O. Smith Co., of this city. Many of the sales have been to high school and college students, while others have been purchased for service work and by farmers, the latter class being large. The A. O. Smith Co. say that their shipments for November will be greatly in excess of last year.

PRIZES FOR TEAM RACE

NEWARK, N. J., Nov. 13.—Over 30 prizes have already been donated for the two-hour team race of the Bay View Wheelmen, which will be staged at the Weequahic Park track on Thanksgiving Day, Nov. 30. All teams that desire to ride this race are urged to send in their entries.

AIDS FOR CHRISTMAS SALES

BUFFALO, N. Y., Nov. 13.—Attractive Christmas pamphlets and window signs in four colors have been printed by the Buffalo Metal Goods Co., makers of the Atherton coaster brake. The signs and pamphlets will be supplied to bicycle dealers in quantities. A banner is also being prepared for dealers.

VOLLERTSEN SELLS 125

DAVENPORT, Iowa.—John Vollertsen has a bicycle store and shop at 325 Brady street, this city. His sales to date amount to 125 wheels, most of which were Iver Johnson and De Luxe models.

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FEATURES OF SPLITDORF SERVICE

How the Wonderful Growth of Splitdorf Organization and Plant Affects the Interests of the Motorcycle Rider Who Uses Dixie Products—How Branch Service Has Been Developed

FROM the foundation of the Splitdorf organization up to the present itme, great strides have been made, not only in the growth of the organization and factory facilities, but in the number of its products and in their perfection in mechanical efficiency.

From Civil War days the name of Splitdorf has been associated with electrical devices and from small beginnings through the days of development of the Roentgen rays, the name and firm slowly developed until the inception of the automobile and motorcycle industries. Then Splitdorf progress was remarkable. From a small shop in lower New York to the Bronx, the demand taxed the ingenuity and resources of the firm heads, adding new buildings, developing new manufacturing processes on a huge scale and bringing the output up to the tremendous demand.

Remarkable Progress

That has been its perpetual task in the last decade. The taking over of the company by new financial interests and the branching out into wider fields of electrical ignition saw the transition of the company's manufacturing plant from several buildings in the Bronx to its present quarters. That was in 1913.

Bigger and broader in every sense their present factory facilities include two large buildings, one of which has been recently erected, constructed on the most modern plan of factory design. This new plant adds 115,000 square feet of space to the old factory, making a total of 240,000 square feet.

The Splitdorf organization bases its great and rapid progress on the high efficiency of the personnel of the organization, the extensive research and successful scientific development of new electrical devices and appliances, the intense efficiency of its manufacturing methods, the closeness to mechanical perfection of its products, and its service to the consumer or user. The present official staff of the Splitdorf electrical Company is as follows: John F. Alvord, president; Charles F. Splitdorf, vice-president; C. W. Curtiss, general manager; R. S. Preble, treasurer; M. W. Bartlett, secretary, and Dan R. Walls, advertising manager.

Controlled by Headquarters

The Splitdorf branch service stations, probably unlike any service station systems, are under the complete control of the company. This feature makes for an absolute conformity with the policies of the organization.

The motorcycle dealer is a forceful factor in this arrangement, for generally it is through him that the aid is given the user and in this way he can establish exceedingly close relationships with his customers, and by this means, increase the volume of his business.

Benefit the Dealer

Considered in another way, these service arrangements make it possible for the motorcycle dealer to obtain adjustments, repairs and replacements of the highest quality at the minimum of cost and delay. Splitdorf maintains 25 branch service stations throughout the United States, and abroad, located in strategic centers, in order to render service to its widely distributed patrons. Each branch has its little army of expert workmen, supervised by a branch manager, which is constantly inspecting, testing and repairing. Besides this, each branch keeps men continually traveling throughout its territory, calling on garages and repair men, to take care of the Splitdorf distributing interests. Nothing, in fact, is left undone to make Splitdorf service real service.

Each branch is completely equipped with facilities to give the same quality of service as could be obtained at the factory. In the sales department, a motorcycle owner or repairman can purchase complete new Dixie ignition and Splitdorf lighting systems as well as Green Jacket spark plugs, and have them instantly installed. New parts can be obtained from stock or old parts can be restored to perfect working conditions without appreciable loss of time.

Broad Warranty

The free service offered by the company embraces the work done on systems that are inoperative through defective workmanship or material and a reasonable charge, of course, is made for repairing a system that is faulty through abuse by the operator. Service of this kind is in force during the life of the warranty, issued by the Splitdorf Company, which is one year from date of manufacture.

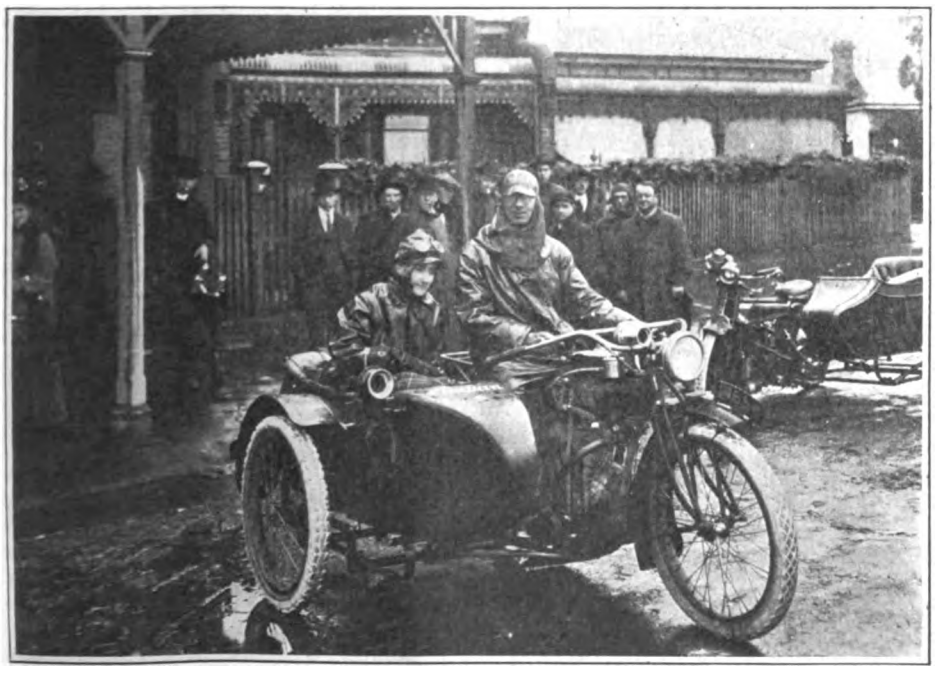
When equipment is received by a branch station for repair, it is dismantled and cleansed of dirt and grease. Then it goes to the special repair department, where it is thoroughly overhauled and restored to perfect working condition. Before it is considered satisfactory it must pass a rigid test by a special testing apparatus as well as an inspection by experts.

Effective Protection

Customers are afforded full protection in the matter of charges, time of delivery, etc., through a perfected system of tagging. Each repair job is tagged with full particulars as to owner's name and address, details as to repairing to be done, etc. As the repair job travels through the various sub-departments of the repair department, the work done by each sub-department and the materials used for making the repair is detailed on the tag.

The scope of work done includes every repair and adjustment that may be needed. Not only do these service stations unify the company's interest with that of the user, but they are of inestimable value to the user from the viewpoints of real economy and efficiency.

WINNING PAIR IN RECENT MELBOURNE RUN



J. H. and Mrs. Rhodes with Indian Sidecar Combination on Which They Came in Victorious on Strenuous Australian Reliability Contest

GOODYEARITES IN ACTION

MEMBERS of the Ohio National Guard who are employees of the Goodyear Tire & Rubber Company, have been fortunate enough to get into action near El Paso, Texas. Recently, a band of Mexicans crossed the border and came into contact with an outpost. In the skirmish which followed the Goodyear boys showed the stuff they were made of and drove off the attacking party.

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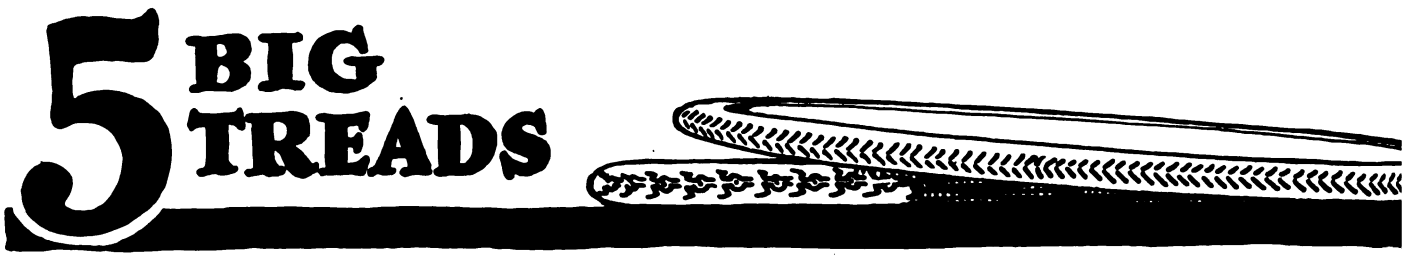

Announcing—A Real Se
The Bicycl

A Line You Can Control

For years bicycle tire advertising and bicycle tire selling has been in a most chaotic condition. No dealer knew where he stood from season to season.

We have long recognized this and have been at work on a solution. Many plans were worked out, tested and found wanting. At last we hit it, and are not putting it too strongly when we call it a decided improvement on anything so far offered the dealer.

The Infallible Selling Plan offers dealers the opportunity of doing business on the following basis:

AN EXCLUSIVE TERRITORIAL AGENCY

Infallible Tire Business will not be dealt out to everybody with a store. One dealer in a territory will get it all.

A TIRE BUSINESS UNDER YOUR CONTROL

The Infallible Agency will be under your control just as the rest of your business is. The work you do will be work in your own interest.

THE ELIMINATION OF PRICE COMPETITION

As no other dealer in your territory will have Infallible Tires, there will be no price competition. The Infalli-

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ng Plan For Tire Dealer

ble Selling Plan eliminates that bugaboo of the tire business—price-cutting.

A COMPLETE LINE OF TIRES UNDER ONE TRADE MARK

The Infallible Line covers the field completely—a tire for every bicycle purpose—all under one name; one house to do business with; one house to request service from.

UNUSUAL DISCOUNTS TO THE TRADE

Infallible Tires carry a profit to the trade that is worth while. There's a good profit in every number. You make money no matter what tire a customer selects—there's money in them all.

THE TIME IS NOW

If you are going to get some of the tire business that "a million bicycles" will develop, you want to hook up with the Infallible Tire Selling Plan and do business the new Infallible Way.

YOU MUST HURRY

When our plan is known, territory will be taken up fast. So don't lay this aside with your morning paper, but get a letter off to us now. Tell us all about yourself and your business.

We are going to be a little bit particular. First class dealers can have all the territory they will take good care of. And it's a franchise that will pay big.

Write us to-day

INFALLIBLE RUBBER CO.

New York Sporting Goods Company

10-15-17 WARREN STREET *Distributors* NEW YORK CITY

Tires

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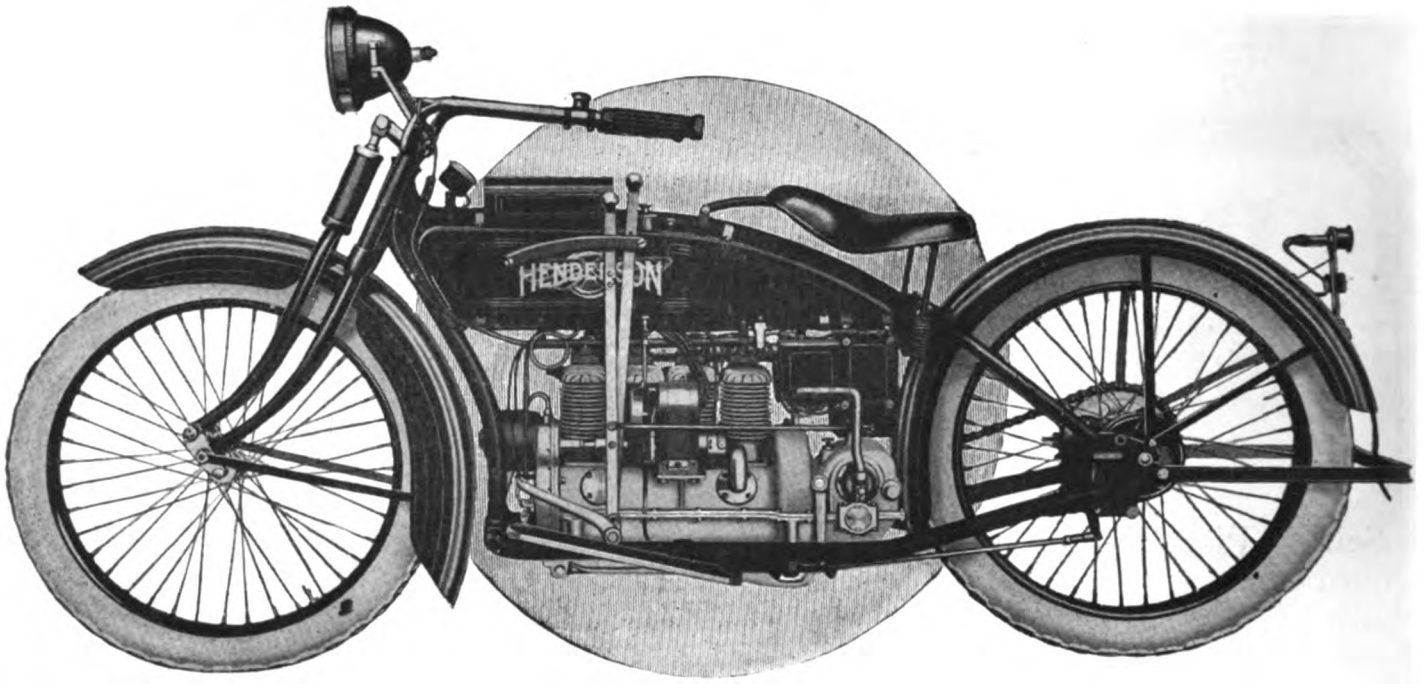
ELECTRICALLY-EQUIPPED HENDERSON MAKES BOW

Has Lighting Dynamo Separate From Ignition Apparatus and Exide Storage Battery



Left Side of Henderson with Electrical Equipment, Generator Just Ahead of Motor on Right, Battery and Controller Above Gearset

CHICAGO, Ill., Nov. 13.—One of the centers of attraction of the Show at the Coliseum today was the 1917 electrically-equipped Henderson, which made its debut when the covers were taken off this afternoon. This model has been in course of development for some time and a few items had leaked out, so that riders steered toward the Henderson exhibit ready to look over the machine from front to rear.

The electrically-equipped Henderson is fitted with a generator driven from the distribution train, this generator being the product of the General Electric Co., of Schenectady, N. Y. It is separate from the high-tension magneto, not only mechanically, but electrically. The arrangement insures against motor trouble due to defects in wiring or light connections.

Simple Construction

The new generator is built especially to the requirements of the Henderson machine, and embodies the experience of the General Electric and Henderson designers. It is very simple and durable as well as efficient in operation. All parts are made interchangeable and uniform.

The generator is of the bipolar type, with laminated armature and field. The commutator is mounted on a ⅜-inch shaft carried on ball-bearings. It is easily accessible and can be removed by taking out two screws. The brushes are of large surface and made of a special composition to give long wearing qualities and at the same time preserve the form of the commutator. Current passes through a "pigtail" instead of through the brush spring, thus preventing a drawing of the temper of the spring. The generator drive gear is hardened and is held by a Woodruff key. The shaft itself is very large and strong to insure long life and dependability.

The front cap is packed with grease when the generator leaves the factory and the machine is self-oiling, so that no attention is required from the rider. All that is needed is to replenish the grease in the front cap about once a year.

Ward-Leonard Controller

The output of the generator is regulated by a Ward-Leonard controller, which operates quite independently. The controller is mounted at the rear beside the battery case, where it is well protected, yet readily accessible. The controller prevents overcharging and will prevent counterflow of current from battery to generator. It is entirely automatic in its action and insures a steady light at all speeds of the motor.

The Ward-Leonard controller is another General Electric product which has been developed to a high degree of perfection. It never needs the attention of the rider.

The storage battery used is the Exide, which has proved successful in several seasons past for motorcycle work. It is fitted with non-leaking plugs and vents and practically unbreakable jars. The headlight fitted is the "Old Sol" Hornlite, having a main and pilot bulbs, and electric horn contained within the shell of the lamp. The horn is operated by a press button on the handlebar.

Further Details

The battery is carried in a neat and substantial case back of the motor. A sliding door at the side allows of easy access to the battery.

The tail light is substantially made and neat in appearance, with red rear signal and white upper lens to illuminate license plate.

The price of the complete Henderson electrical equipment, which includes shaft-driven generator, storage battery, controller, Hornlite, tail light and all wiring and connections, built in and installed on the motorcycle is $45.

A big advantage to the rider of an electrically-equipped Henderson lies in the thoroughly-established service organization of the Exide firm, which makes it easy for users to obtain expert help whenever needed. The company has 15 sales offices, 13 Exide depots and dozens of service stations at various advantageous points in the United States as well as in Canada.

WINDOW DISPLAY

Featured at Denver Goodrich Branch —Two Sections to Store

DENVER, Colo., Nov. 13.—The B. F. Goodrich Company have a motorcycle and bicycle tire department at 1414 Court Place this city, and at the present time they are featuring an attractive window display of motorcycle tires. The tires are shown off to good advantage in the window by a background of different colored papers.

The Goodrich store is divided into two sections here—one for automobile tires and the other for motorcycle and bicycle tires. This move was made necessary on account of the large volume of business experienced in the three lines.

A HELPFUL SERIES

Hendee Mfg. Co. Is Sending Sales-Building Letters to Dealers

SPRINGFIELD, Mass.—One of the latest and most interesting features of the co-operative campaign being waged by the Hendee Mfg. Co. with its dealers is a series of loose-leaf suggestion sheets, which are to be kept in a neat binder. Letter number one, which is now being distributed, discusses the 1917 Indian models and tells of the warm reception they have received throughout the country, and sheet number two offers a number of timely suggestions, among them plans for parts cabinets.

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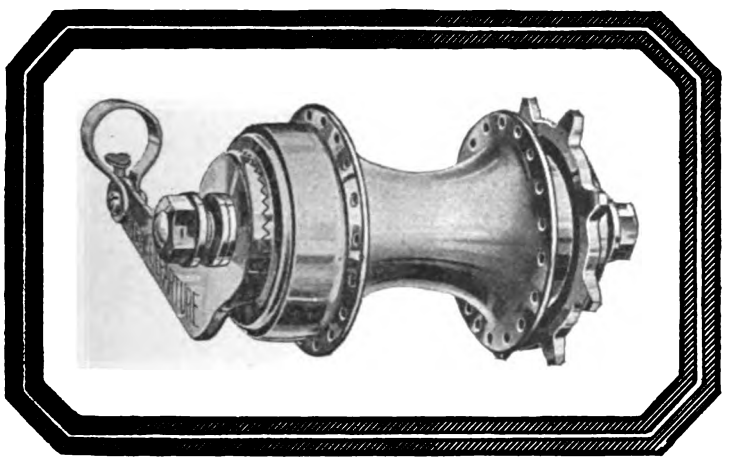
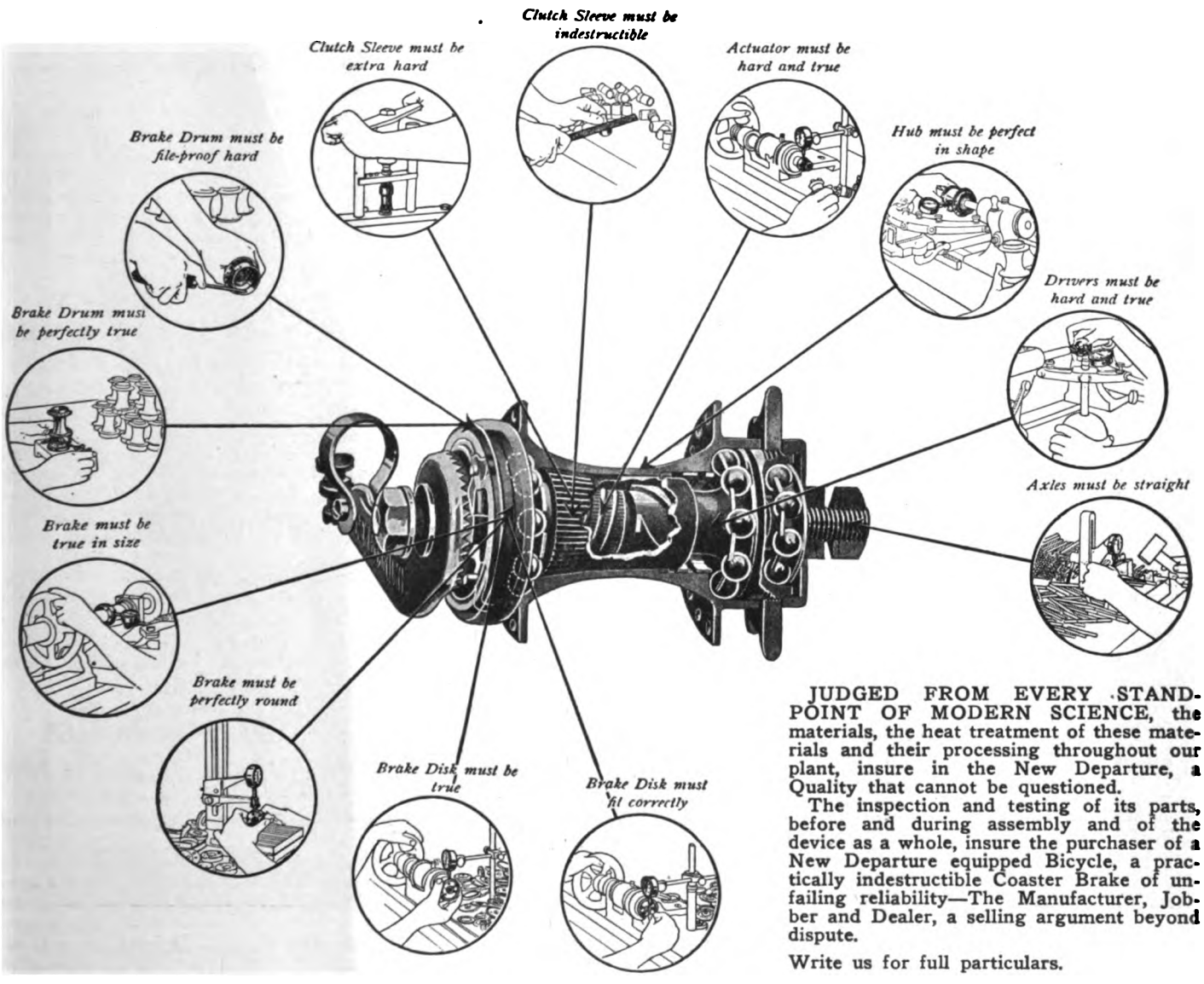
NEW DEPARTURE



Quality
is what sells the
NEW DEPARTURE
COASTER BRAKE



JUDGED FROM EVERY STANDPOINT OF MODERN SCIENCE, the materials, the heat treatment of these materials and their processing throughout our plant, insure in the New Departure, a Quality that cannot be questioned.

The inspection and testing of its parts, before and during assembly and of the device as a whole, insure the purchaser of a New Departure equipped Bicycle, a practically indestructible Coaster Brake of unfailing reliability—The Manufacturer, Jobber and Dealer, a selling argument beyond dispute.

Write us for full particulars.

The NEW DEPARTURE MANUFACTURING COMPANY, Bristol, Conn., U. S. A.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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THE COUNSEL OF THE DEALER—

The counsel of the dealer is important. Your trade depends upon your judgment. Your stock of goods must at all times be complete. The Vitalic-Brigadier-Enduro tire line enables you to supply the demands of every customer that comes into your store -- from the one who wants the best regardless of price to the one who wants a good tire at a popular price. This "Tire Preparedness" should interest you.

BRIGADIER

VITALIC

ENDURO

For years the Vitalic tire has been known to the trade as the highest quality bicycle tire possible to produce. It has proved its supremacy over all other bicycle tires wherever comparison has been made. And now in introducing the Brigadier and the Enduro, two popular priced tires built with the same regard for utmost quality possible at their prices, we offer the dealer the most attractive proposition to be had - - - -

A COMPLETE QUALITY LINE OF SUFFICIENT RANGE TO MEET EVERY DEMAND.

THE VITALIC is built throughout of the best tire materials obtainable,-- two plies of genuine motorcycle fabric frictioned with pure rubber, an inner tube of pure Para rubber so heavy as to eliminate any possibility of leak, an extra heavy non-skid tread of finest quality pure rubber. Will outwear any ordinary bicycle tire more than two to one. Once introduced it easily brings a higher price than other tires, always sells over and over again to the same trade because it never disappoints.

THE BRIGADIER The best popular priced tire ever put on the market far excelling others anywhere near its price. It is a four ply tire, built with two plies of best Egyptian fabric all around the tire and two extra plies on tread A very high grade friction is used. The extra heavy inner tube is made of a very high quality rubber. The Brigadier is made with gray side walls and a heavy large white studded tread as shown in the illustration.

THE ENDURO Another excellent popular priced tire that fills a long felt need for a tire of lower price that has genuine quality. It is built with two plies of high grade Egyptian fabric with a very high grade friction, has a heavy inner tube of very good quality and a good substantial diamond studded white tread.

Write us today for sample sections of these three tires and attractive display material and dealer helps. Your jobber will show you the tires

CONTINENTAL RUBBER WORKS
1718 Plum St., Erie, Pa.

Specify Vitalic - Brigadier - Enduro as equipment on your new stock of Bicycles. Every manufacturer can get this line.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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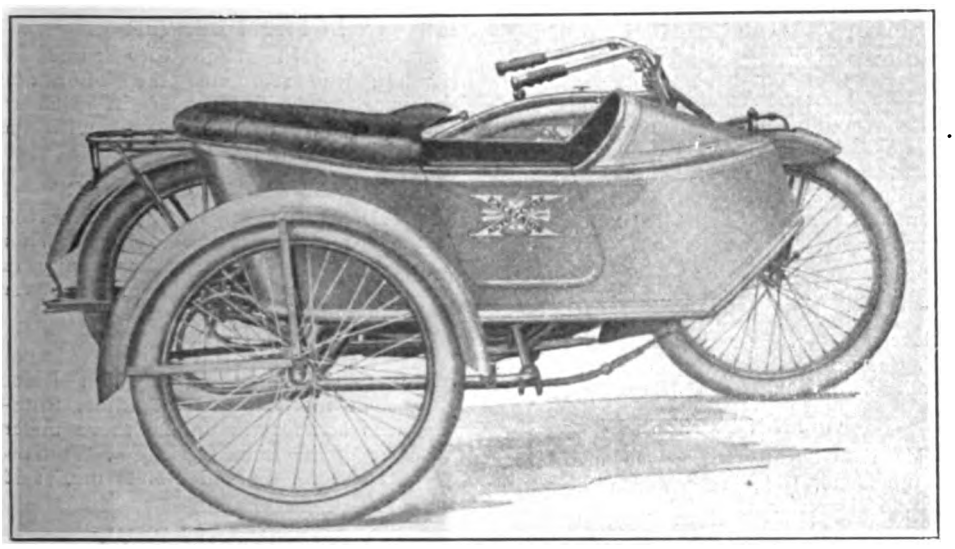
EXTENSION AXLE ON ROGERS SIDECAR

New Season's Product Has Special Device for Regulating Tread from 42 to 56 Inches—Forward Position of Passenger and Altered Spring Construction Other Features



Model H Rogers Car for Attachment to Excelsior 18-3—It Has Special Fittings

THE exclusive sidecar manufacturers have been going "great guns," so to speak, in the development of their products. The Rogers Mfg. Co. has reached a point where its production is large enough to permit of the manufacture of a "tailor made" Rogers model for each and every motorcycle now on the American market, doing away with the feeling that the sidecar is after all merely an attachment and making of the motorcycle and sidecar an integral unit that adds materially not only to its durability and safety, but also to its appearance.

The new Rogers model, which is known as Model M and lists at $80, embraces all of the well-known features that have made the Rogers reputation. The streamline one-piece welded steel body is continued, with some slight improvements in the shape of a larger sidecar pocket and the addition of a pressed steel footrest and inside floor trimming that adds materially to its appearance.

The chassis design has been altered somewhat. A special frame is built for every make of machine; but in every case the Rogers special drop-type of extension axle—which is an exclusive feature—is used, as well as the ball and socket attachment joints, which not only facilitate attachment and detachment of the car to the motorcycle but also tend to eliminate vibration and bending stresses and strains. As with the regular model H Rogers, the frame is built on the triangle principle, giving the utmost strength and rigidity with the least possible weight. Indeed it is the Rogers boast that the Chicago built sidecar is fully 60 pounds lighter than any other make on the market, most of the saving resulting from the use of the single piece steel body.

Another important new feature is found in the new forward position of the Rogers attachment; this permits of the passengers sitting right beside the rider in the saddle, but the center of gravity has been so carefully worked out that this forward position does not entail the slightest tendency on the part of the sidecar to turn turtle.

Emphasizing the "tailor made" feature of this new Rogers model is the fact that the enamels of the various motorcycle models are matched exactly, as well as the finish, even to the black wheels on those machines which supply the "all weather" rim and spoke finish. The chassis of this new model, instead of being finished in black, as heretofore, is finished to match any machine.

The Model H Rogers is, of course, to be continued at the standard price of $75; the only changes are found in altered fittings for facilitating the attachment to the new models as well as to older models in some instances.

In the line of new fitments Rogers offers a new type of top-iron, which can be applied to the sidecar without the necessity of ripping all of the upholstery off the back of the seat and a child's seat of novel design. The seat, which is well and comfortably upholstered, is made to attach to either side of the sidecar, the weight of the occupant not being carried by the side, but by the floor of the sidecar body. The seat is made collapsible for storage under the seat when not in use; it sells for $3. There is also a new luggage carrier of novel design among the Rogers offerings.

INDIAN DEALERS IN BIG POW-WOW

Hundreds of Wigwam Representatives Confer on Sales Policies and Talk 1917 Business at Meetings Incidental to Show

CHICAGO, Nov. 15.—Great preparations were made for the big pow-wow of Indian dealers held here in connection with the show. The first session was held today, and the conference will be continued into Thursday. The Wigwam dealers gathered at the Indian Building on Michigan avenue, where Chieftain Jesse Edwards was waiting to welcome them. About 350 Indian representatives had registered at the Edwards headquarters up to the time of this writing.

Many important questions bearing upon the national merchandising of the Indian lines were discussed, and dealers from all parts of the country participated in the conference this morning. Part of this morning's session was devoted to the detailed explanation of the installment sales plan, as it has been operated during the past year by the Indian Motorcycle Guaranty Co. This plan has proved highly successful, and it is the intention to enable dealers in other sections of the country to put it into effect. At noon the dealers gathered for luncheon at the New Southern Hotel.

A good deal of the time at this afternoon's session of the dealers was devoted to exchanging experiences, and many constructive suggestions were offered.

The meeting on Thursday morning will be given over to talks by the various department heads of the Hendee Mfg. Co., among them General Manager Frank J. Weschler, Chief Engineer Oscar Hedstrom, Sales Manager E. M. Jackson, Advertising Manager J. A. Priest, and W. P. McNaughton, manager of the dealers' aid department.

CREVVY IS VICTOR

Indian Man Sets New Track Record at San Angelo, Tex.

SAN ANGELO, Tex.—Ray Creviston set a new track record for the oval at the San Angelo Fair in the final day's meet held on November 4 under the auspices of the San Angelo M. C. Creviston sent his Indian around the track in 50 seconds, bettering that of Leslie Parkhurst, Harley-Davidson, by 2 2-5 seconds. "Crevvy" also rode off with the 10 mile Class A race, his time being 8:55. Rural Murray, of this city, won the Class B race for this day, a five mile event, in 4:25. Murray rode a Harley-Davidson.

Noah Smith, local Indian man, won the initial race of the five day meet on November 1, taking the five mile Class B event in 4:32. Smith used an 8-valve Indian. The ten mile event which followed went to Rural Murray, Harley-Davidson, in 9:10 Both races were exciting and resulted in close finishes.

The second day's meet included a five mile for Class B riders and a 25 mile event for Class A contestants. Noah Smith again distinguished himself by capturing the Class B race on his 8-valve Indian, his time being 4:25. Jim Davis, of Columbus, on an Indian, was a victor in the 25 mile event, his average for the distance being better than 70 miles per hour.

In the first race on Friday, a five mile for Class B, it was a contest between Murray and Smith, and the former finally won.

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DEALERS GATHER FROM NEAR AND FAR

Strong Attendance of Retail Tradesmen Marks Opening of Show—See Big 1917 Season in All Lines—Foreign Visitors From Holland and Canada

CHICAGO, Ill., Nov. 15.—C. A. Merkel of Merkel and Spacher, Rochester agents for the Excelsior and Henderson outfits, have found that owing to the increased business that larger quarters were necessary, hence their removal to 162 North Clinton avenue, where they will be found in a new three-story brick building. The new place will have two entrances, one on Bristol street and one on Clinton avenue. They were formerly located at 183 North Clinton avenue.

ROOSEVELT SAYS HOWDY

Mr. Roosevelt of the Roosevelt Cycle Supply of Chicago, Ill., was interviewing all the accessory people and renewing old acquaintances.

A BUNCH OF R-S BOOSTERS

Art Mechanoc of the Woodland Cycle Co., of Cleveland, L. A. Yost, Kansas City, Mo.; Mr. H. L. Dale of Fort Wayne, Ind.; J. B. Trossell, Detroit, Mich. and R. L. Davis of Louisville, Ky., were all found together in the Reading Standard headquarters admiring the new product from Reading. They were overjoyed with the new models and certainly expect some very good business for 1917.

EXCELSIORITES APLENTY

Yes, all Excelsiorites, were found in the booth and they were in plenty. Business is wonderful, they all chorused. The following were in the chorus: Walz and Sliger, Hammond, Ind.; Frank Andrew and Son of South Bend, Ind.; F. B. Miller, Marion, Ind.; Ed Arnold, Logansport, Ind.; E. H. Whitman, Goodland, Kas.; Bob Bills, Wichita, Kas.; Jerry Tweed, Wichita, Kas.; Bill Tucker, representing the J. C. Harding Co., of Topeka, Kas.; A. E. De Commer, Grand Rapids, Mich.; Floyd Clymer, Greely, Colo.; Aug Siewert, Wheeler, Ind.; Ray Peck, Salt Lake City, Utah; Dave Marholin of the Eastern Cycle Co., of Hartford, Conn.; Finn Huttinger, of Cleveland, O.; C. A. Merkel, Rochester, N. Y., George Wagner, Rochester, N. Y. and Yoder Bros., Nappanee, Ind.

GILMAN BREEZES IN

M. E. Gilman, the bicycle man from South Bend, Ind., breezed into the booth of the Excelsior Cycle Co., and paid his respects and immediately made for the rendezvous of the Dayton wheels, where he was continually shaking hands with his many friends.

SEARS AND POTTER ON HAND

Paducah, Ky., and Syracuse, N. Y., were found near to each other in the persons of E. J. Sears, who handles the Harley Davidson and Cleveland in the Green River State and Geo. Potter of the Potter Co., of Syracuse, N. Y. Nothing but enthusiasm was found with these dealers.

IN FROM DENVER

From the Mile High City came M. Hayutin, who represents the Thor and Reading Standard interests in Denver, Colo. Hayutin is highly elated with the prospects for next year.

RUARUS LOOKS 'EM OVER

D. G. Ruarus, the Thor agent for Holland at Amsterdam, was a silent visitor at the show. Mr. Ruarus has many of the American-made products for next year to be distributed in Holland.

THEY SUIT ROUSCULP

The Indian representative from Lima, Ohio, came in the person of Chas. Rousculp, who handles the Indian there under the name of the Lima Cycle Co., "Indians are fine where I am, and it suits me," said Rousculp.

BIG YEAR, SAYS PAUL

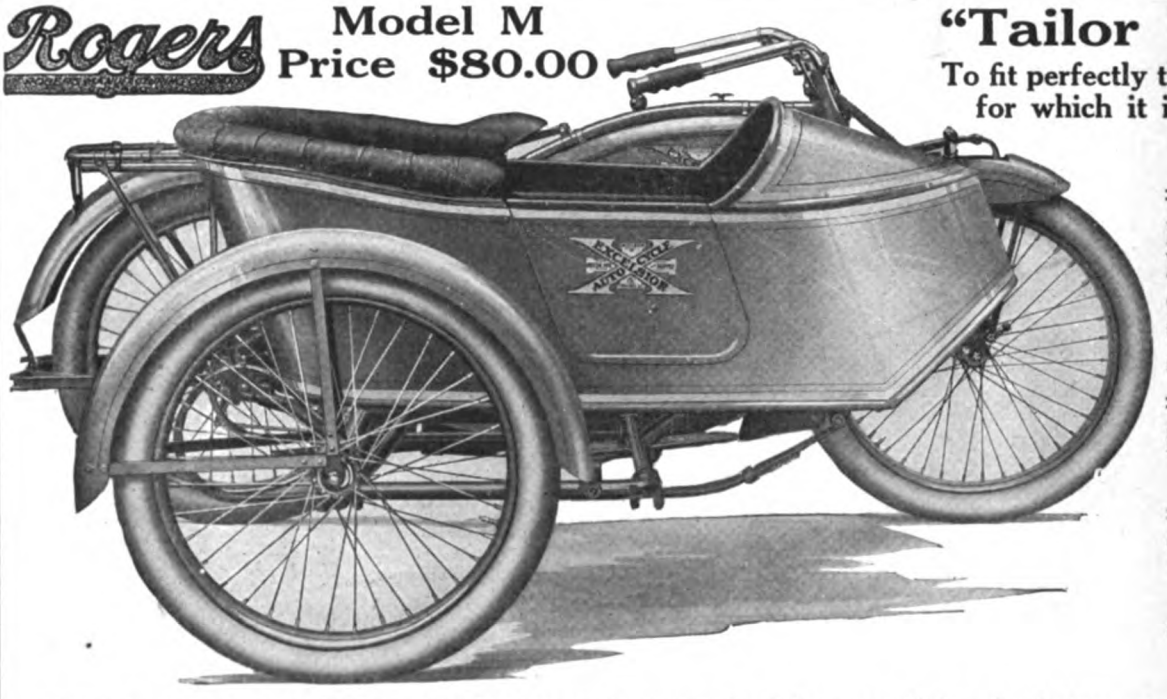
Paul Monroe, the Indian man from Sidney, Ohio, appeared upon the scene and was found in the Hendee booth. "I know I will have a big year," was all we could get out of Paul.

PETERS COMES FROM BUFFALO

H. L. Peters, the Harley Davidson and Cleveland wizard from the Bison City, was on hand giving greetings to all. He handles the Bison bracket for Prest-O-Lite tanks in Buffalo.

Rogers Model M Price $80.00

"Tailor Made"
To fit perfectly the motorcycle for which it is designed.



Note the low-hung body due to drop type extension axle.

Forward position

Three-leaf springs

This new Model M is the last word in sidecar elegance and efficiency combining the features of extension axle and the low body position attained only through the drop axle; Forward Body Position, Perfect Balance by means of the forward position of the wheel and Comfort and Durability from the new design three leaf springs.
The well known Model H, on which has been built the ROGERS reputation is continued with valuable improvements in detail. Price $75.00. Both are described in our new circular. Write for it today.

ROGERS MANUFACTURING CO., 337 West Madison St., CHICAGO
Irving Beck (Service Station), 1691 Park Ave., New York

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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METZGER MAKES ROUNDS

E. L. Metzger, of the Lafayette Welding Works, Lafayette, Ind., where they handle the Indian, was promenading around the Coliseum and renewing acquaintances of last year.

BELL SIGNS UP

The Pope and Cleveland interests will be looked after hereafter in Kansas City, Mo., by Mr. Bell, who has signed contracts for the above named machines.

KOLWEIN A FOREIGN VISITOR

From far away Holland came A. G. Kolwein, the new Emblem Light-weight and Cyclemotor representative in Appledorn, Holland. It is said that Mr. Kolwein has signed some pretty big contracts.

BUSINESS O. K., SAYS DROUHARD

Drouhard Motor Co., Danville, Kas., was represented at the show and the man from the prairies is flitting around the Harley-Davidson booth. "Business is O. K." said Drouhard, "and the big season already on."

McCARTNEY ON THE JOB

From Rockford, Ill., our J. W. McCartney arrived and went right to the booth of the Excelsior. He is just as enthusiastic as ever. "The new Excelsiors are certainly winners," was his comment.

BOISE BIKE MAN

A. P. Tyler, of Boise City, Idaho, was located at the exhibit of the Great Western Co. Mr. Tyler handles the Great Western line.

WANDERSEE CAME PROMPTLY

In from the Motor City, arrived the genial W. E. Wandersee, the Harley-Davidson representative. Detroit may make motors, but Wandersee likes the kind that are made in Milwaukee. Wandersee was radiating with enthusiasm. He brought Mrs. Wandersee along with him.

A ROSE CITY REPRESENTATIVE

Yes, all the way from Portland, Oregon, came P. A. Abbott, and the first place that his eyes feasted on, was the Harley-Davidson display. When last seen Abbott was carefully sizing up the Harley-Davidson products.

INDIANITE FROM BOISE

Boise City way out in Idaho, was represented by Chris Morler, who looks after the interest of the Springfield-made product. Mr. Morler was a silent visitor, but all knew that he was there.

TWO MEN FROM BREMER

The Bremer Cycle Co., of Milwaukee, was looked after by C. D. Bremer and F. Boelter. They represent the De Luxe line in Milwaukee.

COFFEYVILLE LIVE WIRE

E. F. Case, Coffeyville, Kas., the Harley-Davidson man, who hands out the funny little cards, was there shaking hands with all of the boys. Case certainly made a hit with his card.

LIVE ONE FROM PITTSBURGH

"Curly" Hamilton, the Harley-Davidson dealer from Pittsburgh, Pa., came over to the Windy City to see the full line of the "Silent Olive Drab Fellows" and the new Harley-Davidson sidecars. Hamilton is going to sell the new line of Harley-Davidson bicycles in the Smoky City.

WOOD AND BUSH ON THE SPOT

George Wood, of the Harley-Davidson Sales Co., of New York, and Carl Bush, of the Newark, N. J. the "Famous Duo from Down East," are full of smiles at the Harley-Davidson booth. They are after new sales records for 1917. Wood has already orders for over 100 machines.

RACERS LIKE LIGHTWIN

Speck Warner, Ellsworth, Kas., and Lon Claflin, Salt Lake City, Utah, were caught gazing at the show model of the new Indian Lightwin. The racing boys were hypnotized by the new models.

JES GIVES GLAD HAND

Jes "F. A. M." Campbell, the Harley-Davidson missionary from Boston, Mass., was there to welcome his host of friends from the West. Jes makes his headquarters at the booth of the Milwaukee-made product and will be glad to meet you.

SECOY MAKING FRIENDS

From Alexandria, Minn., A. R. Secoy, the Indian man, came to see the new surprises. He is sure that the trip has been repaid in coming to the Windy City. Mr. Secoy is making friends at the booths.

GALE WITH SCHICKEL

The old reliable M. E. Gale, the man who put Angola, N. Y., on the map was there giving out advice at the Schickel booth.

PIKES PEAKER GREETS FRIENDS

Floyd Kunce, of Loveland, Colo., the man of the Famous Pikes Peak Climb, was there with the Harley-Davidson aggregation.

That feeling of security that comes of KNOWING, not HOPING, that the essential parts of the mount are built to best the worst of bumps is fostered by the use of STANDARD pedals, DIAMOND E spokes and nipples and STANDARD toe clips.

To do full justice to your product and make dealer and rider alike know that it is a quality product, you must specify STANDARD pedals—in a variety of types—DIAMOND E spokes and nipples, and STANDARD toe clips.

Standard pedals

We specialize on pedals, toe clips, spokes and nipples for cycles and other vehicles. That's why STANDARD products are QUALITY products.

Our interesting booklet is yours for the asking.

The Standard Co.
TORRINGTON - CONN.

E Spokes

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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"Morrow" More Than A Brake

In its capacity of the highest example of braking control that can be applied to a bicycle, the MORROW COASTER BRAKE performs a very important duty.

By its presence on a bicycle it injects into the sales argument of the dealer an element of certainty, of surety, that reacts with strong emphasis upon the prospective buyer.

MORROW control means safety. Safety is what the buyer demands first, last and all the time in his mount. And NO brake can so strongly emphasize the smoothness, ease of handling and absolute safety of the bicycle as can the MORROW.

Thus the MORROW is more than a brake. It is the compelling force that sells the bicycle—that says "You are sure, you are safe while I, the reliable coaster brake, am on your machine."

Write for MORROW literature. It will interest you.

ECLIPSE MACHINE CO.

ELMIRA, N. Y.

TEST IT—THEN TRUST IT

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FROM MORMON CAPITOL

Ray Peck, represented the Bicycle Supply Co., of Salt Lake City, Utah, at the show. They handle the Excelsior and Pierce wheels.

SAUFLEY IS OPTIMISTIC

E. P. Saufley, the versatile agent from Kansas City, Mo., was telling of the wonderful business in Missouri last year. Saufley knows that his 1917 year will be great.

WILL SELL PLENTY, THEY SAY

George Wagner, Rochester Excelsiorite and Stanley Kellogg, the big noise from Bridgeport, Conn., were found together at the Excelsior establishment. All that George could say was "Fair and Warmer," and "we will sell plenty of machines." Kellogg said that his only worry was to get enough machines. "I have enough orders now to keep me going for quiet a while," says Stanley.

DOWN FROM WINNIPEG

Winnipeg, Canada, on deck. The Dominion Cycle Co., of Winnipeg, Indian and Excelsior dealers, was represented by J. A. Hudson.

SASKATCHEWAN MAN ON HAND

H. Crabtree, Regina, Sask., Canada, the Indian dealer from the central part of the land of the Maple Leaf came in with his greetings and smiles. "Canada is doing her share, considering the circumstances," said Crabtree. "All we want is deliveries."

SALESMEN DISCUSS 1917 BUSINESS

Traveling Staff and Branch Managers Compare Prosperity Notes in Three-Day Convention at Harley-Davidson Factory

MILWAUKEE, Wis.—Preceding the three-day convention of dealers at the Harley-Davidson factory there was a conference of the same duration by members of the company's traveling force and branch managers with heads of the factory departments.

E. J. Mueller, assistant sales manager, actively supervised the conference program, and the following were in attendance: Awrey Cohoe, H. C. Scherer, A. W. Burges, F. H. Simon, H. G. Manthey, E. R. Durkee, Fred Stierhoff, O. P. T. Daenitz, R. F. Ray, I. W. Schroeder, J. O. Engel, and Frank Egloff, salesmen; Gus Castle and Jes Campbell, managers of the southern and New England branches, respectively; Arthur Davidson, sales manager; E. J. Mueller, assistant sales manager; T. A. Miller, eastern correspondent; W. E. Kleimenhagen, western correspondent; A. W. Herrington, special sales correspondent; together with the heads of varoius departments who took part in the discussions of the convention.

Davidson Gives Greeting

Walter Davidson gave the address of welcome, and expressed the satisfaction of the firm in the business conditions of the season, as far as it has gone. Mr. Davidson urged the salesmen to cultivate competition in their territories, stating that good, active and clean competition was the life of the motorcycle business and that they could not go too far in their efforts to encourage the competitive feature of the retail trade.

Arthur Davidson outlined the policy of the company in regard to the new line of bicycles which will be marketed beginning with the 1917 season.

Talks Bicycle Terms

Mr. Davidson was followed by W. D. Isham, credit manager, who outlined the terms under which the bicycle line will be handled.

In explaining the purpose of the newly organized dealer department of the Harley-Davidson organization, Frank B. Rodger, formerly publicity manager and now in charge of the dealer bureau, outlined a few of the important things in the motorcycle industry in which the Harley-Davidson Motor Company took an early initiative.

"Sidecar business, its importance and benefit to the motorcycle industry," was the subject of a talk by T. A. Miller, eastern correspondent.

W. E. Kleimenhagen, western sales correspondent, in speaking of conditions in his

(Continued on page 64)

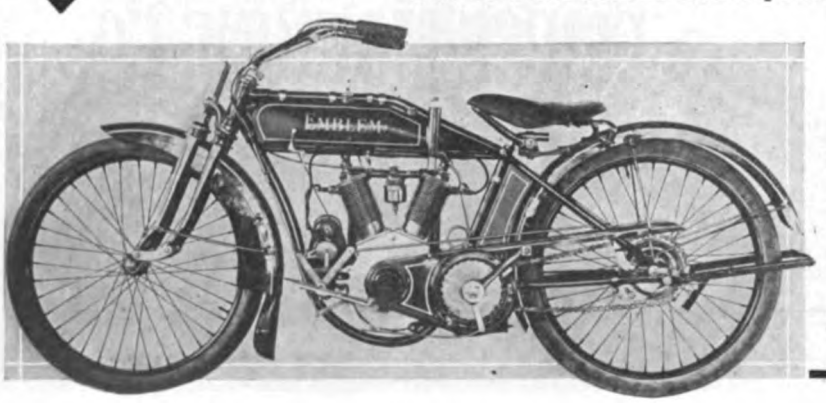
MODERATE IN WEIGHT IN POWER IN PRICE

EMBLEM

One Model Only-

The EMBLEM for 1917 is the **most satisfactory investment for** either dealer or rider, ever put **before the motorcycle public.**

Medium in weight, powered **sufficiently to meet any need—5-7** H.P.—sold at the hitherto unheard-**of price of $175—complete in** every minute detail, with every **improvement, refinement and com**fort—assuring feature of the **heavier and more expensive mounts,** the EMBLEM Medium Weight **Motorcycle is absolutely a revela**tion in what can be accomplished **in MODERATE motorcycle con**struction.



If you visit the SHOW, bear in mind it is of paramount importance that you visit our booth.

EMBLEM MFG. CO.

Angola, N. Y.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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territory stated that the light car bugaboo had just about been dissipated and dealers no longer were regarding that class of competition worthy of serious consideration.

Due to the absence of Advertising Manager Crolius, on account of an urgent session with Mr. Stork at the Crolius home, Hugh Sharp, assistant advertising manager, outlined the plans of his department for the 1917 season and stated that closer co-operation would be exercised with newspaper men, salesmen, and dealers, in the effort to secure greatest efficiency in Harley-Davidson publicity.

The details of a $50,000 direct newspaper campaign in the course of preparation were explained, with a graphic chart prepared for the occasion.

Service Manager Joseh Kilbert collaborated with Mr. Hascall in outlining Harley-Davidson plans for service to dealers and riders. "Twenty-four hour service is our aim," he said.

CONCERNING THREE LIVE WIRES

MILWAUKEE, Wis.,—Frank Rodger, formerly publicity manager of the Harley-Davidson Motor Co., has been placed in charge of the new Dealer Department just instituted by the company.

Arthur W. Herrington, who for some time past has been connected with the company as special sales correspondent, has been transferred to the Foreign Division.

The company's publicity department will be merged with the Advertising Department and will be under the jurisdiction of Hugh Sharp, assistant advertising manager.

PERKINS AND HITE WIN ON HIPPODROME

Frisco Man Wins Pro. and Pomonan Amateur Class in Los Angeles Climb — Perkins' Time, 22 4/5

LOS ANGELES, Cal., Nov. 13.—Dudley Perkins, of San Francisco, Harley-Davidson, made the best time in the professional class in the climb up Hippodrome Hill yesterday. He rode from base to crest in 22 4/5 seconds. Wells Bennett, on a big valve Excelsior, was second with 23 1/5 seconds. Third place in the pro. class was taken by Sam Hamilton, Flying Merkel, 24 seconds.

Benny Hite, Indian rider, shot up the fastest in the simon pure class, his time being 26 2/5. Charles Wreide, Harley-Davidson, climbed in 27 2/5, taking second position. Ed. Baque, a Pomonan, riding an Indian, was third in the amateurs, taking 27 3/5 seconds to ascend. In all, 28 out of 33 starters reached the crest.

Hippodrome Hill is 750 feet long with an average grade of 40 per cent. There is a tricky, winding turn at the foot, a hump midway up and a steep pitch at the top. This combination took all that machines and riders had to complete the climb.

The surprise of the day was the performance of Hite and Baque, two amateurs, who came with Charles Johnson, Indian man from Pomona. Hite got first and Baque third in their class. Perkins' climb was well up to expectations, while the favorite of the large crowd of riders and sports who lined the hill was Wreide, by reason of his fine riding. Wells Bennett had the highest average of all three tries in the climb, and was pleased that all Excelsior entrants had reached the summit.

HILL CLIMB

For Thanksgiving Day in Yonkers Organized by Ellis

YONKERS, N. Y., Nov. 15.—F. A. M. Commissioner George Ellis will hold a hill-climb on one of the steepest inclines in this city on Thanksgiving Day, November 30, starting at 2 p. m. There will be three classes: No. 1, lightweights of 35 cubic inches and under; No. 2, twins up to 61 cubic inches; No. 3, twins of over 61 cubic inches. The winner will be the rider who makes the ascent in the best time for his class.

There will be a prize offered for the best performance in each class. Entry fee is 25 cents. All entries must be in the hands of Mr. Ellis, 10 Warren St., New York, on or before 6 p. m., November 29. For blanks communicate with Mr. Ellis at that address.

NEW EQUIPMENT FOR CROCKER

KANSAS CITY, Mo.—Al. Crocker, manager of the Indian Motorcycle Sales Co., local Indian distributor, has made only a few changes since taking over the business of the late Charles Hanson. He has installed a new office equipment which is practically double in capacity of that formerly fitted.

DUCKWORTH Achievements
Tell the tale of DUCKWORTH Quality

Coast to Coast Record (San Diego, Cal., to New York, N. Y.), 3,378 9/10 miles, made by Erwin G. Baker on a DUCKWORTH CHAIN equipped Indian. Time, 11 Dys. 12 Hrs. 10 Min.

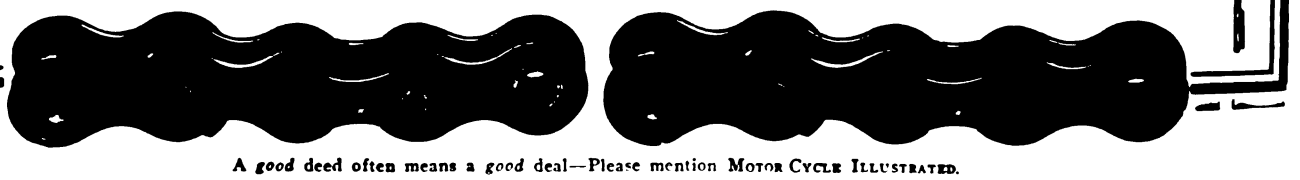
300 Mile Savannah Road Race, won by Lee Taylor on DUCKWORTH CHAIN equipped Indian. Time, 5 Hrs. 2 Min. 30 Sec.

300 Mile Tacoma Race, won by Earl Armstrong on DUCKWORTH CHAIN equipped Indian. Time, 3 Hrs. 45 Min. 27 9/10 Sec.

Three Flag Record (from Canada to Mexico), 1,655½ miles, made by Erwin G. Baker on DUCKWORTH CHAIN equipped Indian. Time, 3 Dys. 9 Hrs. 15 Min., a daily average of 475 miles.

Hundreds of other minor and major achievements the past season go further to strengthen the Duckworth hold on the trust of the motorcycle industry.

DUCKWORTH CHAIN & MFG. CO.
Springfield, Mass.



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NATIONAL MOTORCYCLE BICYCLE

AND

ACCESSORY SHOW

Madison Square Garden New York

DECEMBER 4th TO 9th

Sanctioned by the Motor and Allied Trades, Bicycle Manufacturers, Cycle Parts and Cycle Jobbers' Associations

The great opportunity of the year to place your product directly before the Jobbers, Dealers and the Public at Large.

Full Attendance of the Cycle Trade Is Assured

All 1917 Models and latest Accessories under one roof.

Write A. B. Coffman, Manager, 945 Ohio Building, Toledo, Ohio, for full information and space application blanks.

ACT TO-DAY

ARTHUR DAVIDSON, T. W. HENDERSON, F. J. WESCHLER, F. T. CHASE, F. W. GRUBB, Show Committee

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DUTCH AGENCIES

For Reading-Standard and Thor Taken by M. Adler

AMSTERDAM, Holland.—Representation for the Reading-Standard and Thor motorcycles, the former for Holland and the Dutch East Indies, and the latter for the Netherlands only, has been taken by M. Adler, Handel u. Industrie Maatschappj v/H. Arrangements to this end were made by New York Manager D. G. Ruarus a short time ago.

The firm of M. Adler desires to obtain representation for a few special accessories for the Netherlands. Offers to this end should be addressed to M. Adler, 32 Union Square East, New York.

68 MILES PER HOUR

Shown by Henderson in Police Test Over Hamilton Highway

TORONTO, Ont.—Speeders on the new Toronto-Hamilton model highway of forty miles will have to go some in future in order to beat out the motorcycle-mounted constables on this boulevard, judging by tests recently made on the roadway with a Henderson motorcycle. Constable Ed. Hunter decided to place an order with Percy McBride for a Henderson and one of the 1917 models was taken to the inter-city highway for a trial as for speed. The Henderson had been in use with sidecar attached, but this was removed for the test which was conducted with Ed. Brand in the saddle. The cop did the timing and when it came to figures it was found that the two wheeler had flown a mile at the rate of sixty-eight miles per hour.

Incidentally, the Toronto Police Department has purchased a 1917 three speed Henderson to replace a machine which was tread upon by an automobile.

TAKES HARLEY-DAVIDSON

ALAMOSA, Col.—The Harley-Davidson motorcycle agency of this city has been taken over by George W. Spriesterbach, who will combine it with his Indian agency.

MOTOR CYCLE ILLUSTRATED

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KUNCE TO MOVE

Into Larger Building Near Cleveland Avenue Before Winter

DENVER, Colo., Nov. 13.—J. F. Kunce & Son, Harley-Davidson dealers at Loveland, Colo., are to have a new building. In fact, active work has already started and it is planned to have it completed before real winter weather sets in.

The new Harley-Davidson home at Loveland will have a frontage of 25 feet and will be 80 feet deep and will be constructed of brick. The new establishment is being built on a lot adjoining the present location of the Kunce people on the alley between Railroad avenue and Cleveland. The new place of business will be modern in every way and will be a credit to the enterprising firm.

WHITING GETTING AGENTS

DENVER, Colo., Nov. 13.—Walter W. Whiting, Harley-Davidson agent here, has just recently appointed a number of new sub-agents in different parts of the State. He has been pretty busy of late shipping machines to his agents in Colorado. Last week he shipped a number to Sterling, Fort Collins, Loveland, and several other northern Colorado towns.

TAKE McGRAW AGENCY

MADERA, Cal.—Bozeman & Vogeler, of the Madera Cyclery, have received their Harley-Davidson demonstrator. They have taken the agency for McGraw tires for the coming season.

Quick at Figures

—And accurate too!

The CORBIN-BROWN SPEEDOMETER

Dependable in every detail of construction. A speedometer equipment built for accurate service, durable service and convenient service. The equipment you should specify.

Do So!
Catalog on Request.

THE CORBIN SCREW CORPORATION
The American Hardware Corporation, Successor
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles
"Will Exhibit at the National Motorcycle, Bicycle and Accessory Show, Chicago, Nov. 13th to 18th inclusive, space 119."

Diamond Chains
FOR
Motorcycles

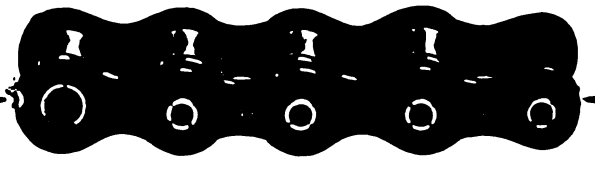
Diamond No. 149 is an unexcelled motorcycle chain for every motorcycle service.

Every part is accurate, the wearing parts are heat treated by the same scientific process as those of our heavy truck chains, the rollers DO NOT BREAK.

Put DIAMOND to the test on your machine.

You'll be a DIAMOND booster ever after.

Diamond Chain & Mfg. Company
Indianapolis, Indiana



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Knowledge

IS power. A truth which fits the situation of the rider who uses an electrically equipped machine.

IF you understand the care and operation of your

WICO BATTERY

you will experience delightful service. Nothing gives us greater pleasure than to answer questions.

WITHERBEE IGNITER CO.
Springfield, Mass., U. S. A.

THE COAST LINE TO
MACKINAC

DETROIT, CLEVELAND BUFFALO, NIAGARA FALLS. | TOLEDO, PT. HURON, ALPENA, ST. IGNACE.

A REAL VACATION

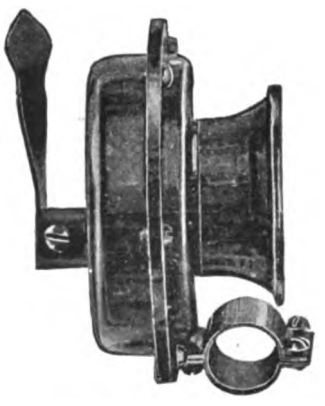
The D. & C. Line Steamers embody all the qualities of speed, safety and comfort. The freedom of the decks, cool, refreshing lake breezes and commodious state rooms makes life aboard these floating palaces a source of enjoyment.

"D. & C. A SERVICE GUARANTEE"

Daily service between Detroit and Buffalo and Detroit and Cleveland. Day trips during July and August, as well as two boats out of Detroit and Cleveland every Saturday and Sunday nights during these two months. FOUR TRIPS WEEKLY FROM TOLEDO AND DETROIT TO MACKINAC ISLAND AND WAY PORTS—From June 25th to Sept. 10th, SPECIAL STEAMER CLEVELAND TO MACKINAC ISLAND. TWO TRIPS WEEKLY. NO STOPS ENROUTE EXCEPT AT DETROIT EVERY TRIP. Daily service between Toledo and Put-in-Bay, June 10th to Sept. 10th.

RAILROAD TICKETS ACCEPTED on D. & C. Line steamers between Detroit, Cleveland and Buffalo, either direction. Send two cent stamp for illustrated pamphlet and Great Lakes Map. Address L. G. Lewis, G. P. A., Detroit.

DETROIT & CLEVELAND NAVIGATION COMPANY
P. H. McMILLAN, Pres. A. A. SCHANTZ, V. P. & G. M.



MOTOPHON

Hand Warning Signal

The simplest and most practical Motorcycle horn on the market regardless of price.

Finished in Black enamel.

The horn with the long blast.

Write today for descriptive matter.

J. & B. Manufacturing Company
Pittsfield, Mass.

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IN LARGER PLACE

Columbus Agent for Dayton Now Located at East Long St.

COLUMBUS, OHIO.—The Columbus Cycle & Supply Co., dealer in motorcycle parts and bicycles, has moved from its old location at 23 East Long street into larger quarters at 73-75 East Long street, in the heart of the motorcycle section of the Buckeye Capital. J. Schottenstein is manager of the concern.

The new quarters are now being fitted up and a modern repair department will be installed. The concern handles a full line of parts for all makes of motorcycles as well as bicycles. It is Central Ohio agent for the Dayton.

SYKES PARTS ORDER ARRIVES

COLUMBUS, OHIO.—The large order for parts from the Hendee Manufacturing Co., has arrived at the Columbus branch of the Sykes Motor Co., Central Ohio agents for the Indian. These are being placed in racks to supply riders in the central part of the State.

ENCOURAGING THE PROSPECTS

WAKEFIELD, Mass., Nov. 13.—Charles J. Martin, local Harley-Davidson man, has a somewhat novel method of encouraging his prospects. Every Sunday he holds an informal run to a point 25 or 30 miles distant, and makes arrangements to carry as many prospects as possible in the sidecars. The trips are alway made in a leisurely way, mufflers are kept closed and the prospects are brought back happy. Martin also makes a point of encouraging riders to use neat costumes on these trips.

KEEPS HIM BUSY

KANSAS CITY, Nov. 9.—W. Bell, agent for the Pope and Cleveland lightweights, has been doing a mighty good business during the week. Bell says that while his bicycle business almost keeps him constantly humping, combining it with the lightweight business gives him but a minimum of leisure.

QUICK WORK BY MARTIN

WAKEFIELD, Mass. — Twenty - four hours after the first 1917 Harley-Davidson model arrived here Charles J. Martin, the local agent, had lined up orders for six, with sidecars. In addition to handling motorcycles, Martin carries a line of bicycles and accessories.

1917 INDIAN IN GRAND RAPIDS

GRAND RAPIDS, Mich.—Howard Ferguson, recently appointed Indian dealer for this section, has the 1917 demonstrator on display at his store, 421 Division avenue, South. R. E. Heth has charge of the service department, which is equipped to give prompt and efficient service to all repair and overhauling work. Ferguson's territory comprises Kent, Ottawa, Ionia, Allegan and Montcalm counties.

OPENS SPORTING GOODS STORE

ALTOONA, Pa.—"Abe" Cohen, one of the best known motorcyclists in this State, particularly in track competition, has just opened a store on the east side of the city with a general line of sporting goods.

RIDE 'EM AWAY

That's How Most Kansas City Customers Take Deliveries Now

KANSAS CITY, Mo.—Sales of motorcycles by dealers in this city are mostly of new models, although used machines are going well. Nearly all the new mounts purchased have been ridden by their owners away from the agencies. But few orders have been received for future deliveries.

Weather conditions in this part of the country have aided the dealers considerably and it is quite likely that good weather will continue until Christmas.

DOING LARGE FALL BUSINESS

KANSAS CITY, Mo.—R. A. Weed, of the Saufley Supply Co., handling the Excelsior in this section, has just returned from a business trip through Kansas. He says that dealers throughout the State are doing a much larger Fall business in both motorcycle and bicycle lines than usual by reason of the increase in grain prices.

MARR TO DRIVE AMBULANCE

TORONTO, Ont.—Private William Marr, formerly president of the Toronto Bicycle Riders' Association and an ardent cycling enthusiast, has been transferred from the 180th Sportsmen's Battalion to the Army Medical Corps of the Canadian Expeditionary Force and has been placed in charge of a Red Cross motor ambulance. This change comes as a surprise to local wheelmen as Marr never rode or drove anything but a bicycle before his enlistment.

WORTH MORE Berling Magneto DOES MORE

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.

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The Oldest and Largest Supply House

You can't be up-to-date without it.

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Hammondsport, N.Y.
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are sure trade winners

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Send Today for Catalogs and Proposition

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THE distinctive trade-mark of Firestone Tires. It joins elegant looks to supreme service. Thick, strong, tough tread, 30 per cent more angles against skid, and—Most Miles per Dollar.

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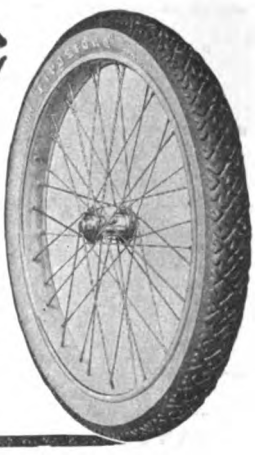

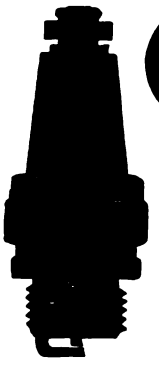

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75c **Can't Break**

Special Oil Resisting Construction

Champion Spark Plug Co. 2308 UPTON AVE. TOLEDO, OHIO

CHAINS!

The value of a motorcycle fitment is fixed by its indispensability. Next to the motor, the chain is the most important part of the motorcycle.

"The Coventry"

"The Motor's True Mate"

is well fitted to carry out its important duties. It is designed for super-service, strongest in the world. Price $1 a foot to the rider.

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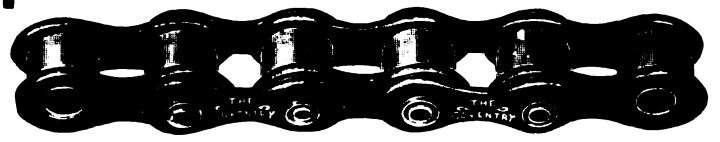

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made to fit it perfectly.

Price $11.00 Each

Your dealer stocks it

FENTRESS-NEWTON MFG. CO.

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TRADE MARK REG. U.S. PAT. OFF.

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OILS AND **GREASES**

And Every Drop Counts

Friction's Deadliest Enemy

Better lubrication, smaller upkeep expense, less wear on the motor results from the use of Harris Oil.

We produce a special oil for Motorcycles. Ask your dealer or write.

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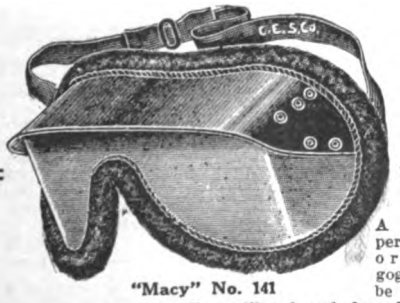
Branch: 143 No. Wabash Ave., Chicago, Ill.



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A better, more perfectly fitting or comfortable goggle couldn't be made. Light, well ventilated and free from the nuisance of blurring in moist atmosphere. It affords protection from sun, dirt and wind, and allows free range of vision. Get a pair today.

Dealers—these goggles sell fast. Get a supply from your jobber.

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Win Their Way by Merit

Look for the "Aim" behind the name

At All Good Dealers

Auburn Ignition Mfg. Co., Inc.

AUBURN, N. Y.

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Large Stock of Machines and Parts
Distributors for New York and Connecticut.
Dealers, write us for 1917 agency proposition.
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4192 Broadway, New York

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
209 W. 126th St. New York
'Phone, 3352 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2089 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3086 Chelsea

Harley-Davidson Sales Co.
Distributing Agents for
HARLEY-DAVIDSON MOTORCYCLES
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15 So. Lexington Ave., White Plains, New York

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 540

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Berchtheimer, Prop. V. C. Pelosmare, Mgr.

H. RAOUL
Indian Motorcycle Agency
Uptown Indian Bicycle Distributor
Full Stock of Parts for All Models
Cor. Broadway and 178th St.
Repairs Storage

GUS. ROTHOLZ
N. Y. Distributor for Reading Standard Motorcycles. Regers Sidecars in stock. Agent for Excelsior and Henderson
1691 Park Ave. Telephone, Harlem 2337

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
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STERN BROS.' F. A. M. SHOP
NEW 1917 INDIAN
NOW BEING SHOWN
Storing, Repairing and Supplies
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"BOB" BRAZENOR
Brooklyn Distributor
HARLEY-DAVIDSON MOTORCYCLES
1157 Bedford Ave. Tel. Decatur 1754
504 Jamaica Ave. Tel. Cypress 4700
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FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1660-1662 Bedford Avenue
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N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 3066 East N. Y.

Distributor
EXCELSIOR MOTORCYCLE
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

THOR MOTORCYCLES
Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN
1631 Bedford Ave. Brooklyn, N. Y.

WINGER BROTHERS, 1815 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

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TIRES & SUPPLIES
INDIAN & EXCELSIOR MOTOR CYCLES
IVER JOHNSON & PIERCE BICYCLES
Phone Astoria 1889 Zeisel & Feit, Props.
884 JACKSON AVE., LONG ISLAND CITY, N. Y.

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
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HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given. Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop. College Point.

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18 North Washington Street, Jamaica, L. I.
Harley-Davidson Distributors for Long Island, Exclusive of Brooklyn
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NEW JERSEY

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycles. Drop us a line if interested in second-hand machines.
162 Van Houten St., Paterson, N. J.

INDIAN
MOTOCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
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Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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EXCELSIOR - SERVICE

Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

STANLEY T. KELLOGG Eastern Distributor
Bridgeport Conn.

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Get our monograms for motorcycles. 500% profit. Motorcycles plentiful everywhere. Thousands sold daily. Samples 10c. Write for particulars.

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Cheyenne, Box 159 Wyoming

CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
MUNCIE PISTON CO., Muncie, Ind.

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Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
CITY SUPPLY CO.
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BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

Motorcycles on Installments
Dealers' Accounts Carried
C. Anthony Wolfe
1834 Broadway New York

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NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines.
Special attention to dealers.
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Get our catalog "C" describing all supplies for your machine at money saving prices.
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FOR SALE

FOR SALE—Motorcycle, bicycle and sporting goods business in live Wisconsin city of about 40,000. Well equipped repair shop. Large territory agency for leading motorcycle. No competition. Stock inventory about $4,000. Business about $25,000 yearly. Bargain if taken at once. Good reason for selling. Address H. H. A., care of MOTOR CYCLE ILLUSTRATED.

FREE, FREE, FREE. Just think of it. Get six month's service out of machine and then sell for more than you paid for it. You can do it at our prices: 1914 Excelsior shortcoupled, Presto outfit with new headlight, new rear shoe, $80; 1913 Excelsior with light and presto tank, $70; 1913 or 1914 Flanders, $50; two 1913 Yales, $40 each; 1913 Reading Standard, just overhauled and in perfect condition, $60; 1912 Twin Excelsior, $45; 1916 15 H. P. Thor, run about 500 miles, lights and sidecar, $265; 1916 Indian, complete lighting outfit, speedometer, and Empire tandem, better than new, $225; 1915 3-speed electric equipped Excelsior and sidecar in perfect running order, $190. Terms, $20 with order, balance C. O. D. Lowell Cycle Shop, Lowell, Mass.

FOR SALE—1916 electrical equipped, 3-speed H.-D. motorcycle, in excellent condition; Stewart speedometer. Price $200. Chas. Grindrod, Belleville, Ill.; 204 S. Jackson St.

FOR SALE—1914 Eclipse 2-speed 7 h.p. Indian with full equipment, Prest-O-Lite tank, lamp, horn, carrier, foot rests, etc.; tires O. K., and machine in good order; only $110. 1912 twin 7 h.p. Indian in running order, only $40. R. W. Pellett, Danielson, Conn.

FOR SALE—1916 Three-Speed Reading Standard, fully equipped; rarest bargain ever offered; price on application, factory guarantee with machine; run 1,500 miles, perfect condition. F. L. Zimmermann, Jr., 1340 Oakland St., Shreveport, La.

FOR SALE—1916 Henderson, equipped with Henderson tandem, skirt guard, Old Doc Yak. Machine has been ridden about 3,000 miles, and has just been overhauled, in A1 condition. I also have a 1916 Cygnet Rear Car, run about 400 miles, which matches my Henderson. Write and give me an offer on the machine solo, or with Cygnet attachment. Address Libber, P. O. Box 109, Clarksville, Tenn.

PREST-O-LITE TANKS, with gauge, $5.50 prepaid. Used parts at half price for all motorcycles. Van's Motorcycle Wrecking Shop, 111 West 10th street, Los Angeles, Cal.

FOR SALE—1915 Sears De Luxe 9 horse power, and Majestic sidecar, fully equipped. Write for particulars. Good bargain. Frank Gutzwiller, 113 Granger St., Rutland, Vt.

FOR SALE—One 1914 two-speed, Harley-Davidson motorcycle, in first class running order, guaranteed; just overhauled and re-enameled at the factory. Price, $175. Terms, $25 down and balance C. O. D. L. T. Lorz, Harvey, N. Dak.

FOR SALE—One 1916 6 h.p. 3-speed twin Thor, brand new, $190; one 1916 12 h.p. 3-speed twin Thor, brand new, $215. Newby Bros., 2400 Grand Ave., Kansas City, Mo.

FOR SALE—Sporting goods and motorcycle and bicycle business for sale in a well-known oil town; agency for Indian motorcycle for one county; also vulcanizing plant in connection; good reason for selling; will be sold cheap. D. & A., care of MOTOR CYCLE ILLUSTRATED.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—A good motorcycle; must be in A1 condition. S. R. Milbrandt, Alma Center, Wis.

BICYCLE TIRES VULCANIZED—Permanent repairs guaranteed where plugging fails. Prompt attention paid to express or parcel post orders. Write for prices. Drummond Repair Co., Parkersburg, W. Va.

WANTED—Catalogs and best trade terms for Motor Engineering trade. Please forward to Maraindas & Co., Automobile Engineers, Karachi (Sind), India.

WANTED—Motorcycle or Accessory Manufacturer, to develop and put on the market a high class improvement on motorcycles. Here is something useful and practical, that can be attached to any standard make, and will create a big demand at the start. Will send blue-prints and full description upon request. Write A. A. K., care of MOTOR CYCLE ILLUSTRATED.

STOLEN

STOLEN—Excelsior 15.3 Model, No. 75648, Ohio State license No. 9925. Had 6,400 miles registered. Had dent in tool box where kick starter hit it. Muffler was badly dented. The Bowden wire for brake had piano wire instead stranded. Firestone tires with red tubes; home made clutch cover. $25.00 reward for information leading to return of machine. Wm. T. Bott, 4855 Guernsey St., Bellair, Ohio.

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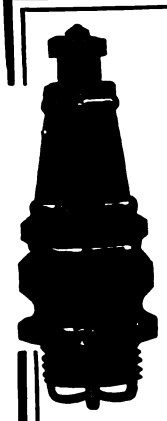

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You can't get blood out of a stone—likewise, it's impossible to get more out of a spark plug than is put into it by the manufacturer.

That's why you should specify Benton spark plugs. No spark plug made contains the high quality materials that go into the BENTON. The case-hardened construction of this plug is a guarantee of unflinching service for the life of your motor.

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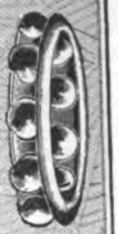
Vergennes, Vt.

Wherever Ball Bearings are used you will find STAR Ball Retainers



Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

7143
⅝" pitch
¼" wide

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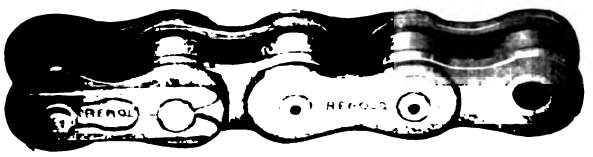
7144
½" pitch
⅜" wide

Renold Chains are so well liked—so much in demand—that when they're put on a racer's sprockets it's an encouragement to speed, regardless of strain. The "lid is off" when a speedster knows Renold reliability guards his safety.

PETER A. FRASSE & CO., Inc. 419 CANAL ST. NEW YORK



NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

Two-thirds actual size.

Brilliant Burners
THE PERFECT HEADLIGHT

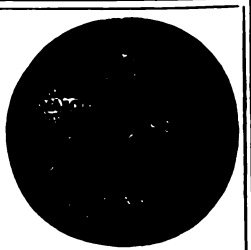
have opened a new era in gas lighting by combining Electric Brilliancy with Prest-O-Lite Reliability. They are guaranteed to give three times the light of the ordinary burner. The thousands in use demonstrate their practicability. Price $2 per set.

DEALERS: Full details and our proposition will be sent on request

The Monosmith Brothers Co.
Spencer, Ohio, U. S. A.

The H. M. Kipp Co., Ltd., Toronto, Distributor for Canada

MASCO



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THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

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Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

To Buy or Sell

USE

THE MART

3 Cents a Word

Dealers—Write us for rates for advertising in our Dealers' Directory.

POINTERS ABOUT PATENTS

Before you apply for a Patent write for this new booklet. An invention worth making is worth protecting. Patents procured in all countries. Full information on request.

LESTER L. SARGENT, Patent Lawyer
N.W. Cor 9th & G Sts., Washington, D. C.

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Publicity's Potent Power

Hundreds of dealers will attend the New York Cycle Show—and thousands will not. These thousands will be none the less interested in the "doings" at New York—and they will read the

New York Show Number

of

Motor Cycle Illustrated

from cover to cover. Five thousand motorcycle and bicycle dealers are waiting for the November 30th Issue *to complete their buying plans for next season.* It is vitally important that your product be represented in this number. Write, wire or phone your space reservation.

Motor Cycle Illustrated

13 Park Row, N. Y.

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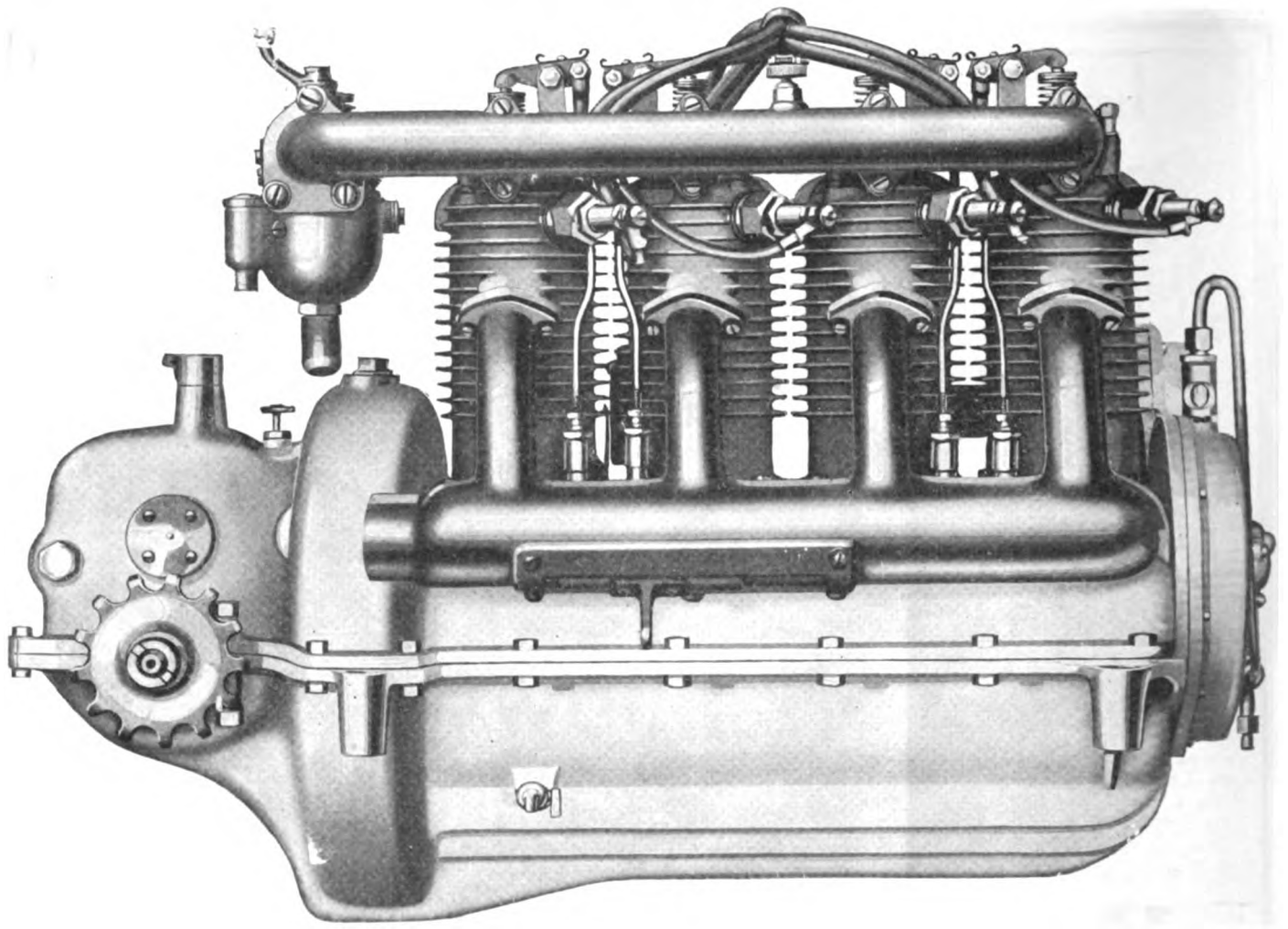

The interest in the 1917 Henderson, among riders attending the Chicago Show, was typical of the favor which the four-cylinder idea has won among motorcyclists who choose carefully.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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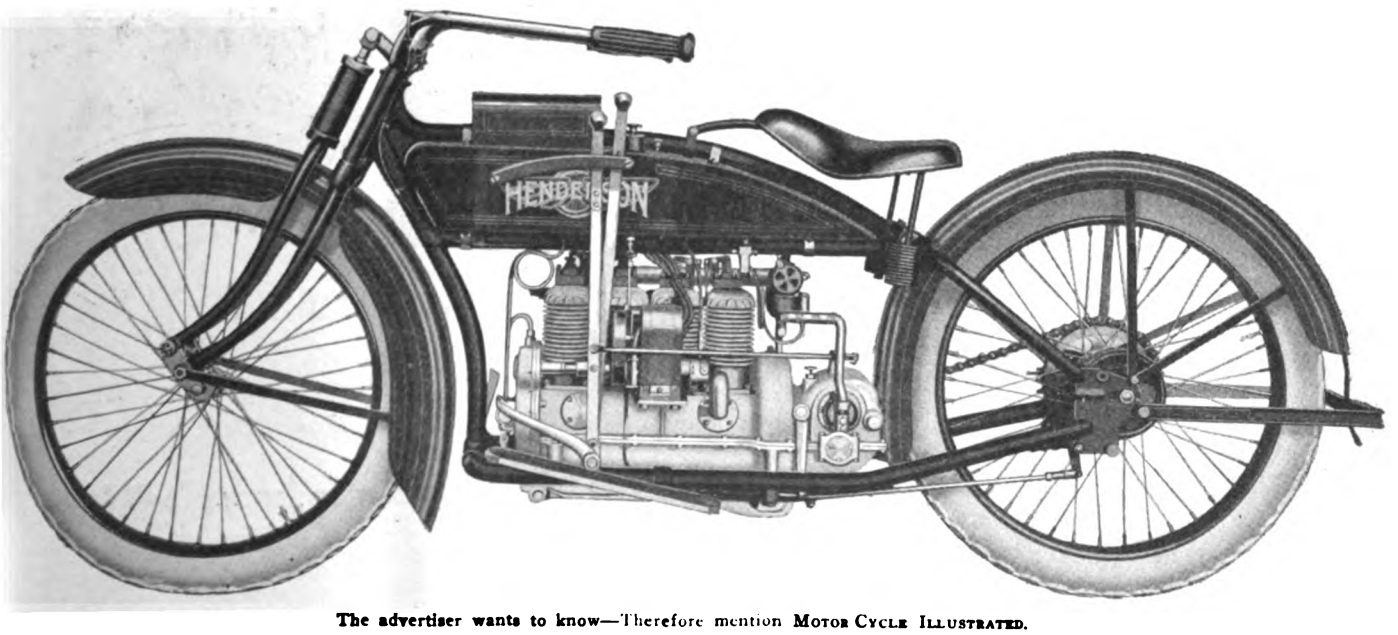
Dealers whose foresight leads them to insure the future of their business are contracting for Henderson representation, so as to benefit by the increased sales due to this preference for better machines.

HENDERSON MOTORCYCLE CO.
Detroit



The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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This is the Way the Cycle Show Looked to Visitors

THE Thor exhibit, from the start to the finish, was one of the most thickly peopled spaces at the exhibit. There were no frills in the Thor booth — but instead, the solid, substantial air of conservatism that is so characteristic of the House of Thor. There was one booth where real, and not artificial interest prevailed. It was at the sign of the Thor.

To this we attribute that the first dealer to sign an agency of any sort at the Show was a dealer taking on the big blue Thor. Where the Thor goes, Confidence follows!

AURORA AUTOMATIC MACHINERY COMPANY

Oldest Motorcycle Manufacturers in the World

General Offices.....Thor Bldg., 1307 Michigan Ave., Chicago
Sales Offices and Works.....361 W. Superior St., Chicago
Pacific Coast Branch.....61 Fremont Street, San Francisco

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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Children the Country Over

are reading the attached advertisement today—tomorrow they will be asking their parents to give them a Columbia bicycle. Many of these requests will be granted, for this is the season for granting requests.

In your town there are dozens of children who will be given bicycles this Christmas. Are you in a position to fill their needs? Are you in a position to supply them with Columbia bicycles?

When a man purchases a bicycle for his boy or girl he generally purchases a bicycle he knows something about and this is invariably the Columbia. He rode one himself and the old familiar name will make the sale just that much more possible.

This advertisement and others like it is being read and will be read by boys and girls and grownups everywhere. The influence that they exert, together with the already established demand for the Columbia bicycles, is going to react directly in favor of the dealers that carry them.

Make your arrangements now. A Columbia model in your window is a magnet for Christmas trade.

Westfield Manufacturing Company

Successors to the Pope Mfg. Co.

11 Lozier Ave. **Westfield, Mass.**

Largest Manufacturers of High-grade Bicycles in the World

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BLUE STREAKS

Goodyear Blue Streaks Score Again!

Roy Artley Rides an Indian to Victory in 441-Mile Desert Road Race

Once more Goodyear Blue Streak Motorcycle Tires figured in a victory, when Roy Artley, on Nov. 10, astride his new Indian Powerplus, led the field in a 441-mile race over the desert roads of Arizona.

From Springerville to Phoenix, Goodyear Blue Streaks carried Artley and his Indian in 13 hours, 2 minutes, 2½ seconds, adding another laurel to the four inter-city records made by Artley in as many starts.

Once again Goodyear Blue Streaks have justified the faith placed in them by the rider.

Once more Goodyear Blue Streaks have been put to the test and have not been found wanting.

Goodyear Blue Streaks have again demonstrated their ability to come through with flying colors where skid or sudden swerve would spell disaster—where tire trouble would take its toll of valuable time

No wonder the speed kings choose Goodyear Blue Streaks.

The Goodyear Tire & Rubber Company
Akron, Ohio

GOODYEAR
AKRON

A good deed often meets a good deal—Please mention MOTOR CYCLE ILLUSTRATED.

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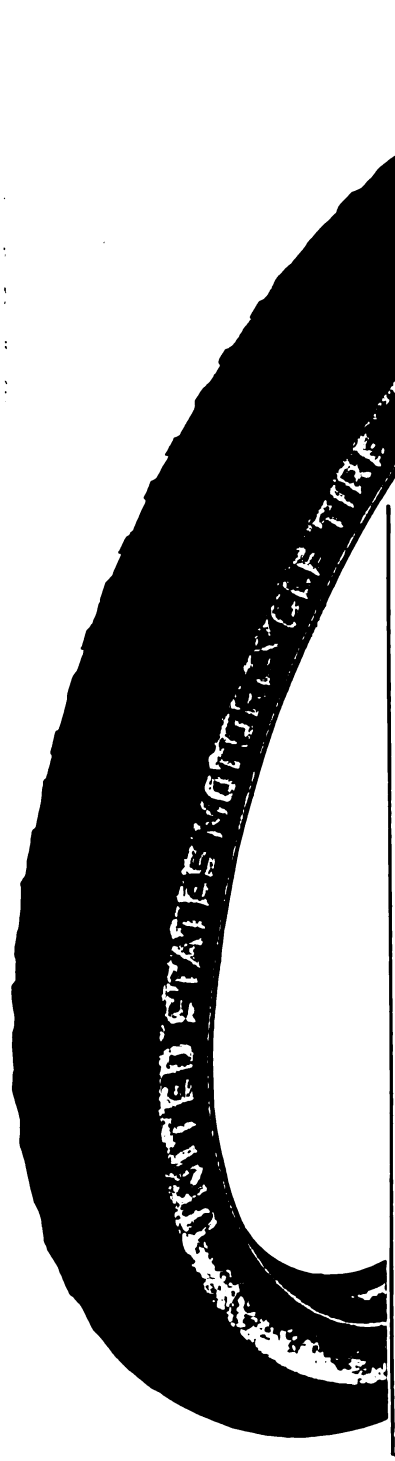

A NEW MEMBER
of the
United States Motorcycle
Tire Family

The "Usco"—Black Tread

An oversize motorcycle tire of automobile tire construction.

The best motorcycles will be equipped with United States Tires in 1917.

Get ready for the demand.

Stock United States Motorcycle Tires.

United States Tire Company

'Usco,' 'Nobby,' 'Chain,' 'Studded,' 'Corrugated'
Motorcycle Tires

1790 Broadway New York

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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MOTOR CYCLE ILLUSTRATED

For the Trade and the Rider

13 PARK ROW
NEW YORK

Volume 12 **November 23, 1916** **Number 21**

JERSEYITES SET 24-HOUR SIDECAR RECORD

Werner and Holton, Using 1916 Harley-Davidson Outfit, Cover 545 Miles Over New Jersey Roads; Tire Troubles and Stops For Fuel and Food Prove Costly

By ELLIOTT B. HOLTON

Left, Taking on Fuel at Beachwood, 190 Miles Out; Center, Joseph B. Werner; Right, Holton in Sidecar and Werner Driving at Wading River Just After a Tire Repair

NEWARK, N. J., Nov. 20.—Joseph B. Werner, of Passaic, driving his 1916 Harley-Davidson sidecar outfit, with the writer as passenger, observer, etc., rolled up 545 miles between 6:05 p. m. Thursday, Nov. 16, and the same time Friday night, thus creating a 24-hour amateur sidecar record, the event being F.A.M. sanctioned.

The actual riding time though, was but 19 hours 32 minutes, for we wasted some 28 minutes in tire troubles and incidental stops for fuel and food.

A Quiet Start

Little was said of the attempt beforehand, for the local authorities frown on record-making dashes over Jersey roads; so we slipped out of Newark a few minutes past six, from the Carl W. Bush agency, like gray ghosts, drifting silently along until we had passed the Amboys—then Joe kicked old "Hap" Lytle in the shins and from then on our approach was heralded by the deep bass drone of the open cut-out.

A moment's stop in Freehold for gas, 43 miles out at 7:44, and we were again on our way. Reaching Tom's River at 8:32 p. m., we swung the corner into the course we had mapped out, a big circle measuring 122 miles around, over gravel roads with long straightaways, with no gear work necessary, and but few built-up towns along the way.

Burning the Wind

Steadily we tore a hole through the biting cold darkness, and when we raised the lights of Mt. Holly at 9:58, just 103 miles out, we welcomed a chance to take a swig from the Thermos bottle while filling up on fuel. After a stop of 11 minutes we slipped away, promising the garageman that we would be back around 2 a. m.; but we, like others, were too optimistic. We burned the wind for the next 47 miles, and then, just two hours out of Mt. Holly, while crossing the long wooden bridge at Wading River, we noticed a softness in the sidecar shoe.

All hands overboard and to work replacing the defective tube, but it was slow work. On a raw November night, when the frost is falling heavily and ice is coating puddles along the roadside, your hands are too numb to respond nimbly and your knees quake so that you are unsteady on your feet; so we used up 39 precious minutes before we were under way once more. The time was 12:46 a. m., and the mileage 150.

We resumed our ride and Joe moved the pace up a bit to catch up some of that lost mileage. For the next 23 miles all was serene and we reeled them off in 45 minutes; then, as we were passing through Barnegat, BANG! went the sidecar shoe and out came the repair kit, for we had no more good tubes. Well, believe it or not, when we got the cement out, the stuff was so stiff from the cold that it acted like taffy and frying it on the headlight didn't improve it much so we made a poor job of the patch; it leaked slowly but we got away again at 1:58 a. m.

Not long after that Joe made the alarming discovery that we were way low on gas. Well, here was a situation! Where could we expect to get fuel at the ungodly hour of 2:30 a. m., especially in these jerkwater towns down this way? Then we came up to a garage that had a light burning over a sign that read "Wake the man." Did we? Well I should smile.

We pulled into the garage, fixed that patch all over again and tanked up on fuel. This at Beachwood, just below Tom's River, 190 miles out and from 2:40 to 3:05 a. m.

The Jinx Once More

Off again, we clocked 19 miles before we had another tap on the shoulder from Old Man Jinx; then he snatched off a sideplate on the connecting link of the long drive chain and we remained stationary for 10 minutes fixing it up.

At 4:37 a. m. we returned to Mt. Holly, woke up the man in the garage and wasted 25 minutes in thawing out inside and eating breakfast; then we returned to the grind again.

(Continued on page 24)

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ARMY RIDERS START 2700-MILE TRIP

Motorcycle Couriers Leave McAllen at Midnight, November 21, for Dash Under Military Conditions to Albany; Carry Message from Gen. O'Ryan to Governor Whitman

McALLEN, Tex., Nov. 22.—Dan LeR. Dresser and Harvey Edwards left at 12 o'clock last night on their dash from Camp McAllen to Albany, N. Y., with a Harley-Davidson motorcycle and sidecar. They carry a message from Major General John F. O'Ryan, of the New York National Guard, to Governor Charles Whitman, of New York, and will make the entire trip under strict military field conditions.

As was exclusively announced in **Motor Cycle Illustrated** recently, the trip is planned to impress Army officials still further with the importance of the motorcycle as an adjunct to the military organization of the country, and the riders carry their full field kits, excepting their rifles.

Stock Model Used

A 1917 Harley-Davidson and sidecar, both stock models, arrived at Camp McAllen a few days ago from the factory, and Dresser and his partner immediately took the outfit out for a trial spin over some of the roughest roads in the vicinity. They found the motor to be in perfect condition for the 2,700-mile trial, and as a result no further time was lost in obtaining official sanction for the start.

Dresser, who was a member of the motorcycle company of the Seventy-First New York when that unit was sent to Camp McAllen, has of late been on special detail for Major General O'Ryan, while Edwards has also had plenty of experience as a motorcycle dispatch rider at the border. The team will take turns at driving the motorcycle day and night on the long northward trip.

No Fixed Schedule

Owing to the poor condition of many of the roads to be traversed, it has been impossible to work out a very definite running schedule, but with fair luck it is expected that the military riders will reach Albany in a week.

The route to be followed by the motorcycle couriers on the trip is as follows: From Camp McAllen to Rio Grande (a run of about 40 miles over uncharted trails), to Laredo, to Cactus, to Cotulla, to Pearsall, to Devine and thence to San Antonio, Tex. From San Antonio the route leads to Austin, to Waco, to Dallas, to McKinney, to Denison and to Oklahoma City, Okla. They will then strike through Guthrie and on northward to Wichita, Kan. At Florence, Kan., they will head eastward and proceed through Emporia, Kansas City, Higginsville, Mexico, Louisiana, Jacksonville and finally reach Springfield, Ill.

The Eastward Route

From Springfield the route leads through Decatur, Indianapolis, Cambridge and Richmond, Ind., to Springfield, Ohio, and through Columbus and Zanesville, Ohio, to Wheeling, W. Va. Striking into Pennsylvania, the couriers will go through Washington, pass to the south of Pittsburgh and then touch at Uniontown on the way to Cumberland, W. Va. They will then proceed through Hagerstown, Gettysburg, York, Lancaster and Philadelphia, en route to Trenton, N. J. From Trenton the route leads through New Brunswick, Elizabeth, Newark, New York, Poughkeepsie and Hudson to Albany, the final destination.

As has already been stated in these columns, Dresser and Edwards will use a 1917 Harley-Davidson and sidecar, of stock type throughout. They will carry 110 pounds of equipment between them and will be prepared to camp along the route, although they will not be barred from sleeping in a hotel when one happens to be handy.

BANQUET OF SALESMEN

CHICAGO, Nov. 18.—A banquet and get-together meeting of salesmen of the Chicago Cycle Supply Co. was held at the Railroad Club, in the Karpen Building, Saturday noon. Short talks were given by H. P. Hanson, president of the company, Horace Huffman, of the Davis Sewing Machine Co., Mr. Bean, of the Bean Company, and Messrs. Staff and Reddick, of the Silvex Company.

BOSTON AGENTS RIDE TO DETROIT

Pair of Hub Henderson Representatives Make Trip to Home of Four-Cylinder Model; Encounter Much Mud

Left, Harry Hubbard Near Utica; Right, Henry Andrews in Batavia Mud

BOSTON, Mass.—Harry A. Hubbard and Henry E. Andrews, of the General Motorcycle Sales Company, of this city and Providence, have just returned from a trip to Detroit. Leaving this city on November 2, they rode their Henderson to Utica, N. Y., over the 1,000-mile endurance run course, meeting good weather all the way. From Utica to Buffalo, however, they had two days of wet weather.

The boat was taken from Buffalo to Cleveland, at which latter place the road was again resumed. There were 45 miles of poor riding, but the surfaces grew better as Detroit was neared. While in the latter city the pair visited the Henderson factory, as well as going sightseeing.

The return trip was made by boat to Buffalo, followed by a run of 14 hours on the road to Boston. The only trouble experienced was two punctures to Andrews' machine.

ROBERTS AVENUE HILL FOR YONKERS CLIMB

Ellis Announces a Change of Location for Thanksgiving Day Competition—Three Trials for Each Man

YONKERS, N. Y., Nov. 20.—F. A. M. Commissioner George Ellis, who is promoting the hill climb in this city for Thanksgiving Day, Nov. 30, announces that the Roberts avenue hill will be the scene of the climb instead of Elm street hill, which was orginally chosen. The climb will start at 2 p. m. Each competitor will have three trials. The entry fee will be 50 cents instead of 25 cents.

Mr. Ellis calls attention to the best method of getting to the hill. Palisade avenue should be traversed from Getty Square to the end of the Park avenue trolley line, on Palisade avenue. Here a turn east is to be made to Nepperhan avenue. Caution should be observed descending to Nepperhan avenue by reason of the sharp turn on it. By following this route delays will be avoided.

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NEW CLEVELAND DISTRIBUTORS

Weinstock-Nichols Co., Big Motor Accessory Dealers, Will Sell the Lightweight in California, Arizona and Nevada

CHICAGO, Nov. 18.—One of the surprises of Show Week came in an announcement by General Sales Manager Gilbert, of the Cleveland Motorcycle Co., that the Cleveland distributing agency for California, Arizona and Nevada has been placed with the Weinstock-Nichols Co., which operates one of the largest automobile accessory businesses on the Pacific Coast, with stores in San Francisco, Oakland and Los Angeles.

The Cleveland has been handled heretofore in the territory referred to by C. Will Risden, of Los Angeles.

It is stated that the Weinstock-Nichols Co. will organize a separate department to take care of the Cleveland interests, under the direction of Sales Manager H. J. Banta, who was formerly with the Iver Johnson Arms & Cycle Works, of Fitchburg, Mass. The company has a road force of 14 men and a retail staff of 20 men, who will sell the Cleveland to the trade.

Paul J. C. Derkum will have charge of Cleveland sales for the new distributors in Southern California, with headquarters in Los Angeles. Derkum will devote all his time to the Cleveland campaign.

Sales Manager Gilbert, of the Cleveland company, also stated at the show that his company has closed contracts for representation in Australia, New Zealand, Java, Holland, Denmark, Norway, Sweden, Russia and the Philippines.

ITALIAN R-S AGENT

Berardo Has Rights for Italy and Switzerland—Sold 350 Last Season

NEW YORK.—Luigi Berardo, who is making his headqaurters in this city, has contracted with the Reading Standard Company. of Reading, Pa., for from 500 to 1,000 R-S motorcycles to be shipped to his headquarters at Torino, Italy, at the rate of 25 per week. Mr. Berardo takes care of the shipments in New York, while his partners attend to the Italian and Swiss distribution, the firm having the selling rights for Italy and Switzerland.

For the six months just passed, Mr. Berardo has shipped 350 Reading-Standards to Italy. His 1917 shipments will commence within a few days.

CLOSE SEASON

With Benefit Smoker After Series of Successful Race Meets

READING, Mass.—George W. Davis, local Indian agent, and Charles J. Martin, selling the Harley-Davidson at Wakefield, Mass., combined to finish up the 1916 season by giving a smoker and entertainment on the evening of November 13. The proceeds are to be given to "Wild Bill" Williams, the rider who was injured in practice before the last race meet run off by Davis and Martin.

Both Reading and Wakefield saw some lively races this season under the promotion of these two dealers, and so successful were the events that a bigger series is planned for 1917.

A PIONEER MOTORCYCLE

CHICAGO.—One of the interesting private motorcycle exhibits during the Show was a Harley-Davidson motor of the vintage of 1903, which was displayed at the salesroom of C. H. Lang. The machine had been ridden about 83,000 miles, according to the records of its various owners, before it came into the possession of Mr. Lang. The motor, which was one of the first produced by the Davidsons, is of 3¼ horsepower with piston displacement of 26.94 cubic inches.

THE CONTEST

Owing to the heavy pressure of Chicago Show news in the November 9th and 16th issues it was found necessary to omit the Motorcycle Identity Contest, but it is continued in this number.

The contest will be found on page 41, with full scores to date and the percentages of the leading competitors.

PHOTOGRAPH DAY

Indian Celebration in Los Angeles Well Attended—Prizes Are Awarded

LOS ANGELES, Cal.—Indian riders from all parts of Southern California assembled at the headquarters of the Pacific Motor Supply Company, Indian distributor, last Sunday to participate in the Indian Photograph Day celebration. Motion pictures of the affair were taken, following which an inspection was made of the machines.

The judges in the prize awards gave the ladies gold watch for the best equipped sidecar outfit to L. C. & Mrs. Crowl, of Orange. The prize for the neatest and best florally-decorated tandem went to Raymond Sturges, with Floyd Lusher as passenger. G. H. Tunler won the prize for the neatest and best equipped machine, a spotlight. The prize for the oldest and best appearing Indian was given to Mrs. Daisy Meyers, who had a 1907 battery model.

Manager E. Lebell, of the Pacific Motor Supply Company, said that this event brought out a far bigger crowd than was expected. It created a great deal of interest, he stated, especially in sidecaring.

HAWS IS A SEASONED FIRESTONIAN

New Manager of Cycle Tire Department of Firestone Company Has Worked Up Through Several Other Branches

AKRON, O.—Henry E. Haws, who has just been appointed manager of the cycle tire department of the Firestone Tire & Rubber Co., as told in last week's issue, has been with the Firestone people since August 1, 1915, having formerly been with the firm of George A. Haws, of New York City, as manager of the automobile oil department.

Henry E. Haws

During his time with the Firestone company, Mr. Haws has been connected with the pneumatic tire and sales promotion departments, in addition to the cycle department, and therefore enters upon his new work with a thorough knowledge of Firestone policies.

As was reported in the original item referred to Mr. Haws succeeds Charles E. Speaks as manager of the cycle tire department, Mr. Speaks having been transferred to the truck tire department. In the transfer of Mr. Speaks to another phase of Firestone activities the cycle field loses a tireless and capable worker.

MEYEROWS EXPAND

Take Adjoining Store to House Used Machines for Special Sale

BOSTON, Mass.—Meyerow Brothers have taken the premises adjoining their store at 149 Berkley street, to care for the used machines. They are making a special drive in these mounts and have stocked up close to the century mark in second hands.

This is the second expansion for the Meyerows within a year, the first being a move from 9 Cooper street.

STOCKING THE "BRILLIANT" BURNER

SPENCER, O.—From the Monosmith Brothers Co. comes the announcement that a large number of jobbers of motorcycle accessories throughout the United States are now including in their stock the "Brilliant" burner, manufactured by the firm. Having obtained excellent results in tests of trial sets, the jobbers have not hesitated to place substantial orders. The "Brilliant" burners are sold under a "one price to dealer" and "one price to jobber" arrangement, and the discounts to both are liberal.

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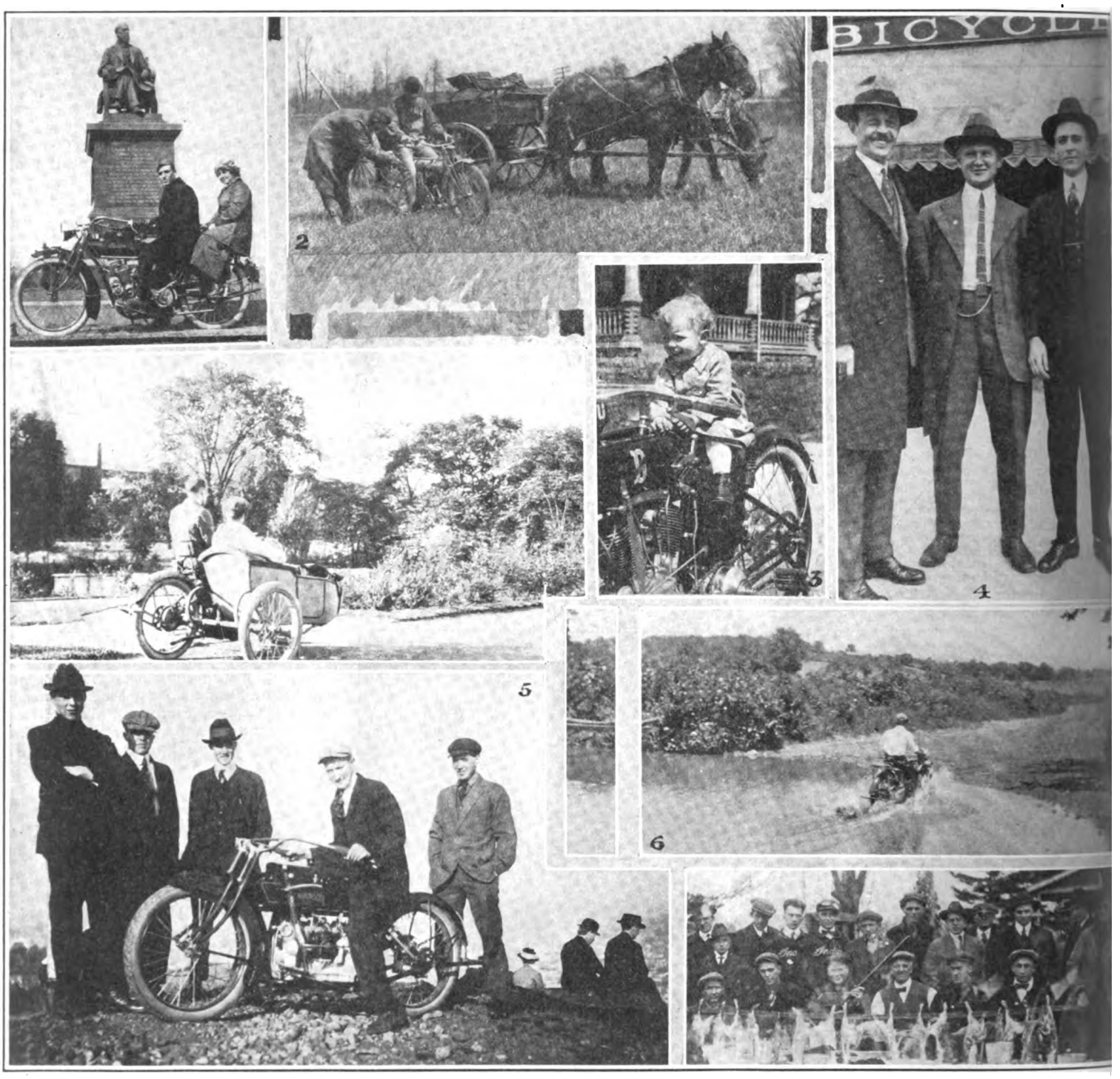
The Weekly

NEWSY EXPLOITS OF THE CAMERAMAN



REEL 1, Scene 1—Joseph Calabrese and Miss Elder, of Trenton, N. J., who pride themselves on making a neat appearance with their Indian.

Scene 2—How the Excelsior lightweight story is being carried to the prospect in rural districts by the company's travelers. The sales figures show that young farmers have been heavy buyers of the light Excelsiors during the past season.

Scene 3—A very young Dayton enthusiast who has passed up his hobby-horse since discovering how comfortable he can be in the motorcycle saddle.

Scene 4—A. E. Lonn, of Great Western Mfg. Co., A. P. Gentry, a dealer in Richmond, Va., and R. E. Morgan, of the Holland-Baden-Ramsey Co., of Baltimore, grinning over the sales outlook in the South.

Scene the artist forgot to number—A sidecar party drinking in a vista of "near-English" scenery in northern New Jersey. It might readily be English landscape, but it isn't.

Scene 5—Oscar Burkland on the Henderson with which he recently climbed the Twin Peaks in California. He can't get much higher than in this picture.

Scene 6—An Indian rider running awash on the Appomattox Battlefield. At this point Lee surrendered—but the Indian didn't.

Scene 7—Members of the Washington Crossing (N. J.) M. C. after a recent rabbit hunting expedition.

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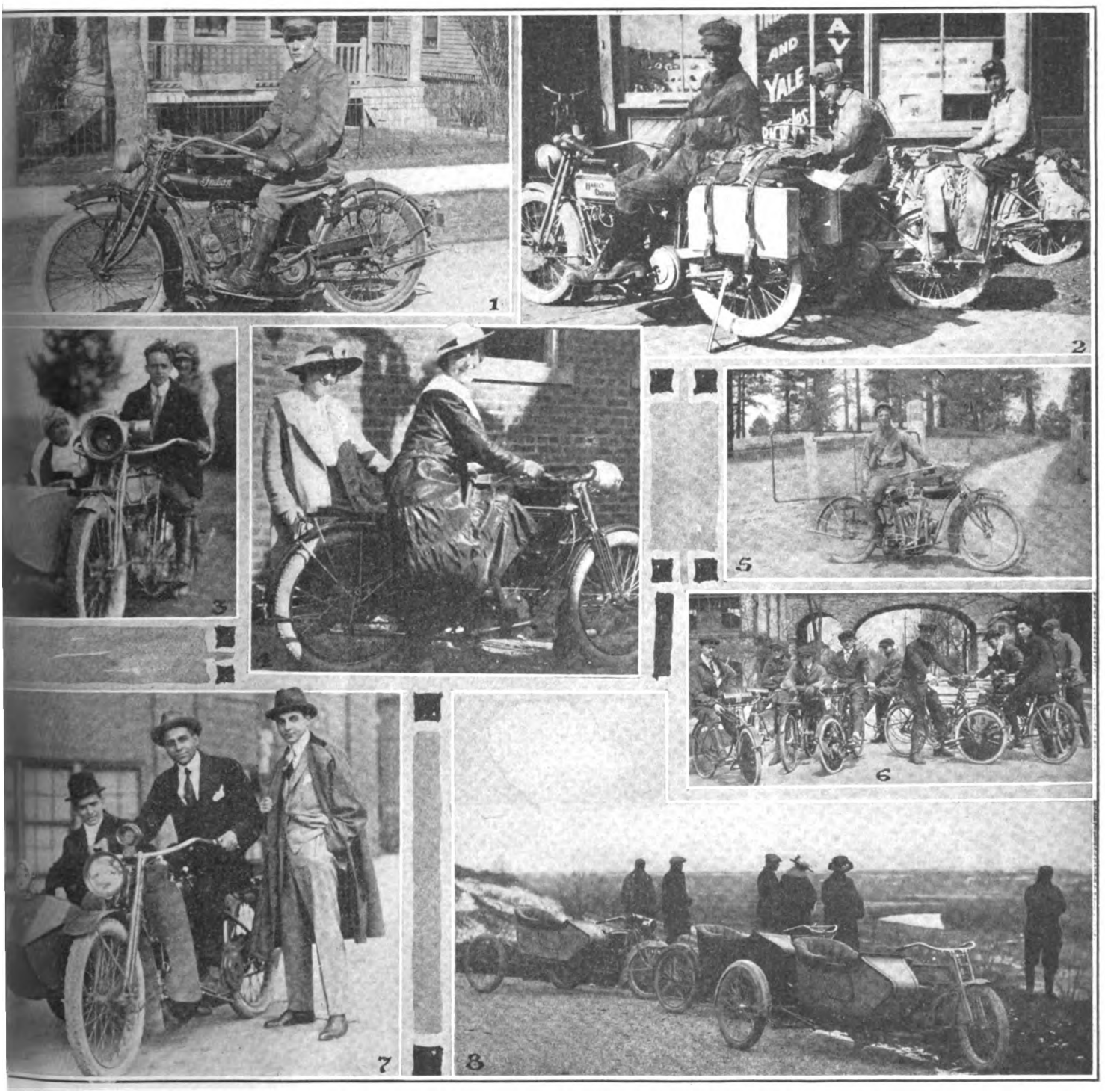
Motograph

PRESENTED IN TWO REELS ~ ~



REEL 2, Scene 1—Officer Anthony, of Omaha, Neb., who has covered 16,000 miles on his Indian at an average outlay of one and a half cents a mile.

Scene 2—C. V. Pettit, of Canton, O., Otto E. Osterman, of Dixon, Ill., and James Whitford, of Dixon, who are now en route to Florida. Pettit and Osterman use Harley-Davidsons and Whitford an Excelsior.

Scene 3—Theodore F. Hay, Mrs. Harriet Hay and her daughter, Miss Harriet, of Union Hill, N. J., who recently made a trip to the Westfield Mfg. Company's plant, Westfield, Mass., with their 3-speed Pope and sidecar.

Scene 4—Three attractive models—Miss Martin and Miss Flo Tronley, of Reading, Pa., getting acquainted with a R-S.

Scene 5—Noble H. Glenn, of the Forest Service Fire Guard Patrol, in Coconino National Forest, Flagstaff, Ariz., with his Indian.

Scene 6—A flock of Dayton motor bicycle enthusiasts. Such groups are becoming quite common, especially in the West.

Scene 7—Left to right, L. B. Cintron, manager of Harley-Davidson Latin-American Department, Senor Carlos Alberta Sommaruga, of Trujilo, Peru, and E. Baptista, assistant manager of the company's Latin-American Department, snapped at the Harley-Davidson factory.

Scene 8—A Pullman sidecar party in Detroit out to show Jack Frost that the first snowfall does not dampen their enthusiasm.

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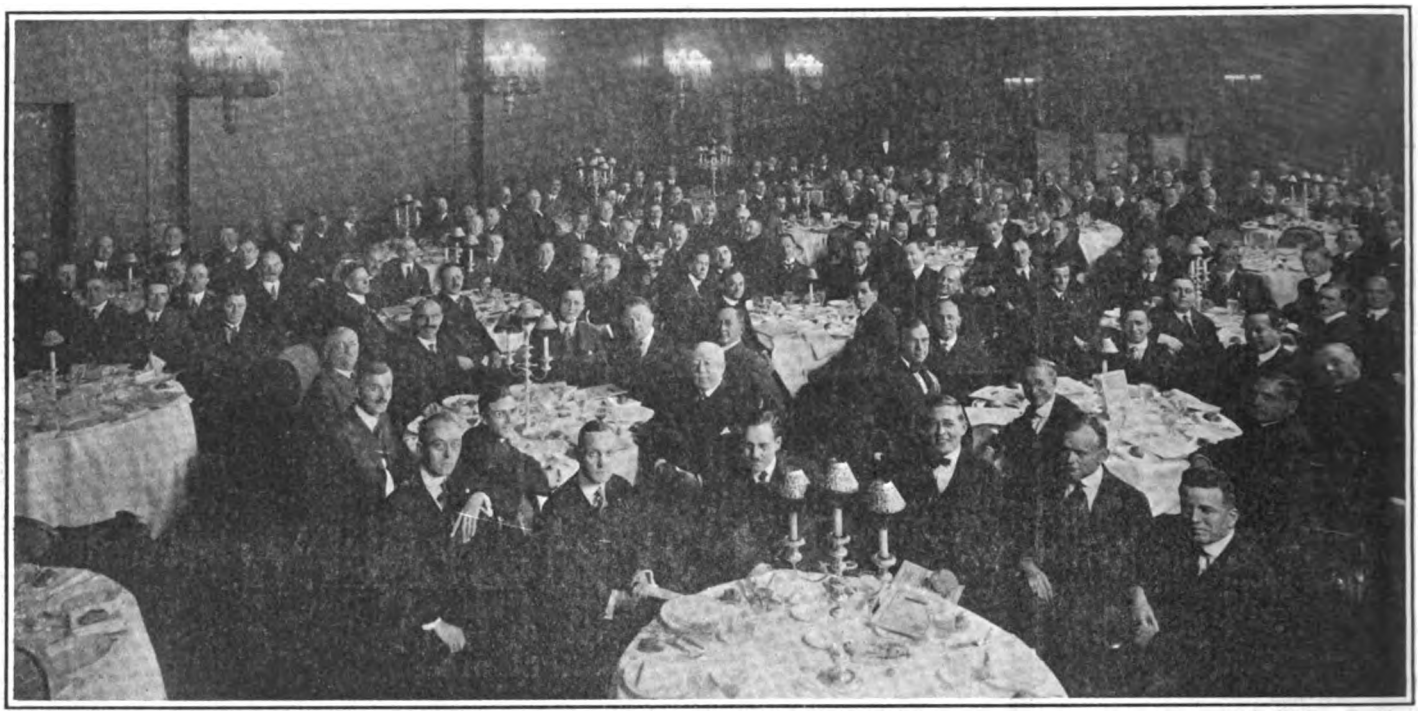
CYCLE MEN DINE AND DISCUSS OUTLOOK

Two Hundred Trade Representatives Are Guests of Parts Makers at Hotel Congress; Speakers Laud Million Bicycles Campaign; Similar Movement Coming for the Motorcycle



Parts Makers and Their Guests at Luncheon Which Preceded Joint Meeting of Trades Bodies

CHICAGO, Nov. 16.—More than 200 cycle trade men, representing the Cycle Parts & Accessories Association, the Motorcycle & Allied Trades Association, the Cycle Jobbers' Association of America, and the Bicycle Manufacturers' Association, partook of a luncheon as guests of the Parts Makers in the main dining room of the Hotel Congress this afternoon. Following the luncheon there was a joint meeting of the Cycle Trades bodies at which members of the various associations and a few outside visitors spoke on various phases of the cycle industry.

The first speaker was Lou M. Wainwright, of the Diamond Chain & Mfg. Co., who told of the big things accomplished last year by the Million Bicycles Committee, and the bigger things to grow out of the United Cycle Trade Directorate movement. Mr. Wainwright made a plea for a whole-hearted spirit on the part of all of the two-wheeler trade folk, both from a financial and moral standpoint.

Grady Urges Co-operation

J. W. Grady, of the J. W. Grady Co., and a member of the Cycle Trade Directorate, was the second speaker. He urged upon the members of the Cycle Trades the advisability of forgetting petty jealousies and of contributing to the Directorate fund the amounts needed, and held forth a promise of the directors' ability to raise the necessary funds in years to come without the necessity of resorting to further collections.

H. S. Quine, who was one of the members of the Million Bicycles Committee, and a leading spirit in establishing the movement, told the assembled delegates that they owe it to themselves not to forget the Cycle Trade Directorate and the boosting movement the minute they have contributed to the fund. Even more important than the contribution, according to Mr. Quine, are the constructive criticism and valuable suggestions coming from the cycle folk who are chiefly interested in the exploitation of the bicycle.

The Jobber's Viewpoint

Mr. Quine was followed by Messrs. Hyslop and Gibson, representing the Canadian cycle trade, while R. J. Leacock, of the R. J. Leacock Sporting Goods Company, gave a little talk on the movement from the viewpoint of the jobber. T. W. Henderson, of the Henderson Motorcycle Co., brought forth the fact that the motorcycle folk were so impressed by the accomplishments of the Million Bicycles Committee that the M. & A. T. A. is this year launching a campaign of the same sort for the motorcycle. M. C. Stokes, of the United States Tire Co., told interestingly of how the Parts Makers view the situation as it exists today.

Other Addresses

Colonel Pope, directing secretary of the Bicycle Manufacturers' Association, gave a few words of encouragement; C. F. Olin, of the Directorate staff, spoke of the possibilities of concerted action, while Louis Schwab, also of the Directorate staff, and head of the committee which is collecting the necessary funds to carry on the movement, made a plea for unselfish financial support for the Directorate's work during the coming year.

MORE HELP FOR THE DEALER

Dealers' Betterment Committee of M. & A. T. A. Will Estimate Funds Needed and Report to Board of Directors in New York, Dec. 5.

CHICAGO, Nov. 18.—The newly-appointed Dealers' Betterment Committee of the Motorcycle and Allied Trades Association, headed by H. A. Haws, of the Firestone, got together yesterday for a little discussion on the ways and means of putting into action their campaign which was approved at the Atlantic City meeting of the association.

The committee, which comprises Chairman Haws, T. R. Thomas, of Goodyear; Frank B. Rodger, of the Harley-Davidson; J. B. McNaughton, of the Indian; H. L. Corey, Champion Spark Plug Co., and M. E. Topel, of the Splitdorf, appointed Thomas as secretary.

After some discussion, all bearing on the work in hand, it was decided to submit to the Board of Directors of the M. & A. T. A. an estimate of the cost of carrying on the campaign and a request for the appropriation of sufficient funds for the purpose.

Chairman Haws and T. R. Thomas undertook to determine, within the course of

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the next week or ten days, the approximate cost of printing and postage incidental to carrying on the work of the committee, and to submit these costs at a meeting which has been called for Tuesday, December 5, at the Hotel Astor, New York, just prior to the Directorate meeting of the M. & A. T. A.

At this meeting the full and final committee plans will be drawn up for presentation, with the estimated cost to the Board of Directors for action at their meeting, which takes place at the Prince George Hotel, on Thursday December 7, at 12:30 p. m. It is believed the outlay can be kept within moderate limits.

CHASE ON C. P. & A. A. COMMITTEE

Succeeds W. J. Surre as Chairman of the Association's Entertainment Committee; Surre Too Busy to Serve; Moorehouse Remains

CHICAGO, Nov. 16.—Frank Chase, newly-identified with the Atherton coaster brake, was elected to head the Entertainment Committee of the Cycle Parts & Accessories Association at the meeting of that body at the Hotel Congress today; acting with Chase on the committee is C. E. Moorehouse, of the Standard Company.

W. J. Surre, who for years past has headed the Entertainment Committee, and who has put both the mid-summer convention at Atlantic City and the annual winter get-together meeting through with a snap and a zest that won him praise from all sides, asked to be relieved of the work owing to the press of Continental business.

After a consultation through the intermediary of a committee comprising Messrs. Wainwright and Stokes, it was decided to go to Atlantic City again for the mid-summer convention of the Cycle Trades, at which the Parts Association acts as host. The dates, of course, have not yet been finally decided upon; but, conditions permitting, it was expressed as the desire of the association that the convention he held during the first week in August.

The next meeting of the association was called for Thursday morning, December 7, at the Hotel Astor, New York, to be followed by a luncheon, to which members of the other Cycle Trades Associations are invited, and a joint meeting of the associations in the afternoon.

TO MEET IN NEW YORK

Bicycle Manufacturers' Association Will Hold Session December 6

CHICAGO, Nov. 16.—Aside from the decision to hold its next meeting in New York, at the Hotel Astor, on Wednesday, Dec. 16, during the running of the New York Show, there was only a general discussion of plans at the Tuesday night meeting of the Bicycle Manufacturers' Association, at the Hotel Congress.

Those present were: F. S. Wise, Miami Cycle & Mfg. Co.; J. P. Fogarty, Westfield Mfg. Co.; E. J. Lonn, Great Western Mfg. Co.; W. G. Schack, Emblem Mfg. Co.; Ignaz Schwin, Arnold Schwin & Co.; H. Huffman, Davis Sewing Machine Co.; Pete O'Horo, Excelsior Cycle Co.; D. P. Harris, Rollfast; Fred L. Brown, Pierce Cycle Co., and Colonel Pope, secretary of the association.

TOURED TO THE SHOW

S. L. Clarke and W. J. Teubner drove to the Show from Dayton, O., on an Indian sidecar combination. They made the 403 miles in 24 hours, with roads in bad condition at that. Teubner says that 1917 is going to break all records for motorcycle touring, particularly in the West.

VISITOR FROM HOLLAND

A. G. Koldewin Closes Cyclemotor and Emblem Contracts at Show

CHICAGO, Nov. 18.—Perhaps the Chicago Show visitor who traveled the greatest distance is found in the person of A. G. Koldewin, of Apeldorn, Holland, who came to obtain a new Cyclemotor contract for the Netherlands for the coming season.

Koldewin sold 500 Cyclemotors during 1916, and being convinced that the new two-bar model will greatly increase interest in the little bicycle powerplant in the lowlands of Europe, he signed up for 1,500 of the machines at the Show.

Koldewin also made connections with the Emblem folk and with several of the accessory people, and left Chicago highly satisfied both with the Show itself and with the business transacted.

INDIAN IN HARLEM

Is Handled by Gus Rotholz, the Veteran Dealer, for the 1917 Season

NEW YORK, Nov. 20.—Gus Rotholz, the veteran dealer, has taken the agency for the Indian for this city in the Harlem section, as far north as 155th street. His headquarters are at 1691 Park avenue. Rotholz formerly handled the Reading Standard for the metropolitan district, and is a pioneer New York agent.

JACK PURDY DROPS IN

CHICAGO, Nov. 18.—Jack Purdy, formerly of Purdy Bros., and well known to the cycle trade, dropped in at the Show. Jack has just returned from a sojourn of two years in South America where he has been employed by the Swift Packing Co. He believes there is a great field for the American motorcycle in South American countries.

CYCLE JOBBERS TO HAVE BULLETIN

Association Will Issue It Monthly to Further Educational Work; Another Innovation Promised Is a Cycle Jobbers' Directory

CHICAGO, Nov. 16.—The most informal meeting that the Cycle Jobbers' Association of America has had in some time took place at the Hotel Congress today.

From start to finish, almost without interruption, there was lively discussion, and the talk and the venting of views brought out many valuable points and suggestions.

Two matters were decided upon which are of prime importance to the bicycle trade. The first was the decision of the Jobbers' Association to issue a monthly bulletin to the cycle dealers whom they serve, and the second was the decision to publish a cycle jobbers' directory, in which will be listed all of those types of bicycles and parts coming within the province of the legitimate cycle jobber, as defined by the Cycle Jobbers' Association.

Strong Representation

Those present at the meeting, at which Keyser Fry, of Reading, presided, were as follows:

Fred I. Willis, Central Rubber & Supply Co., Indianapolis; Hans Johnsen, Hans Johnsen, Dallas, Tex.; C. A. Hall, Hall, Williams Co., Minneapolis; H. Greenberg, Detroit Cycle Supply Co., Detroit (visitor); D. A. McNeill, Chicago Cycle Supply Co., Chicago; H. P. Hansen, Chicago Cycle Supply Co., Chicago; H. Perlman, Perlman Cycle & Auto Supply Co., New York; L. J. Hood, Walthour & Hood Co., Atlanta, Ga.; J. W. Grady, J. W. Grady & Co., Worcester, Mass.; Keyser Fry, of Keyser Fry, Reading, Pa.; L. J. Kellner, Haverford Cycle Co., Cleveland, O.; E. B. Sauffley, Sauffley Supply Co., Kansas City; F. W. Grubb, Union Supply Co., Toledo, O.; G. H. Westing, G. H. Westing & Co., Indianapolis; H. A. Bremer, Lockwood-Luelkemeyer-Henry Co., Cleveland, O.; T. C. Larter, Collister & Sayle Co., Cleveland, O.; William Foerstner, Amana Society, High, Iowa; Pete Cummings, Cummings & Co., Galveston, Tex.; F. A. Alford, Toledo Rubber Co., Toledo, O.; R. J. Leacock, R. J. Leacock Sporting Goods Co., St. Louis; Charles J. Schmelzer, Schmelzer Arms Co., Kansas City; F. J. Goodman, Vim Cycle Hardware Co., Buffalo. N. Y.; Max M. Sladkin, Haverford Cycle Co., Philadelphia; C. J. Smith, C. J. Smith & Co., St. Paul, Minn.

WELLS TO MAKE TRIP FOR THOR

CHICAGO, Nov. 18.—C. A. Wells, special factory representative for the Thor, made arrangements to leave right after the Show for a flying business trip to Minneapolis and St. Paul, thence down to Omaha, Lincoln and Kansas City. He counts on being back in time to attend the New York Show in the interest of the Thor.

WALKER WAS BUSY AT CHICAGO

BOSTON, Mass.—W. J. Walker, the local Harley-Davidson man, has just returned from a trip to Chicago where he took in the motorcycle show last week. He represented the New England Motorcycle Dealers' Association at the meetings of the Allied Trades Association in the Illinois capital.

WOODS IN A NEW LOCATION

TRENTON, N. J.—R. S. Woods, local Harley-Davidson agent, has moved his headquarters to 115 E. Hanover street, where he occupies a newly-built store.

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SHE SEES BIG BUSINESS!

The Chicyco Girl Who Helped to Welcome Visitors at the Show Booth of the Chicago Cycle Supply Co.

SIX LIGHTWINS FOR FRANKEL

SHREVEPORT, La.—V. L. Frankel, handling the Indian, is all smiles these days as the 1917 demonstrator has arrived. He has orders for six of the Lightwins, which were taken sight unseen. He has all the repair business that the shop can handle at present.

HAMMER VISITS MILWAUKEE

MILWAUKEE, Wis., Nov. 20.—Elmer H. Hammer, Smith Motor Wheel dealer in Bristol, Tenn., journeyed here from the Coliseum show last week to visit both the Harley-Davidson and the A. O. Smith plants. The Schmelzer Arms Co., Kansas City, Mo., and the Omaha Bicycle Co., Omaha, Neb., will sell the Smith Motor Wheel next season.

GETS INDIAN DEMONSTRATOR

SHREVEPORT, La.—The Frankel Motorcycle Garage, of 120 Milam street, local Indian dealers, has received its 1917 demonstrator. The two wheeler has been on display since its arrival and has attracted quite a bit of attention.

1917 HENDERSON IN LOWELL

LOWELL, Mass.—The Lowell Cycle Shop, local Henderson representatives, have just received their 1917 demonstrator.

YOUTHFUL VISITORS APLENTY

Souvenirs at Eclipse and Atherton Show Booths Were in Great Demand; Free Tickets Brought Hundreds of School Children

CHICAGO, Nov. 18.—Souvenir donors were few and far between at the Chicago Show; and that's one of the reasons why the booth of the Eclipse Machine Company was so popular, especially with the younger visitors. From the juvenile standpoint at least the Eclipse booth was the real piece de resistance of the Show, for the full Eclipse staff, headed by E. J. Dunn himself, was kept busily engaged in handing out balloons, pennants and other souvenirs.

More Youngsters on Deck

The number of young people who visited the Show, by the way, was much larger than heretofore. The influx of youngsters began early in the week, and doubtless the beginning came as a result of the increased interest in the cycle brought about by the efforts of the Million Bicycles Committee. During the last few days of the Show, however, the management decided to donate a number of tickets to the schools and high schools. These brought in great numbers of youngsters who were deeply impressed by what they saw, and each of whom went home to beg a bicycle or Cyclemotor, or even a motorcycle, as a Christmas gift from some doting parent.

Not less appealing to the youngster than the Eclipse booth was the Atherton coaster brake stand, where W. F. Emerson, Frank T. Chase and Bob Lawson, assisted by Messrs. Kittle and McKennet, were giving out apples, pennants and attractive buttons.

Smith Attractions

While there were no souvenirs to be gathered at the booth of the A. O. Smith Company, the Smith Flyer, as well as the Smith Motor Wheel, proved a strong magnet for the younger generation and also for many a cycle and motorcycle dealer. The Smith company had one of the little Flyers in front of the Coliseum all week for demonstrating purposes, and it was kept busy from the time the Show opened until it closed. The Smith stand was in charge of Sales Manager J. A. Benson, who was assisted by J. E. Van Toor, A. H. Beckman, O. T. Thompson, W. Liedenbach, Frank Zuerney, George Gauger and S. N. Hope. R. Stanley Smith, the engineer who developed the Motor Wheel, dropped in several times during the Show week to look on.

The Show has fully convinced the Smith Company that the new Flyer is destined to be every bit as popular as the motor wheel has become.

MAY USE PARK ROAD

City Permits Motorcyclists to Ride Incline Up Mount Royal

MONTREAL, Que.—The City Council of Montreal has decided at last to permit motorcyclists to use the park road by means of which the ascent of Mount Royal can be accomplished. This is a steep and winding incline more than two miles long and the highway will undoubtedly become a popular testing ground for the riders.

The only motor vehicle which has ever reached the top of the local mountain was an automobile in which Mayor Martin of Montreal was the occupant. He made the ascent in defiance of the ordnance which prohibited the use of motor vehicles on the park property.

AND HERE'S THE VAN CLEEF DUTCH GIRL

Some of the Masculine Show Visitors Went Around Several Times to Hear Her Tell the Story of Dutch Brand Products

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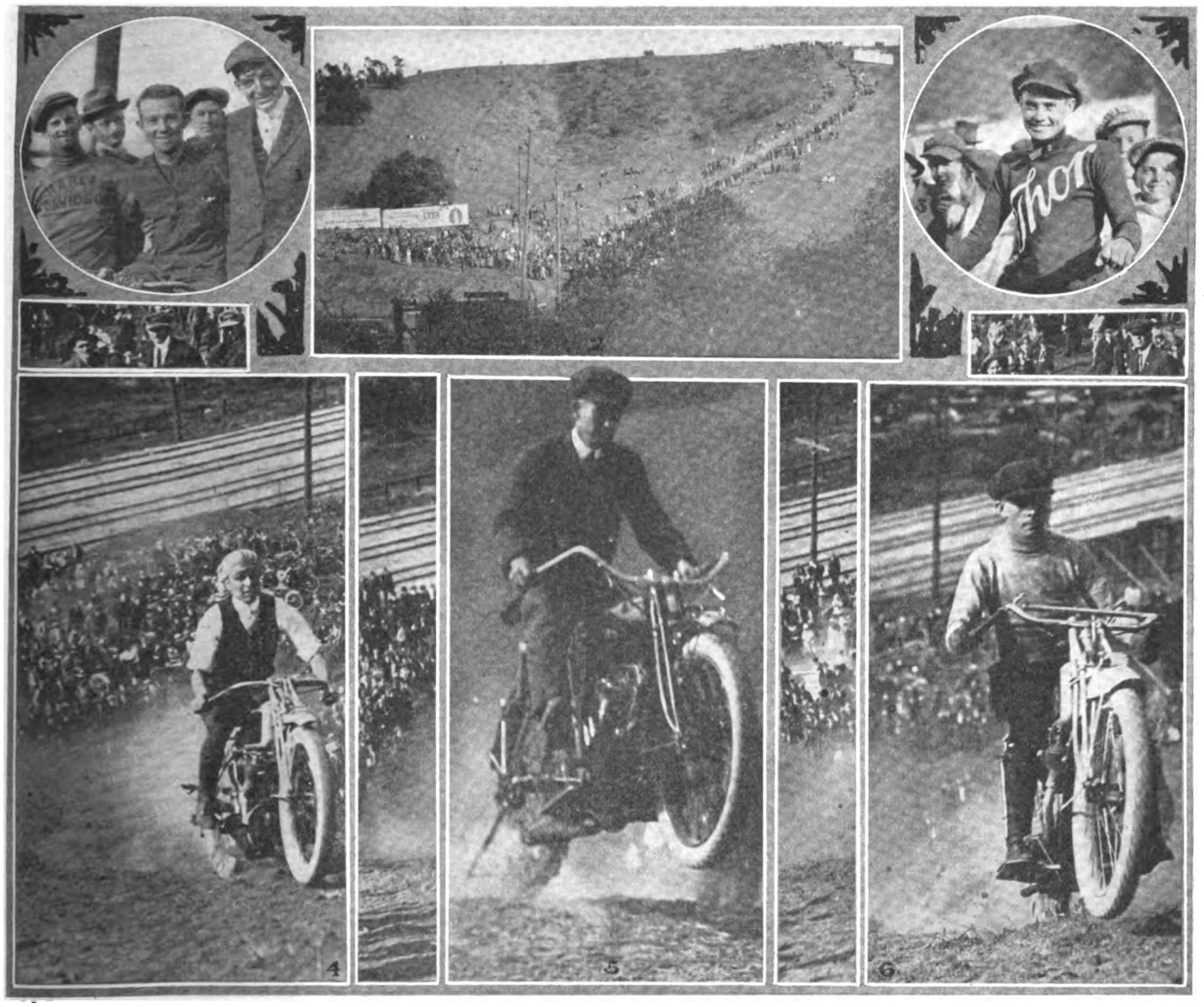
FINAL SCORES IN L. A. HILL-CLIMB

Club Adjudges Perkins' Third Trial Best Time of Day; Official Rating in Each Class; How Entrants Performed on Hippodrome Hill in Spirited Competition



1, Dudley Perkins, Harley-Davidson Pro. Who Made Ascent in 22 4/5 Seconds; 2, View of Course on Hill Showing Crowd of Spectators; 3, Sam Hamilton, Flying Merkel Rider, Who Wore Thor Jersey During Climb; 4, Wells Bennett, Excelsior, Second in Pro. Class; 5, George Rubsch, Indian, Going Over the Crest; 6, L. E. Reed, with Excelsior Taken Out of Crate for Event

LOS ANGELES, Cal., Nov. 17.—Final reports on the Hippodrome Hill climb held by the Los Angeles M. C. on Nov. 12 give the following official times for the various competitors. In the professional class, Dudley Perkins, Harley-Davidson, ascended in 22⅘ seconds, making the best time of the day; Wells Bennett, Excelsior, 23⅕ seconds, and Sam Hamilton, Flying Merkel, 24 seconds. This gives a speed of a mile in 2:53, based on Perkins' time.

In the amateur class, first place goes to Benny Hite, Indian, 26⅖ seconds; second place to Charles Wride, Harley-Davidson, 27⅗ seconds, and third place to Ed Baque, Indian, 27⅗ seconds. Hite and Baque come from Pomona.

The performances of the 31 competitors in the climb are given below, the successive numbers indicating the times on the three trials given each man. Where a competitor did not complete the climb in a trial the fact is indicated by an X:

L. E. Reed, Excelsior, X—37⅖—38; Harold Frank, Excelsior, 35⅗—30⅗—29⅖; C. E. Young, Indian, 35—40—36; Al Rhoades, Harley-Davidson, 34⅕—33⅕—31⅗; Charles Moist, Indian, 28⅘—30⅕—29⅕; Kenneth Day, Excelsior, 37⅘—34⅗—39⅗; Lem Sahagin, Harley-Davidson, 30⅕—30⅘—30; Wells Bennett, Excelsior, 25—23⅕—24⅕.

Ben Hite, Indian, 28⅘—29⅖—26⅖; Ed Baque, Indian, 31⅘—33⅘—27⅗; Jimmy Leonette, Excelsior, 39⅕—36—39⅕; A. Stetler, Indian, X—38⅖—38⅘; Earl Martin, Harley-Davidson, 30⅘—31⅖—X; Shorty Meyers, Henderson, X—X—37⅘; Newton More, Harley-Davidson, 33⅘—X—34⅗; Roy Du Granute, Thor, X—X—X; Jake Vetter, Indian, 32⅕—X—32⅗.

Charles Rowland, Indian, 43—X—40⅕; Roy Ivans, Indian, 36—34—32⅕; Dudley Perkins, Harley-Davidson, X—23—22⅘; Blick Wolters, Henderson, X—X—X; Frank Clayton, Harley-Davidson, X—X—X; Harry Wright, Indian, X—41⅕—35⅘; J. Nelligan, Indian, X—X—X; Charles Wride, Harley-Davidson, 28⅖—27⅖—31⅕; Fred Ludlow, Henderson, X—X—X; Jack Saint, Henderson, X—X—47⅗; Sam Hamilton, Flying Merkel, 24⅗—24—25⅗; Roy Breiter, Thor, 35⅘—36—30⅗; George Rubsch, Indian, 32—34⅕—34; Bert Gilmore, Excelsior, 40⅘—41⅗—43.

CARSLAKE FOR COAST

BROWNIE CARSLAKE, of the Firestone Tire & Rubber Company's traveling staff, has been given the Pacific Coast territory formerly traveled by Stewart Slosson. Slosson has been transferred East at his own request.

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REORGANIZATION OF GROSSMAN CO.

Red Head Spark Plug Maker Now Emil Grossman Mfg. Corporation —Capitalization $320,000—Facilities to Be Increased

BROOKLYN, N. Y., Nov. 16.—The Emil Grossman Manufacturing Co., Inc., has been reorganized as the Emil Grossman Manufacturing Corporation, with a capitalization of $320,000. The capital stock is divided as follows: $150,000 of first preferred, $160,000 of second preferred and $10,000 of common stock. The entire capital has been paid in.

The officers of the new corporation are: Emil Grossman, president and general manager; L. M. Schwartz, vice-president; Harmon August, treasurer; C. L. Hemphill, secretary and assistant treasurer.

The reorganization of the company is a part of a plan for the enlargement of its business. The productive efforts of the concern will be concentrated upon Red Head sparkplugs and certain motorcar specialties. The manufacturing facilities in the present quarters, Bush Terminal No. 20, are being increased, while a lease has been taken on Building No. 95 in the big Terminal structure.

This building will be devoted to the rust proof process which the Grossman firm is applying to all metal goods. The production capacity in the grinding, polishing, plating and black enamelling departments will be trebled.

LECTURES FOR DEALERS

Harley-Davidson Experts Give Pointers to Trade Visitors During the Show

MILWAUKEE, Wis.—A special educational lecture course featured the visit of Harley-Davidson dealers to the factory at Milwaukee during the week preceding the Chicago Show, Show Week itself, and the following week.

In the morning the visitors were shown through the several factory buildings, and the afternoon was devoted to lectures in charge of Rudolph Pietsch, head of the new Harley-Davidson service center plan.

Dealers and repairmen were given a thorough course in repair work by talk and demonstration from Emil Sauler, head of the repair department, who specialized on motor and allied repair work, and by H. E. Jamison, on electrical work.

The lectures were concluded by a talk by E. B. Elsner, office manager, who outlined in thoroughly applicable style the Harley-Davidson system of accounting.

WILLARD ADDITION

Storage Battery Firm Starts Another to House Offices and Shop

CLEVELAND, O.—The first of the additions erected by the Willard Storage Battery Company to take care of its rapidly expanding business is now completed. The building will be occupied by the forming rooms, the floor space being 90,000 square feet.

A second new building, upon which work has been commenced, will have two stories and 75,000 square feet of floor space. It will be used for offices, machine shop and storage purposes.

INTERESTING ISSUE

Dayton House Organ Tells of Cycle Construction and Shows Dutch Views

DAYTON, O.—The construction of Dayton bicycles is the chief feature in the November issue of *Daytonagrams*, the house organ of the Davis Sewing Machine Company of this city. Over one-quarter of the issue is devoted to the purpose. On the front cover is a quartet of interesting pictures of Dayton motorcycles in The Netherlands, these having been sent by the Holland representative.

There is an excellent article on advertised goods and a story on the success of a Dayton dealer, as well as short items of value to the Dayton representative.

DOEHLER TO BUILD

Seven-Story Addition to Die Casting Plant in Brooklyn

BROOKLYN, N. Y.—The Doehler Die-Casting Company has let a contract to the Turner Construction Company for the erection of a steel and concrete addition to the present plant at Ninth and Court streets, this city.

The addition is to be 50 x 100 feet, seven stories high, and will cost approximately $150,000.

A SAILOR PROTESTS

Takes Exception to Item Concerning Motorcycle Thief Forced to Join Navy

A. P. BECKER, of the U. S. S. New York takes exception to an item published recently in these columns in which it was stated that a man who had stolen a motorcycle and damaged it escaped jail on his promise to foot the repair bill and join the U. S. Navy. Becker argues rightly that Uncle Sam's Navy is not to be regarded as a dumping ground for thieves, and that the motorcycle purloiner referred to will be summarily ejected as soon as he is located.

It was not the purpose of the item to place the Navy in an unfavorable light, but simply to show that the thief had been forced to enlist in a service that would enable him to become a worth while citizen instead of a public menace. The odds are 100 to one that a man of thieving tendencies who enters the Navy will develop into an upright citizen, or a hospital case, in short order. That's a tribute to the Navy and the boys in it—not a reflection upon them.

OMAHA CLUB

Holds Chicken Dinner and Plans Activities for New Season

OMAHA, Neb.—Members of the Omaha M. C. are looking back with great pleasure to their run of Nov. 4 to Blair and De Soto. Twenty riders participated, the piece de resistance being an old fashioned chicken dinner.

A special meeting of the club will be held on Nov. 13 in the new rooms opposite the post office, when future plans will be gone over.

TUBE COMPANY INCORPORATES

DETROIT, Mich.—Incorporation papers have recently been issued to the Michigan Steel Tube Products Company of Detroit, with a capital of $300,000, for the manufacture of steel tubing and tubular products.

EMPIRE TIRE TO EXPAND

TRENTON, N. J.—The Empire Rubber & Tire Company is to be reorganized and refinanced, in order to obtain the necessary cash to expand its output and fill the many orders now on hand. Final arrangements are still to be made.

DE LUXE VEHICLE FOR YOUNG MOVIE STAR

Limousine Made by Cygnet Rear Car Company for Baby Alice, New York Juvenile Cinema Player—It Was Exhibited at Chicago Show by Cygnet Company

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CYCLE TIRE SECTION AT RECENT FIRESTONE CONFERENCE

Bicycles and Motorcycles on Which Firestone Tires Are Standard Equipment Were Shown in This Part of Display Which Was Feature of Annual Salesmen's Gathering

JERSEY CLUB TO HOLD HILL-CLIMB

Newark Organization Selects Bed of Cable Road on Orange Mountains as Incline on December 3

NEWARK, N. J., Nov. 18.—The New Jersey M. C. will promote a hill-climb up the Orange Mountains on December 3 at 1 p. m., weather permitting. The location of the hill is about six miles from the club house. Solo and sidecar classes are scheduled, with silver and bronze medals for first and second.

The hill chosen is about four-tenths of a mile long with a rise of 200 feet. The surface is an abandoned right of way for a cable road, the ties and rails being still in place in spots, making the going rough. There will be no restriction as to gearing for the climb. Entry fee is 50 cents per man.

FIRST SHIPMENT

For Merry Now on Way—Big Year Is Looked For

SAN FRANCISCO, Cal.—Edwin F. Merry, California distributor for the Excelsior, is awaiting his first shipment of new machines, which is expected in a few days. He says the advance in prices seems to have no effect whatsoever either on the dealers or on the riders themselves.

LEE ON TOUR

Through Northern California in Company with Treasurer Monks

SAN FRANCISCO, Cal.—Tennant Lee, head of the Henderson Motorcycle Sales Company of Los Angeles, recently stopped in at the Motorcycle Sales Company in this city, on the way to the northern part of the State. He is accompanied by A. B. Monks, treasurer of the company.

Both Lee and Monks are astride new Hendersons. Lee states that money is much easier than it has been in the south

RENEW CONTRACTS

For Harley-Davidson in Northern California with Appeal Company

SAN FRANCISCO, Cal.—Northern and Central California agents who signed up in 1916 have to a man renewed their contracts for the new season with the Appeal Manufacturing & Jobbing Company, distributors for this make. Manager J. D. Fraser for the Appeal company in this city cleaned up a carload of motorcycles within a week after its reception.

A RABBIT DINNER

Motorcyclists of Washington Crossing M. C. Enjoy a Seasonable Feast

TRENTON, N. J.—Members of the Washington Crossing M. C. recently enjoyed a rabbit dinner. The riders who went out with their guns bagged 35 rabbits, and 29 of the boys participated in the feast. Arrangements for the feed were made by President Parker Sweet.

Those in attendance: Milton Briest, Leo O. Hasbrouck, R. W. Helsel, Samuel Pegg, James Umstead, Charles Green, Joe Holmes, J. Swope, J. Hillman, R. Swartz, Olden Combs, Morris Kerns, W. Kerns, H. Trout, John P. Hooper, M. T. Reikosky, P. Cook, C. Meyer, Ray Frost, James Brenan, A. Comfort, Parker Sweet, T. Castle, E. Applegate, John Lindsay, F. Ruelius, F. Shelton, C. O. Shea and B. Roth.

The club has made arrangements for a pig roast to be held New Year's Eve, and this event will be one of the best attended yet, beyond doubt.

HARLEY-DAVIDSON CLUB DANCE

PITTSBURGH, Pa.—The first of a series of dances for the winter was held on Nov. 17 by the Harley-Davidson M. C. of this city. The attendance was close to 500, including members and their friends. The club has benefited both financially and socially by the affair. There are nearly 100 members on the rolls now and the recently-launched campaign for new ones is showing good results.

THANKSGIVING HILL-CLIMB FOR WHEELING

Motorcycle Club in West Virginia Capital to Run Off Five Events on Grade Near City on November 30

WHEELING, W. Va., Nov. 20.—A climb over Wheeling Hill is to be held under the auspices of the Wheeling M. C. on the afternoon of Thanksgiving Day, starting at 2:15. Electric timing will be used.

The program calls for sidecar events for 76 cubic inch motors, 61 cubic inch motors open to club members and to visitors. Other events will be for racing machines and single cylinder mounts, followed by a free for all and a climb for machines with intermediate gear sealed.

Permission to use the hill has been obtained from the city authorities and the course will be closed during the afternoon to all traffic other than the competitors on their machines.

MICHAELS IS WINNER

In Long Race at Steubenville Meet—Neidengard Takes 5 Mile

STEUBENVILLE, O.—Dave Michaels, of Wheeling, won the 10 mile race at the recent meet in this city, his time being 13 minutes flat. George Neidengard, of this city, captured the five mile event in 6:18. Owing to the muddy condition of the track, further competition was called off. There were 4,000 spectators present.

This meet was considered so successful that plans are now under way to form a permanent racing association.

SYKES OPENS NEW STORE

TRENTON, N. J.—John Sykes, Jr., Indian agent, has opened new and larger quarters at 145 N. Broad street. In the new establishment Sykes will have a bigger repair department and will also have better facilities for salesroom displays. Sykes will continue to do business at his old store until Jan. 1, and will thus have two places in operation until that time.

TENNESSEE GETS PRIVILEGES

TORONTO, Ont.—The reciprocal relations with regard to motorcycle touring privileges which have been arranged between the Province of Ontario and about sixteen States of the American Union have been extended to include Tennessee. Riders of the latter State are now free to tour twenty-one days on Ontario roads, while Ontario tourists may ride all over Tennessee for a similar period without a local license.

GELLATELY WITH HAVOLINE

NEW YORK—E. S. Gellately, formerly president of the Sears-Cross Company, Brooklyn, N. Y., has joined the Indian Refining Company, maker of Havoline oils and greases, in an executive capacity.

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INDEPENDENT M. C., OF NEW YORK, ON A RECENT JAUNT INTO THE COUNTRY

Left to Right, George Bussing, Fred Larsen, Miss Rose Grossman, Emil Grossman, Harry Herold, Miss Wrase, Fred Wrase, George Lawson, Edward Egan and Mrs. Egan, Charles Johnson, Mrs. Churchill and Ed Churchill, Mrs. O'Brien, Mr. O'Brien, Charles Sheren and Michael Marino. Emil Grossman Is the Club's Press Agent

NIGHT RIDE TO MODESTO WAS COOL ONE

San Franciscoans Forced to Dismount to Warm Up on Recent Moonlight Run—Parade at Destination

SAN FRANCISCO, Cal.—After the heat of the recent membership campaign members of the San Francisco M. C. had a chance to cool off on the run to Modesto, held on the night of November 12. Following several days of dry north wind, the roads were in fine shape and the first real visit of Jack Frost helped make things interesting.

Most of the crowd left Frisco at 1 a. m., meeting the Oakland members at that place, and the ride through Alameda County and up Niles canyon was made in bright moonlight. Tracy was reached at dawn and all hands took on a good hot breakfast. At Manteca the riders were obliged to dismount and walk to keep warm. Modesto was reached at 9 a. m. and the 45 riders present took part in a walking parade about town, followed by a motorcycle parade. They were greeted by a number of local riders, who joined with them in the parade.

The return trip was uneventful, no accident having been experienced in the whole 196 miles out and back.

NEW PARTS LIST

From Harley-Davidson Covers All Models from 1910 to Present

MILWAUKEE, Wis.—The Harley-Davidson Motor Company has just issued a comprehensive motorcycle parts list including all models from 1910 to 1917. Following the arrangement of former Harley-Davidson parts lists, the new one gives the factory number, photograph identification number, official part name and model on which part is used, by this means eliminating all chances of misunderstanding in ordering. The book has 92 pages of list and illustrations and contains an excellent table for classiying any machine by means of its motor number.

VALLEJO CLUB IN NEW QUARTERS

VALLEJO, Cal.—The Vallejo M. C. has opened a new club house at 500 Capital street and held its first meeting there on Nov. 3. A banquet was held on this occasion, 35 members attending. Ten new members were initiated.

DAYTON MEN ON LONG RIDES

SAN FRANCISCO—Roy Gustafson, with W. E. & W. H. Jackson, Dayton distributors, has left for a ride to Eureka with Fred Simons, Dayton agent at Fortuna. Kenneth Stephenson, of the Jackson forces, has just returned from an outing to San Diego and Tia Juana via the Valley Route.

HOLMES WITH STANDARD TUBE

DETROIT, Mich.—A. L. Holmes is manager of sales for the Standard Steel Tube Company of Toledo, O. He is making his headquarters at 1625 Dime Bank Building, this city. He was formerly with the Detroit sales forces of the Steel Products Company of Cleveland, O.

READING SMOKER SLATED

READING, Pa.—The Reading M. C. will hold a smoker on the evening of Nov. 23. George Mack, Raymond Fritz and George Stoyer are in charge.

FEDERAL RUBBER DIVIDEND

CUDAHY, Wis.—A meeting of the Board of Directors of the Federal Rubber Company was held in the general offices of the company at Cudahy, November 10, at which meeting the regular dividend of $1.75 per share on the second preferred stock was declared, payable November 25, 1916.

PEER RETURNS

From Tour Through Lake States with Valuable Suggestions for Dealers

TORONTO, Ont.—E. M. Peer, assistant sales manager for the Canada Cycle & Motor Company, Limited, recently returned from a motor tour through the States which skirt the south shores of the Great Lakes. He reports that he found American bicycle dealers in prosperous shape and that practically all bicycle stores in the larger cities had well-dressed windows and business-like repair departments.

He intends to supply Canadian dealers with a number of store-keeping suggestions which he picked up on his trip.

SEVEN SALES FOR SYKES

COLUMBUS, Ohio.—The Columbus branch of the Sykes Motor Co., located at 37 East Long St., distributor for the Indian, reports the sale of seven of the 1917 models with prospects bright for still further business this fall. A shipment of Indians is on its way from the factory now. The parts business with this concern has been exceptionally good.

DENVER SIDECARISTS AT BEAR CREEK CANYON

Party of Harley-Davidson and Henderson Devotees from Denver M. C. at Noted Picnic Grounds, Twenty-eight Miles from Colorado Capital

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Terse Tidings from the Northwest

SCORED A BEAT

By Using Motorcycles to Get Election Returns at La Grande

LA GRANDE, Ore.—The *La Grande Observer,* one of the most enterprising of the local newspapers, scored a beat on its rivals on Election night by utilizing motorcycles to gather the returns. The machines were furnished by George Ruby, local Excelsior man. While other publications employed automobiles for the purpose, Ruby's Excelsiorites were getting by in fine shape. The muddy streets that night offered no impediment to the fast work of the two-wheelers.

TACOMA DEALERS

Try Out New Machines and Demonstrate on Trip to Portland

TACOMA.—Fred Amblade and an assistant recently made a trip from this city to Portland, Ore., to test two of the new Excelsiors and at the same time to exhibit the two-wheeler to residents of towns that had never seen this make. The trip was made over the Pacific Highway to the Rose City and from there through the Nahalem Valley to Astoria, 160 miles. A boat ride was then taken to Chinook; then followed 20 miles of good roads to Lakota. From Raymond to Tacoma the pair rode by easy stages, rounding out a pleasurable and profitable week's trip.

WINDOW BROUGHT SALES

TACOMA.—W. P. Glasgow, local Harley-Davidson representative, lays a big increase in accessories sales to a novelly-decorated window which he installed last week. The window drew attention to the desirability of Glasgow's supplies and motorcycle attachments, and it certainly drew the business. Since the advent of the 1917 demonstrator, Glasgow says that his sales have averaged 50 per cent. higher than during the previous two months.

WASHINGTON REGISTRATION

TACOMA.—Registration of the 1917 series for motorcyclists will open in Oregon, November 15. One item in the new application has been added, answering the question whether the machine is new or has been used. The fee is $3 for 1917.

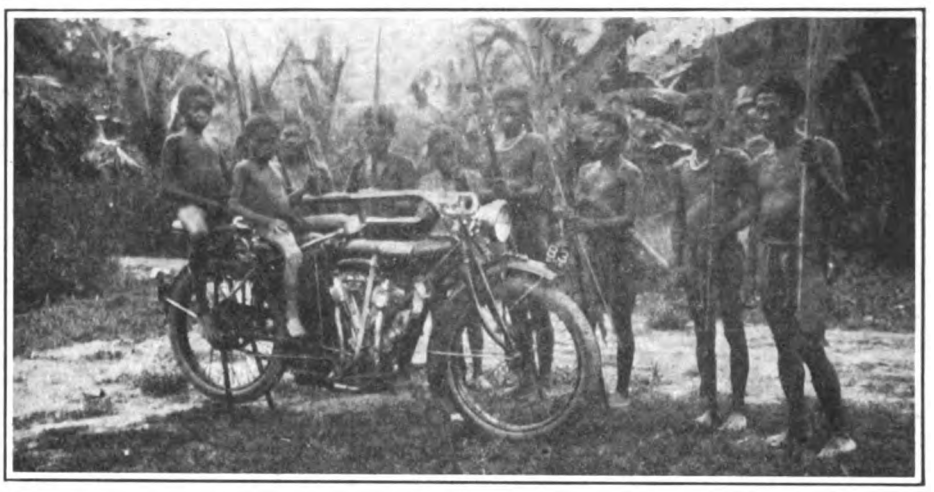
McKAY AND MURRAY OPEN

TACOMA.—R. D. McKay and D. J. Murray have opened the McKay-Murray Motor Accessory Store at 767 Broadway, this city. A full line of bicycle and motorcycle accessories will be handled and an agency for two wheelers is in prospect.

A LITTLE GINGER NEEDED

TRENTON, N. J.—The Trenton M. C., owing to the poor attendance of members at meetings, has found it necessary to disband. The club furniture and other fittings of the clubrooms will be sold.

PHILIPPINE ABORIGINES ADMIRE THE INDIAN



Lieut. W. Perkins, U. S .A., Sends This Photograph from Olongapo, P. I., Stating That These Natives Are Familiar with Camera and Motorcycle Now and Like Both

ELEVEN EXHIBITORS AT MONTREAL

National Show of Eastern Canada, Which Opens January 20, to Include Two-Wheelers, Tires and Accessories

MONTREAL, Que.—There will be at least eleven motorcycle, bicycle and accessory exhibits at the National Show of Eastern Canada, to be held in the Almy building, Montreal, Jan. 20-27. The list of exhibitors shows the following:

Arlington Company—Indian motorcycles and bicycles; Art Ross—Harley-Davidson; A. E. Bregent—Smith Motor Wheels and Pope bicycles; Goodyear Tire & Rubber Company; Dunlop Tire & Rubber Goods Company; Higgins & Lee—Firestone tires; Canada Cycle & Motor Company—accessories; Hyslop Bros., Limited—bicycles and accessories; John Millen & Son—accessories; Dominion Chain Company—Weed Chains; Buffalo Specialty Company—Neverleak products.

News Briefs from Wheeling

WHEELING.—The Ladies Aid Society of the Wheeling M. C. met recently at the home of Miss Emma Kline and planned a series of social affairs. Those who participated included Mrs. J. Landon Bier, Misses Mary Haskins, Edna Chaplin and Rose Rothermund.

WHEELING.—C. L. Cheshire, mechanic for the C. F. Braunlich Company, Harley-Davidson representative, has completed his course at the Harley-Davidson factory in Milwaukee and is now on his way home. He is riding his three-speed machine on the trip.

WHEELING.—James Dwyer, president of the Hazlewood M. C. of Hazlewood, Pa., has left for home after an extended visit to friends in this city.

CLEARING OUT SECONDS

DENVER, Colo., Nov. 17.—The Western Supplies Company, of 1448-52 Larimer street, is reducing its stock of used motorcycles. There are quite a number on hand, however. This stock is being sold at from $25 up, cash or terms.

The Western Supplies people want to clean out their used stock to make room for new machines. The new stock of 1917 Thors recently received at the store is meeting with favorable approval here.

SUTPHEN A BENEDICT

SAN FRANCISCO, Cal.—F. A. Sutphen, secretary and sales manager for the Henderson Motor Cycle Sales Company of Los Angeles, came up from the Angel City a few days ago and was married on Monday. He left with his bride for his home city after the ceremony.

ON SIDECAR HONEYMOON

HOLLISTER, Cal.—Mike Meginness, of Griffin & Meginness, local Harley-Davidson representatives, and his bride are just finishing a honeymoon trip through California, using a sidecar combination. The wedding was performed two weeks ago in this city.

BARTON BACK FROM NORTH

SAN FRANCISCO, Cal.—Z. Barton, Coast manager for the Thor, has just returned from a month's tour of trade in the Northwest. He called on agents and lined up the territory in general for the new season.

PROVENZA TAKES POPE

SHREVEPORT, La.—Joe Provenza has taken the agency for Pope motorcycles in this section. He has issued a challenge open to all local riders for a mile race at the fair grounds track at any time, to prove the speed of the Pope. Joe is going out strongly after prospects, too.

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Why I am a Motorcyclist

First Article in a Series Dealing with Specific Advantages of the Power Two-Wheeler Which Have Brought Riders into the Ranks—A Strong Sales Talk for Motorcycle Dealers.

BY SAMUEL J. B. MALDEN

I BECAME a motorcyclist because I needed a quick and dependable means of transportation between my home and the factory office in which I am employed (the distance is three and a quarter miles), and I have remained one because the satisfaction of getting to a given point *when I want to*, and without fuss or excitement, has grown to be so precious that I could not give it up

I had been married four years, and was nearing the end of my second year's employment in the factory office referred to, when it began to dawn upon me that quite a few of my daily worries, a goodly number of my grouches and practically all of my office strain could be attributed to the unsatisfactory conditions under which I was obliged to travel to and from work. Trolley travel twice a day over a long and tedious route was eating into my life and making me a raspy and disagreeable malcontent. That sentence means a good deal more than may appear on the surface.

It was customary for me to tumble out of bed about 6:30 in the morning and hustle into a garment or two preparatory to shaving. The people higher up in our office were fussy about the matter of daily shaving, so I could not avoid my morning session with the razor. I had to devote half an hour or more to shaving and dressing.

A Hurried Breakfast

Then there were always a few little chores to be done around the house (my married friends will admit there are dozens of 'em cropping up when a chap is in a hurry), and it was very seldom that I found myself at the breakfast table before 7:15.

"Quite Often I Was Late"

For breakfast I used to allow myself about fifteen minutes. They tell me that some seasoned commuters can eat a seven-course dinner in that time, but I never had such training and it was pretty hard for me to do justice to my morning meal in a quarter of an hour. As a result I almost invariably finished breakfast with the makings of a grouch coming on me. As I was gulping the last of my coffee my wife would stand at a parlor window and watch for the trolley car.

The Morning Dash for the Car

Then came the dash for the car and the unpleasant task of settling down in the ill-smelling, jerky, rattle-box of a conveyance for the three-miles-and-a-quarter journey to the factory. There was a switch about a mile below where I lived, at which point my car was supposed to meet and pass another one. Very often the other car was late and we would stand on the siding for many precious minutes. When the tardy car arrived, our car would groan on its way once more.

Finally I would arrive at the factory office—grouchy and beginning to feel tired before I had even started my day's work. Quite frequently I was late. Nothing was said about it when I was only five or ten minutes behind time, but on numerous occasions the score against me was worse than that and I had to make unpleasant and threadbare excuses. Those excuses kept me somewhat worried and did not impress my superiors favorably.

We were allowed three-quarters of an hour for lunch. I carried mine, of course, because there was not enough time to go home for it. Cold sandwiches, cold coffee and other cold eatables don't improve a fellow's disposition, so I usually entered upon the afternoon work with a continuation of my grouch.

The Close of the Tiresome Day

I left the office at 5:30 and arrived home after more jolting, crowding and delay, and very often I had no more appetite than a sparrow. I began to suffer from headaches, loss of sleep and general nervousness. I never felt like making a trip to town or visiting a neighbor in the evening, because I had had all the travel I could stand for one day.

That displeased my wife and finally she became convinced that the job at the office was "killing me." She advised me to get other work, but I saw a chance for advancement and wanted to stick. We were both very much dissatisfied, and the folks at the office were the same. So I faced a crisis.

A Timely Suggestion

I have a younger brother, of a mechanical turn of mind, who visited us several times a month and on one of his calls he listened to my tale of woe and then asked why I hadn't thought of using a motorcycle. Strange as it may seem, the idea had never entered my head.

Even when I began to think about it, I had misgivings. First I thought of expense. My brother gave me figures that opened my eyes. Then I disclaimed all knowledge of motors. I couldn't even ride a bicycle, so how could I hope to handle a motorcycle.

My brother offered to act as instructor, and on a certain memorable evening he accompanied me to the store of a dealer in town. There I acquired more information, inspected the motorcycles and received a cata-

(Continued on page 56)

WHY ARE YOU A MOTORCYCLIST?

The purpose of this series of articles is to obtain specific experiences of riders which can be used by dealers as sales arguments, and for every letter answering the above question that is found suitable for publication Motor Cycle Illustrated will pay five dollars.

Tell your story in 500 to 800 words and make it complete and straight to the point. Address all letters to the Editor.

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NEW CO-OPERATIVE DEALER CAMPAIGNS

Messrs. McNaughton and Rodger, of Indian and Harley-Davidson Factories, Tell of Broad-Gauge Plans to Give Retailers Practical Assistance Along Many Lines

CHICAGO, Nov. 18.—J. B. McNaughton, of the Indian, and Frank B. Rodger, of the Harley-Davidson, both of whom have assumed the work, at their respective plants, of formulating and putting into operation plans for co-operating to the fullest extent with motorcycle dealers, are so full of enthusiasm for their new duties that the co-operation spirit permeated the whole Chicago Show. As explained by this pair of enthusiastic co-operators, their plans are first to educate the dealer; second, to enthuse and keep up the interest of the riders who already have invested in motorcycles; third, to stimulate interest among folks who have not yet tasted of motorcycle joys and thereby to create new business.

General Purposes Are Similar

The aims of both companies are the same, and in some ways the means of achieving them are identical. Both the Indian dealers' department and the Harley-Davidson dealers' department will, in reality, constitute clearing houses for business-promoting ideas. A dealer, perhaps a Harley-Davidson dealer, somewhere in Iowa, for instance, will find that some little scheme works out materially to his advantage. Either he or the traveler covering his territory will pass the idea on to the Dealers' Department at the Harley-Davidson factory, and from there it will be syndicated to Harley-Davidson dealers who logically can profit from its adoption.

Having been thoroughly proved in this manner, it will be passed along to the Indian clearing house for the use of Indian dealers who can profit from it, and also to the dealers at large, other than those representing these two makes, through the Dealers' Betterment Committee of the Motorcycle & Allied Trades Association.

Likewise, when the Indian dealer or any member of the Indian staff hits upon something well worth while it will be syndicated from the Indian clearing house or Dealers' Department, first to Indian dealers for a thorough try-out, and later to the Harley-Davidson folk, and the dealers at large on the M. & A. T. A. lists.

A Broad Trade Outlook

In adopting this broad-gauge policy, whereby the good things which are developed or discovered are not confined for the exclusive benefit either of the Harley-Davidson people, or the Indian folk, but are passed along for the benefit of the whole two-wheeler trade, both McNaughton and Rodger, and the factories they represent, feel that they are serving their own best interests; they argue that everything that is done to improve the conditions under which any motorcycle dealer is operating will be reflected directly in increased general motorcycle business.

In outlining his accomplishments to date, and he admits that he has only made a start, McNaughton says that in the way of dealer educational work the Indian house organ "Honest Injun," which now is supplied in loose leaf form, will play perhaps the most important part. Each issue now hits upon one subject only, but covers that thoroughly. A binder is supplied for filing away these "Honest Injun" bulletins, and also, for the use of the dealer, McNaughton has prepared a series of 40 newspaper electrotypes for advertising purposes.

Sales Manual Ready Soon

The Indian Sales Manual, which is in reality a compilation of all of the selling points of the 1917 Powerplus and Lightwin, will be off the press within the next week or two and ready for distribution to Indian dealers everywhere.

To stimulate and maintain enthusiasm in the rider of the Indian machine, the Indian folk have in prospect a new riders' house organ which will not be issued at any specified periods, but will be gotten out from time to time as occasion arises; six, or perhaps eight, of the issues will be gotten out in the course of a year.

By way of creating new business and making prospects out of people who heretofore have given the motorcycle scant, if any, thought at all, McNaughton has hit upon the scheme of supplying Indian dealers the country over with pictorial news posters for their windows, which tell a story either of motorcycle pleasure or motorcycle utility.

Encouraging the Prospect

As a means of developing the man who has displayed enough interest in the motorcycle to send an inquiry into a full-fledged prospect, McNaughton has got up a series of four letters beautifully illustrated in three colors. These letters are sent out not as form letters—each has a personal salutation. They will not only be sent to the ones who send inquiries to the factory, but also to lists of prospects supplied by dealers. It is expected that they will be the means of bringing many interested folks in line for the purchase of motorcycles, who would otherwise put off buying.

The Harley-Davidson plan naturally divides itself into the same three headings as the Indian plan. In the way of dealer educational work, there is the plan for inducing the Harley-Davidson dealers to give six hours of free service with each machine sold. A series of bulletins to dealers bearing on various features, on maintenance, repair and selling methods, and booklets and bulletins having to do with such important topics as credits, insurance, forms of guarantee and forms for time sales in every State in the Union, and consignment forms for many of the States, with special letters bringing home the possibilities and the methods of using both bills of lading and warehouse receipts as legal tender, are fully developed.

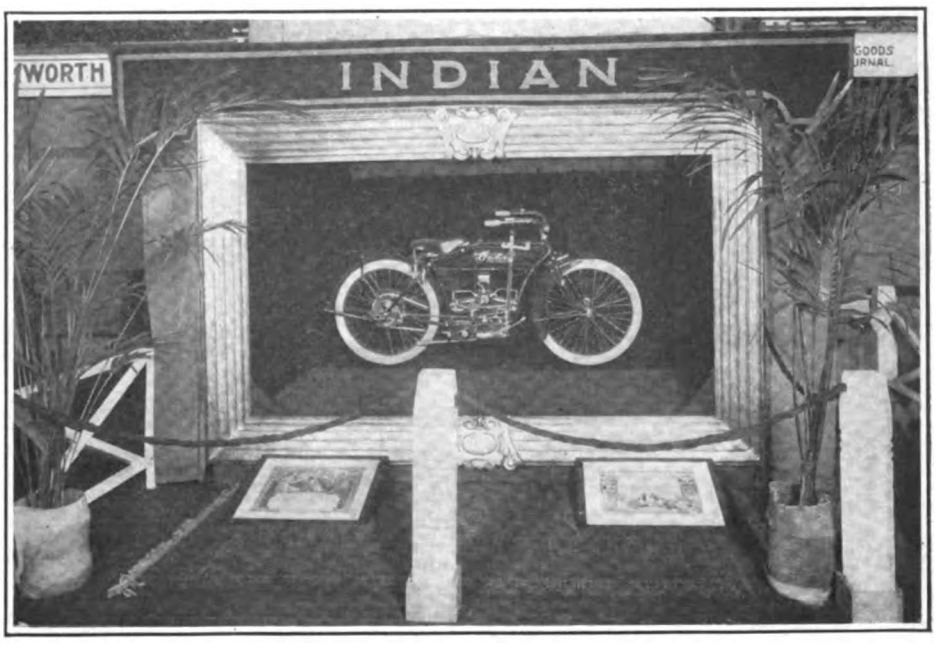
Special Paper for the Rider

A greatly simplified accounting system for the motorcycle dealer, as well as advertising electrotypes, moving picture films, lantern slides and other Harley-Davidson advertising matter have also been prepared.

By way of stimulating and keeping up rider enthusiasm, the Harley-Davidson Enthusiast is published "every once in a while," and, as Rodger puts it, its joint aim is to make the motorcycle rider "fussy," to stimulate in him the desire to keep his machine in perfect condition and himself always neat. In this connection, the Harley-Davidson rider registry system, whereby every Harley-Davidson purchaser is registered at the factory with the number of his machine, comes into play.

(Continued on page 44)

STRIKING FEATURE OF INDIAN BOOTH AT CHICAGO



The Indian Lightwin Framed in Gold with Black Velvet Background and Artistically Placed Drew Admiring Crowds at the Big Coliseum Exhibition

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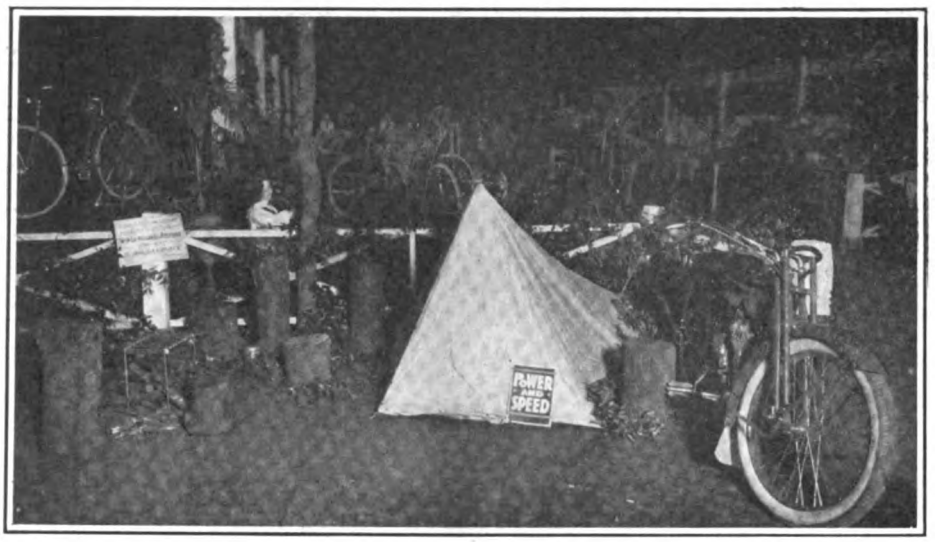
DEPICTING PLEASURES OF MOTORCYCLE CAMPING



Rustic Scene with Tent and Machine Displayed by Harley-Davidson Motor Company at the Show—It Formed Center of Attraction Every Day of the Exhibition

More Show Notes About Dealers

WALTER WHITING, Harley-Davidson distributor for Colorado, with headquarters in Denver, reports that he has used up five carloads of machines in his territory for 1916. He counts upon selling at least 250 Harley-Davidsons during 1916, and has also taken on the company's bicycle line.

H. L. Peters, Harley-Davidson distributor at Buffalo, has decided to add a bicycle department to his business for 1916, and is remodeling his salesroom to accommodate it.

Tom Withrow, manager for Ross Kenney, Harley-Davidson distributor at Lafayette, Ind., said that Russell Kenney had taken over his brother's interest in the Lafayette agency and would enlarge the shop and salesroom before January. Withrow made his headquarters at the Harley-Davidson booth.

Pennoto Brothers, at Joliet, Ill., reported at the show that they have placed 45 Dayton bicycles so far for 1916.

John L. Miller, one of the oldest cycle dealers in Dubuque, Iowa, announced at the show that he will devote his time exclusively to bicycles. Miller features Fisk and Kokomo tires.

B. A. Anderson, a veteran bicycle dealer of Beloit, Mich., reports lively sales of Excelsior and Pope bicycles in his city, having delivered about 50 wheels so far this season.

The Hawkeye Steam Vulcanizing Co., of Dubuque, Iowa, has taken the agency for Harley-Davidson motorcycles.

Higginbotham & Douglas, Lake County agents for the Indian, with headquarters at Waukegan, Ill., have delivered 35 twins so far this season. They have also placed 25 Indian bicycles.

W. G. Ware, of Huntington, Ind., signed up at the Show to handle Pope bicycles and also closed for the Great Western line for next season.

(More Dealer Notes on page 47)

MOTORCYCLE ILLUSTRATED

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JERSEYITES SET NEW SIDECAR RECORD

(Continued from page 9)

Things went well this time, the only incident being a narrow shave from hitting an unlighted hay wagon. It loomed up out of the darkness, near Atsion, and we squeezed round the wagon and with a roar were on our way, long before the sleepy Rube had come to life.

On our way up the coast this time we stopped at the Mayetta Harley-Davidson agent's and bought a shoe, and at Beachwood we changed sidecar tires, 46 minutes ticking off during the operation. We were then 312 miles out.

Daylight had come on this round, it being unnecessary to have lights after 6:20 a. m., and as a result Joe opened the throttle a few notches and the roar of the exhaust became sharper.

Somehow with the darkness our worst troubles had departed, and leaving Beachwood at 8:53 we made 32 miles before another chain failure caused a ten-minute stop, near Pemberton at 9:48. Again we got rolling and now things were going good for further orders and we breezed into Beachwood at 12:48 p. m., 436 miles out, having made a 122-mile round in 3 hours 55 minutes, including all stops. This round was at better than a 30-mile per hour gait. It sure does take the daylight to ramble along very fast.

We felt so good after this, that we celebrated by eating a HOT dinner in Tom's River, this costing us 32 minutes of the best riding time of the day.

From Tom's River to Brown's Mills-in-the Pines we percolated along, and it was while taking on gas in this town that we noticed a droop in the sidecar shoe again. Resolving to put an end to tube troubles, we had it vulcanized, a safe but slow method which lost us 46 more minutes, and we had gone 462 miles, too.

It was five minutes past three when we left the "Pines" resort, too late for another complete round, so we headed for Newark by way of Pemberton, New Egypt, Lakewood, Freehold and Englishtown. It was a long way round, but over good roads, and as we had little time left, Joe stepped on the old Harley's tail and away we flew, making things hum while the daylight hung on. Eight minutes for gas and a drink in Freehold at 5:22, and then we lit up in Old Bridge at 5:15. On we went, unwinding the ribbon of road, and as we passed through Rahway the hands of the watch pointed to six. Then as we reached Wood avenue, Linden, the time read 6:05, the speedometer showed 545 miles—and there's your sidecar record and a running tale of how it was done.

That mileage is not the absolute limit, but any rider who makes more than 650 miles in this gentle art will know that he has been out on a fast long ride—and, take it from us, to tackle it on a cold, long, frosty November night is something else again.

The Harley-Davidson motorcycle used is a 15,000-mile old veteran, winner of the sidecar trophy, amateur class, in the New Jersey 400-mile endurance run last May, and has been through a fast three-day ride from Passaic to Chicago. It never gave the slightest bit of trouble nor made a fuss at the task, and it sure was a big one, taking those long straight-of-ways wide open for miles. By the way, we weighed the outfit in Brown's Mills and it scaled 1130 pounds all aboard, some load.

The equipment: Bosch magneto, Duckworth chains, Troxel saddle, Monarch plugs and Prest-O-Lite.

The motorcycle tires were Empire and never troubled us at all, but that sidecar shoe, nuff said, if you are keen to know its brand look behind the 55th tree as you leave Tom's River for Lakehurst.

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Baker, Murray & Imbrie
INC.

PROGRESS!

A New Name—A New Selling Policy—A New Period of Expansion Ahead.

YESTERDAY—You knew us as the New York Sporting Goods Co.

TODAY—The signs above our three buildings on Warren Street, New York City, read: Baker, Murray & Imbrie, Inc.

TOMORROW—You will benefit by the growth and perfected service to customers that our new name represents.

What has brought about this change?

The spirit of the men who have given their own names to the firm of Baker, Murray & Imbrie, Inc.

The desire of these men to have dealings that are more intimate transactions than would result if they composed themselves as a mere company.

The determination of these men to stand out in the forefront of their business as individuals and to serve their patronage with a feeling of personal responsibility.

America's Representative Distributors

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Frederic A. Baker, President, Baker, Murray & Imbrie, Inc.

Three able, well-known men—each having a reputation in his own particular line — have joined their respective strengths together into a working power that is not exceeded anywhere in the American distributing trade.

You have known Mr. Baker through F. A. Baker & Co. for years past. Likewise Mr. Murray and his 20 years' connection with the New York Sporting Goods Co. Mr. Imbrie, through Abbey & Imbrie, has made legions of friends among the devotees of rod and line.

Three Distinct Operating Divisions

F. A. Baker & Co., New York Sporting Goods Co. and Abbey & Imbrie will still maintain separate identities as operating divisions of the firm which they comprise. The same personnel that served you in the past will take care of you in the future, with the added efficiency of more finely organized methods of conducting business.

Indian Motorcycles and Pierce Bicycles and their supplies now occupy a building all to themselves—nine floors stocked to the last word of completeness, in charge of men of ability and experience.

Abbey & Imbrie have moved from Vesey Street to 15 Warren Street, where their various departments have adequate space and improved accessibility. The working organization remains intact and is completing its 96th year in business with a bigger future than it has ever dreamed of before.

James E. Murray, Treasurer, Baker, Murray & Imbrie, Inc.

New Lines for 1917

1917 expansion is apparent not only in the acquisition of Abbey & Imbrie but in the taking on as well of such lines as Cyclemotor, Firestone Tires, Infallible Tires, Infallible Saddles, Infallible Motorcycle Lamps, Infallible Golf Clubs and Infallible Tennis Racquets.

Growth of a quality character is inseparable from the ascendancy of the Baker, Murray & Imbrie, Inc., regime.

An ever increasing buying power allows us to pick and choose the BEST merchandise —and to sell to the dealer at prices which do not have to bow down to any competition whatever.

Andrew C. Imbrie, Vice President, Baker, Murray & Imbrie, Inc.

America's Representative Distributors

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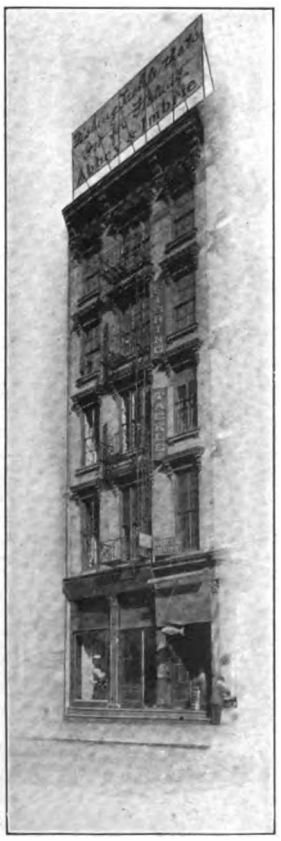
It has now become a matter of universal recognition that the Baker, Murray & Imbrie, Inc., price lists are standard quotations. When price comparisons are made Baker, Murray & Imbrie figures act as the measurers of value. And beyond this, Baker, Murray & Imbrie business methods deliver an honest satisfaction that cannot be invoiced in mere dollars and cents.

No foolish claims to perfection are herein made. But we know of no other house of our kind which is today giving so much thought to the convenience and to the obtaining of the final confidence of the customer as ours.

15 and 17 Warren St., Main Offices, Abbey & Imbrie and New York Sporting Goods Co. Divisions

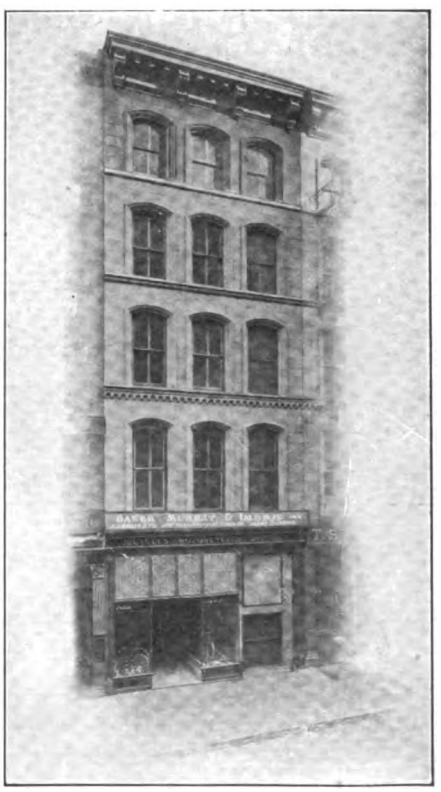
One Important Change In Selling Policy

An instance in point is our giving up absolutely mail order retailing.



The Abbey & Imbrie Building on Vesey St. Occupied for 32 Years by This Firm

We want our dealers to have all the retail profits accruing from the lines we sell them. We want our dealers to grow as we strive to grow ourselves. Therefore we believe that it is not consistent for us to sell their local customers by mail. When a dealer has our goods in his store, we believe that he should be protected in the sale of those goods — and Baker, Murray & Imbrie, Inc., will not sell over his head by using the mails to get in contact with business that rightfully belongs to him.



10 Warren St., F. A. Baker & Co. Division. Bicycles, Motorcycles and Their Supplies

America's Representative Distributors

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Let's Get in Touch with Each Other

On the basis of past experiences we shall probably put 4,000 new dealers on our books in 1917.

Be one of them. We can serve you—serve you earnestly to your own good—serve you so well that you will feel that you cannot afford to do else than form a permanent business relation with us.

The following pages are but a selection of the immense number of things in the Baker, Murray & Imbrie, Inc., showrooms at 10, 15 and 17 Warren Street.

You can learn all about us through our catalogs, price lists and by personal correspondence if you so desire. Or better still—one of our 15 salesmen will call upon you at any time you say. He won't want to sell you half so much as he'll want to TELL you. Make him welcome. He represents a lot of things that are to your advantage as much as ours.

BAKER, MURRAY & IMBRIE, INC.

10-15-17 Warren St., New York City

Operating Divisions

F. A. Baker & Co. **Abbey & Imbrie** **New York Sporting Goods Co.**

FAIRBANKS BICYCLE WOOD RIMS

Made by

The American Wood Rim Company

Have been used satisfactorily for 23 years. The same quality material and thorough workmanship that

MADE THE RIM ORIGINALLY

are used in their production today. Furnished in all types and styles.

Distributed by

Baker, Murray & Imbrie, Inc.

10-15-17 Warren St. **New York, N. Y.**

America's Representative Distributors

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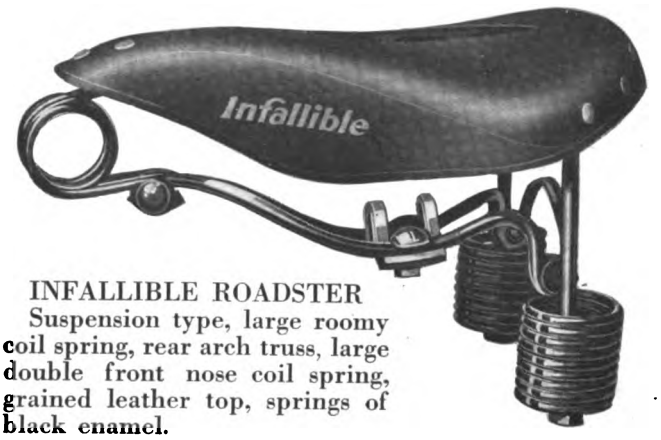
A New Standard In Saddles—
INFALLIBLE

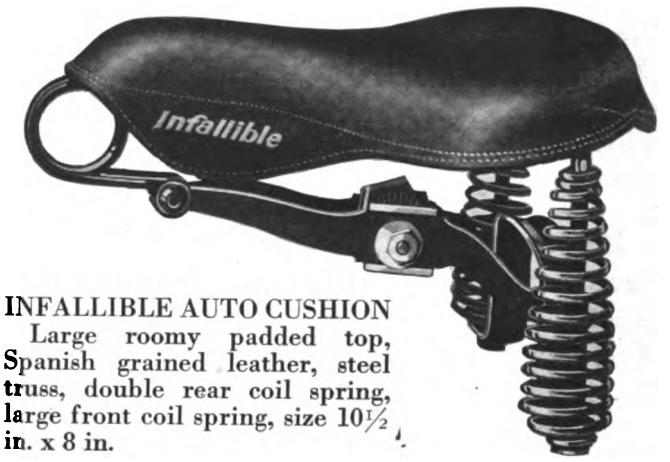
The four saddles illustrated on this page are but representative of the extensive and complete line of Infallible Saddles for 1917.

Over and above the inherent quality expected of all high grade equipment, Infallible Saddles have a finish and attractiveness of design that gives them a leadership inseparable from thoroughbred appearance.

Ask our salesman—or write.



INFALLIBLE ROADSTER
Suspension type, large roomy coil spring, rear arch truss, large double front nose coil spring, grained leather top, springs of black enamel.



INFALLIBLE AUTO CUSHION
Large roomy padded top, Spanish grained leather, steel truss, double rear coil spring, large front coil spring, size 10½ in. x 8 in.

INFALLIBLE RACING SADDLE
Made of the very best grained leather, correctly designed for road or track racing, heavy nickel plated spring, tilted clamp, 11 in. x 6¾ in.

INFALLIBLE 4 CC SADDLE
Spanish leather top, padded style, cushion spring, front coil spring.

Baker, Murray & Imbrie, Inc.
Distributors

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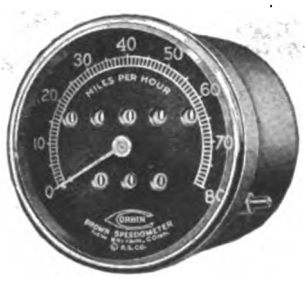
These Two Accessories Have Proved Themselves Worthy of the Rider's Confidence and the Sales Show It

The CORBIN-BROWN SPEEDOMETER

This instrument's reputation is backed by many seasons of exceptionally satisfactory service. No speedometer on the market has recorded as many miles for motorcyclists as has the Corbin-Brown. In spite of the fact that there are thousands of them now in use the demand becomes greater every year. This would not be the case had not the Corbin-Brown made good.

Dealers that carry the Corbin-Brown have every reason to be satisfied. And they are satisfied. Every year proves that they are right in carrying it in stock.

Are you one? If not, get in touch with us at once. We can fill your orders now.

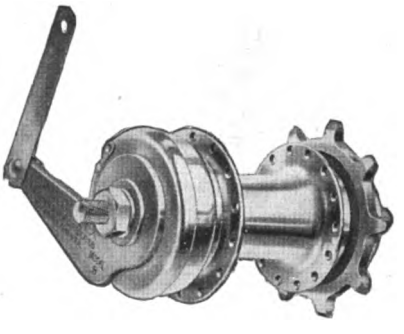


The CORBIN DUPLEX COASTER BRAKE

Few riders go very far in bicycling before they come to the Corbin Coaster Brake. And once they have found the Corbin they stick to it. A brake has yet to be made that enjoys the nation-wide reputation and popularity of the Corbin Duplex. It is not a question of selling this famous coaster brake but one of meeting an already established and constantly growing demand. Its past record means future friends. Its presence on a bicycle is an added attraction.

The dealer that sells the Corbin Duplex is selling a standard article. The name, the brake and its record are all in his favor.

Get your orders in at once. Write for price lists, catalogs and discounts.



BAKER, MURRAY & IMBRIE, Distributors

10-15-17 Warren Street **New York City**

America's Representative Distributors

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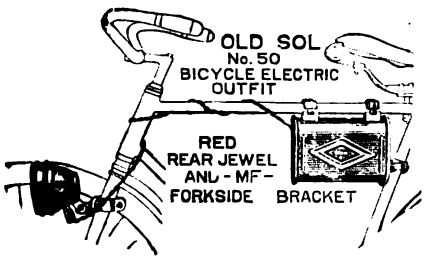
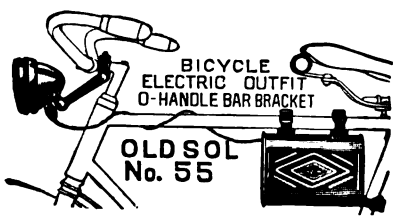
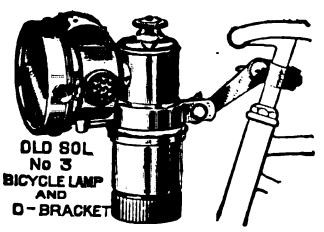
OLD SOL Bicycle Lamps

The Standard of Lighting Excellence







When you see that name on a lamp, be it gas or electric—you know that its owner is satisfied with his lighting service.

"Old Sol" has been a name to conjure with since the sport of cycle riding began.

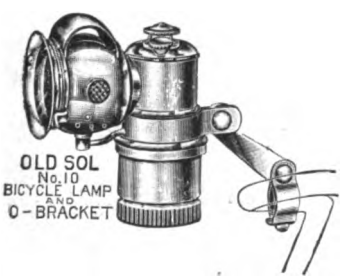
It means solid construction—scientific construction—enduring construction. It means the highest form of lighting efficiency—it means QUALITY.

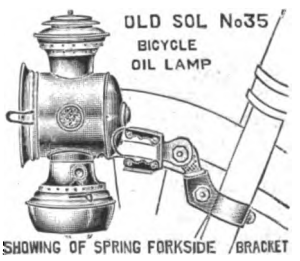
Therefore, whatever be your needs in the lighting line—whether you require a steady, glowing electric lamp for your bicycle, or a powerful searchlight for your motorcycle—"OLD SOL" has *just* the lamp, with *just* the lighting power that you want—selling at the price you feel you ought to pay.

Hence, if you need anything in the lamp line—go to your dealer and ask to be shown the "OLD SOL" stock. You'll be satisfied.

Hawthorne Mfg. Co.

BRIDGEPORT, CONN.





DISTRIBUTORS

Baker, Murray & Imbrie, Inc.

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BETHLEHEM

FIVE-POINT SPARK PLUG

Price $1.00—In Canada $1.25

Here's a spark plug that's made on proved facts and that has justified the truth of those facts by giving perfect service in all makes of motorcycles, under all kinds of conditions.

The Silvex Company

BETHLEHEM PRODUCTS

So. Bethlehem, Pa.

E. H. Schwab, President

Made Where Steel Is King

Baker, Murray & Imbrie, Inc., Distributors

America's Representative Distributors

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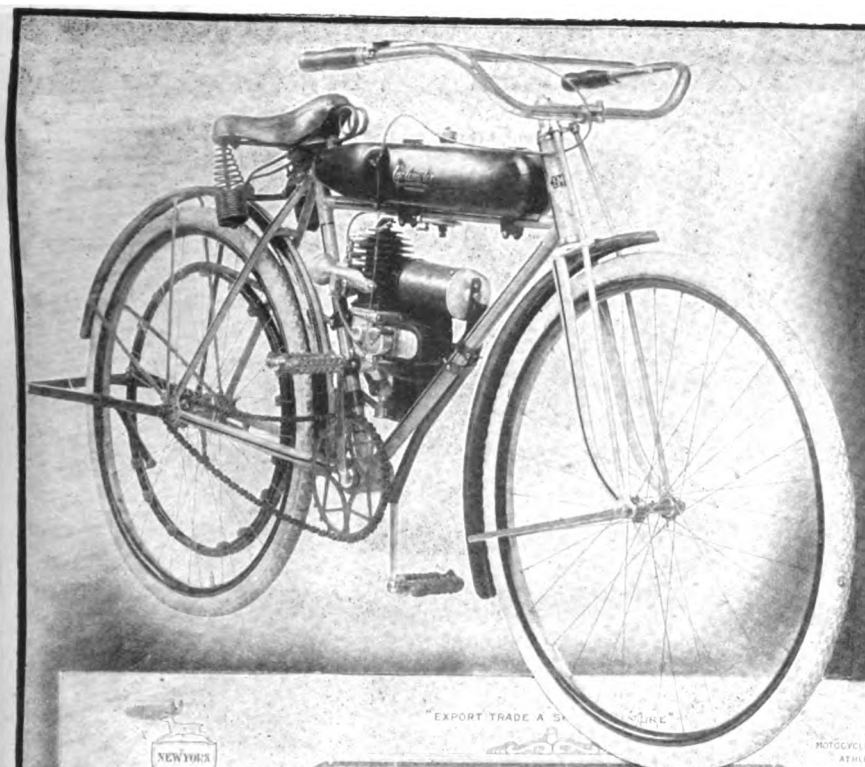

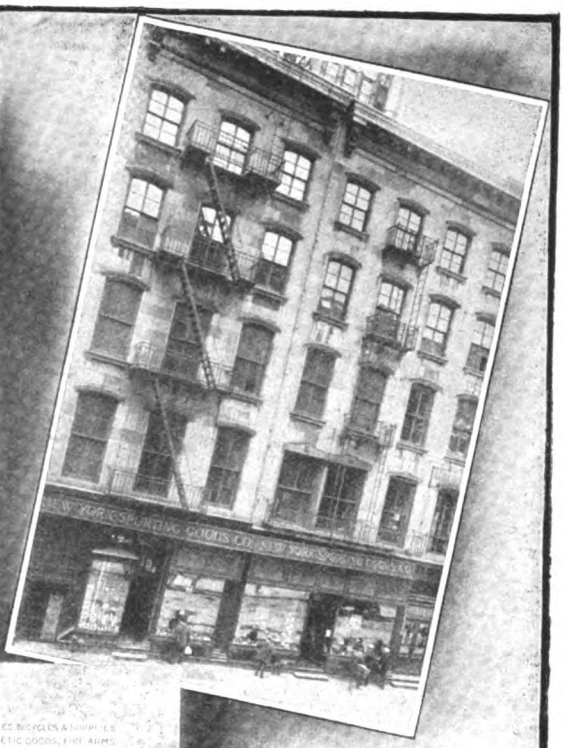

"EXPORT TRADE A SPECIALTY"

NEW YORK SPORTING GOODS CO.

MOTOCYCLES BICYCLES & SUPPLIES
ATHLETIC GOODS, FIRE ARMS
FISHING TACKLE, CANOES
CAMP AND OUTING GOODS

MAKERS OF FINE TENTS

MANUFACTURERS AND WHOLESALERS

115 AND 117 WARREN STREET

NEW YORK, U.S.A.

CABLE ADDRESS "SPORTING, NY"
ALL STANDARD CODES

FORMATAN ROBINSON ..... CHAIRMAN OF BOARD
FREDERIC A. BAKER ..... PRESIDENT
JAMES C. MURRAY, TREASURER
ANDREW C. IMBRIE, VICE-PRES'T
HENRY T. FOWLER, VICE-PRES'T
ALFRED W. LAW, SECRETARY

November 1st, 1916

Cyclemotor Corporation,
Rochester, N. Y.

Gentlemen:-

It may interest you to know that in laying out our 1917 plans we have made arrangements to put a great deal of emphasis upon Cyclemotor throughout the entire territory given to us as its distributor. Not only on account of its mechanical excellence which we have demonstrated to our own satisfaction, but also because we believe it will be instrumental in developing bicycle sales.

The Cyclemotor and the bicycle logically must succeed hand in hand, and with the big interests we have in the bicycle trade we wish to overlook nothing that works for its utmost expansion and prosperity.

Wishing you success,

Very truly yours,
N. Y. SPORTING GOODS CO.
Frederic A. Baker
President.

Read this- and reflect

America's Representative Distributors

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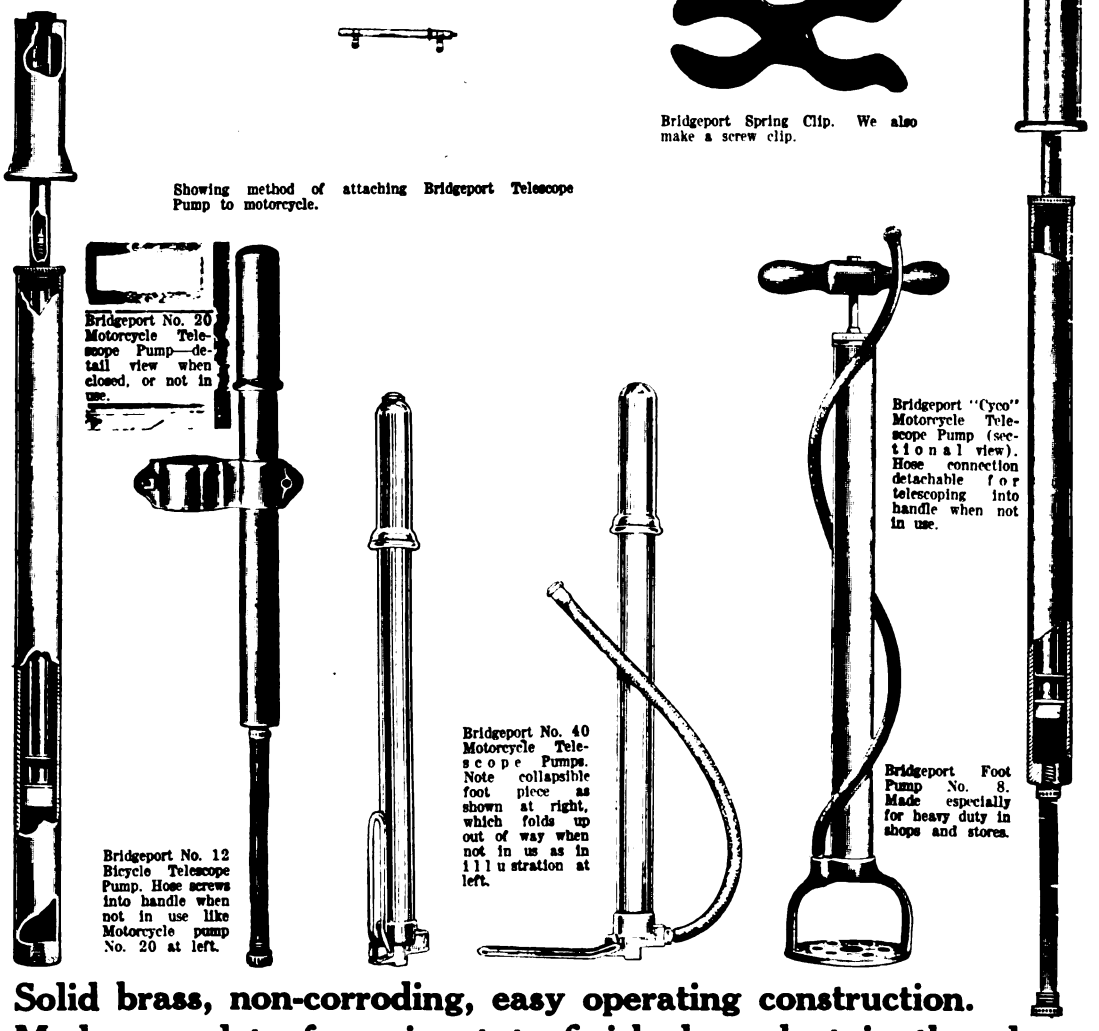
"Bridgeport"

BRASS CO. U.S.A. U.S.A.

TRADE MARK

Motorcycle and Bicycle PUMPS

Bridgeport Spring Clip. We also make a screw clip.



Showing method of attaching Bridgeport Telescope Pump to motorcycle.

Bridgeport No. 20 Motorcycle Telescope Pump—detail view when closed, or not in use.

Bridgeport No. 12 Bicycle Telescope Pump. Hose screws into handle when not in use like Motorcycle pump No. 20 at left.

Bridgeport No. 40 Motorcycle Telescope Pumps. Note collapsible foot piece as shown at right, which folds up out of way when not in us as in illustration at left.

Bridgeport "Cyco" Motorcycle Telescope Pump (sectional view). Hose connection detachable for telescoping into handle when not in use.

Bridgeport Foot Pump No. 8. Made especially for heavy duty in shops and stores.

Solid brass, non-corroding, easy operating construction. Made complete from ingot to finished product in the plant of the Bridgeport Brass Company, Bridgeport, Conn.

DISTRIBUTORS

Baker, Murray & Imbrie, Inc.

10-15-17 Warren St., - - - - - New York

America's Re[illegible] Distributors

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Motorcycle Dealers

Attention, Please

We've Hoisted The Firestone Flag! We plan to specialize on Firestone Motorcycle and Bicycle Tires because we believe them to possess quality which is in line with our own standard.

Our policy to handle only the best goods in every department, demands

Firestone

Cycle Tires

The Motorcycle Manufacturers who have their customers' interest most honestly at heart, announce "Firestone equipment without extra cost to you." They do this because they are building business on good will.

Leading dealers are doing the same. That is why we have taken on Firestone Tires. Our fine new shipment is ready with all it signifies of Firestone Safety, Comfort and the well-known saving of "Most Miles Per Dollar."

We know our customers will appreciate this latest addition to our progressive service.

Baker, Murray & Imbrie, Inc.

10-15-17 Warren Street New York

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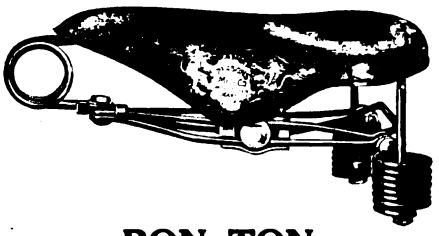
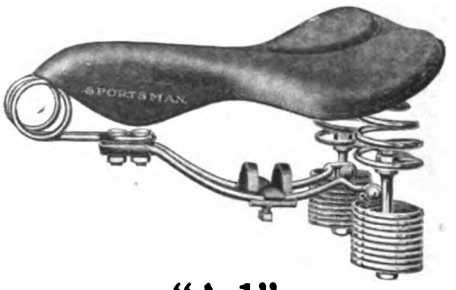
PERSONS SADDLES

Baker, Murray & Imbrie's

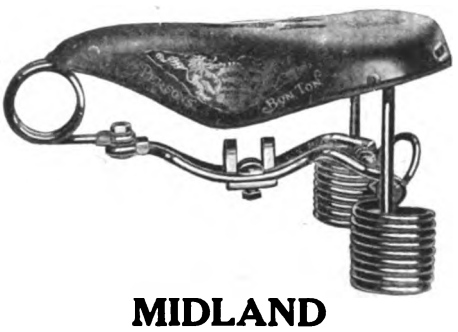
LEADERS



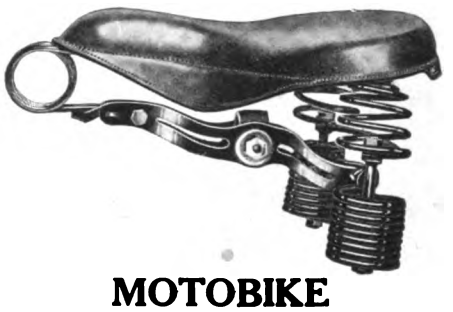
BON TON
Size 9¾″ x 7½″



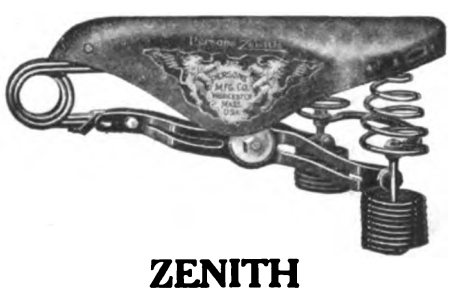
"A-1"
Size 10″ x 7½″



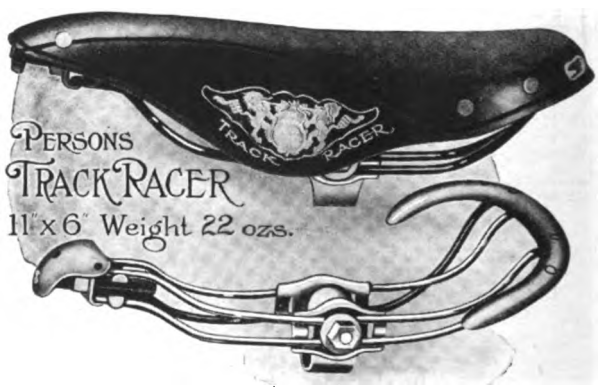
MIDLAND
Size 2, 10½″ x 8″



MOTOBIKE
Size 11″ x 9″



ZENITH
Size 3, 10½″ x 8½″



PATH RACER
Size 11″ x 6″

THE PERSONS MANUFACTURING COMPANY

WORCESTER, MASS.

America's Representative Distributors

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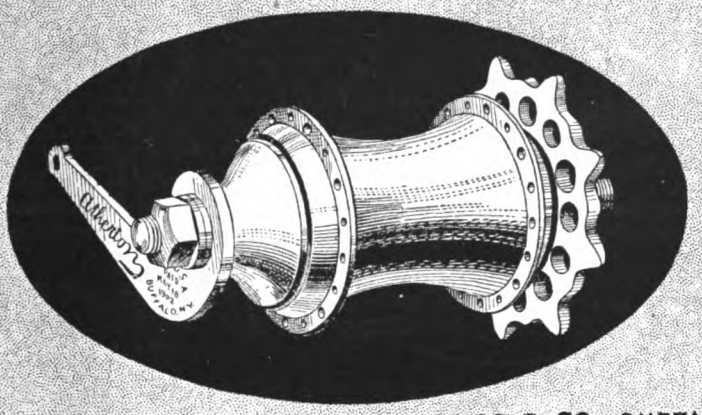
Atherton COASTER BRAKE

SIMPLE - STRONG - EFFICIENT — IT ALWAYS WORKS



184-210 WINCHESTER AVE. **BUFFALO METAL GOODS CO.** BUFFALO N.Y.

Baker, Murray & Imbrie, Inc.
Distributors

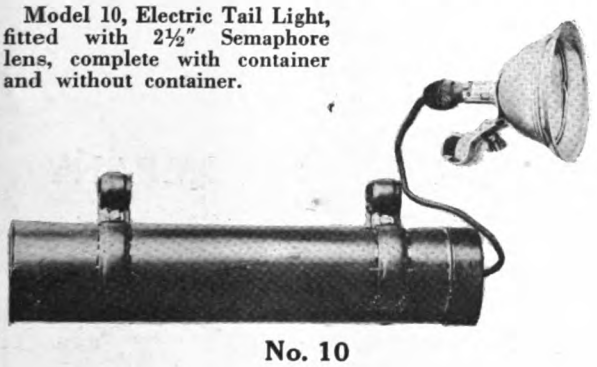
THE SIGN OF QUALITY

The Popularity of Smith Bicycle Lamps

—has rapidly increased through the recognition of their efficiency and simplicity, two qualities that stand out in spite of their low price.

Our experience with Smith Lamps has resulted in a universal dealer-satisfaction —a satisfaction which in turn has added to our reputation for distributing goods that represent high consumer-value and at the same time provide generous discounts for the merchant.

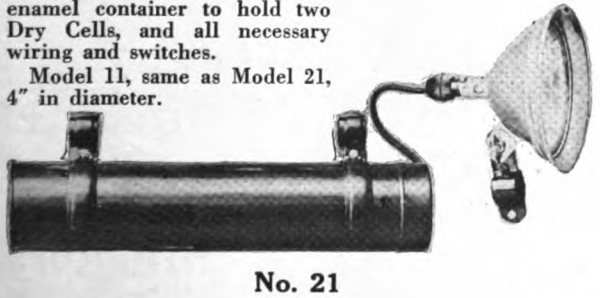
Model 10, Electric Tail Light, fitted with 2½″ Semaphore lens, complete with container and without container.



No. 10

Model 21, Electric Bicycle Lamp, 5″ in diameter, special head clamp, fully nickel plated. Furnished complete with black enamel container to hold two Dry Cells, and all necessary wiring and switches.

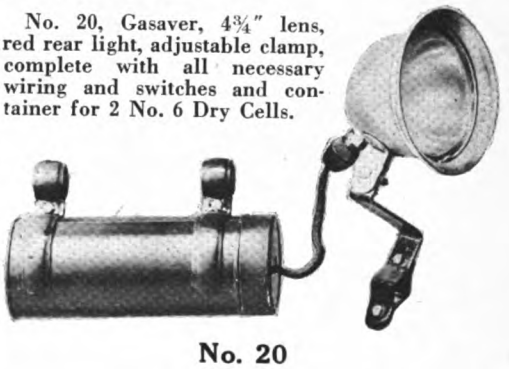
Model 11, same as Model 21, 4″ in diameter.



No. 21

Baker, Murray & Imbrie, Inc., Distributors

No. 20, Gasaver, 4¾″ lens, red rear light, adjustable clamp, complete with all necessary wiring and switches and container for 2 No. 6 Dry Cells.



No. 20

America's Representative Distributors

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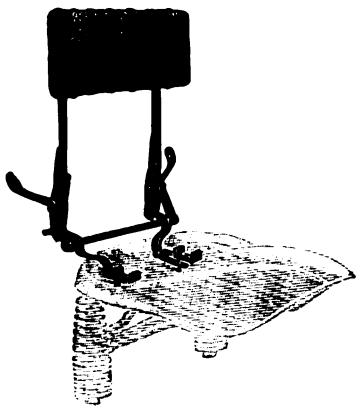
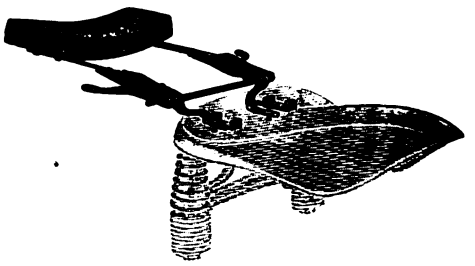


"WEED"

Folding Backrest



$4.50

The "WEED" Folding Backrest is the great COMFORT accessory for motorcycles, and adds wonderfully to the pleasures of motorcycling. If you have never used one, do so and be convinced.

The soft leather upholstering and the two flat springs absorb the vibration and road shocks, and lend support to your back, thereby enabling you to ride considerably farther without tiring.

Ask the man who has a "WEED" backrest, and he will tell you he would not be without it.

The patented folding feature, operated by a slight touch of the finger, allows the backrest to be folded so the rider may mount or dismount without interference.

Made to fit different saddles. In ordering specify make of machine and saddle.

BAKER, MURRAY & IMBRIE, INC.
DISTRIBUTORS

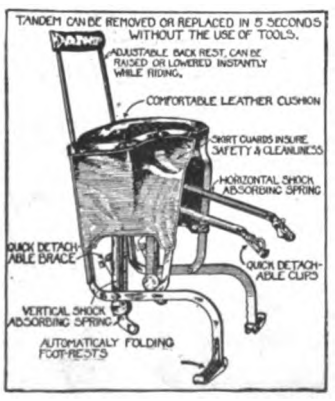
Almost 300% Increase in Sales

over the previous season on

STOLL TANDEMS

is the record of THE NEW YORK SPORTING GOODS COMPANY

Such an increase shows the results of a progressive firm-dealer co-operation and a quality article. It is further proof that Eastern dealers and riders are more and more demanding greater tandem comfort and service.



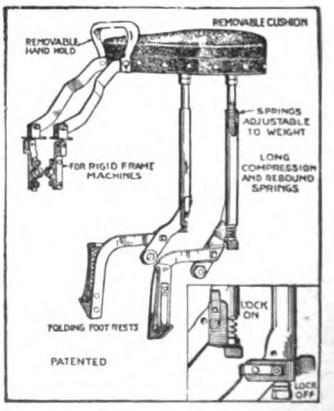
For 1917 there are no radical changes—but a number of refinements and re-enforcing throughout—and closer attention to details, combining with the comfort qualities always built into Stoll tandems, makes this the greatest value on the tandem market.

Write for catalogue 17-A

THE STOLL MFG. COMPANY

DENVER COLORADO

The largest tandem factory in the U. S. A.



BAKER, MURRAY & IMBRIE, Inc., Distributors

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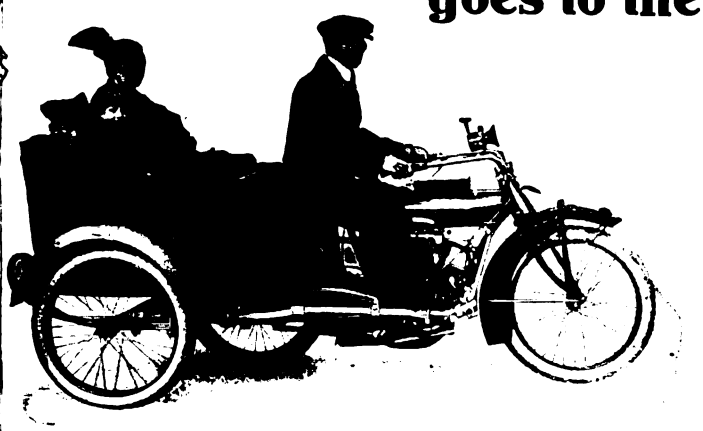
Our Unqualified Recommendation

goes to the

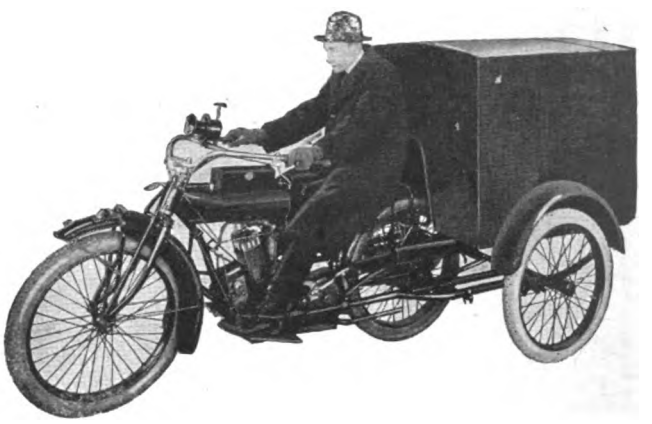


CYGNET REAR CAR

Fits any Motorcycle

"On or Off in 30 Seconds'

Both pleasure and commercial models.

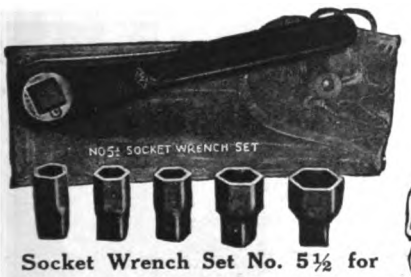


The demand for these efficient vehicles is steadily increasing.

We invite inspection of the Cygnet at our show rooms—all models, pleasure and commercial, on display.

Baker, Murray & Imbrie, Inc.

10-15-17 Warren Street New York



Socket Wrench Set No. 5½ for Motorcycle

NO. 710 TIRE IRONS

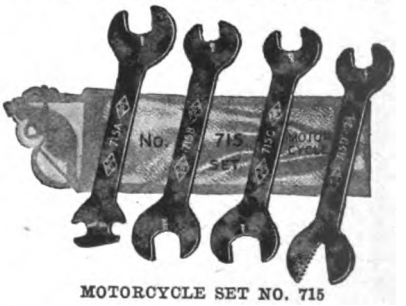
Self-working tools which are indispensable for occasions caused by tire troubles. Price 25c.

The Tools that are Friends Indeed

QUICK-KIT "A"

Efficient set of 3 tools, representing the ones most extensively used, packed in 3-pocket enamel canvas kit. Price $1.10.

We build tools that are as certain, as safely to be relied upon in any contingency, as your own best friend. And no higher praise than this can be found.



MOTORCYCLE SET NO. 715

Really, size considered, the best adapted set for general use. Packed in canvas kit, 50c.

FRANK MOSSBERG CO. ATTLEBORO, MASS.

MossberG

America's Representative Distributors

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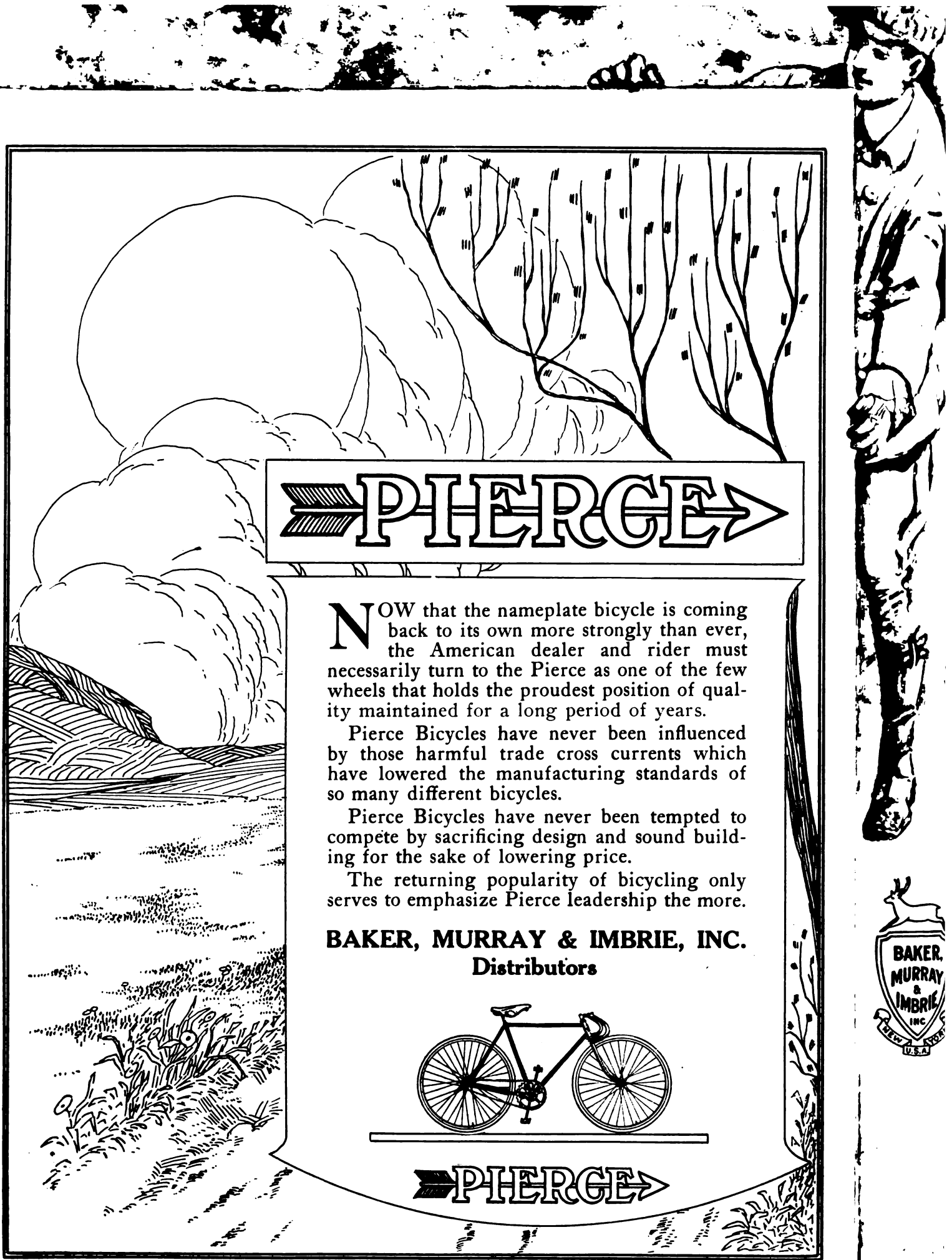

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THREE PERFECT SCORES IN CONTEST

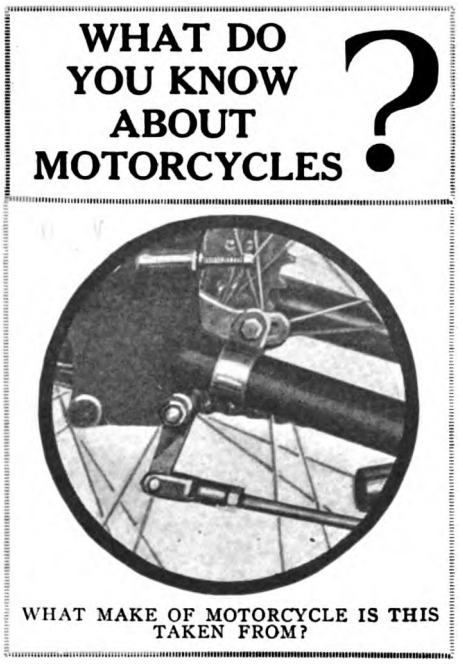
Returns Up Until Last Saturday Night Put Six Men in the 900 Per Cent. Column and Eight in 800 Per Cent. Class—Last Picture Was From Thor and 59 Contestants Were Sure of It

TALK about waiting for the election returns to come in! That's nothing to what the Contest Editor is up against every week awaiting the arrival of the last contest answer before going to press; then counting and recounting before making the tabulations.

And careful as he is, or tries to be, every once and a while his foot slips and someone "hollers." This week it is W. R. Spear, of Newark, who claims credit for a Dayton answer he did not get. And sure enough, friend Spear is right; his Dayton answer is here and we are giving him credit in the "batting averages."

Up to last Saturday night, with most of the answer for the last picture—which, by the way, was a Thor—in the Contest Editor's hands, there were just three contestants with perfect scores. Six managed to come through correct on nine of the ten pictures that have been published to date, while eight got all but two.

The scores of all those who have batted 500 per cent. or over are given herewith. While that may be a high batting average, speaking of baseball, nothing less than a 500 per cent. score will satisfy the Contest Editor. So come along, you "experts" who are below that mark. There are a few pictures still coming; you have a chance to pull your score up somewhat before the contest closes.



WHAT MAKE OF MOTORCYCLE IS THIS TAKEN FROM?

There were 59 contestants who were quick enough to perceive that the last picture was taken from the good old Thor; and another 54 came through with the correct answer on the Excelsior stand picture that preceded it. On the Dayton answer three answers came in that were allowable this week.

There were also some incorrect answers. Fred Beatty, of Center Point, Tex., for instance, would have been willing to bet his life that stand picture was snapped from a Harley-Davidson; and with every bit as much enthusiasm and loyalty for the machine he rides, Earl Klingman, of Dayton, Ohio, claimed it as part of a Dayton.

Walter Jones, of Morrisville, Vt., was sure that stand picture was from a Pope lightweight, while W. Leathe, of Larchmont, N. Y., figures it a Miami. Now go after this one; it's easy, of course.

THE IMPRESSIVE LINEUP OF MECHANICAL SHERLOCKS FOR PAST TWO WEEKS

CORRECT ON THOR

Ashley, W. G.....Olympia, Wash.
Austin, D. O.....Newark, N. J.
Bagwell, Frank.....Newark, N. J.
Barnes, Florence.....Brooklyn, N. Y.
Barnes, Jennie F.....Brookyn, N. Y.
Bauchelle, Wm. M.....Newark, N. J.
Bergfels, Jr., W. H.....Newark, N. J.
Brown, R. D.....Detroit, Mich.
Brunner, "Slim".....Cleveland, Ohio
Burdick, Russell.....Detroit, Mich.
Campbell, T. E.....Mammoth Spring, Ar.k
Carlson, Glen E.....Saybrook, Pa.
Charles, C. A.....Newark, N. J.
Coddington, L. H.....Peekamose, N. Y.
Conrad, Charles F.....Newark, N. J.
Cordes, F. W.....Newark, N. J.
Darnell, R. C.....Detroit, Mich.
Drummond, Percy.....Newark, N. J.
Edwards, W. J.....Springfield, Mass.
Fehr, J. Fred.....Naperville, Ill.
Forrie, Jennie.....Port Jervis, N. Y.
Gale, Herbert.....Angola, N. Y.
Goerke, Walter.....Newark, N. J.
Gorfin, I. S.....Hartford, Conn.
Hedler, Frank P.....Brooklyn, N. Y.
Hennsler, Herman C., Jr....Philadelphia, Pa.
Hetland, A. S.....Newark, Ill.
Higgins, Bert I.....Newark, N. J.
Hill, J. Harry.....Seaford, Del.
Holland, Jr., Lincoln.....Newark, N. J.
Holton, Mrs. E. B.....Newark, N. J.
Holton, E. B.....Newark, N. J.
Hoyer, Paul.....Dover, N. J.
Johnson, Gustaf.....Washington, D. C.
"Krazy Duck".....Chicago, Ill.
Latterman, "Tommee".....Park Ridge, N. J.
Mader, H. J.....Park Ridge, N. J.
Moore, Grant R.....Monticello, N .Y.
Moritz, William.....Cleveland, O.
Mulliner, Millicent H.....Chicago, Ill.
Neis, Jack.....Newark, N. J.
Olson, H. T.....Elsie, Neb.
Pugsley, J. E.....Irvington, N. J.
Riticher, Henry J.....Wauseon, O.
Safford, Elwin.....Corry, Pa.
Silsby, G. W.....Littleton, N. H.
Smith, Chas. L.....Newark, N. J.
Smtih, H. M.....Kenosha, Wis.
Smith, L. E.....Gorham, Kan.
Snyder, H.....Newark, N. J.
Spear, W. R.....Newark, N. J.
"Speedy Villa".....Danbury, Conn.
Stead, Everett C.....Brooklyn, N. Y.
Stevens, P. W.....Newark, N. J.
Thomas, A. H.....Newark, N. J.
Wansleben, Thomas O.....Riverdale, Md.
Wells, J. W.....Columbus, O.
Williams, Chas. B.....Pittsfield, Mass.
Yakie, Aug.....Port Arthur, Tex.
Yonge, Laurie.....Ocala, Fla.

CORRECT ON EXCELSIOR

Allen, J. E.....Newark, N. J.
Austin, D. C.....Newark, N. J.
Badger, H.....Long Branch, N. J.
Bagwell, Frank.....Newark, N. J.
Bergfels, Jr., W. H.....Newark, N. J.
Bush, C. E.....Newark, N. J.
Bowers, Ethel C.....Glens Falls, N. Y.
Brown, R. D.....Detroit, Mich.
Campbell, T. E.....Mammoth Spring, Ark.
Charles, C. A.....Newark, N. J.
Cordes, F. W.....Newark, N. J.
Darnell, R. C.....Detroit, Mich.
Doyle, F. P.....Newark, N. J.
Eckhardt, C. L.....Newark, N. J.
Edwards, W. J.....Springfield, Mass.
Fehr, J. Fred.....Naperville, Ill.
Forrie, Jennie.....Port Jervis, N. Y.
Gale, Edwin.....Angola, N. Y.
Gieselman, R. E.....Princeton, Ind.
Goerke, Walter.....Newark, N. J.
Gorfin, I. S.....Hartford, Conn.
Grey, Adelbert A.....Poughkeepsie, N. Y.
Grimm, E. F.....Newark, N. J.
Gulesian, E. S.....Dorchester, Mass.
Hendricks, Chas. B.....Philadelphia, Pa.
Hetland, A. S.....Newark, Ill.
Higgins, Bert L.....Newark, N. J.
Hill, H. E.....Newark, N. J.
Holland, Jr., Lincoln.....Newark, N. J.
Holton, E. B.....Newark, N. J.
Johnson, Gustaf.....Washington, D. C.
Kays, L. P.....Newark, N. J.
Liet, Henry E.....Newark, N. J.
Little, Roy J.....Chicago, Ill.
Marti, E. Sanchez.....Havana, Cuba
Mulliner, Millicent.....Chicago, Ill.
Nelson, Christ.....Racine, Wis.
Netzler, M.....Newark, N. J.
Peters, Frank.....Newark, N. J.
Reinhart, Chas. L.....Newark, N. J.
Salo, O. J.....Red Lodge, Mont.
Spear, W. R.....Newark, N. J.
Stevens, P. W.....Newark, N. J.
Stoner, M. M.....Newark, N. J.
Wachburn, H.....Newark, N. J.
Walden, "Curly".....Newark, N. J.
Wansleben, Thomas O.....Riverdale, Md.
Wells, J. W.....Columbus, O.
Williams, Chas. B.....Pittsfield, Mass.
Williams, William.....Newark, N. J.
Wintsch, A. F.....Newark, N. J.
Wintsch, L. W.....Newark, N. J.
Yakie, Aug.....Port Arthur, Tex.
Yonge, Laurie.....Ocala, Fla.

CORRECT ON DAYTON

Darnell, R. C.....Detroit, Mich.
Riticher, Henry.....Wauseon, O.
Salo, O. J.....Red Lodge, Mont.

UP-TO-DATE BATTING AVERAGES OF CONTESTANTS

PERFECT SCORES

Safford, Elwin.....Corry, Pa.
Wansleben, T. O.....Riverdale, Md.
Yonge, Laurie.....Ocala, Fla.

900 PER CENT. MEN

Coddington, L. H.....Peekamose, N. Y.
Carlson, Glen E.....Saybrook, Pa.
Campbell, T. A.....Mammoth Spring, Ark.
Moore, Grant R.....Monticello, N. Y.
Williams, Chas. B.....Pittsfield, Mass.
Yakie, Aug.....Port Arthur, Tex.

800 PER CENT. MEN

Brown, R. D.....Detroit, Mich.
Charles, C. A.....Newark, N. J.
Darnell, R. C.....Detroit, Mich.
Edwards, W. J.....Springfield, Mass.
Hysler, M. A.....Springfield, Ill.
Hoyer, Paul.....Dover, N. J.
Mader, H. J.....Park Ridge, N. J.
Salo, O. J.....Red Lodge, Mont.

700 PER CENT. MEN

Burdick, Russell.....Detroit, Mich.
Forrie, Jennie.....Port Jervis, N. Y.
Fehr, J. Fred.....Naperville, Ill.
Holton, E. B.....Newark, N. J.
Riticher, H. J.....Wauseon, Ill.
Stevens, P. W.....Newark, N. J.
Wells, J. W.....Columbus, Ohio

600 PER CENT. MEN

Carlilse, A.....David City, Neb.
Gorfin, I. S.....Hartford, Conn.
Goerke, Walter.....Newark, N. J.
Hetland, A. S.....Newark, Ill.
"Krazy Duck".....Chicago, Ill.
Leathe, W.....Larchmont, N. Y.
Mulliner, Millicent.....Chicago, Ill.
Spear, W. R.....Newark, N. J.

500 PER CENT. MEN

Bush, Carl.....Newark, N. J.
Bergfels, Wm., Jr.....Newark, N. J.
Bagwell, Frank.....Newark, N. J.
Ball, Donald.....Chittenango, N. Y.
Cordes, F. W.....Newark, N. J.
Hill, Geo. M.....Long Branch, N. J.
Hennsler, Herman, Jr.....Philadelphia, Pa.
Holland, Lincoln, Jr.....Newark, N. J.
Marti, E. Sanchez.....Havana, Cuba
Nelson, Christ.....Racine, Wis.
Olson, H. T.....Elsie, Neb.
Schlanger, M. H.....New York City
Silsby, G. W.....Littleton, N. H.

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Well, the Big Show is Over.

We've got a minute's breathing spell for summing up results.

Was the show a success? So far as the Indian exhibit went—unfortunately we didn't have time to get around much to see how the other fellows were doing—it was a ripsnorter.

We'd expected a crowd, but nothing like the swarms of enthusiastic riders and dealers who taxed our goodly space from reveille to taps to look at and handle the 1917 *Big Twin with refined Powerplus Motor.*

And right down the line the same spontaneous enthusiasm ran riot. *The Light Twin* made motorcycle converts of many boys—young, middle aged, and just beyond the meridian—who'd never expected to become riders.

The *Electrically Equipped Indian Bicycle,* too, together with its flock of sturdy little brothers, gave bicycling the biggest boost it's had in years.

Dealers—lots of 'em—didn't just *admire* the Indians—they sat down, talked over things a bit, and *ordered*—climbed right on the *big* business caliope and got into the profit procession.

To those dealers we didn't have a chance to TALK with, we want to WRITE—if they'll show their interest by asking us to send particulars covering 1917 Selling Plan and territorial arrangements. Takes only a minute to shoot us a note.

Indian

HENDEE MANUFACTURING COMPANY

(Largest Motorcycle Manufacturers in the World)

SPRINGFIELD, MASS.

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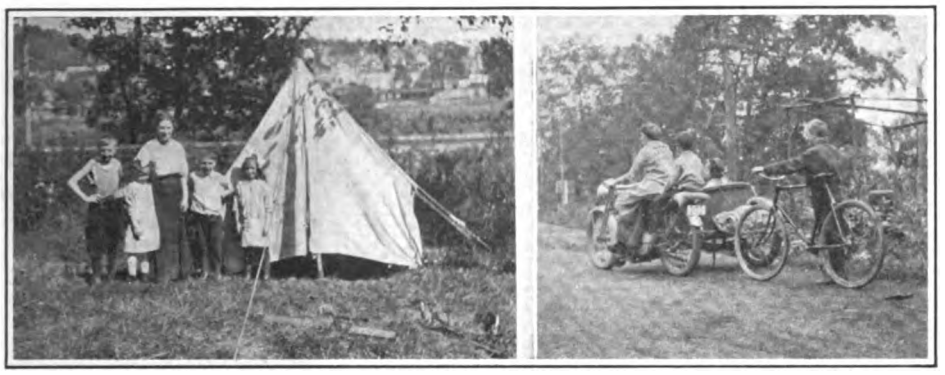
MRS. LANG MAKES FAMILY TOURS

Waterbury's Only Lady Sidecarist Takes Many Trips with Children —Advocates Riding to Enjoy Scenery—Helps Other Riders



Left, Mrs. Lang and Family in Camp; Right, the Langs Starting Off on Long Journey

WATERBURY, Conn.—One of the motorcycle attractions of this section of Connecticut is Mrs. J. Lang, of 268 Watertown avenue, this city. Mrs. Lang is an ardent sidecarist, using a Harley-Davidson combination to make long trips. The sidecar is occupied by two of her children on these trips, while another—a boy—accompanies the outfit on a bicycle.

"I belong to the class of riders who are out to enjoy the scenery and who come from a trip refreshed and helped," says Mrs. Lang. "There is nothing quite so interesting to me as nature's wonders. From time to time while I am on the road, I stop to assist riders who are in trouble—riders who, as a rule, have purchased a 'bargain'—for $50—and who have reason to regret the same by the service they are getting from their machines. I always pity such riders.

"One such case I met with, the other day, had a puncture and was putting the patch on the casing instead of the inner tube. It took some persuasion that the patch on the tube was the right way," continued Mrs. Lang. "Then, frequently, I meet riders with broken chains and no spare links or tools. Some of them have been riding for years, yet like the beginners, they are glad of my aid."

Mrs. Lang is the only woman driver in this section. She has run up a mileage with her sidecar, which many a solo rider would be proud of. In addition to riding, she takes an active part in the management of the agency, Lang's Motorcyclery, handling the Harley-Davidson lines for Waterbury.

BILL'S HOME AGAIN

Goat Mascot of Goodyear Forces Completes Two-Year Trip

AKRON, O.—The far-famed and much-traveled Goodyear Goat which has been awarded monthly to the leading district of the Goodyear Tire & Rubber Co. in the matter of sales, has returned to Akron after a two-year period of wanderings, national in scope. After his strenuous "Seeing America First" campaign the goat has settled down to quiet life on the magnificent estate of President Seiberling of the Goodyear.

The goat's successor in the way of a district prize is an elegant silver cup, known as the Goat Cup. It will become the property of the district winning it five times. The cup stands about twenty inches high and is a splendid specimen of the silversmith's art. On it is engraved a likeness of the goat and a brief history of his career as a Goodyear institution.

NO MOTORCYCLES SHOWN

PROVIDENCE, R. I., Nov. 17.—No motorcycles were displayed at the Providence Automobile Show, which opened here last Friday. However, a few dealers in accessories are showing motorcycle articles. Local motorcycle dealers assert that they have not received fair treatment from the show authorities, and when several of them discussed the matter of space with the management this year they were informed that they could make their displays in the basement.

SEEING AMERICA FIRST

HUNTINGTON, Pa.—Cecil Kenyon has answered the patriotic call of "See America First" by touring the United States on his Indian machine. Kenyon, who is now on his way to the Panama Canal Zone, has covered 8,000 miles on his motorcycle, which is shod with Goodyear Blue Streak tires.

HARDEN TO VISIT

Trade in 'Frisco; Pope Bicycle Sales Are Active, Says Manager Phelps

SAN FRANCISCO.—Branch Manager W. M. Phelps for the Pope in this city, is expecting a visit from L. H. Harden, sales manager for the Westfield Mfg. Co. Mr. Harden will spend a week in this city and vicinity, calling on dealers and will then leave for Los Angeles.

Phelps reports having had a good season, particularly in the bicycle department.

Denver Trade Notes

GETS FIRST SHIPMENT

DENVER, Colo., Nov. 17.—The Victor Motorcycle Garage of Victor, Colo., has just received a shipment of 1917 Harley-Davidson machines. The concern is selling its new machines as well as used ones at one-half down and the balance in easy payments. The Victor people find this plan works very nicely in their territory.

REBUILT MACHINE SALE ON

DENVER, Colo., November 17.—A pre-inventory clearance sale of rebuilt motorcycles is now in progress at the Western Supplies Company, 1448-52 Larimer street, this city. It is the plan of the company to sell out its present stock of rebuilt motorcycles before taking inventory and have reduced prices 25 per cent. to accomplish this. The Western Supplies people have quite a large stock of all makes of machines in their rebuilt department.

BUYS BOULDER TIRE WORKS

DENVER, Colo., Nov. 17.—W. R. Moore has purchased the Boulder Rubber Tire Works, 1434 Pearl street, Boulder, Colo. That concern is agent for the Firestone tires in Boulder and vicinity.

UNPACKING 1917 INDIANS AT SAN DIEGO

Row of Powerplus Models in Front of Jimmy Urquhart's Tepee Ready to Be Uncrated and Turned Over to Happy Customers—Over 20 in This Lot

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DENVER TRAFFIC LAW

Mile-High City Adopts New Ordinance Calling for Quiet Zones

DENVER, Colo., Nov. 17.—Denver has a new traffic ordinance which will shortly go into effect. One part that will effect motorcycle riders in this city is as follows: The Manager of Safety is empowered to establish quiet zones in the vicinity of hospitals and to regulate the speed of vehicles in the vicinity of schools.

The new measure placed no limit on speed, but specifically states that speed in excess of fifteen miles an hour in the congested districts in the main part of the city will not be considered within the bounds of prudent driving.

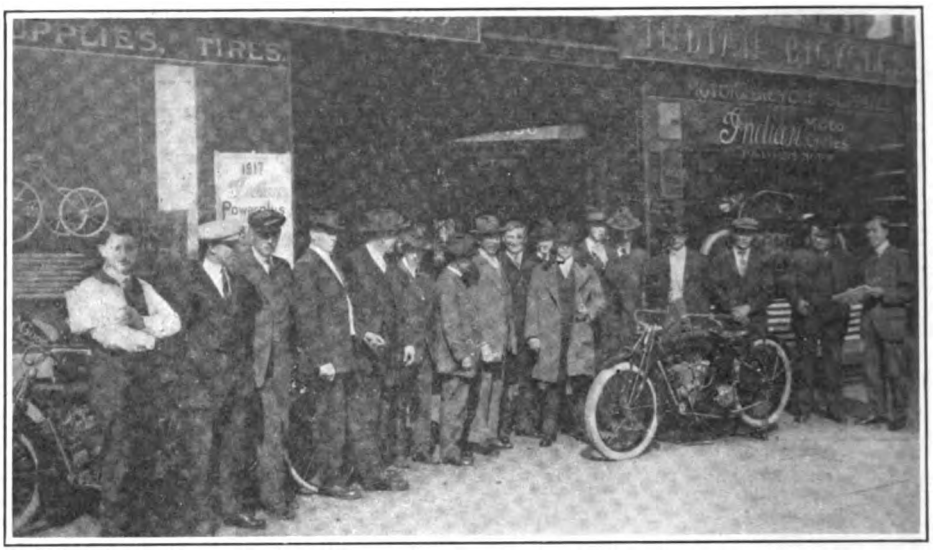
It is specifically declared in the new ordinance that in case of accident, motorcycle riders shall give their names and addresses to injured persons or anyone else asking for them.

Regarding light, it is provided that headlights shall project light 150 feet ahead, and that no portion of the beam shall be more than forty-two inches above the ground. Rear lights shall be red and shall be visible 300 feet. In this connection, it is also provided that it shall be unlawful for dealers to sell motorcycles not equipped so that the lights can be adjusted to meet the provisions of the ordinance.

JONES SELLS SIX POPES

BEVERLY, Mass.—F. S. Jones, local Pope dealer, has received his 1917 demonstrator, which is a three-speed model with twin cylinders. Jones has taken orders for six of the new machines so far, and has a goodly list of prospects in addition. He has represented the Pope since the first motorcycle was put out at Westfield.

INDIAN AGENTS ASSEMBLE AT SAN FRANCISCO



Northern California Wigwam Representatives in Front of Freed's Establishment

SAN FRANCISCO, Cal.—All kinds of enthusiasm were developed at the roundup of Northern California Indian agents in this city recently, the occasion being a conference called by A. Freed, distributor for this territory. The conference was called to discuss the 1917 campaign and an elaborate banquet was a feature of the meeting.

The photograph shown above was taken in front of the Pacific Motorcycle Supply Co.'s store. The group includes A. Freed, George Sherman, of the Hendee Mfg. Co.; H. Pfeiffer, H. Broad, A. Harrell, O. C. Bemish, of the local store; H. Cameron, Sacramento; W. Johnson, Modesto; H. Brock and W. Horr, Stockton; S. C. Edwards, Haywards; J. A. Wilson and A. Berthelson, Berkeley; Charles Showalter, San Jose; F. D. Amaral, Salinas; A. Meginness, Hollister, and J. H. Baumgardner, of San Francisco.

AWAITING ELECTRIC R-S

SHREVEPORT, La.—F. L. Zimmerman, Jr., the Reading Standard agent, has sold a number of twins so far. He is awaiting the electrically-equipped model, for which he has several prospects.

NELSON TAKES INDIAN

NEW YORK, Nov. 20.—Gus Rotholz, the Harlem Indian distributor, has signed up Nels Nelson, at Seventh avenue and 132d street, as sub-agent for the Hendee products. Nelson has got his demonstrator, and is out gunning for prospects.

EMPHASIZING "SAFETY FIRST" AT CHICAGO SHOW

Booth Featuring New Commission Membership and Depicting Means of Obtaining Security in Travel—Note Goodrich Guide Posts as Leading Aids to Movement

NEW CO-OPERATIVE DEALER CAMPAIGNS

(Continued from page 23)

Not only are little mechanical details and tips syndicated out to riders on this list, but also the registration of the numbers of machines purchased has been found of the greatest value in the location of stolen machines.

Scope of Plan is Unlimited

The co-operative spirit of Harley-Davidson dealers has been so intensified during the past twelve months that it takes Frank Rodger, who has just been appointed to carry on the good work, well through an hour even to go roughly over the plans that have been put into operation and those that are to be given a try-out.

Even at that, Rodger claims that they have only made a beginning and that each time they look at it they come to a fuller realization of the fact that the movement is so big that it will take volumes to cover it and do it full justice. Every time he goes over the plans with a dealer or some other interested party the thing looms larger in his eyes, and his enthusiasm is stimulated in proportion.

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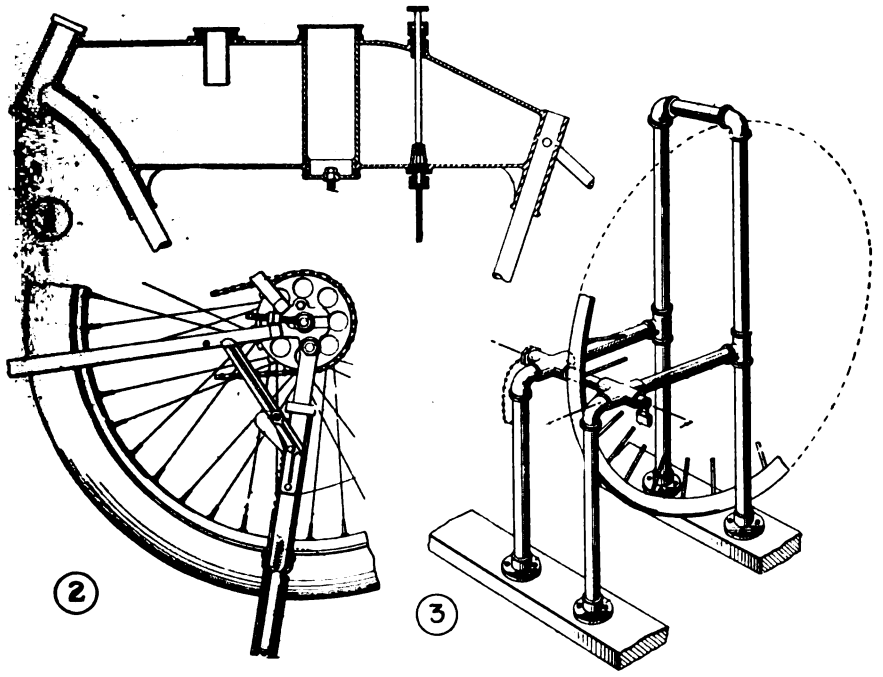
RECENT PATENTS IN THE CYCLE FIELD



1, Schickel Tank Frame Showing Tool Compartment and Integral Clusters; 2, Scott Adjustable Stand; 3, Soleau Rack and Lock with Bicycle Secured in Position

SCHICKEL TANK-FRAME

THOSE familiar with Schickel construction will recognize in Patent No. 1,200,141 the characteristic frame of the Schickel "Big Six" and other two-stroke motorcycles. Although the application for a patent on this construction was made by Norbert H. Schickel in 1912, the patent was not granted until October 3 of this year. The construction incorporates a hollow shell or tank forming the top tube of the frame, this shell being formed with steering head and seat post tube integral. The greatest cross-section of the shell or tank is at its center, the form tapering toward the extremities. Filling hole, cylindrical tool compartment contained within but not communicating with the tank and an outlet valve are provided.

SCOTT ADJUSTABLE STAND

AMONG recent patents relating to stands is that of Harry C. Scott, of Los Angeles, Cal. This stand permits of easily raising the machine thereon and at the same time has provision for keeping the machine upright on uneven ground. To the side members are fitted sliding pieces to which is attached the base of the stand. Each sliding piece carries a hinged pawl arm, the upper end of which strikes the rear fork of the motorcycle as the stand swings toward the operative position. The stand arms are provided with ratchet teeth. The construction is so arranged that the sliding pieces will move outwards as the machine is raised on the stand and thus assist the lifting as well as compensate for irregularities in ground. The patent is No. 1,195,404.

SOLEAU STAND AND LOCK

C. J. SOLEAU, of Montclair, N. J., has been granted Patent No. 1,202,444 for a combined bicycle stand and lock. The stand consists of a rectangular upright member to which is attached a horizontal member with cross-fitting near each extremity. There are other short uprights at the ends of these horizontal members, the whole forming a sort of chair. The wheel of the bicycle is placed within the arch of the upright member and is locked by a tube passing through the cross-fittings and between the spokes, this tube being locked in place by suitable means. Being of pipe fitting throughout, it is cheap to construct.

SCHWINN FRAME DESIGN

IGNAZ SCHWINN, president of the Excelsior Motor Mfg. & Supply Co., of Chicago, Ill., has been granted Patent No. 1,198,669 for a motorcycle frame. This is the frame of the Excelsior motorcycle, incorporating a supporting member at the lower section of the tubular construction, this supporting member taking the motor and gearset in countershaft position. The supporting member is removably mounted to permit of taking out and putting in the motor and gearset. The rear portion connects to the rear forks and seat post tube and to the crankcase at the rear. When the motor and other units are removed from position, the frame is in no way weakened by this construction.

PAGE HUB CONSTRUCTION

A CONSTRUCTION within a hub permitting of cranking the motor or applying resistance to it by means of the pedals without affecting the driving, is one feature of the mechanism invented by V. W. Page, of Bristol, Conn., and assigned to the New Departure Mfg. Co., of that city. The machine may also be braked without affecting the motor, while a free engine position is possible. The construction consists of two multiple-disc clutches operated by back-pedaling and by rod connection, also an expanding band brake.

BIG PROSPECT LISTS

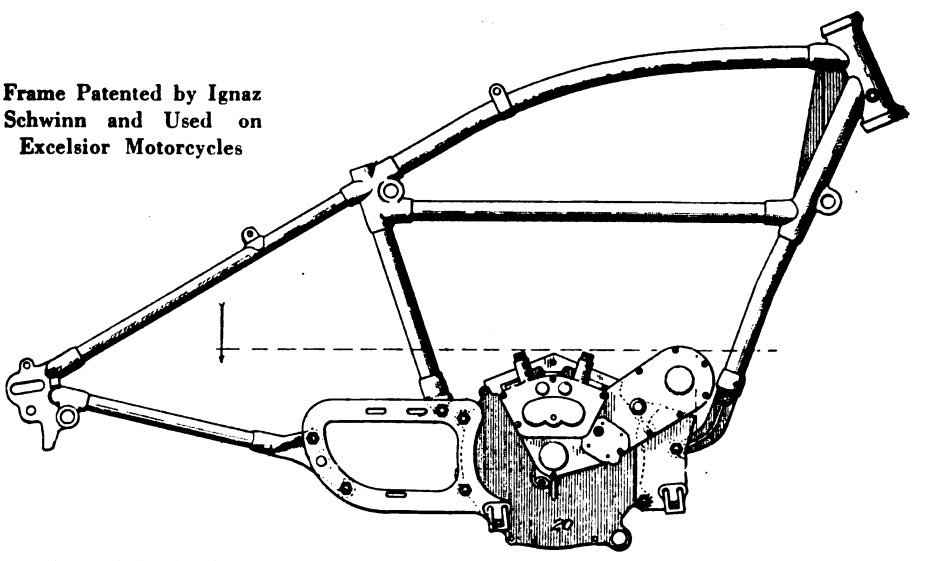
Providence Dealers Say Outlook for Motorcycle Sales Was Never Better

PROVIDENCE, R. I., Nov. 21.—Sales indications in this city are the best the dealers have ever known. Orders are being placed rapidly for the new models, used machines and 1916 models are going fast and every local agent has a record-breaking list of live prospects.

B. A. Swenson sold seven Indian twins last week, four of them with sidecars, and also sent out three Indian Featherweights. During the same period he sold a dozen bicycles and 11 used motorcycles.

W. F. Halliday, Henderson agent, reports that his sales of the four-cylinder mount are higher than ever before. He has disposed of 51 machines so far, 47 being to new Henderson users. He has taken in trade 46 machines of other makes. Halliday made 46 of his sales from one catalog, and he has had this book framed. It now hangs conspicuously above his desk.

W. N. Burnett, local Harley-Davidson man, has been away for several days drumming up new prospects, so it has been impossible to obtain sales figures from him. His assistant, however, summed up the situation by saying that it is "corking."



Frame Patented by Ignaz Schwinn and Used on Excelsior Motorcycles

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Comfort-Giving and Dressy Togs for the Cold-Weather Rider

JUST about this time of the year, Fellows, when we are considering shedding our B. V. D.'s for something a trifle warmer, we begin to wonder how in the name of kingdom come we are going to manage to keep comfortable when the thermometer does really take a drop on itself, so to speak, and old Jack Frost comes around in earnest. Gosh, and for a cold-blooded fellow that's some little thing to think about.

It's not wholly a matter of keeping warm, however. There are other considerations—keeping dry, for instance, despite the slush, and at the same time keping neat, or at least confining the wetness and dirt to some easily shed outer garments.

Granted that we've donned the "all wools," and the heavy winter weight wool army shirt, the next consideration is to keep the lower extremities warm and comfortable. The best plan is to invest in a pair of wool bicycle stockings which draw up well over the knee. There are some of us, however, stout about the limbs who prefer to suffer slightly from the cold rather than to accent this stoutness by bundling up with puttees over the bicycle stockings. To these folk I would recommend all wool half hose.

The Winter Suit

For dry weather use, in the shape of a riding suit, there is nothing to be preferred to heavy forestry wool serge, which is heavy enough to provide the necessary comfort, without, however, giving the "bundled up" impression that comes of wrapping one's self up in heavy winter clothing. It holds its shape well, and does not spot nor show the dust as readily as khaki, and it is considerably warmer than the latter. It is about the neatest riding suit that can be had, and I would recommend it above all others.

Then there's the puttees. For real solid comfort, the British spiral camel's hair leg coverings can hardly be beat, although the leather puttee is quite a warm covering if it is strapped tight enough to keep out the cold draughts; it must not be strapped too tightly, however, so as to interfere with the circulation, else all the clothing in the world will not keep the feet and legs warm.

When there is the slightest slush about, it is best to use the full length leather trouser leg covering to keep the legs warm and to keep the riding suit clean and the appearance neat.

It's a toss-up whether the best plan is to invest in a mackinaw to keep the body warm, or to rely on a good warm sweater worn under the riding coat. As for looks, there is no doubt but what the mackinaw is to be preferred, although a neat sweater with a roll collar is by no means displeasing to the eye of even the most critical observer. But for solid comfort, I think that most riders will agree with me that mackinaw is well worth the difference in price, for if it is not actually warmer it certainly feels less bulky when worn.

Where Economy Falls Short

And while on the subject of mackinaws, it might be well to point out that a cheap mackinaw is hardly a profitable investment, for it soon loses its shape, is not particularly warm, and feels like a veritable salt bag after a month or two of use. And in choosing a mackinaw, be sure and get one with a collar that can be buttoned up snugly around the neck, for that means much for winter comfort.

The cap will offer little trouble. Of course, you want a good warm one, and most riders prefer the kind with "integral" ear flaps to the ordinary cap, for with the former there is less chance of the headgear blowing off when the ear flaps are in place; at the same time, the separate ear flaps or muffs are a constant source of annoyance. While the peak cap is no doubt the best appearing, there is a lot to be said in favor of the plain round "Russian" type for winter wear. This latter type can be had with a complete face hood which leaves only the eyes and nose of the rider exposed, if so desired; the absence of a peak, of course, acts to prevent the cap from being whisked away on some playful winter breeze.

There is a great deal of latitude for the exhibition of personal judgment and taste in the selection of a good pair of riding gloves for winter use. For myself, I prefer a good heavy pair of well-lined gauntlets made without individual finger pockets, more after the fashion of mittens. These I find are warmer by far than the fingered variety, but they are short on appearance, and moreover they must needs be removed when it becomes necessary to "tinker" with the machine or make some slight adjustment.

The Cuff a Necessity

Whatever kind of glove is used, the gauntlet cuff should be insisted upon, unless the rider has attached to his handle bars the conical "hand shields" which serve to protect the hands and arms from the chilling wind.

Of course, the choice of winter riding togs will depend on the sort of riding you indulge in and the weather. The fellow who goes out for an hour or two a day, and that's all, and only goes out when the sun is out full and the streets and roads are free from snow and slush, obviously need not be so careful to wrap up good and warm as the rider who rides all day and every day throughout the winter months. The best advice that can be extended to the latter is to go the limit in preparation against both cold and wet weather.

As for the latter, there is nothing better for the winter rider to carry than a good old poncho with which he can cover down from head to foot, so to speak, when need be and save both his clothes and his machine from the splashing slush and mud that is sure to prevail throughout the winter months. The poncho is readily carried on the luggage carrier when not needed and will be found well worth the trouble of lugging it along when the time comes to use it. It comes in handy as a seat, also.

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MORE SHOW NOTES ABOUT DEALERS

(Continued from page 24)

E. Miller, a well-known Milwaukee bicycle dealer, was on hand at the Show and announced the opening of a new bicycle store at 505 Chestnut street, Milwaukee, with his brother Walter in charge. They sold over 100 bicycles during 1916 from the present store at 514 Twelfth street.

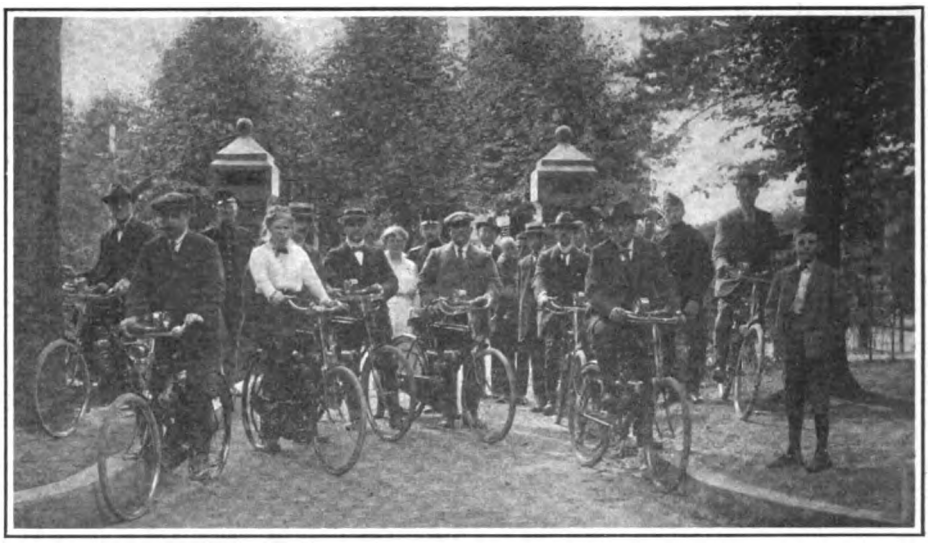
H. D. F. Ingram, of Florence, Wis., renewed his contract to handle the Excelsior during his visit to the Show.

The only woman dealer to call on the trade at the Show was Miss Rosa M. Rust, of the R. M. Rust Co., of Nashville, Tenn. She has been manager of the company for years past and has built up a substantial business in both motorcycle and bicycle sales.

John Hurck, of the Hurck Motor & Cycle Co., St. Louis, Mo., closed contracts at the Show to sell the Indian bicycles in 1917. He expects to remodel his store this winter and will put in a new front and add a separate department for bicycles and accessories.

W. E. Wandersee, Harley-Davidson distributor at Detroit, Mich., told his friends at the Show about the new headquarters he is building on Woodward avenue near Grand boulevard. This building, which will be ready for use about the middle of January, will be 40 x 200 feet, one story high, with glazed brick front. The shop will have a separate entrance through an 18-foot alley. George Hellwig will manage the new store. Harley-Davidson bicycles have been added to the present lines.

CYCLEMOTOR HAS TAKEN HOLD ON HOLLANDERS



Party of Netherlands Cycling Devotees at a Park in Amsterdam Ready for a Run Along Pleasant Dutch Highways—Bicycles Are of Holland Make

Fred McCormick, Harley-Davidson agent at Cadillac, Mich., was the guest of "Hap" Scherer, State traveler for the company, during the week of the Show.

E. E. Kern and W. E. Umber, of Jackson, Mich., Harley-Davidson representatives, made the trip to the Show with their sidecar combination. Part of the run was made in a snowstorm.

The following dealers registered at the Excelsior booth during the early part of the Show: E. W. Whiteman, Goodland; F. A. Scheetz, Clayton; Bill Tucker, Topeka, and Robert Bills, Wichita, all from Kansas. Ira Enmark, Minneapolis, Minn.; Walter Braden, Mankato, Minn.; J. P. Freely, Salt Lake City; Pete Case, Coffeyville, Kan.; Ralph Eberle, Coffeyville; Jerry Tweed, Beloit, Wis.

Charles Weatherhead, the veteran dealer from Elkhart, Ind., came in on his Harley-Davidson early in the week. He was pleased with the new models.

H. L. Daler, new representative for the Harley-Davidson at Fort Wayne, Ind., assisted at the Harley-Davidson exhibit, taking the Hoosier visitors under his wing.

Jake Meyer of Johnson and Meyer, Memphis, Tenn., assisted at the Smith Motor Wheel booth during the week. He also closed a new contract for the bicycle attachment for most of the South.

M. B. Crocker, of the Kansas City Indian branch, was on hand at the Hendee exhibit, welcoming Indian dealers from Kansas and Nebraska.

Hagerdorn & Webster, Harley-Davidson motorcycle dealers at South Bend, Ind., signed up to handle the company's complete bicycle line also.

Jack E. Muhs, of the Leacock Sporting Goods Co., of St. Louis, left after the Show for a quick trip through Southwestern territory for his company.

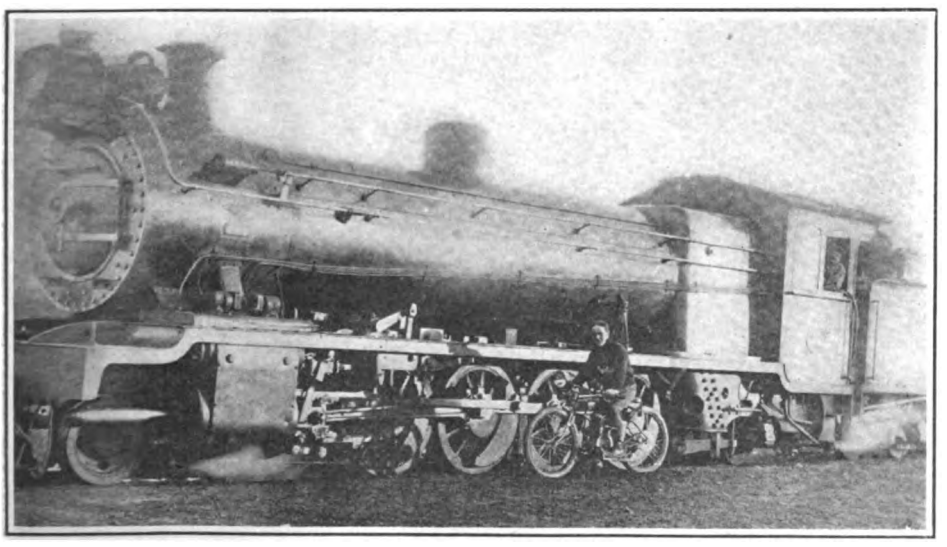
Glass & Morrisey, Excelsior dealers at Joliet, Ill., report that they had a good year for motorcycle sales, and that they have also delivered 45 bicycles to date. Helm Glass has just returned from a 900-mile motorcycle trip to Lexington, Ky.

Fred C. Hoffer, of the Goudy-Hoffer Company, Excelsior dealer at Los Angeles, contracted for the Excelsior bicycle representation for Southern California. He has had a carload of bikes sent him already, as well as a car of Series 18 Excelsior motorcycles.

Maple Leaf motorcycle men attended the Show, particularly the bunch from

(Continued on page 60)

SOUTH AFRICAN RIDER BEATS MAIL TRAIN



Jordan on His Indian Featherweight Alongside Train at Finish in Durban

TO win a race of 423 miles against a mail train is a noteworthy achievement for a two-stroke, 2½ horsepower Indian, but one which was accomplished by Tony Jordan, a prominent Indian road racer of South Africa.

Jordan's race was against the Royal Mail, the crack train of South Africa, and the course was from Johannesburg to Durban. To some extent the train had the advantage of course, as it could stick to its rails, while Jordan was obliged to follow a parallel course over the wagon roads of the country. Jordan won, however, with a time of 22 hours 1 minute, against a flat 24 hours by the mail train, and this was over roads with deep ruts and pot holes, at that.

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A Few Spare Links

By E. B. HOLTON

When the Crisp Fall Air Calls Out the Mackinaws

FRIEND O' MINE, a tire salesman, says that we motorcyclists are fiends on casings, and cited for example a lad on a sidecar outfit making a short turn, in low, leaving the agency. On the level, that lad was scrubbing the pavement with his rear shoe, and the canvas inside must have been subjected to an awful twisting strain at the time. Like as not the motorcyclist in question will wonder why that "darned shoe" gave out after 1,800 miles, and never think that he was at fault at all. We sure are one great bunch to handle, and that's no poet's daydream either!

Those English spiral puttees, those bands of woven camel's hair or woolen cloth, that you wrap round and round your leg, are the real goods, fellows. They are neat, conform to the shape of your leg, and are as comfortable as a big woolen sock. No matter how long you wear them, or how much kneeling you have to do over a repair or adjustment, the spiral puttees never cut into the leg and stop the circulation, as is the case with leather leggins. By the way, this type is the real "puttee," for in its native tongue the word means "wrapping"; and you'll find that out well enough when you get a pair. They are easily put on after you get the knack, and it don't take an English accent to acquire it either.

When you are climbing a grade and have need of retarding your spark, you do so gradually, don't you? Well, when you've hit the top and are on the level again, why not gradually advance the spark instead of slamming it on with a flip of the wrist. Of course, you and I don't do it, but there are so many of our friends who are careless who do. Let's caution them about pulling up on the "fire" from retard too quickly—it doesn't make the motor run better for the practise.

Gee, it sure is great how a motorcycle makes you talk in terms of distance as though one hundred miles more or less is a mere trifle! Here's a case: Yesterday I was eavesdropping on a sales talk to a prospect and the conversation ran to speed. The prospect was told that the motor was stiff yet and not broken in, for it had only been through a "little" club run of 200 miles the Sunday before. The prospect gasped. Reminds me of the week before I got my first motorcycle. Friend who is responsible for my entrance into this fascinating sport blew round and said that he was out for a spin to Somerville that afternoon, a matter of 60 miles return.

To me then that town was on the outer walls of the civilized world, but now—"Huh!"

And now is the time for bon-fire runs with the bunch. None of your listless summer days now, with no appetite because of the heat. What you bring doesn't seem half enough. Roasting potatoes in the fire till they are half charred through and those smoking creamy centers, makes you think of the dim kid days. Or roasting the succulent frankfurter on a stick over the blaze till he bursts his jacket; then down with him. Do you wonder why that auto party looked so longingly at you? You are getting 100 per cent pleasure out of your day. That's why.

Met up with a lad yesterday who had a shield of tin over his rear exhaust pipe cause he burned his leg on the pipe otherwise. Seems that he is "knock kneed." Well, all I have to say is that there are some advantages in being "bowed" a little in the nether extremities.

Charley Weiland sure can get away with things that another motorcyclist would be asked to see the judge about.

Here's his latest: The traffic cop had his hand out indicating "Stop." But Charley went right on, passed it, and it was only the imperative triple blast of the whistle that brought him back to the policeman.

"Didn't you see me hand?" asked the copper, sternly.

"No, sir, the sun was in my eyes," answered Charley by way of an excuse.

"That's a new one all right," replied the cop, as he struggled with a smile. "Gwan, beat it, or I'll run you in."

And Charley did.

Try it on your own police next time you get in wrong.

TRAVIS TALKS ON CANADIAN BUSINESS

Harley-Davidson Foreign Correspondent Finds Sales Conditions Satisfactory in Trip Through Dominion

MILWAUKEE, Wis.—E. A. Travis, foreign correspondent in the Harley-Davidson sales department, who has just returned from an extended trip through the western part of the Dominion of Canada, expresses himself as well pleased with conditions as he found them.

"The war has undoubtedly had its heaviest effect in the western provinces of the Dominion," says Travis. "From my observations, practically all the young men are going to the front and the others are expecting to be called under a new registration act, so are careful about buying motorcycles.

"At Vancouver, B. C., where I signed up M. Scovill to handle the Harley-Davidson selling rights again in that city for 1917, I found the general sentiment extremely optimistic. British Columbia is the wealthiest province in the Dominion.

"At Vancouver I signed up with the West End Bicycle & Motor Co., our dealers there last year. I found motorcycling enjoying a healthy existence, in spite of the absence of many young men who formerly contributed to the sport of the motorcycle organizations.

"At Saskatoon, the Walters Cycle Co. has renewed its contract with our firm," continued the genial traveler. "Other dealers signed up are A. Buckham at Edmonton and the Reliance Motorcycle Co., at Calgary.

"In the latter city I found extensive road improvements were being effected with interned German prisoners of war forming the greater portion of the labor forces. A new highway is being constructed from Calgary to Field, B. C., 300 miles in length and straight across the Rocky Mountains. In some places west of Calgary, the road is chiseled out of the side of the mountain. When completed the Calgary-Field highway will be one of the finest and longest stretches of good roadway on the American continent.

"The feeling in Western Canada," went on Travis, "seems to be that after the war immigration will pour into Canada as never before, and that the bulk of immigration will settle in this section."

PLANS RACE SERIES

For Kansas City on Local Track—One Meet a Month Proposed

KANSAS CITY, Mo., Nov. 14.—Casimar J. Welsh, a justice of the peace at Kansas City and a man long identified as a sport promoter, is now working on a plan to promote a series of motorcycle race meets at Kansas City.

Mr. Welsh is making arrangements to use the new race track recently constructed here for that purpose, but says, "if I cannot secure that track for the races which I expect to conduct each month, I will build an oval of suitable size for the purpose, and open perhaps in April."

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Bicycle Section

HOFFMAN-HARVEY TEAM THE VICTORS

San Franciscan and New Yorker Take First Honors in Italian Club's 30-Mile Team Race—Ten Sprints on Berlin Finish Style Run During the Event

NEW YORK, N. Y., Nov. 20.—Harry Hoffman, the San Francisco cyclist, and George Harvey, the New Yorker, accounted for the first honors in the 30-mile team race of the Unione Sportiva Italiana Club, which was held over the famous Pelham Parkway course yesterday morning. Second honors went to the Jerry Nunziata-Alban Demandes team and third place was accounted for by Nelson Johnson and James Alfonso.

The race was run with the so-called Berlin style of finish. A sprint was staged every three miles and points were scored as follows: Winner, 1; second, 2; third, 3; fourth, 4, and so on to seventh place. All of the teams finishing outside of seventh place were credited with ten points. Sixteen teams participated in the race and all of them finished. The 30 miles was finished in 1 hour and 44 minutes.

Hoffman in All Sprints

Hoffman, of the winning team, competed in all of the ten sprints. He won the first, second and fifth sprints; finished second in third, fourth, seventh, eighth and ninth, and sixth in the sixth and final sprints. The Hoffman-Harvey team had the low score of 25 points. The team of Nunziata and Demandes scored 45 points and that of Johnson and Alfonso accounted for 47 points.

Charles Hansen and Thomas La Rossa finished fourth with 49 points, while Charles Rabbino and Robert Salvi, accounted for 56 points and took down fifth place prize. The last named teams were the "Broccos" of the race and they continued to start "jams" throughout the race with the object of gaining a substantial advantage. At the seven-mile mark a big sprint was started and the field was divided, but by terrific sprinting the back field caught the others and from that mark to the finish there was no change.

A spill during the final sprint in which Sossi, of the Sossi-Agkietti team, and Jensen, of the Jensen-Kain combination, went down, marred the race somewhat, but both riders escaped luckily. Hoffman surprised everyone by his ability and showed that he is a heady, strong and speedy rider.

The 30-mile team race marked the closing of the racing season of this popular club. Riders from this club have shared well in the various races they have competed in throughout the season.

A composite score of each of the ten sprints in the race follows:

Team.	Miles 3	6	9	12	15	18	21	24	27	30	Pts.
Hoffman } Harvey }	1	1	2	2	1	6	2	2	2	6	25
Nunziata } Demandes }	5	5	5	3	3	10	1	3	3	7	45
Johnson } Alfonso }	3	4	4	7	2	10	10	1	1	5	47
Hansen } La Rossa }	6	3	1	1	10	1	4	7	6	10	49
Rabbion } Salvi }	2	10	10	4	4	7	6	5	4	4	56
Fontana } Potto }	7	10	10	10	6	3	3	6	5	3	63
Desimone } Simpson }	10	10	10	5	10	5	5	4	10	1	70
Ferrero } Zoccola }	4	6	7	10	5	10	7	10	10	2	71
Aglietti } Sossi }	10	2	3	10	10	2	10	10	7	10	74
Jensen } Kain }	10	7	6	6	7	4	10	10	10	10	80

FOR BOY SCOUT USE

Okay Motor Outfit Mounted on Bicycle Especially Adapted to Service of Young Warriors

EILER THE WINNER

Takes Weekly Point Race of the New England Wheelmen

NEW YORK, N. Y., Nov. 20.—C. Eiler won the weekly point race of the New England Wheelmen, which was run over the Pelham Parkway course yesterday. T. Urbach, G. Polacsy and J. Palmier finished back of Eiler in the order named. Eugene Aickelin won the one-mile Tonjes trophy race from Palmier, Polacsy and Urbach in that order.

In a one-mile unpaced trial for the Pelham trophy, which was won by Aickelin with Palmier second; Eiler, third, and Polacsy fourth, the winner's time was 2:25. The unpaced trial at six miles for the President's trophy was accounted for by Palmier.

MOTOR WHEEL BUSINESS

Edwards-Crist Co. to Handle Smith Products in Chicago

MILWAUKEE, Wis., Nov. 20.—The Edwards-Crist Co., Chicago, has closed a contract to handle the Smith Motor Wheel and Smith Flyer in that city. An initial order of 20 motor wheels and several Smith Flyers has been received from the Chicago firm. The Oberwegner Motor Co., Toledo, O., has been doing a good business on Smith Flyers, according to reports received by the A. O. Smith Co., makers of the Flyer.

Many Smith Motor Wheel dealers called at the Chicago show last week. M. O'Connor, of the Franklin Cycle Co., Columbus, O., called early in the week and signed a good contract for next season. Other dealers who closed contracts were E. A. Nelson, Rockford, Ill., and Chris Morler, Boise, Idaho.

GARDEN'S NEW REGIME

NEW YORK, N. Y., Nov 20.—Madison Square Garden has changed hands again. The building itself will still remain in the control of the F. & D. Company, the owners, but the Show Corporation, a promoting company of which James J. Johnston was manager, has been superseded by the Madison National Show Co., Inc. The new company will conduct trade shows, amusements and exhibitions.

H-D BICYCLES IN ATLANTA

ATLANTA, Ga., Nov. 18.—An exhibit of the first Harley-Davidson bicycles was one of the features of the Southeastern fair recently. The local sales for the Harley-Davidson bicycles will be handled by the Storey-Pettus Motor Co., 90 Edgewood avenue.

SCHOOL HAS CYCLE GARAGE

LORAIN, O., Nov. 18.—A cycle garage that will accommodate 100 bicycles has been built in the rear of the high school. The school commissioners recently decided to build a roof over the cement court and erect racks to take care of the students' bicycles.

EVENING CYCLING POPULAR

MONTREAL, Que.—Weekly evening bicycle runs have become popular events in Montreal, owing to the energy of James M. Smyth, a local dealer. For the first ride through the city's streets more than forty cyclists turned up and thirty-five finished the seven-mile roll.

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MEURGER WINS IN PARIS

New Star Captures "Prix de Overture" at Parisian Indoor Track

PARIS, France, Nov. 6.—Charles Meurger, although not figured as having much of a chance, captured first honors in the "Prix de Overture" at the Velodrome d'Hiver (indoor track) here yesterday. The race was run in three heats with the winners meeting in the final. Second men in the heats met in another final as did the third men.

In the first heat Thorwald Ellegaard, the Dane, defeated Fournous and Devoissoux, the latter falling. The second heat went to Meurger with Masson second and Charles Van den Born, the Belgian, third. Julian Pouchois won the third heat from Deschamps and Thuau. In the final Meurger won with Pouchois in second and Ellegaard in third place.

Meurger, teamed with Pouchois, won the tandem race from Ellegaard and Van den Born and Chocque and Evrard. A one hour paced race called the "Prix Stephane" was won by Henry Contenext, who covered 67.76 kilometers (42.1 miles) in the hour. Jules Miquel finished second and Eugene Bruni third.

CYCLE RACING NOTES

Marcel Berthet, the French rider, won and lost at the opening of the Velodrome d'Hiver (Winter track), Paris, Sunday, Oct. 29. Berthet won the "Prix Lartigue," a 50-kilometer (31¼ miles) race back of tandems. Paul Suter, the Swiss, finished second and Philip Thys, the Belgian, who won the last "Tour of Francex," finished third. Berthet lost in the pursuit match with Charles Deruyter.

Charles Van den Born, the old Belgian sprinter, who retired a few years ago, is planning a "come back," and was due to perform at the second meet at the indooor track in Paris, Nov. 5. Van den Born was due to start in the sprint race along with Ellegaard and the other sprint stars.

When the cyclists returned to Newark from the Boston six-day race each one of them spoke of the wonderful form shown by Alfred Goullet, who with Grenda, won the race. Goullet was able to win from any position it seemed.

B. V. W. ON LONG RUN

NEWARK, N. J., Nov. 20.—Thirty members of the Bay View Wheelmen took a trip to Tarrytown, N. Y., yesterday. The journey to Tarrytown was taken via New Jersey, while the return trip was made by way of New York. Robert Benwell, John Martin, William Eager and Nick Hovarth toured to Philadelphia on Saturday. George Brindle won the weekly Brassard race from Arthur Staehle on the way to Tarrytown.

WORKMEN BUYING BIKES

COLUMBUS, Ohio.—One of the features of the bicycle business in Columbus during the fall is the large number being sold to workingmen. All of the local agents report a good demand from workingmen and that they are buying the two-wheelers faster than any other class. Of course, there is a good demand from collectors, solicitors and delivery companies also.

NEW PHILADELPHIA CLUB

PHILADELPHIA, Pa., Nov. 20.—Edward Reed is the president of the newly organized Quaker City Wheelmen, which has 50 members. George W. Harey is vice-president; Maurice Price, financial secretary; Samuel J. Morton, first lieutenant, and Phil Kelly, second lieutenant. The house committee is made up of John Shrake, George Harris and Harry Behrens.

MOTOR WHEEL DEALERS

Several Call at Show Booth and Renew Their Contracts

CHICAGO, Ill., Nov. 20.—Charles F. Martin, of the Martin Motor & Supply Co., Cheyenne, Wyo., Smith Motor Wheel dealer, paid a visit to the Coliseum show. He was loud in praise of the motor wheel

A UTAH COMER

Herchild Eldrege, Who Won Intermountain Championship

performances in spite of the heavy clay country which he lives in.

J. K. Cameron, of the T. Eaton Co., Ltd., Winnipeg, Canada, closed a contract to handle Smith Motor Wheels and Smith Flyers. The Haverford Cycle Co. will also handle both products in all its stores, and J. W. Grady & Co., Worcester, will continue to handle Smith Motor Wheels during the coming season.

BIG CALIFORNIA RUN

SAN FRANCISCO, Cal., Nov. 18.—A great joint club will in all probability be staged early in December by members of the New Century Wheelmen, of this city, and the Garden City Wheelmen, of San Jose. It is planned to have about 75 members of each club leave their respective cities early in the morning and meet at Redwood, which is about the half-way mark.

CYCLISTS MAY GO HOME

NEWARK, N. J., Nov. 20.—Unless Marcel Dupuy, the French rider, and Oscar Egg, the Swiss unpaced champion, come to terms shortly with the management of the six-day race in Madison Square Garden, which is scheduled for the week of December 18-23, they will sail for France on the steamer *Rochambeau*, Saturday, December 2.

OLSEN TAKES NOVELTY

Hudson County Wheelmen's Feature Calls for Running and Riding

BAYONNE, N. J., Nov. 20.—One of the features of the races of the Hudson County Wheelmen, held yesterday, was the novelty race. The contestants were compelled to run with their bicycles for a distance of 500 feet and then mount and finish at the tape. R. Olsen was the best at combining running and riding and T. Flanagan finished second. Arthur Neminsky won the five-mile handicap from the ten-second mark. His time was 12:31 3/5.

James Flanagan won the five-mile open from R. Olsen and T. Flanagan. The Brassard race went to John Carey, who defeated James Flanagan. The points table shows James Flanagan leading on the season's races. The first eight riders in the table have scored as follows: James Flanagan, 118 points; R. Olsen, 91; A. Nemo, 65; L. Mahieu, 45; T. Flanagan, 42; H. Klotz, 40; C. F. Hansen, 34, and John Carey, 31.

MOTOR WHEEL SERVICE

CHICAGO, Ill., Nov. 20.—One of the visitors at the Smith Motor Wheel booth at the Coliseum show last week was Bert Grahn, who is the owner of a Smith Motor Wheel. Grahn has covered 3,500 miles at an upkeep cost of 44 cents. He claims an average of 120 miles on a gallon of gasoline and he plans to equip his machine with the new control.

SIX-DAY RACE FOR FRISCO

SAN FRANCISCO, Cal., Nov. 18.—Application for the use of the Exposition Auditorium for a six-day bicycle race was made a few days ago. Frank J. Carroll, manager of the Goodyear Tire & Rubber Co., and Eastern racing promoters, will be associated in the project. It is planned to run the race early in January.

P. O. CARRIERS USE THE BICYCLE

SALT LAKE CITY, Utah, Nov. 18.—Local letter carriers are using 50 bicycles, which were ordered by the postmaster last spring. The local police are also using the bicycle more this year than ever before. There are three shifts on the bicycle squad of the local police department.

BURNETT TAKES ON BICYCLES

PROVIDENCE, R. I., Nov. 17.—W. N. Burnett, local agent for Harley-Davidson motorcycles, announces that he has also taken on the Harley-Davidson bicycle line. He will make a special play for Boy Scout trade and plans the early formation of a bicycle club.

A CONFERENCE OF SALESMEN

SAN FRANCISCO, Cal.—A conference of their salesmen was recently held by W. E. and W. H. Jackson, local Dayton bicycle distributors. After a discussion on conditions for next year the road men were entertained at a dinner, after which they attended a local theatre, as the guests of their employers.

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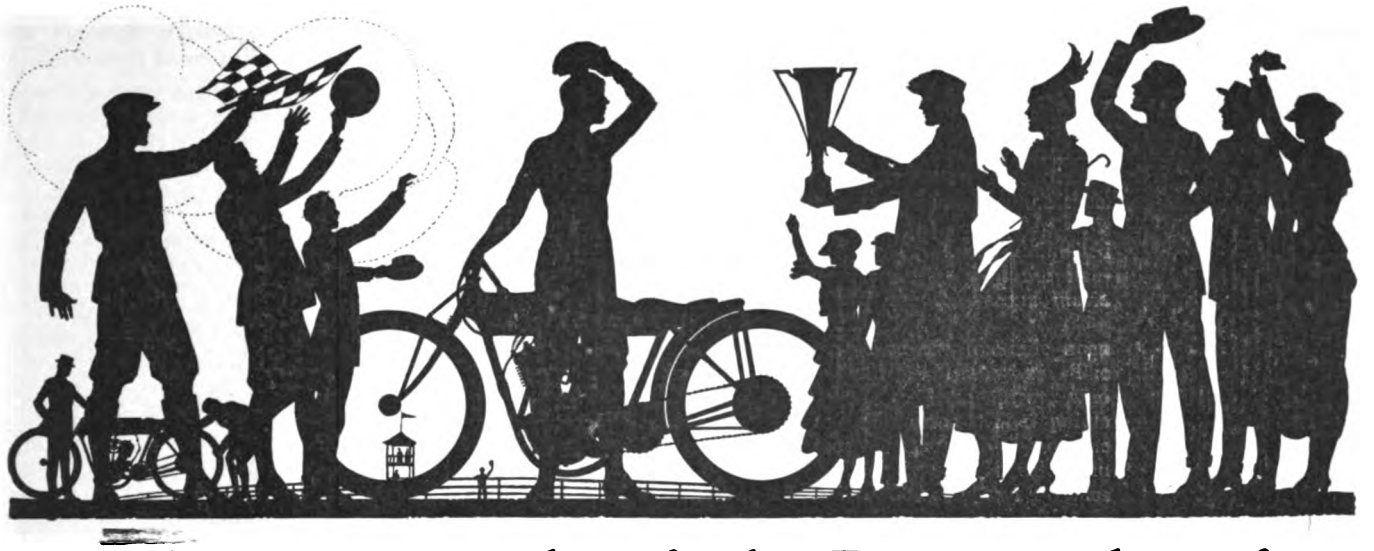

The Wonderful Record of BOSCH MAGNETOS

The 10 Best Victories of 1915 Are 10 Bosch Victories Too

1. 300 mile race, Chicago, Ill., Carl Goudy, Excelsior, 3:29:51⅗, 86 m.p.h., Bosch Magneto used.
2. 300 miles, Dodge City, Kans., Otto Walker, Harley-Davidson, 3:55:45, average 76.2 m.p.h., Bosch Magneto used.
3. 300 miles, Venice, Cal., Otto Walker, Harley-Davidson, 4:24:17⅕, average 69 m.p.h., Bosch Magneto used.
4. 200 miles, Phoenix, Ariz., Joe Wolter, Harley-Davidson, 3:07:27⅕, 64 m.p.h., Bosch Magneto used.
5. 200 miles, La Grande, Ore., Wolter, Harley-Davidson, 3:36:58, 55.3 m.p.h., Bosch Magneto used.
6. 150 miles, Oklahoma City, Okla., Red Parkhurst, Harley-Davidson, 2:20:50, average 64 m.p.h., Bosch Magneto used.
7. 100 miles, Peoria, Ill., 82:30⅕, average 72.7 m.p.h., Carl Goudy, Excelsior, Bosch Magneto used.
8. One-hour F. A. M. Championship, Chicago, Ill., Bob Perry, Excelsior, 64¼ miles, Bosch Magneto used.
9. 300 mile relay race, Readville, Mass., Bob Perry and Carl Goudy, Excelsior, time 4:24:00⅕, average 68.1 m.p.h., Bosch magneto used.
10. 200 mile relay, Columbus, O., winners Bob Perry and Carl Goudy, Excelsior, time 25:8, average 67.4 m.p.h., Bosch Magneto used.

The 10 Best Victories of 1916 Are 10 Bosch Victories Too

1. 300 mile race, Dodge City, Kans., Irving Janke, Harley-Davidson, 3:45:36, 79.65 m.p.h., Bosch Magneto used.
2. 100 mile race, Sheepshead Bay, N. Y., Red Parkhurst, Harley-Davidson, 68:13⅖, 87.94 m.p.h., Bosch Magneto used.
3. 100 mile race, La Grande, Ore., Otto Walker, Harley-Davidson, 85:42⅘, 70 m.p.h., Bosch Magneto used.
4. 100 mile race, Detroit, Mich., Ray Weishaar, Harley-Davidson, 89.00, 67.41 m.p.h., Bosch Magneto used.
5. Pikes Peak Hillclimb, Floyd Clymer, Excelsior, 21:58, Bosch Magneto used.
6. 50 mile race, Denver, Colo., Bob Perry, Excelsior, 43:44⅕, 68.59 m.p.h., Bosch Magneto used.
7. 100 mile race, Detroit, Mich., Bob Perry, Excelsior, 86:27⅖, 69.39 m.p.h., Bosch Magneto used.
8. 50 mile race, Columbus, O., John Hess, Indian, 44:25⅗, 67.53 m.p.h., Bosch Magneto used.
9. 100 mile race, Grand Island, Neb., Bob Perry, Excelsior, 1:15:12, 79.78 m.p.h., Bosch Magneto used.
10. 100 mile race, Columbus, O., Creviston, Indian, 1:24:40, 70.86 m.p.h., Bosch Magneto used.

NO RECORD of ignition performance ever has equalled the record made by the BOSCH MAGNETO. Here are the best ten victories of the 1915 and best ten of the 1916 motorcycle seasons. They are all Bosch Victories—of course.

With this wonderful record of Bosch Reliability and Bosch Efficiency before you, it is hardly possible that you would buy or sell a motorcycle with other than Bosch Magneto Ignition. It costs motorcycle makers a trifle more than less efficient ignition systems, but it serves and satisfies better—better than you ever could imagine, unless, of course, you are a Bosch user.

Don't Mince Words — — — Specify Bosch — — — Insist

Correspondence Invited

Bosch Magneto Co., 206 West 46th St., New York

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CAPRON CLOSES

Store and Discontinues Business—Future Plans Not Stated

TOLEDO, O., Nov. 18.—Harry D. Capron, manager of the Toledo Store, handling Harley-Davidson motorcycles, Yale bicycles and Yale motorcycle parts for 1916, has discontinued business. He has not yet announced his plans for the future.

Harry Capron is widely known to the trade all over the country, having been a traveler, sales manager and finally general manager for the old Yale factory. His experience, in fact, covered all angles of the cycle trade. He is desirous of tying upon some proposition which will allow full use of his abundant energy and aggressiveness and his wide experience in the cycle field.

MEAD SHOP WELL EQUIPPED

DENVER, Colo., Nov. 17.—The Mead Autocycle Company, 1338 Broadway, Excelsior distributors for Colorado, is calling motorcyclists attention to the fact that now is the time to have their machines put in good shape. The Mead people are announcing that they are ready to do overhauling, cylinder grinding, brazing and frame work. The company has one of the best equipped repair shops in the city.

MAHANS ADD THREE TIRES

CHARLESTON, W. Va.—Mahan Bros., cycle dealers in this city, have taken the representation for United States, Firestone and Goodrich tires for the 1917 season. They are handling the Miami and Pierce bicycles.

Manager Stacy Mahan is jubilant over the fact that the firm sold over 300 bicycles during the past season.

HANDLES MERKEL

Hub Cycle Company Distributes This Line in New England

BOSTON, Mass.—The Hub Cycle Company, of 14 Portland street, this city, has taken the distribution rights for the Flying Merkel bicycle for New England. The first allotment of five carloads is now being prepared for shipment by the Miami Cycle & Manufacturing Company, at Middletown, O.

With the advent of this big shipment, the Hub folks will be able to ship all orders from agents in their territory the same day that the orders are received.

AN AD. ON EACH MACHINE

DENVER, Colo., Nov. 17.—The Western Supplies Company, 1448-52 Larimer street, this city, has just recently received a large shipment of 1917 Thors. As one means of letting the people know the 1917 model has arrived, the Western Supplies people have a number of the Thors at the curbing in front of their store. The machines that stand in front of the store have signs hung on them calling attention to the fact that the Western Supplies Company are agents for the Thor and they invite inspection.

NOVEL CARD

From Knoxville Dealer Reminds Merchants of Christmas Deliveries

KNOXVILLE, Tenn.—An attractive, business-getting card is being sent out to local merchants with regard to Christmas delivery by The Motorcycle Store, 702 South Gay street. This card, which has a border typical of holiday season, points out the situation as it is at that period and puts forth a strong argument in favor of the motorcycle as the proper means for delivering goods. Instances are cited of local users who are satisfied with their machines in this work.

WINS CHALLENGE RACE

PUEBLO, Colo., Nov. 18.—In a three-mile road race between Ebert Johnson of Pueblo and George Flynn of Colorado Springs, on an Indian and an Excelsior respectively, Johnson won by a dozen laps. The race was staged on the Pueblo-Colorado Springs highway, five miles south of Colorado Springs. The race was the result of a challenge on the part of Flynn. The men are agents for their respective motorcycles.

BIG DEMAND FOR USED MOUNTS

BOSTON, Mass.—Myreaw Bros., dealers in second-hand motorcycles on Berkeley street, this city, report an unusual demand for used machines. The firm is now taking up all the machines obtainable with a view of meeting the demand for the next few months.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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THE BEST DRIVE SPARTAN FOR LIGHTWEIGHTS

1917+Lightweight +Belt Drive=Success

A Case of simple mathematics

THE extreme simplicity of a belt drive Lightweight makes it the obviously right idea for your success.

The idea is as simple as one and one are two. The new fellows to whom you will look for that big 1917 business won't want complication, and you need not give them complication.

Pick a belt drive Lightweight for your line —if your favorite Lightweight isn't belt drive now, ask to have it come thru with belt drive before the 1917 season opens.

Ask for it now—now while there is time, and say too, that you want the best belt —be specific, say

SPARTAN BELT

THE CLEAN, SMOOTH, NOISELESS TRANSMISSION

Made Only by the Graton & Knight Mfg. Co., Worcester, Mass.

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TANDEMITES AVERAGE 45.29 MILES PER GAL.

New York Riders Traverse Motor Parkway at 50 Miles per Hour on Test Run—Use Heath Carbureter

NEW YORK.—Using a fully equipped three-speed Indian of 1915 model fitted with a Heath carbureter, W. Wallace, with Frank Bertolini on tandem, covered 86.9 miles on the road at an average fuel consumption of 45.29 miles per gallon. The distance ridden was covered at the rate of 50 miles per hour, the course being the Long Island Motor Parkway. This is probably the first occasion that a motorcycle was ridden tandem in a consumption test and the figures are considered excellent by engineers, particularly as regards the high average speed maintained.

Wallace and Bertolini started the test run with 7 quarts 6½ ounces of gasoline in the tank, at the Jamaica end of the Parkway. Their total running time was 105 minutes for the 86.9 miles. Wallace and his partner weight 311½ pounds, in addition to the Prest-O-Lite tank and equipment.

STARTS TEST CASE

Rider Is Attacking Constitutionality of Motor Vehicle Act

DENVER, Colo., Nov. 18.—Samuel Ard of Logan county, Colorado, has filed in the State Supreme Court a case attacking the constitutionality of the act establishing a tax on motor vehicles for the purpose of building up a good roads fund throughout the State.

Ard was arrested and fined $1 for not having a motor license. He has determined to carry the case to the Supreme Court in order to test the law, which he insists is unconstitutional on the ground that it is a revenue-raising measure, and that, although the State under its police power can regulate motor vehicles, it cannot pass a revenue-raising measure under the guise of police regulation.

Motorcyclists are watching with interest the outcome of the test case. If Ard wins motorcycle licenses will come a little cheaper in the future.

A CHICKEN DINNER

Is Offered Pueblo Riders Who Climb This Steep Hill

PUEBLO, Colo., Nov. 17.—A sweeping challenge to Pueblo motorcyclists to climb a certain bad hill, 23 miles outside the city limits, has been issued by Frank Pearson, rancher and erstwhile rider himself. He says he will give a chicken dinner to all who succeed in reaching the top. His ranch house stands at the crest, commanding a view of a broad valley below. The hill has been negotiated by a few riders, and some have even taken passengers with them. The road up it is rough and the gradient is pronounced in places.

Pearson makes no conditions except that each machine must reach the top on its own power, and that any fellow forced to stop en route must go back to the bottom for another start. Any make of machine, single or twin, is eligible.

ANNUAL FALL RUN

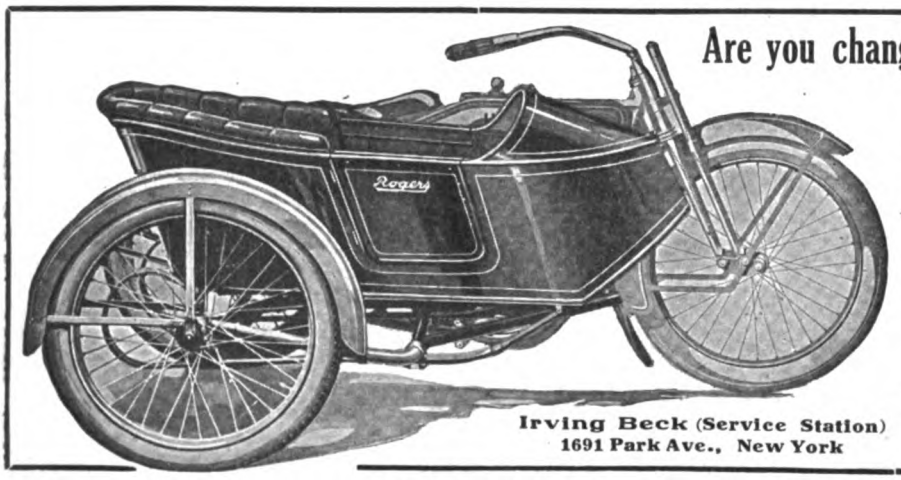
Bay State M. C. Takes Fifty Riders on Outing to Lake Pearl

BOSTON, Mass., Nov. 17.—Fifty riders figured in the annual fall run of the Bay State M. C. to Lake Pearl. After having dinner at the lake the motorcyclists indulged in impromptu contests. Considerable fun resulted from a spark plug competition. Ten riders were blindfolded and each was given one of the plugs out of his motor; the machines were then mixed up and each contestant was required to locate his own mount, insert the spark plug, connect it up and get the motor running. The event was won by Joe Rogers, who uses a 1916 Powerplus Indian.

This was the last outing of the Bay State M. C. for the 1916 season, and the unanimous opinion was that it scored a big success. A whist party every other Monday evening and bowling each Wednesday evening are the cold-weather features arranged for so far.

TAKE BICYCLES AS PART PAYMENT

DENVER, Colo., November 20.—The Cutter Motor & Cycle Company, 1562 Fourteenth street, this city, is at the present time conducting a sale of used motorcycles. The concern is offering to take bicycles as part payment on their motorcycles.



Irving Beck (Service Station)
1691 Park Ave., New York

Are you changing your motorcycle for 1917?

If so, and you own a

Rogers Sidecar

it will fit your 1917 motorcycle.

If you are buying a new sidecar BEAR IN MIND that the ROGERS is the one Universally Adaptable sidecar that can be perfectly fitted to every standard motorcycle of any year or any make with a change of only a few inexpensive fittings.

This is a feature that saves you money.

Exhibited at space 90 Chicago Show, Nov. 13-18.

ROGERS MANUFACTURING CO.
337 West Madison St., Chicago

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

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MOTOR CYCLE ILLUSTRATED 13 PARK ROW NEW YORK

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The Brake That Brought the Bike Back Is a Sure Source of Safety, Sales and Satisfaction.

The care used in the selection of New Departure material, the workmanship entering into the machining of New Departure parts, the heat-treating of all the parts subjected to wear, and the tests and inspections bestowed upon every part in process and of the completed structure, are unsurpassed by any factory in the industry.

Our Dealers have taken pains to investigate these claims. They have satisfied themselves that the New Departure is designed and built for strength, strenuous service and long life. And thus knowing, they remain loyal New Departure Boosters year after year.

If you are not specifying New Departures, if you are not getting your share of the Bicycle Business which follows this brake wherever it is sold, it will pay you to follow the lead of those Dealers who have investigated and convinced themselves that the Brake That Brought the Bike Back is a sure source of safety, sales and satisfaction.

***The* NEW DEPARTURE MFG. CO., Bristol, Conn., U. S. A.**

The NEW DEPARTURE COASTER BRAKE

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WHY I AM A MOTORCYCLIST

(Continued from page 22)

logue and a back copy of **Motor Cycle Illustrated.** I asked questions here, there and everywhere before I went back to that dealer. But I finally went.

It was agreed that the dealer would supply me with a bicycle until I learned to balance and have confidence in myself, and with my brother acting as instructor I was a fair rider in about eight lessons. The lessons were given in the evening and were necessarily short.

Then the dealer took me out in a sidecar and gave me a talk on the rudiments of motorcycle operating. It was a good deal easier than I had thought; and when I finally got around to sitting in the saddle of the solo motorcycle I found the balancing matter even simpler than it had been with the bicycle.

Farewell to the Trolley Car Bugaboo

I used the motorcycle evenings and Saturday afternoons for two weeks before I felt ready to tackle the trip to the office, but when I did go at it I encountered no trouble. I arrived as fresh as a daisy and bubbling with enthusiasm over my new mount. At noon I hopped in the saddle and rode home for a hot lunch. That made a great hit with my wife. I was back at the office with time to spare, and still as fresh as when I left home in the morning. The ride home in the evening was another pleasure,

I did better work and more of it—and I enjoyed it. A month after I bought the motorcycle my superior commented on my improved appearance and on my increased capacity for work. Seven months later came the advancement and the raise that I had been hoping for. I am now looking forward to another boost.

During my second summer as a motorcyclist my wife suffered an illness that lasted five weeks, and in that period my motorcycle was priceless. With the machine I was able to get home at lunchtime every day, and occasionally I found it possible to spin home for half an hour in the afternoon when the illness was at a critical stage.

Without my motorcycle I could not have arranged to see my wife at all throughout the day (unless I let my work suffer), and that would have been an almost unbearable state of affairs. My machine paid for itself over and over in that trying period, and it has since paid for itself half a dozen times or so, in my opinion. I am now closing my third season as a rider, and am using my second mount. I used the first one two years, and bought a new one in April of this year.

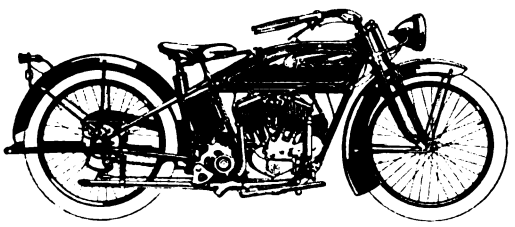
I ride almost the year round. An ordinary snowfall does not bother me, and I plug along through rain without complaining. When I am obliged to use the trolley for a few days or a week during the worst winter weather, I don't mind it because I know I am soon going back to my motorcycle saddle.

Upkeep Expense Was Low

My tire expense has been low and my repair bill comparatively trifling. I haven't kept track of it, because it was never big enough to bother me. During my second summer as a rider I bought a sidecar for my wife, and she accompanied me on all my Saturday and Sunday outings.

So that's my story of why I am a motorcyclist—and of why I intend to remain one. There are a lot of twists and turns to it, but when I sift my observations of the past three years I get back to the definite conclusion that the ability to get to a given point **just when I want to,** and without worry, delay or other annoyance, is the basic reason for my allegiance to the power two-wheeler. And believe me, fellows, that's **some reason.**

The Rider's Choice



The pick of the present day Motorcycle

The 1917 R-S

Three Models for 1917

Model 17 T, 12 H.P., Twin Cyl.....$275
Model 17, T E, 12 H.P., Twin Cyl., (Equipped with Bosch Electric Lighting System) $315
Model 17 S, 6 H.P., Single Cyl.....$240

Write for Agency Proposition

Reading Standard Company

501 Water Street **Reading, Penna.**

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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Join the Morrow Legion. Hundreds of thousands of riders all over the country are members. They're enrolled for life, for the smoothness, the certainty of MORROW service has made every one of them red hot bicycle boosters.

MORROW means, first and foremost, a greater access of bicycle riding enthusiasm. Wherever there's a MORROW-equipped rider, *there* is the beginning of a bicycle-riding epidemic.

The dealer who cashes in on MORROW service does more than merely make money. He makes friends, profitable friends, the sort of friends that pass the good word along and make his store their shopping centre.

MORROW is the oldest brake on the market, the largest brake, the strongest brake, the smoothest brake and the easiest selling. It has always made its way by the way it's made.

SO—WHY NOT HITCH TO MORROW—TODAY!

ECLIPSE MACHINE COMPANY - ELMIRA - N.Y.

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More Dealers Seen at the Show

GEORGE L. SMITH has taken the 1917 agency for the Harley-Davidson in Casalia, O. He is located in a town of 700 people and his sales records for this year show 75 machines delivered.

I. W. Schroeder, Ohio traveler for the Harley-Davidson, will also cover Kentucky for the company in 1917.

W. E. Dewey, who formerly handled the Excelsior at Omaha, Neb., and who went into another line of business a couple of years ago, has again taken on the agency for the Excelsior in Omaha.

S. A. McGinnis, Indian motorcycle dealer at Iowa City, Iowa, disposed of over 50 bicycles during the past season. He handles the Iver-Johnson as well as the Indian line of pedal two-wheelers.

Lee Wright, of the Wright Motorcycle Co., Galesburg, Ill., brought Fred Carlson with him to see the Chicago Show, and Fred was so well pleased with the new Harley-Davidson that he gave Wright an order for a 1917 sidecar combination while at the Show.

W. G. H. Ripper of New Brighton, Pa., signed up at the Show to handle the Excelsior motorcycle, Smith Motor Wheel and Dayton Motor Bicycle.

Lon Claflin, of Salt Lake City, Indian distributor for the State of Utah, is enthusiastic over both motorcycle and bicycle business. He has placed about 300 bicycles so far for 1916, and placed an order for a carload of bicycles at the Chicago Show for delivery Jan. 1.

A. Boesche, Jr., of the Motorcycle Service Co., of Cincinnati, O., agent for the Thor and Henderson motorcycle lines, signed up at the Show to handle these makes again during 1917.

Aurich and Curtis, of Billings, Mont., bicycle and motorcycle dealers, came in early and signed up for the Harley-Davidson bicycle line.

Leo C. Nieschwitz, accompanied by his brother, H. V. Nieschwitz, of Canton, O., attended the Show and report ten recent sales of Indian Featherweights in their territory of late.

The G. H. Westing Co. has closed for the Cygnet rear-car for Indianapolis and vicinity for 1917.

Peter de Hammer, Harley-Davidson dealer at Kenosha, Wis., closed at the Show to continue handling this make for 1917. He will also sell the Harley-Davidson bicycle line.

"Speck" Warner announces that he has taken the agency for the Cygnet rear-car for Ellsworth, Kan., and vicinity.

Robert Sayres, of the Appeal Mfg. & Jobbing Co., distributing the Harley-Davidson in California, was at the Show all week. He closed a number of important deals in the Coliseum.

The Motorcycle Supply Co., of Portland, Ore., has remodeled its salesroom and added a bicycle department. A carload of Harley-Davidson motorcycles has already been sent to this firm from Milwaukee.

W. P. Glasgow, of Tacoma, Wash.; Fisk Motor Co., of Eugene, Ore.; Hirsch Cycle Co., of Seattle, Wash., and Falls City Supply Co., of Spokane, Wash., signed up at the Show with Manager Miller to handle Harley-Davidson bicycles.

G. N. Henninger, who has been in charge of W. J. Walker's Harley-Davidson store in Danvers, Mass., for several seasons, will operate the store under his own name during the coming season. He reports sales of 25 sidecars, 50 motorcycles and 75 bicycles for 1916.

C. F. Martin, of the Martin Motor & Supply Co., Sheridan, Wyo., was the only Wyoming representative present. He signed up to sell the Excelsior and also took on the Smith Motor Wheel. His leading bicycle brands are the Excelsior and Great Western models.

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NATIONAL MOTORCYCLE BICYCLE

AND

ACCESSORY SHOW

Madison Square Garden New York

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Sanctioned by the Motor and Allied Trades, Bicycle Manufacturers, Cycle Parts and Cycle Jobbers' Associations

The great opportunity of the year to place your product directly before the Jobbers, Dealers and the Public at Large.

Full Attendance of the Cycle Trade Is Assured

All 1917 Models and latest Accessories under one roof.

Write A. B. Coffman, Manager, 945 Ohio Building, Toledo, Ohio, for full information and space application blanks.

ACT TO-DAY

ARTHUR DAVIDSON, T. W. HENDERSON, F. J. WESCHLER, F. T. CHASE, F. W. GRUBB, Show Committee

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MORE SHOW NOTES ABOUT DEALERS

(Continued from page 47)

Toronto. Ed. Buffum of the Indian wigwam, Sam Bully of the Planet Cycle Company, Tom Gibbons, a Planet manager; A. Humphrey of the Humphrey Cycle Co., Percy McBride, Excelsior and Henderson representative; J. W. Gibson of the Canada Cycle & Motor Co., and Earl Rogerson of the Dunlop Tire Company, Ltd.

Stanley Kellogg, of Bridgeport, Conn., sold five Series 18 Excelsiors this week, he reports. Over 475 machines represented Stanley's output for 1916. "I expect to make it 600 this year," he says.

J. E. Stevens, formerly with the 20th Century lamp interests and now with Stevens & Company of New York, was at the Stevens booth. He left for a business trip following the close of the Show, the trip taking him through Illinois, Indiana, Pennsylvania and back to New York.

Morris Hayutin of the Western Supplies Co., of Denver, Colo., was an early Show visitor. He announced that his firm is going to issue a new 86-page catalog shortly that would feature the Frontier and Wesco name-plate machines. Hayutin has taken the agency for Rogers sidecars and renewed the contract for the Reading Standard and Thor for Denver.

A. P. Tyler, Harley-Davidson dealer at Boise, Idaho, signed up to sell the Harley-Davidson bicycle line during the Show. Tyler is tripling the capacity of his place at 820 Grove street and has rented the store next his place to care for the overflow from his present quarters.

P. O. Crawley, of the Indian Motorcycle Company, of Atlanta, Ga., spent the first part of the week at the Show. The first year of the new Indian Georgia agency proved a good one, new agencies having been established with E. L. Wilcox, Augusta; R. R. Oakman, Savannah; W. C. Massey, Columbus; Hudson Hardware Co., La Grange; C. W. Hunt, Coby; J. A. McLaughlin, Hawkinsville. The firm delivered 63 Powerplus models during the past season.

F. D. Shomo, of the Dallas branch of the Hendee Mfg. Co., was a busy man at the Indian booth looking after the interests of Wigwam dealers from his territory.

Norman Hopper, of the House of Hopper, at Salt Lake City, Utah, Harley-Davidson distributor, came in to the Show. He was busy meeting old friends and taking in the various exhibits.

Bob Lawson, transcontinental bicyclist, held forth at the booth of the A. O. Smith Company, where Smith Motor Wheels were displayed.

John Merz, of the Merz Motor Co., of Indianapolis, Ind., was at the Excelsior Cycle Company booth throughout the week. He travels Indiana for the Excelsior and during the summer is busy at Indianapolis with his own company. He reports the sales of 125 wheels during the past season from his own store. Hearsey tires for bicycles and Firestone and Goodyear for motorcycles are handled.

H. L. Dipple, of Indianapolis, Ind., was among the first to visit the Show. He made his headquarters at various booths.

Iwin Jacobs, Indian traveler for Ohio, reported the following dealers from his territory as registered at the Indian stand: Herman Bumiller, Cincinnati; C. A. Clark, Hamilton; Roy Clark, Middletown; George Stream, Newark; Paul Monroe, Sydney; W. O. Lane, Troy; H. J. Tucker, Akron; Charles Rausculf, Lima; Victor Minert, Toledo; Charles Zucker, Cleveland.

R. F. Brasecher, of Allegheny, Pa., renewed his contract for the Indian while at the Show, as did Ray Wood, of Stevens Point, Wis., and T. W. Long, of Washington, Pa.

E. C. Marquardt, manager of the Ashbourne Motorcycle Co., Burlington, Iowa, Indian distributor, visited the Show to look over new accessories as well as the 1917 Hendee product.

A. Weitzman, of the Weitzman Cycle Co., and H. Greenburg, of the Detroit Cycle Supply Co., both from Detroit, came in early. Greenburg was boosting a new line of cycle accessories under the name of the Decyco.

Special Delivery!

For quick deliveries this Stevens Side Car is just the thing. Light construction, but tough—carries 100 pounds. Not unwieldy—only 26 inches wide over all.

Well hung and well sprung—equipped with non-skid, studded tires.

Easy to detach, leaving bicycle for other use.

Hamper furnished in wicker or enameled wood, with lid.

PRICE, complete with fittings for attaching..... $20

Get discounts from your jobber

STEVENS & CO., 375 B'way, New York

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The F-N TANDEM has made good on its merits

Four years ago it was first introduced. Today every wide-awake motorcycle dealer stocks it.

Price, $11.00 Each

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Your Help Problem Solved!

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whether you need help in the shop, in the store, in the factory or on the road. You can get just the kind of a man you are looking for by advertising in the classified columns of

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This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1916!

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The choice of the experienced rider is

Prest-O-Lite *The Only Practical Light for Motorcycles*

The best road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc.

The World's Largest Makers of Dissolved Acetylene

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Quality—Service

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Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

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TRADE MARK REG. U.S. PAT. OFF.

A Little Goes a Long Way

OILS AND **GREASES**

And Every Drop Counts

Friction's Deadliest Enemy

Better lubrication, smaller upkeep expense, less wear on the motor results from the use of Harris Oil.

We produce a special oil for Motorcycles. Ask your dealer or write.

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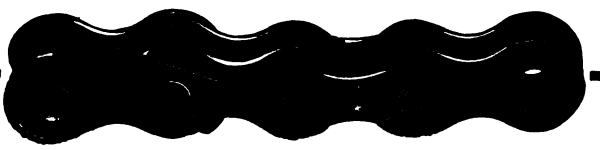
You can't get blood out of a stone—likewise, it's impossible to get more out of a spark plug than is put into it by the manufacturer.

That's why you should specify Benton spark plugs. No spark plug made contains the high quality materials that go into the BENTON. The case-hardened construction of this plug is a guarantee of unflinching service for the life of your motor.

L. F. BENTON COMPANY
Vergennes, Vt.



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It is indeed the "chain of events." Your motorcycle will know its true power when it is fitted with Duckworth Chains—not before.

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STAR Ball Retainers

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Installment or Cash
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All Repairs Guaranteed
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Oliver Borchheimer, Prop. V. C. Pelezzare, Mgr.

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Indian Motorcycle Agency
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Full Stock of Parts for All Models
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Columbia, Hartford and Fay Juvenile Bicycles
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Complete stock of parts, over night service. When in need of Ther parts try us. Large stock of used machines, all makes, at bargain prices.
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Rebuilt machines. A written guarantee with each machine. Write for details and price list.
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Motorcycle Repairing and Winter Overhauling.
Complete repairs on any make.
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Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

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Get our monograms for motorcycles. 500% profit. Motorcycles plentiful everywhere. Thousands sold daily. Samples 10c. Write for particulars.

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CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
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Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
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Motorcycles on Installments
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C. Anthony Wolfe
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Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
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Get our catalog "C" describing all supplies for your machine at money saving prices.
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FOR SALE—Will sell for cash, two Smith Motor Wheels, $35 and $45, both in good running condition. Also one Excelsior Twin for $65 cash, in good condition. B. R. Bement, Orleans, Vt.

FREE, FREE, FREE. Just think of it. Get six month's service out of machine and then sell for more than you paid for it. You can do it at our prices: 1914 Excelsior shortcoupled, Presto outfit with new headlight, new rear shoe, $80; 1913 Excelsior with light and presto tank, $70; 1913 or 1914 Flanders, $50; two 1913 Yales, $40 each; 1913 Reading Standard, just overhauled and in perfect condition, $60; 1912 Twin Excelsior, $45; 1916 15 H. P. Thor, run about 500 miles, lights and sidecar, $265; 1916 Indian, complete lighting outfit, speedometer, and Empire tandem, better than new, $225; 1915 3-speed electric equipped Excelsior and sidecar in perfect running order, $190. Terms, $20 with order, balance C. O. D. Lowell Cycle Shop, Lowell, Mass.

FOR SALE—1916 electrical equipped, 3-speed H.-D. motorcycle, in excellent condition; Stewart speedometer. Price $200. Chas. Grindrod, Belleville, Ill.; 204 S. Jackson St.

FOR SALE—One 1915 Excelsior, single, two-speed, with $12 tandem; extra tool box and inner tube. In A1 condition. A real bargain. First $135 cash order takes it. Act quick. Shipped f. o. b. Rake. Andrew M. Iverson, Rake, Iowa.

FOR SALE—1916 Three-Speed Reading Standard, fully equipped; rarest bargain ever offered; price on application, factory guarantee with machine; run 1,500 miles, perfect condition. F. L. Zimmermann, Jr., 1340 Oakland St., Shreveport, La.

FOR SALE—1916 Henderson, equipped with Henderson tandem, skirt guard, Old Doc Yak. Machine has been ridden about 3,000 miles, and has just been overhauled, in A1 condition. I also have a 1916 Cygnet Rear Car, run about 400 miles, which matches my Henderson. Write and give me an offer on the machine solo, or with Cygnet attachment. Address Libber, P. O. Box 109, Clarksville, Tenn.

PREST-O-LITE TANKS, with gauge, $5.50 prepaid. Used parts at half price for all motorcycles. Van's Motorcycle Wrecking Shop, 111 West 10th street, Los Angeles, Cal.

FOR SALE—1915 Sears De Luxe 9 horse power, and Majestic sidecar, fully equipped. Write for particulars. Good bargain. Frank Gutzwiller, 113 Granger St., Rutland, Vt.

FOR SALE—One 1914 two-speed, Harley-Davidson motorcycle, in first class running order, guaranteed; just overhauled and re-enameled at the factory. Price, $175. Terms, $25 down and balance C. O. D. L. T. Lorz, Harvey, N. Dak.

FOR SALE—One 1916 6 h.p. 3-speed twin Thor, brand new, $190; one 1916 12 h.p. 3-speed twin Thor, brand new, $215. Newby Bros., 2400 Grand Ave., Kansas City, Mo.

FOR SALE—Sporting goods and motorcycle and bicycle business for sale in a well-known oil town; agency for Indian motorcycle for one county; also vulcanizing plant in connection; good reason for selling; will be sold cheap. D. & A., care of MOTOR CYCLE ILLUSTRATED.

HELP WANTED

SALESMAN WANTED—A motorcycle accessories and repair parts house in New York City has vacancy for traveling salesman. Good opportunity for right party. Chance for repairman or motorcycle dealer having salesman's ability. C. M., care of MOTOR CYCLE ILLUSTRATED.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—Catalogs and best trade terms for Motor Engineering trade. Please forward to Maraindas & Co., Automobile Engineers, Karachi (Sind), India.

WANTED—Motorcycle or Accessory Manufacturer, to develop and put on the market a high class improvement on motorcycles. Here is something useful and practical, that can be attached to any standard make, and will create a big demand at the start. Will send blue-prints and full description upon request. Write A. A. K., care of MOTOR CYCLE ILLUSTRATED.

STOLEN

STOLEN—Excelsior 15.3 Model, No. 75648, Ohio State license No. 9925. Had 6,400 miles registered. Had dent in tool box where kick starter hit it. Muffler was badly dented. The Bowden wire for brake had piano wire instead stranded. Firestone tires with red tubes; home made clutch cover. $25.00 reward for information leading to return of machine. Wm. T. Bott, 4855 Guernsey St., Bellair, Ohio.

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Two-thirds actual size.

Brilliant Burners

THE PERFECT HEADLIGHT

have opened a new era in gas lighting by combining **Electric Brilliancy** with **Prest-O-Lite Reliability.** They are guaranteed to give three times the light of the ordinary burner. The thousands in use demonstrate their practicability. Price $2 per set.

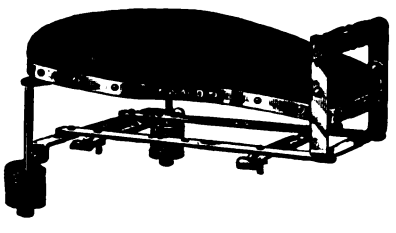
DEALERS: Full details and our proposition will be sent on request

The Monosmith Brothers Co.

Spencer, Ohio, U. S. A.

The H. M. Kipp Co., Ltd., Toronto, Distributor for Canada

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.



No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price

$6.50

Complete

WALD MANUFACTURING CO.

Dept. F **SHEBOYGAN, WIS.**

CHAINS!

The value of a motorcycle fitment is fixed by its indispensability. Next to the motor, the chain is the most important part of the motorcycle.

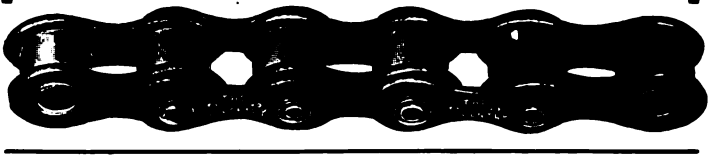
"The Coventry"

"The Motor's True Mate"

is well fitted to carry out its important duties. It is designed for super-service, strongest in the world. Price $1 a foot to the rider.

HERBERT F. L. FUNKE CO.

112 Broad Street, New York



MIAMI-MADE BICYCLES

are sure trade winners

RACYCLE, HUDSON, MIAMI, FLYING MERKEL

Send Today for Catalogs and Proposition

Miami Cycle & Mfg. Co., Middletown, O., U.S.A.

FREE

You can't be up-to-date without it.

Write today to

MOTORCYCLE EQUIPMENT CO

Hammondsport, N.Y.

3664 S. Main

LOS ANGELES, CAL.

The Oldest and Largest Supply House

POINTERS ABOUT PATENTS

Before you apply for a Patent write for this new booklet. An invention worth making is worth protecting. Patents procured in all countries. Full information on request.

LESTER L. SARGENT, Patent Lawyer

N.W. Cor 9th & G Sts., Washington, D. C.

To Buy or Sell

USE

THE MART

3 Cents a Word

Dealers—Write us for rates for advertising in our Dealers' Directory.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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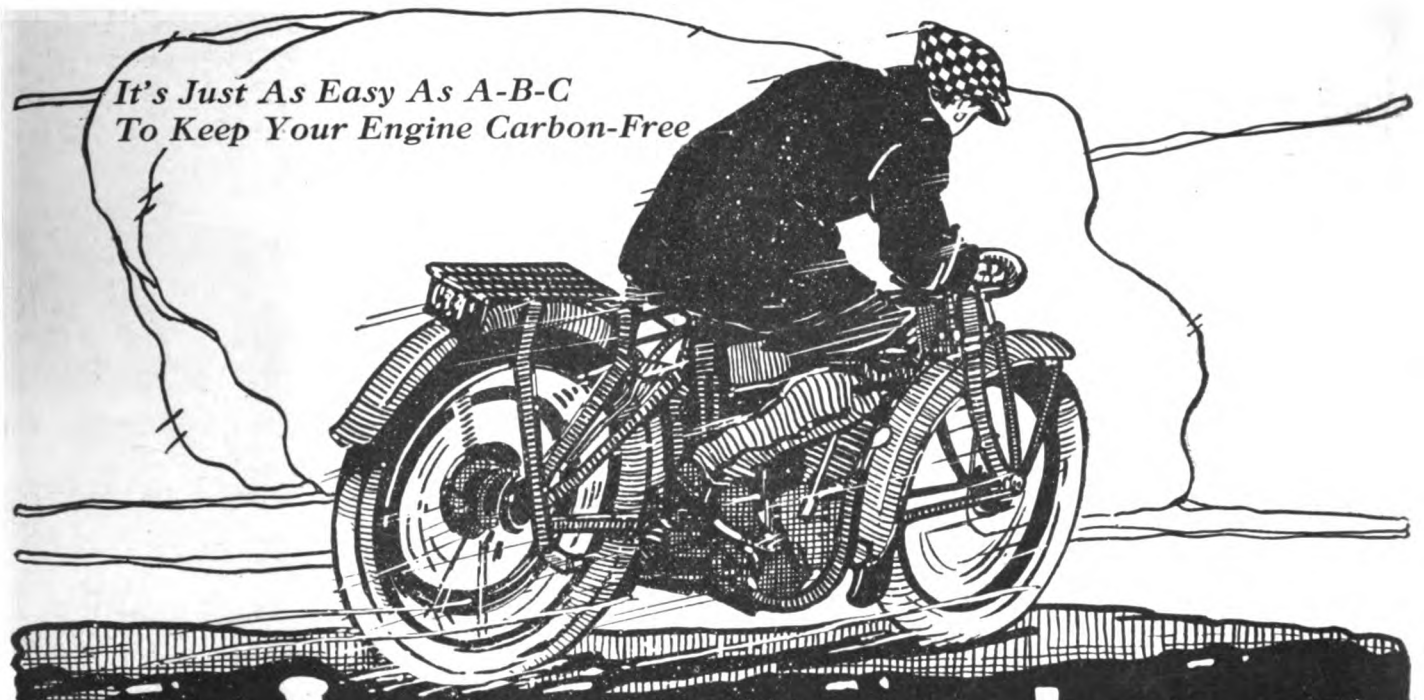


JOHNSON'S CARBON REMOVER

80% of engine trouble is caused by carbon. That knocking sound and loss of power is due to just one thing—carbon in your cylinders. Clean them out with **Johnson's Carbon Remover** and your engine will run like it did the first 500 miles.

SAVE GASOLINE

Clean cylinders reduce the consumption of gas from 12% to 20%, giving you the maximum power and speed from the minimum amount of fuel. Johnson's Carbon Remover **saves you money** because the economy in fuel effected by its use more than makes up the price of the Carbon Remover.

OUR GUARANTEE

We guarantee Johnson's Carbon Remover without equivocation. **No matter how much you use or how you use it, Johnson's Carbon Remover cannot injure any part of your motor.** You could soak your engine in it for days without the slightest injury. Contains no acids or chemicals.

Why pay a couple of dollars for having the carbon burned out of your motorcycle when you can easily do it yourself without laying up your machine?

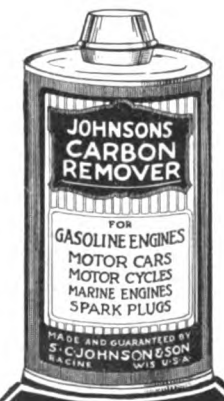
NO MECHANICAL EXPERIENCE NECESSARY

You simply pour four ounces into each cylinder through the Pet Cocks or Spark Plug openings and allow it to remain over night. In the morning race your engine and the carbon blows out.

INTRODUCTORY OFFER

If your dealer cannot supply you send us $1.00 (bill or stamps) and we will send you enough **Johnson's Guaranteed Carbon Remover** to thoroughly clean an ordinary motorcycle twice. Please give us the name of your dealer.

S. C. JOHNSON & SON
Dept. MCI12 Racine, Wis.



Try this in Your Motor

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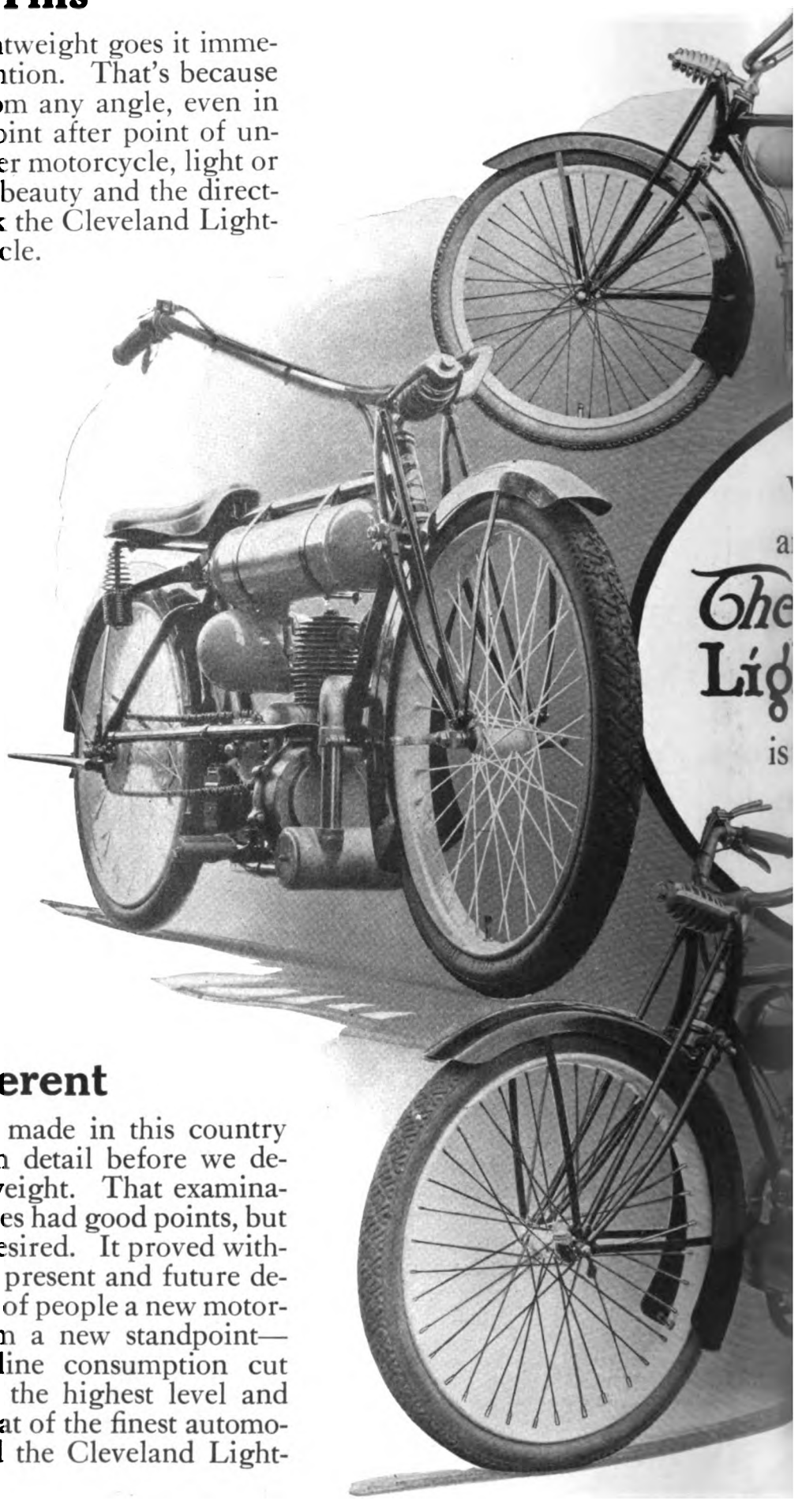
Look at This

Wherever the Cleveland Lightweight goes it immediately attracts favorable attention. That's because it is different. Look at it from any angle, even in these pictures, and you see point after point of unexpected superiority. No other motorcycle, light or heavy, has the simplicity, the beauty and the directness of construction that mark the Cleveland Lightweight as the master motorcycle.



It is Different

Every reputable motorcycle made in this country and abroad was examined in detail before we designed the Cleveland Lightweight. That examination proved that all motorcycles had good points, but that none had all the points desired. It proved without question that to meet the present and future demands of the greatest number of people a new motorcycle must be designed from a new standpoint—with weight reduced, gasoline consumption cut down, specifications put on the highest level and construction on a par with that of the finest automobile. These ideals produced the Cleveland Lightweight.

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Automobile Quality

A motorcycle won't run on design alone. When we had developed the best possible design for the Cleveland Lightweight, the next step was to establish the best possible specifications on its materials. Compare the Cleveland Lightweight with any other motorcycle—light or heavy—and see if you get nationally accepted quality like this: Bosch Magneto, Brown & Barlow Carburetor, Non Gran bronze, aluminum castings, S. K. F. ball bearings, drop forged frame fittings, straight line worm drive, Firestone Non-Skid tires, multiple disc clutch, heat treated alloy steels, and everything else on the same level. Can you beat it?

75 MILES to the gallon

Now for the Future

Don't hang your next season's selling hopes on a trailer. Pick the Motorcycle that's in the lead—ahead of the times—wanted by every new rider—accepted on sight—proved by the past—and without a question the easiest to sell.

The only thing we could add to our 1916 model was a kick starter. That's ready at $10.00 additional. Watch the changing sentiment in favor of the motorcycle that gets its weight down to 150 pounds—that opens the way for thousands of new riders—that has the beauty, the stand-up-ability, the get-there qualities and a price that everybody can afford—$160.00.

Get in line for the Cleveland Lightweight.

The Cleveland Motorcycle Mfg. Co., 7211 Platt Ave. Cleveland, Ohio

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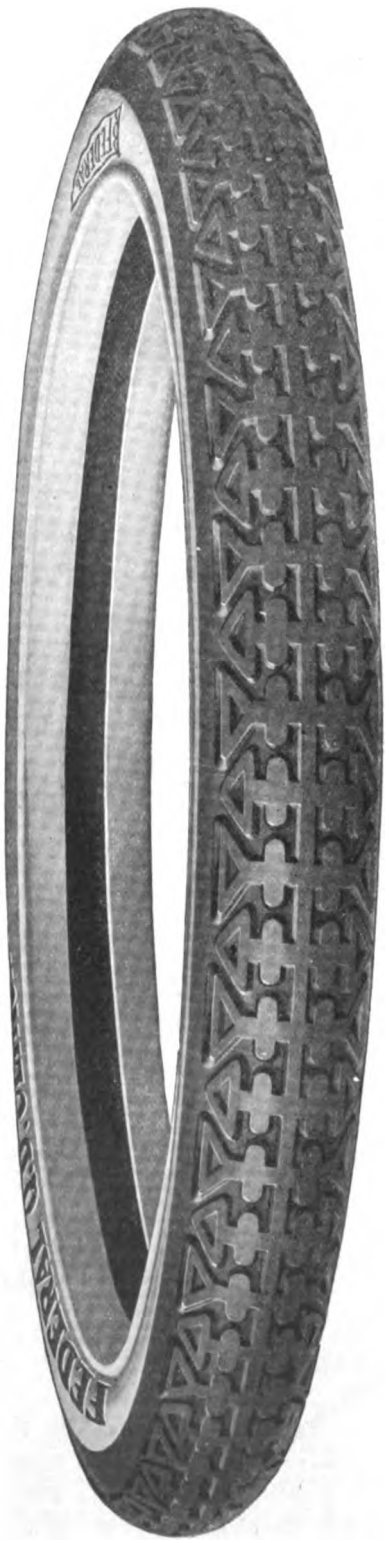
FEDERAL "TRAFFIK" TREAD



A new FEDERAL Motorcycle Tire, with Black Tread and Gray Side-walls

Strong, sturdy and attractive, it is built of the same high-grade materials as our famous "Traffik" Tread automobile tire, so deservedly popular everywhere.

TRADE MARK FEDERAL REG. U.S. PAT. OFF.

Note the handsome design of the tread—its height which ensures long wear—its extra width which prevents side-slip on wet pavements or on muddy or rutty roads.

FEDERAL "TRAFFIK" TREAD—the tire for hard service. Write for our proposition to the trade.

THE FEDERAL RUBBER COMPANY
of Illinois

Factories **Cudahy, Wisconsin**

Manufacturers of Federal Automobile Tires, Tubes and Sundries, Motorcycle, Bicycle and Carriage Tires, Rubber Heels, Horse Shoe Pads, Rubber Matting and Mechanical Rubber Goods.

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AS an efficient and ever trustworthy safety factor, the MORROW deserves to be ranked among the country's greatest inventions.

The name MORROW, when linked with a bicycle, is a permanent assurance, a guarantee—of riding safety, of riding ease, of riding LUXURY.

The dealer who wants his full share of the million bicycle business will find in the

Morrow

an able helper.

Dealers, we have a lot of ways of helping you sell bicycles. Price tags, pennants, folders, sales-letters, all with the quality punch that characterizes MORROW.

YOU MUST use this hefty sales-ammunition if you want to get the lion's share of the bicycle business in your city. Write us to-day, on your letterhead, for this literature. NOW is the time to make your final arrangements for a clean-up on next season's trade. Write us at once.

Eclipse Machine Co.

Elmira, N. Y.

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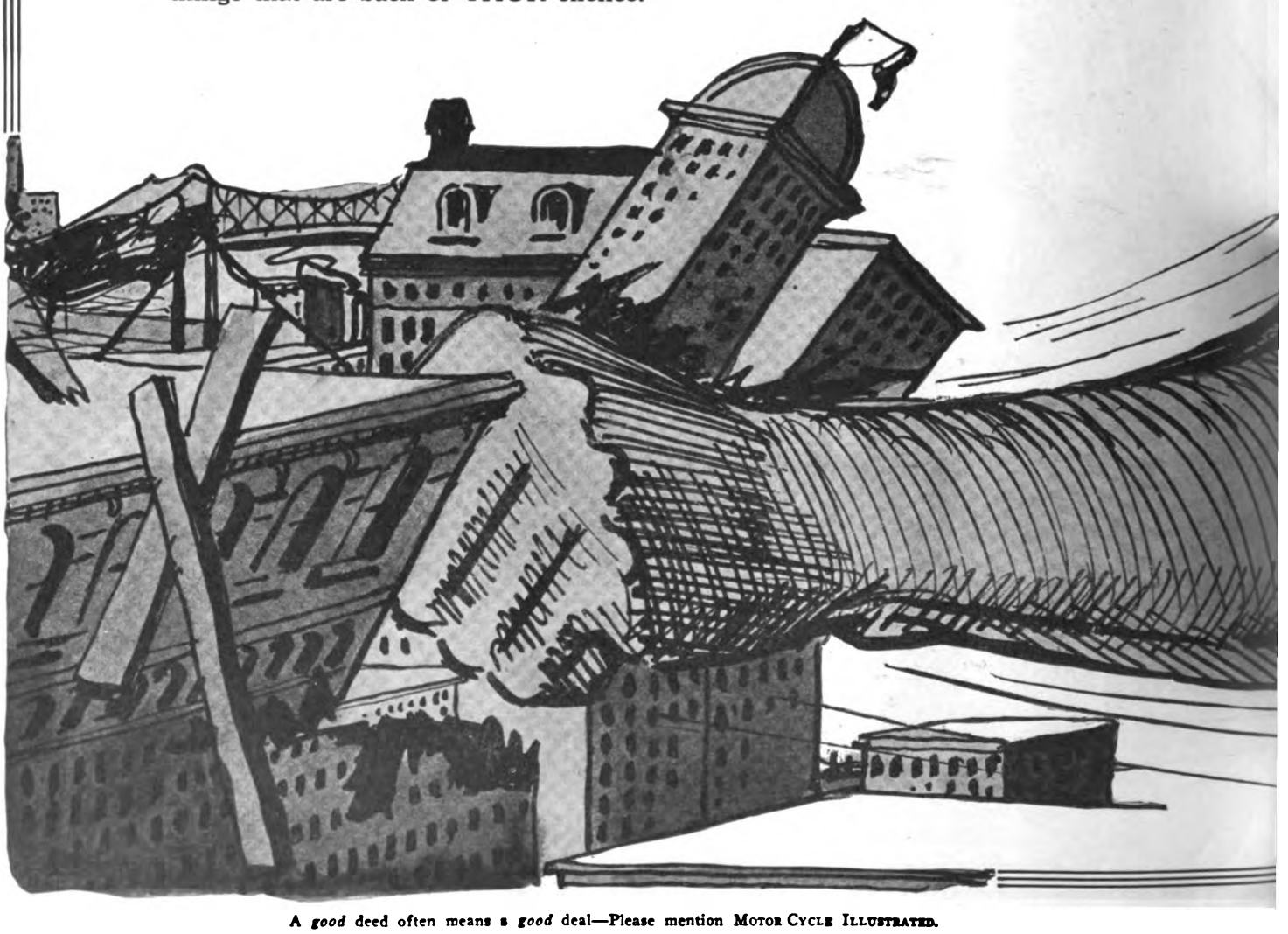
There's Terrific "Punch

Thor Agency

The man who gets the THOR agency invariably puts a dent in his competitor's business. The smashing success of THOR is due not only to the powerful prestige of the THOR reputation, but to the consistent leadership THOR construction and service maintain. First in the field, still first on the road.

For instance, SILENCE of motor and wheel action are no mere word-claims —they're actually THERE in the THOR. A power plant with the valve action enclosed, eliminating those annoying little "ticks" and "taps"; a new type muffler that's built to wipe out sound; a cut-out that is hermetically sealed when not in use and chain-guards that are made sound-proof with asbestos padding—these are the things that are back of THOR silence.



A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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o the

The THOR line is complete—it meets the needs and likes of every type and every purse. There's a high-powered THOR Twin; there's a medium powered twin and there's a light twin, all three fitted with three-speed gears; and there's the phenomenal THOR supersingle.

Behind the dealer, protecting him, assisting him, encouraging him, is the broad-gauge Thor dealer—co-operation policy, the fairest and most human policy ever established by any manufacturer.

Visit the Thor Booth. See what the THOR dealer has to sell. Talk over our sales and business-promotion policy and you will know why the livest, most level-headed dealers everywhere are tying up with Thor.

Aurora Automatic Machinery Co.

Chicago Ill.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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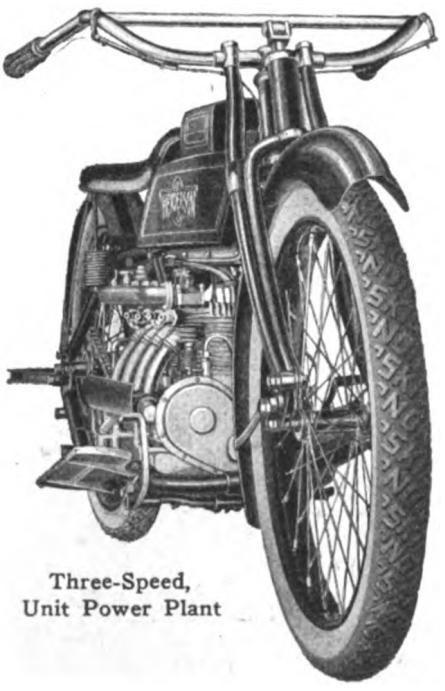
HENDERSON



Three-Speed,
Unit Power Plant

Light Weight

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Actual comparison on the scales shows that the 1917 four-cylinder Henderson is from 25 to 50 pounds lighter than any other American motorcycle of 61 cubic inches piston displacement.

Scientific design and construction make possible this saving in weight.

Weight of the three-speed Henderson as it comes from the crate, 299 pounds

HENDERSON MOTORCYCLE CO., Detroit

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Announcing

The Merkel Motor Wheel

IT is a great pleasure to be able to make this announcement—the "Merkel Wheel" is here.

¶ When the New York Cycle Show opens, December 4th next, the Merkel Motor Wheel will make its initial bow to the trade; it is bound to appeal to those in the "know" as a history making step in popularizing the bicycle and assisting its huge forward movement.

¶ The Merkel Motor Wheel bristles with the ingenuity of Joseph Merkel, but an outstanding feature of especial interest to the trade is its method of attachment, it can be fitted to any and every bicycle, requiring only the removal of the rear wheel and replacing it with the "Merkel Wheel"—no special tools, no complicated fittings—it is ideal in every respect.

¶ If you attend the New York Show visit the Merkel Wheel Exhibit. See the orange motor wheel—The Merkel Wheel.

Exclusive Merkel Wheel Territory is now being assigned.

The Merkel Motor Wheel Co., Inc., Flushing, New York

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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Interesting Figures

97 Harley-Davidson dealers visited the great Milwaukee factories during Chicago show week.

Almost without an exception these dealers stated that they would do a bigger business during the 1917 season than they did last year.

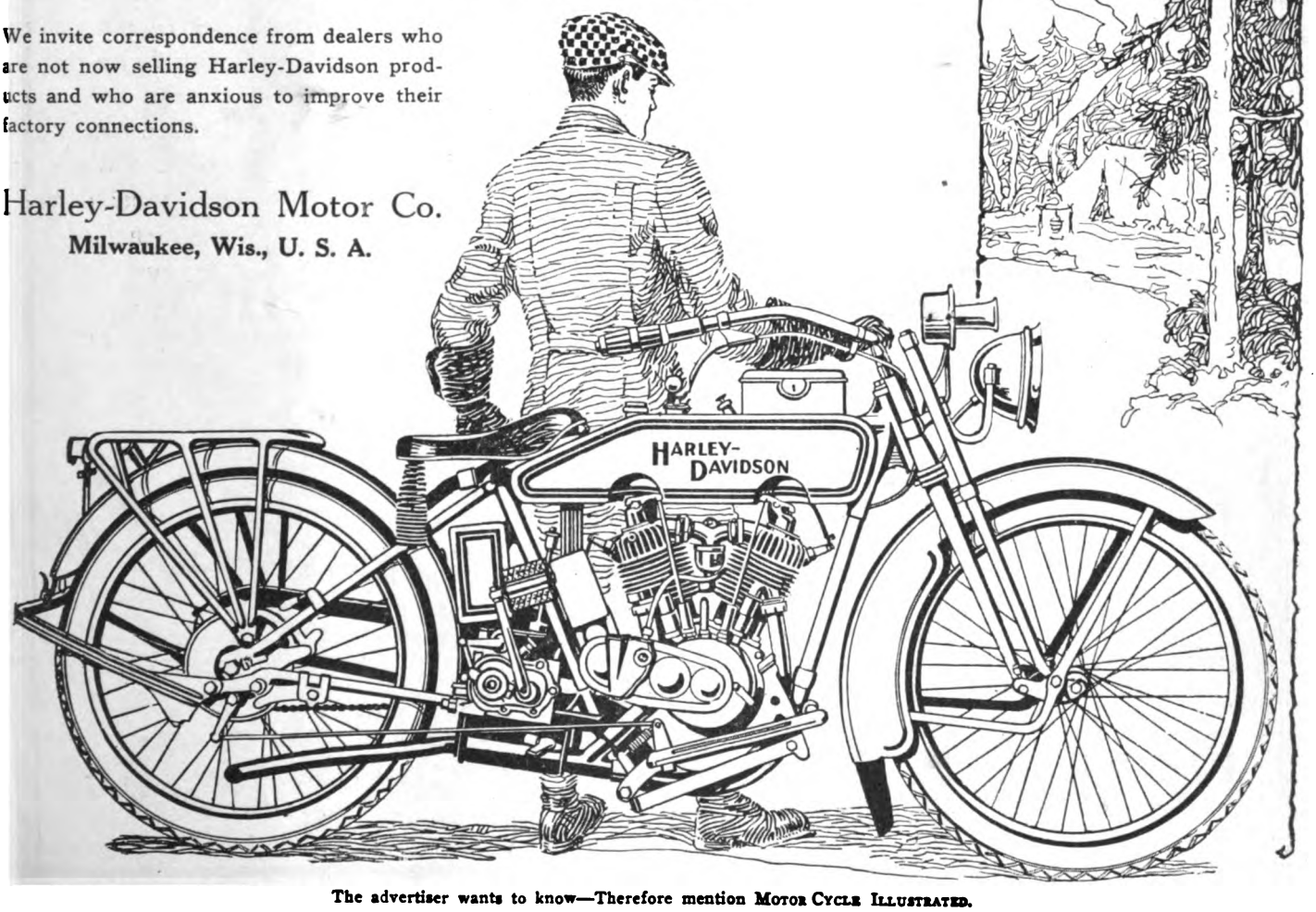
The truth of these dealers' statements is borne out by the following facts:

Orders to date are 49% ahead of last year.
Shipments to date are 50% ahead of last season.
Sidecar orders are 139% ahead of last year.
Sidecar shipments are 153% ahead of last year.

Many Harley-Davidson dealers tell us that one reason for the constantly increasing popularity of the Harley-Davidson motorcycles is the truly remarkable convenience and luxury of the electrically equipped Harley-Davidson type. Many of these dealers visiting the Milwaukee factories during show week state that they will sell close to 95% of their machines electrically equipped this year.

We invite correspondence from dealers who are not now selling Harley-Davidson products and who are anxious to improve their factory connections.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.



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Bicycle Supplies

No Goods Sold at Retail

Perlman Cycle Company

The house with a reputation for efficiency and service backed by many years of experience in the bicycle business. We have the reputation of giving our customers quick service with the best merchandise available. We ship all orders the day they are received, and do not substitute for inferior merchandise. We do not want your business unless we can serve you right, but we do want you to get acquainted with us, as well as we want to get acquainted with you. Give us a chance to fill your wants—your first order will surely convince you; and we know after that we will keep you for a customer.

Motorcycle Supplies

We have a system in our shipping department enabling us to take the best of care of all orders. We make prompt deliveries, and our prices and discounts are as good, if not better, than any other jobber. All we ask is a fair trial.

At Booth 56, our Mr. Evans, Mr. Zehner, Mr. J. J. Lehr and Mr. Harry Perlman will be in attendance and will be very glad to meet all of our old customers and friends, and we cordially invite all to make our booth their headquarters.

For those who are unable to visit our place of business or see us at the Show, and who would like to get in touch with us, we would be glad to send our catalogue on request. We solicit your correspondence.

The following are a few of our 1917 specialties:

We are the distributors for the Miami bicycles for Greater New York, Long Island, Westchester, Dutchess, Orange, Ulster and Putnam counties, and the State of New Jersey. We have some good territory open for some live dealers. We have a very good proposition to dealers for our "Perl" and Mohawk bicycles. Write us at once for our proposition. Our line of bicycle tires is unsurpassed; we can convince you upon investigation. The following special brand tires cannot be beaten—Mohawk. White Cup, Imperial, Mercury, Pearl black line and Red Band, Tribune.

Bicycles

Perlman Cycle Company

Bicycle and Motorcycle Jobbers, 34 Warren St., New York City

Tires

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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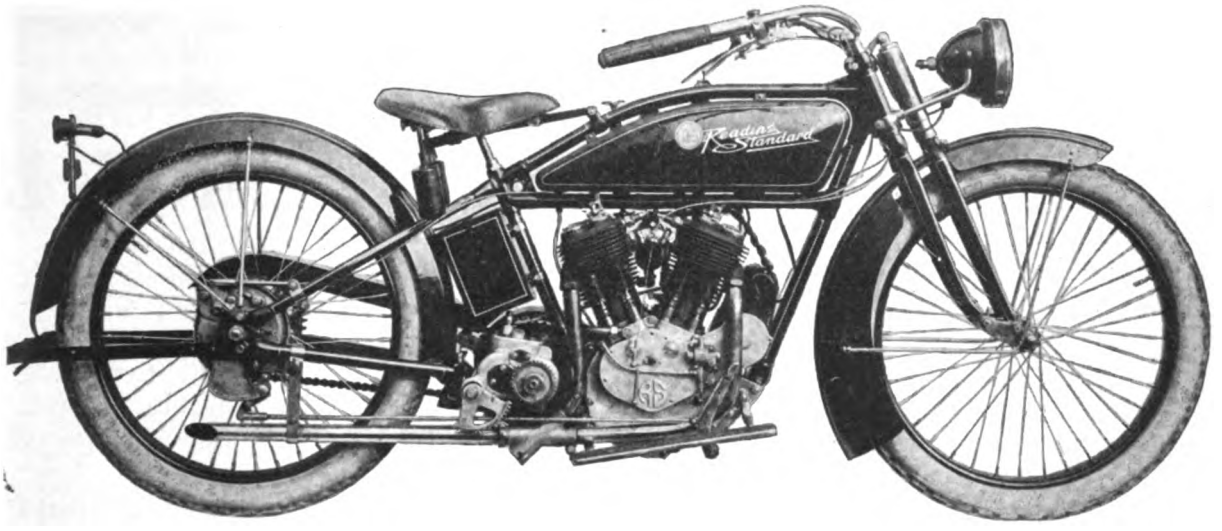
1917 R-S

The World's Master Motorcycle



Up—up to still higher levels the Reading Standard now advances —time tested by many thousand exultant owners.

***Fine* has been *re-fined*—by an added year's development. And the 1917 Models are again announced.**

A *transcendent* Reading Standard—unchanged in essentials and enriched in details. To better the best Reading Standard has been our aim—and the inspiration of the day's work.

In beauty, quality and luxury the 1917 R-S attains what seems to be the limit. Styles may change in a minor way, but we see no possible way of ever building a finer motorcycle.

Three Models for 1917

Model 17 T, 12 H. P. Twin Cylinder	$275.00
Model 17 TE, 12 H. P. Twin Cylinder, equipped with Bosch Electric Lighting System	315.00
Model 17 S, 6 H. P. Single Cylinder	240.00

Let your distributor demonstrate the many features found on the R-S Machines only. Good territory still open.

Catalogue and information upon request.

READING STANDARD COMPANY

501 WATER STREET READING, PENNA.

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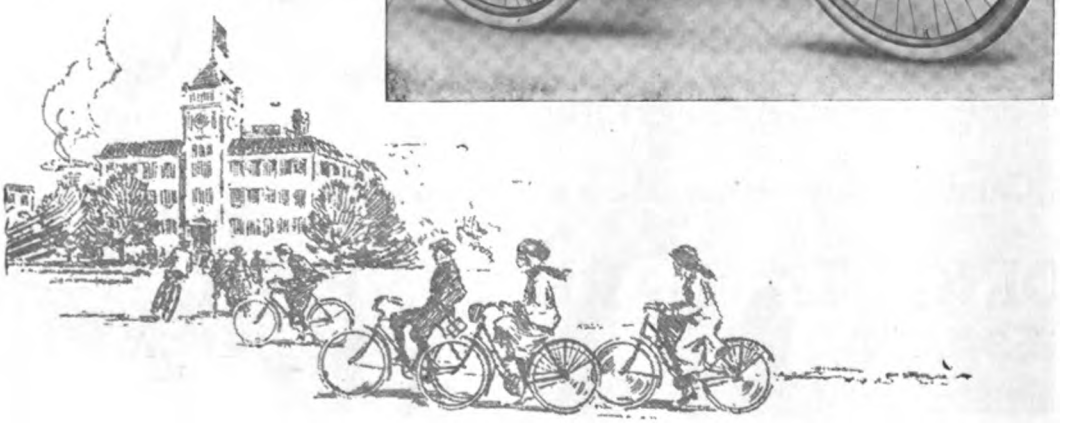
Columbia

THE LINE IS N

See it at the New York Show. The annual exhibitions of Columbia bicycles have always attracted the interest of dealers throughout the country. It is logical that they should. Columbia bicycles were the first in the field; they have always been the leaders. Dealers as well as consumers have always looked to them for the latest improvements in bicycle construction.

The demand for Columbia bicycles is established on a foundation of thirty-nine years of successful selling and satisfactory service.

For the reason that Columbia bicycles are so widely known and have proved themselves so thoroughly dependable dealers can sell them with less effort and more assurance of satisfying their customers than any other make of bicycles on the market.



Westfield Man

(Successor

11 LOZIER AVE. -

Largest Manufacturers o

Makers of

1917 MODELS

Model 704 Men's Columbia Chainless and Model 705 Women's Columbia Chainless $60.00

Model 712 Men's Columbia Superb, and Model 713 Women's Columbia Superb $45.00

Model 71-A Columbia Arch Bar $40.00

Model 706 Columbia Motobike $45.00

Model 716 Men's Columbia Roadster and Model 716W Women's Columbia Roadster $37.50

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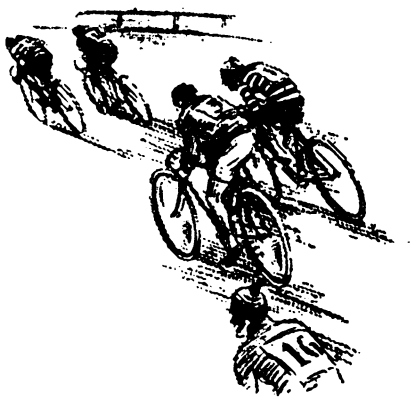
Bicycles

COMPLETE



The Columbia exhibit at the New York Show will attract more attention than ever before. The interest aroused at the Chicago Show surpassed all other exhibitions of Columbia bicycles. The response on the part of the trade was immediate. Already the sale of Columbias has bettered that of the previous year, which was a record breaker.

The line is now so complete that it enables dealers to meet their customers' demands for every type of bicycle at every price. And dealers who carry this line have this advantage: the Columbia name-plate is known to all riders, it needs no introduction, it stands for the best and most progressive in bicycle development.

Visit the Columbia Exhibit at the New York Show, Spaces 67, 68, 85, 86.

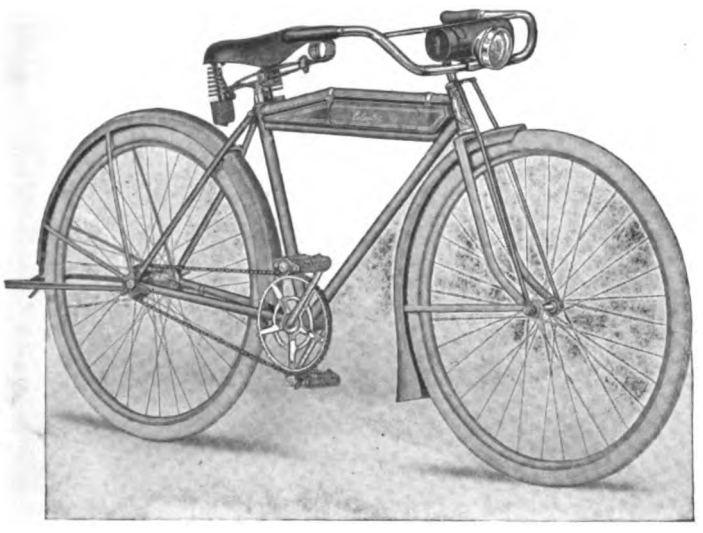
ring Company

Mfg. Co.)

WESTFIELD, MASS.

e Bicycles in the World

Motorcycles



1917 MODELS

Model 710 Columbia Daily Service $45.00

Model 711 Columbia Racer $55.00

Boys' and Girls' Columbia Juveniles:

Models C170 and C171 .....$26.00

Models C174 and C175 .....$28.00

Models C176 and C177 .....$30.00

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"Here's the Seat for Me!"

F-N

"It's a real joy-ride for me every time I ride on an F-N. It's SO comfortable, so wonderfully safe. And thousands of girls like me will ride on no other seat. WHY?

"Because of the marvelous air-floating springs of the F-N, its wide, long folding footboards that are just the thing for foot-comfort. They save my heels.

"Because of the Kantpak Cushion that holds its shape forever.

"Because of the low saddle position.

"Because, finally, it's the sort of seat I can trust—one that will never go wrong."

See Us at Space No. 98
Madison Square Garden

FENTRESS-NEWTON MFG. CO.
DETROIT, MICH.

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You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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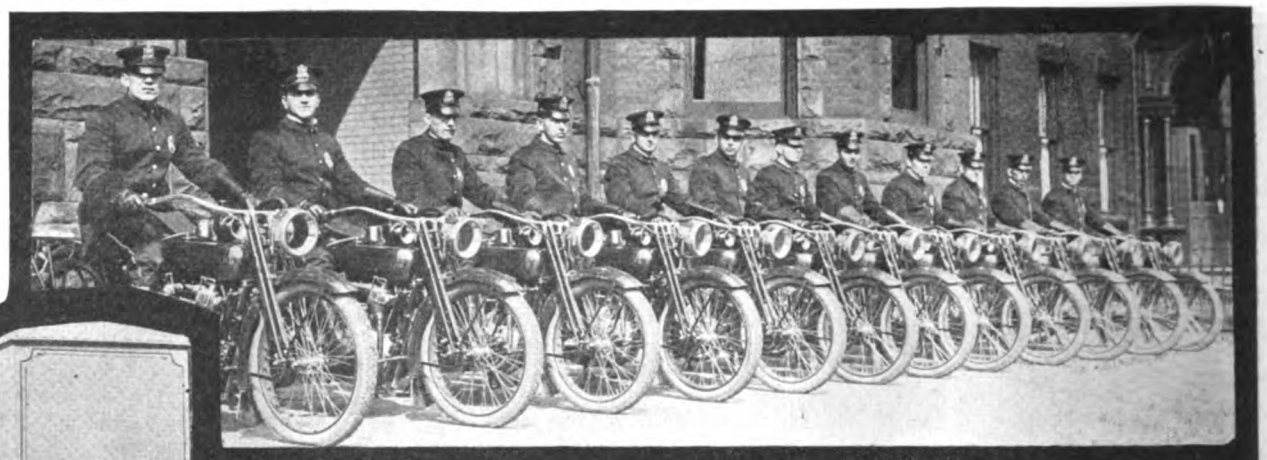

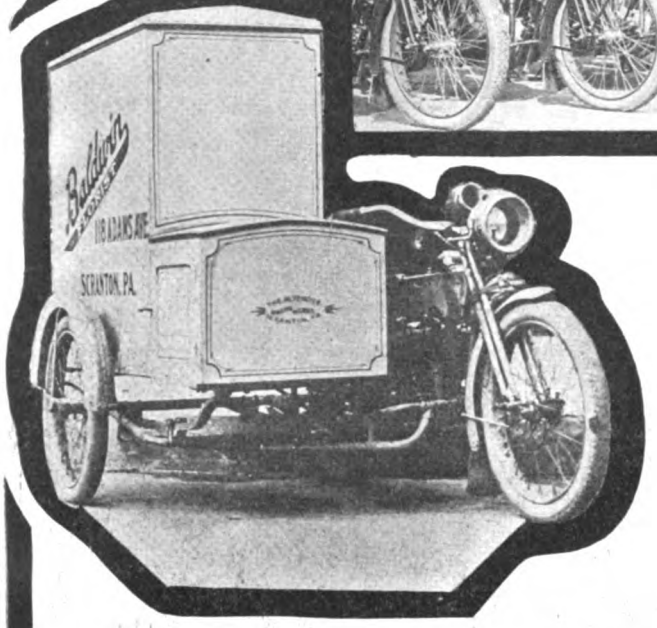

Prest-O-Lite for Motorcycles

The Ideal Lighting System for "Every-day" Service

The short days and long nights are here. An efficient lighting system is an absolute need, if you spend much time on the road.

For permanent, brilliant light for your motorcycle, you can't beat Prest-O-Lite. It's the truly practical light for motorcycles, and is used by the majority of riders in every-day service, the country over.

Not affected by bumps and jolts—always throws a steady, powerful beam of light far ahead, showing up clearly all obstacles.

With all its superiorities, Prest-O-Lite is inexpensive to buy and costs little to use.

Good Lighting Is Essential

Good lighting is essentially an important part of your machine's equipment. See that you have the best—use Prest-O-Lite.

Most any dealer will quote you an attractive price on an equipment combination including Prest-O-Lite. This will save you much time and money,—give you the best of service at little up-keep expense.

Our motorcycle lighting literature will interest you. Ask your dealer or ***write us.***

The Prest-O-Lite Co., Inc.

The World's Largest Makers of Dissolved Acetylene

246 Speedway, Indianapolis, Ind.

Canadian Office and Factory, Merriton, Ontario.

Prest-O-Light Exchange Agencies Everywhere

Desirable Business for Dealers

Much desirable business will be attracted to your store if you handle Prest-O-Lite. If interested in developing extra profits, write us today.

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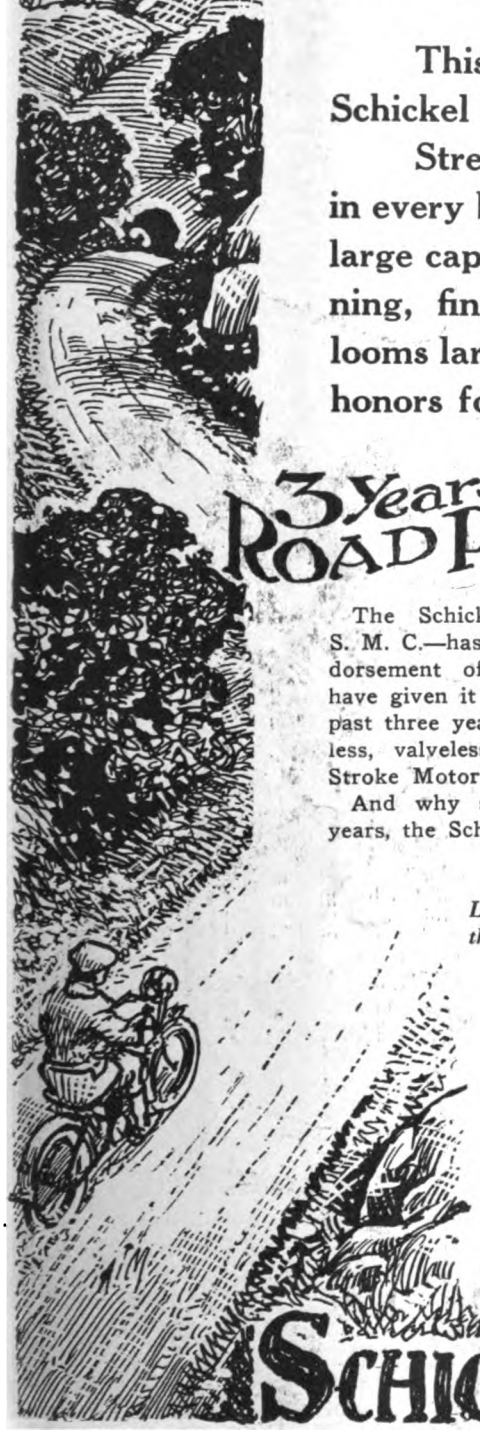
S. M. C.

TRADE MARK

NEW NAME — NEW CAPITAL — A POWERFUL ORGANIZATION

This advertisement marks a new era in the history of the Schickel Motor Company.

Strengthened by the addition of broad-gauge men versed in every branch of motorcycle merchandising—buttressed by large capital—bound together into a powerful, smooth-running, finely organized unit—the Schickel Motor Company looms large on the horizon as a contender for sales and service honors for the coming season.



3 Years ROAD PROOF

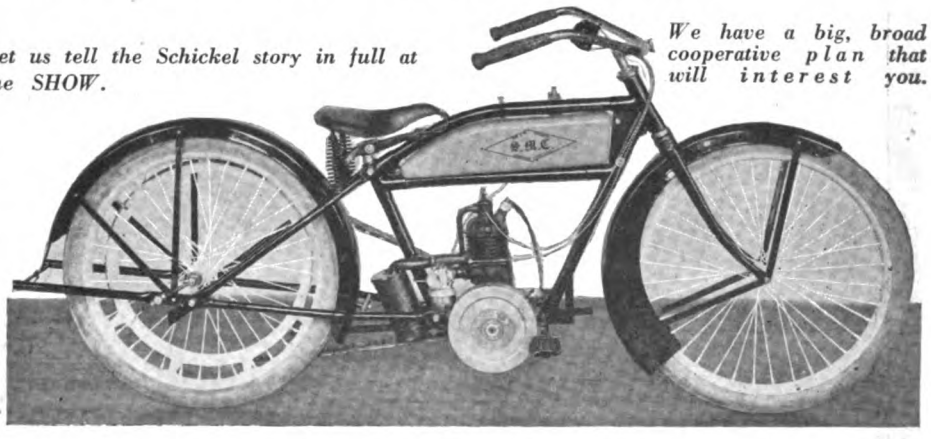
The Schickel Lightweight — now the S. M. C.—has behind it the unqualified endorsement of thousands of riders, who have given it every known test during the past three years, and have found the camless, valveless, high-speed Schickel Two Stroke Motor absolutely flawless.

And why shouldn't it be? For eight years, the Schickel Two Stroke Motor has been on the road. It has been refined, improved and strengthened with each succeeding year until today it stands as the highest example of two stroke motor construction. It is powerful, it is cool, it is astonishingly quiet. Above all, its simplicity and compactness make it the ideal lightweight motor.

Surrounded as it is by a construction whose every feature is the result of EXPERIENCE, the ideal Schickel Motor is in an ideal setting. A flexible, smooth, silent belt drive machine, simple controls—all these features make up an unbeatable proposition for the dealer.

Let us tell the Schickel story in full at the SHOW.

We have a big, broad cooperative plan that will interest you.



SCHICKEL MOTOR CO. STAMFORD CONN., U.S.A.

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ATHERTON COASTER BRAKE

Success Based on Sincerity of Service

The Atherton Coaster Brake has a solid, substantial standing in the cycle industry. No one, not even our "dearest enemies" can deny that fact. What is the reason for the vast measure of confidence accorded the wheel fitted with an Atherton?

Simply because the trade and rider have been taught to know that ATHERTON stands squarely for SERVICE—ALWAYS. Because the dealer has learned to speak confidently, assertively, of the superiority of the ATHERTON Coaster Brake—a superiority that has been proven innumerable times to the entire satisfaction of the rider. The rider has come to feel that the dependability of the ATHERTON is not due to chance, but is governed by easily-explained construction methods that distinguish ATHERTON above all others.

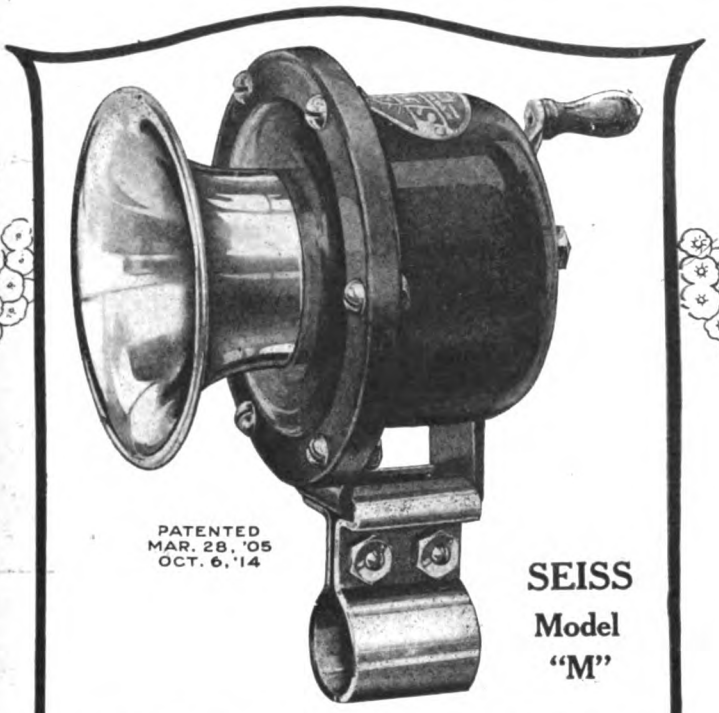
These are some of the things we can PROVE to you, dealers, when you visit us at Booth No. 29, Madison Square Garden, during Show Week.

Come! You'll be VERY welcome.

Buffalo Metal Goods Co.

Buffalo, N. Y.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

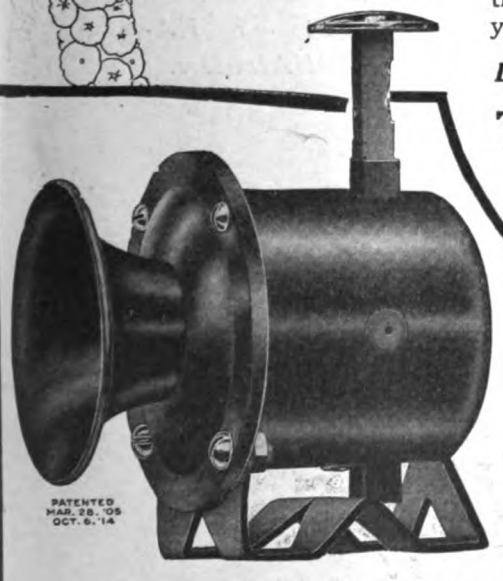


SEISS

The man who spends good money for equipment must know that he is getting money's worth in quality and efficiency. You can say to that man that the name **"SEISS" on a Horn is a recognized stamp of quality. The United States Government** specified as absolutely necessary equipment **"SEISS" Horns**— that's why you should stock SEISS Horns. Once sold, they do not come back continually for repairs. They go out over the roads of the world, clearing the road for your customers and making them friends of yours who will come back for other supplies.

Literature at Your Request

The Seiss Mfg. Co.
432 Dorr Street
Toledo, Ohio
U. S. A.



SEISS Model "B"—List Price, $1.50

List price, 25 cts.

List Price, 75 cts.

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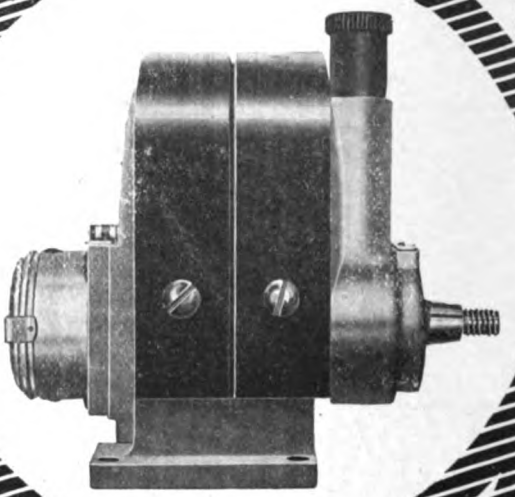
NATIONAL Magneto Midget



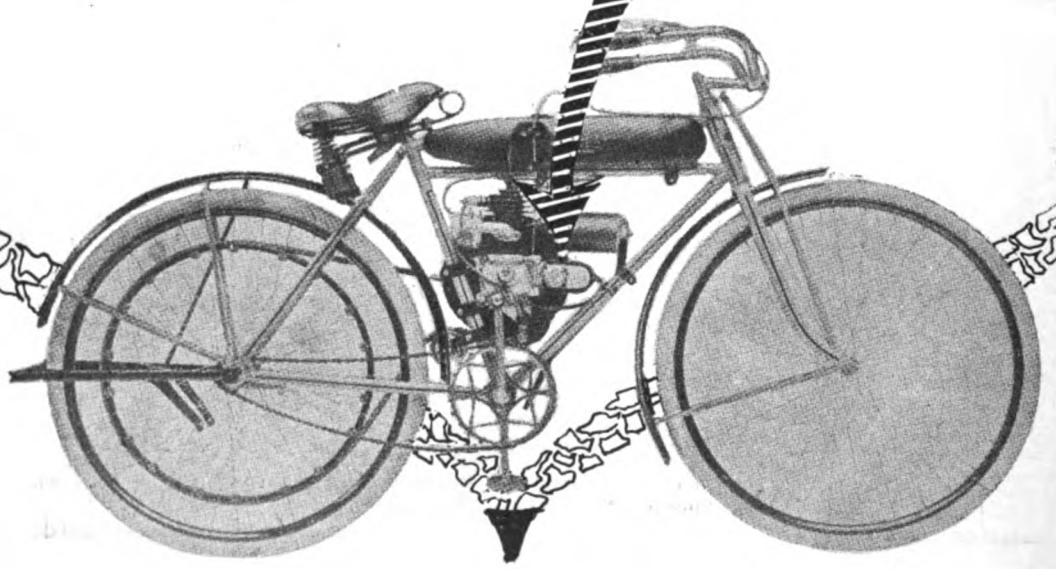
You would not use a team of horses to pull a toy wagon. You would not drive a thumb tack with a sledge hammer.

It is equally as ridiculous to use a big, bulky, cumbersome magneto when the little NATIONAL "MIDGET" — the wonder-worker of the ignition field—can be obtained at considerably less cost for use on lightweight motor-cycles and power bicycles.

The NATIONAL "MIDGET" has been directly responsible for the striking road-record made by the CYCLEMOTOR during the past year. The coming year will see another big CYCLE-MOTOR year, both as regards sales and service. The NATIONAL "Midget" is again exclusive equipment on CYCLE-MOTORS and will continue to be so as long as it maintains its record of 100% service under all conditions.

Remember this: The NATIONAL "MIDGET" is the lightest, smallest, most compact and most perfectly developed high-tension magneto on the market. It weighs but 3 lbs. 10 ozs., is oil, dust, mud and water-proof. It gives a blazing hot spark on both retard and advance. It fulfills every mission of a high-grade ignition apparatus—and does this at a cost that makes it the most desirable adjunct to every light power cycle on the market.

Write for full particulars and list of NATIONAL users.



NATIONAL COIL COMPANY, Lansing, Mich.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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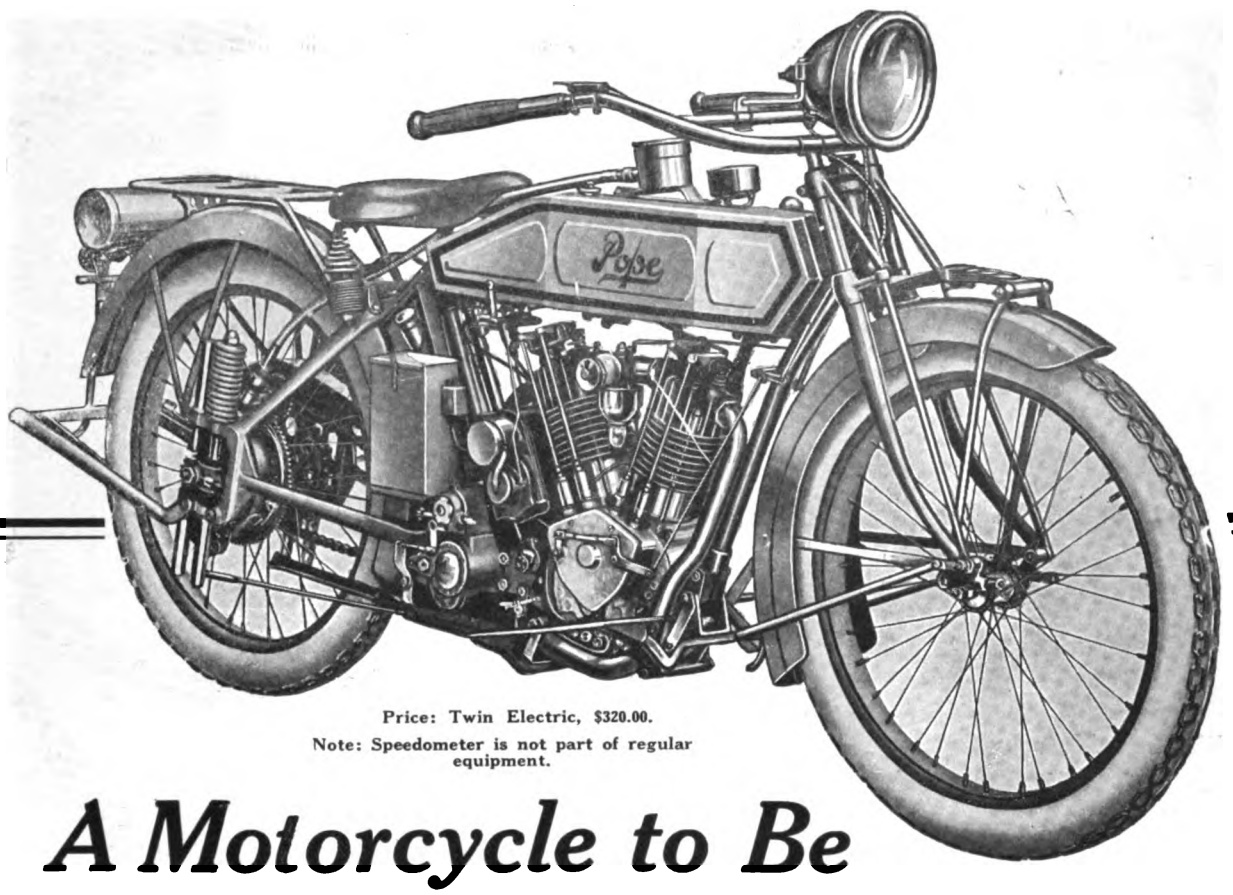

Price: Twin Electric, $320.00.

Note: Speedometer is not part of regular equipment.

A Motorcycle to Be Reckoned With

It has done big things and it's going to keep right on doing them. It is mechanically impossible for it not to deliver the goods. Look it over at the show. Compare it point for point with other motorcycles. See the Westfield Exhibit at Spaces 67, 68, 85, 86.

Pope

The 1917 Twin Electric is the most highly developed power and speed producer you'll find on the floor. It embodies no radical changes in Pope construction—they weren't necessary.

But every detail has been refined, tested, and refined again until now this machine has reached a degree of mechanical perfection never before attained in motorcycles.

The record it is making on the road tells the rest.

Electrical Equipment

Each item of electrical equipment on this model is in keeping with the high standard of excellence of the machine itself. It was adopted only after the most rigorous tests of the Westfield engineers had proved it to be efficient in every respect. The equipment includes the Splitdorf Combination Ignition and Generator Unit, the Wico Storage Battery, Hawthorne Electric Hornlite and Tail-light, the Splitdorf Ammeter, and a special Pope type wiring set made by the Splitdorf Electrical Company.

Corbin-Brown Speedometer with special Pope rear drive supplied as extra equipment.

Also the most complete exhibit of Columbia Bicycles ever shown—same time, same booth, same makers.

Westfield Manufacturing Company

Successors to the Pope Mfg. Co.

11 Lozier Ave. **Westfield, Mass.**

Largest Manufacturers of High-grade Bicycles in the World

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See This
at
New York Show

The Event of the Cycle Shows. See this sensation first.

Baby Alice's CYGNET LIMOUSINE DE LUXE

CYGNET REAR CAR

Fits any Motorcycle "On or Off in 30 Seconds"

Now For 1917

The Cygnet Limousine is not our only surprise. Note these three important features of Cygnet 1917 Models:

There's the new Commercial Car Top—for the first time guaranteeing complete weather-protection to Delivery Van drivers.

Then, there are the new Delivery Models, meeting the requirements of new businesses and adding splendid additional sales-possibilities.

Last, but not least, the Pleasure Models, showing progress and refinements in design and finish, meaning added comfort and safety.

CYGNET REAR CAR CO.

Dept. 4 **1200 Niagara St.** **Buffalo, N. Y.**

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BLUE STREAKS

Think Blue Streaks

Clothing Stores, Haberdashers, Milliners, Meat Markets, Laundries, Plumbers, Garages, Bakeries, Telephone Linemen, Shoe Stores, Department Stores, Groceries, Druggists, Messenger and Delivery Service of all kinds.

These are your prospects. Show them the saving offered by the commercial motorcycle.

There are many reasons why each of these classes should use motorcycle equipment—should buy it *at once, from you.*

Ask us today to put the facts and figures in your hands.

Motorcycle users everywhere know all about Blue Streak Tires.

For Blue Streak reputation, as a racing tire and as a road tire, is so well known that most motorcyclists think Blue Streaks when tires are mentioned.

Merchants, too, who figure on longer mileage at lower mileage cost, with fewer tire lay-ups, think Blue Streaks. They know the real economy in a tire of such quality.

Dealers, who want to make tire sales in the least possible time and with the smallest amount of trouble, think Blue Streaks the very minute a motorcycle tire is mentioned.

And when they want to give their customers the greatest tire satisfaction at the least expense they think Blue Streaks.

Motorcycle tires—Blue Streaks!

Think of them together to the merry tune of the cash register.

The Goodyear Tire & Rubber Co., Akron, Ohio

GOODYEAR
AKRON

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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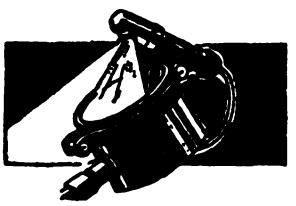
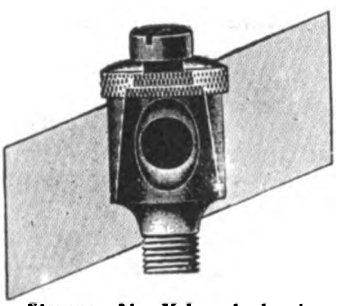
A Great Organization Built Around Little Necessities

Covering nearly a square block on downtown Broadway stands the tallest building in the world —52 stories high—the Woolworth.

This mammoth building stands as an undying monument to the wisdom of Woolworth, the man who appreciated the very important fact that it was not so much the intrinsic value of the commodity dealt in as the METHOD OF MERCHANDISING, that made big business.



Stevens Speedometer Lamp — illumines dial at night—an ideal trouble lamp.
List price, $1.50

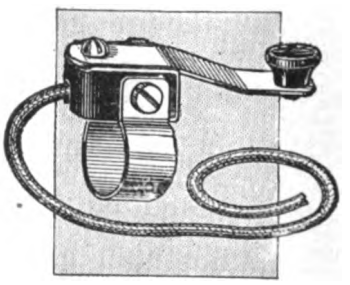


Stevens Air Valve—A handy little jigger; starts cold motors instantly.
List price, 75c.

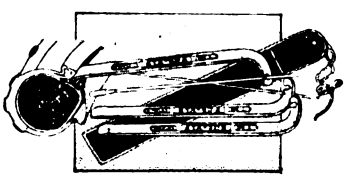
The success of STEVENS & CO. is founded on Service—which is another way of saying—Honorable Dealings with the Trade—a consistent following of the principle of stocking no product that does not fill some definite need in the cycle industry.

The result of a policy to earnestly and sincerely better the cycle and motorcycle is fore-ordained. STEVENS products have gained a reputation in the industry which has smoothed the sales-road of every dealer and jobber handling STEVENS Accessories. Dealers know FROM EXPERIENCE that every article marked with the name STEVENS is, first, saleable; second, practical in use; finally, of that lasting quality that features every single item of the Stevens "HONOR-BUILT" Line.

To visit our booth at the Show is to spend a very profitable half hour. Be sure and look for Space Number 47.



Simplex Magneto Cutout — Grounds magneto at touch of finger. Allows compression to act as instant brake.
List price, 50c.



Simplex Tire Tools—three hefty tire-removers made of carbon steel-nickel finish.
List price, 25c. and 50c.

STEVENS & CO.
MANUFACTURERS OF
MOTORCYCLE and BICYCLE ACCESSORIES
375 BROADWAY N.Y.

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MOTORCYCLE ILLUSTRATED
For the Trade and the Rider
13 PARK ROW
NEW YORK

Volume 12 November 30, 1916 Number 22

HOW THE PLANS SHAPE UP FOR GOTHAM'S BIG CYCLING WEEK

Last Minute Entries Bring List of Exhibitors Up to 77; Committee Will Stage Cycle and Motorcycle Development Displays; Meetings Will Make It a Busy Week for the Trade Folk; Military Preparedness Day Planned as Added Feature; Big Advertising and Publicity Plan

NEW YORK, Nov. 28.—They're all lined up—77 of them, the largest number of exhibitors who have ever signed up to exhibit motorcycle, bicycle and accessory products at a New York two-wheeler display.

To the original list of folks who have taken space for the Garden exhibit, Show Manager Coffman announced that he has added a few newcomers. The new ones are:

Badger Brass & Mfg. Co., Kenosha, Wis.; Edwards-Crist Mfg. Co., Chicago, Ill.; H. & F. Mesinger Mfg. Co., New York; Perlman Cycle & Auto Supply Co., New York; Cat-Nan Mfg. Co., Chicago; Chainolene Mfg. Co., Chicago; Stoll Mfg. Co., Denver, Colo.; Gendron Wheel Co., Toledo, Ohio.

Coffman Starts Things Humming

Manager Coffman got into town yesterday and immediately things began to hum. The three freight cars loaded with materials and exhibits from the Chicago show were reported at Buffalo today and Coffman has every expectation that they will reach New York by tomorrow night in ample time for his highly efficient corps of show-setters to begin work the minute the Garden keys are turned over to him on Thursday morning.

Plans have been perfected to give the New York show quite a different twist from the Windy City affair and at the same time to provide a feature of interest that is bound to go well both with the cycle enthusiasts as well as with the general public.

These include the staging of an impressive exhibit depicting the development of the bicycle from the old hobby horse days right down to the most modern of present-day bicycle models. And along the same lines in the motorcycle field, Coffman is putting on in co-operation with the motorcycle manufacturers, an exhibit of the original models of all of the various makes of machines.

Such a display will show at a glance, so to speak, the wonderful progress that has been made in motorcycle design in the short span of 15 years and cannot fail to impress the show visitor.

Chicago Decorations Duplicated

The decorative scheme will be identical with that which made the Chicago affair so much more eye-pleasing than any of its predecessors with a few added features which the show committee is holding back to spring only when the doors are swung open on the show on Monday evening next.

While it cannot be expected that following so closely on the Windy City exhibit there will be a vast amount of new things disclosed, the trade will no doubt be greatly interested in the appearance of the Merkel Motor Wheel, while another of the best known of the motorcycle manufacturers has promised a new line of bicycles which it is expected will be disclosed at the Gotham affair.

The last-minute show plans include the staging of a "Military Preparedness" night in co-operation with the New York State military authorities and the U. S. Army officials, arrangements for which are now under way.

Big Publicity Campaign

By way of bringing in the crowds, the show committee has planned a mammoth advertising and publicity campaign involving the use of practically every one of the many metropolitan dailies as well as a number of out-of-town papers, while the elevated railroads, street cars and subway cars will be plastered with show cards calling the attention of the public to the show.

It will be a busy week for the trade folks. There will be a meeting of the Dealers' Betterment Committee of the Motorcycle and Allied Trades Association at the Astor on Tuesday at luncheon. On Wednesday the Bicycle Manufacturers' Association is scheduled to meet also at the Astor.

Thursday promises to be the biggest day of the week. The Board of Directors of the Motorcycle and Allied Trades Association will meet at luncheon at the Prince George on that day, the meeting to be followed at 2 o'clock by a meeting of the entire association.

In the morning the Cycle Parts and Accessories Association will meet at the Hotel Astor at 10 o'clock while the Cycle Jobbers' Association of America will meet at the Garden at 10:30. At noon, both bodies, as well as members of both the Bicycle Manufacturers' Association and the Motorcycle and Allied Trades Association, will adjourn to the Hotel Breslin for a short joint meeting to be followed by a luncheon.

Luncheon and More Meetings

The Parts Makers, as usual, will play the part of host at the luncheon, the arrangements for which are being made by Frank Chase of the entertainment committee. Frank says he has something novel in store for the trade folks, but he refuses to divulge a detail until the luncheon bell rings on Thursday next.

The United Cycle Trade Directorate has called a meeting of all bicycle dealers in attendance at the show for the Concert Hall on Thursday night and an interesting as well as instructive program of events has been arranged for the benefit of the cycle retailers.

And just to round out the week, the Motorcycle Dealers' Co-operative Association, which is the retail trade body of the Metropolitan district, has called a meeting for the Concert Hall on Friday evening at 8 o'clock.

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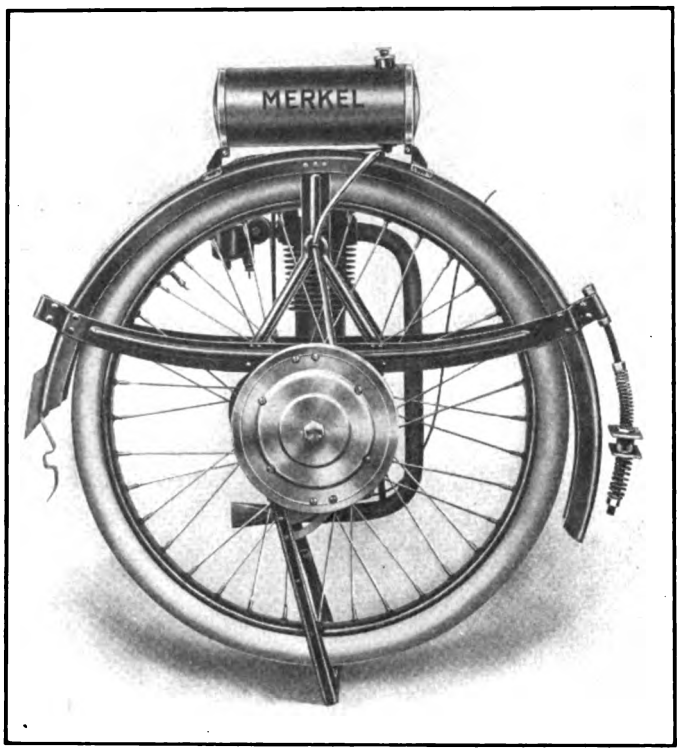
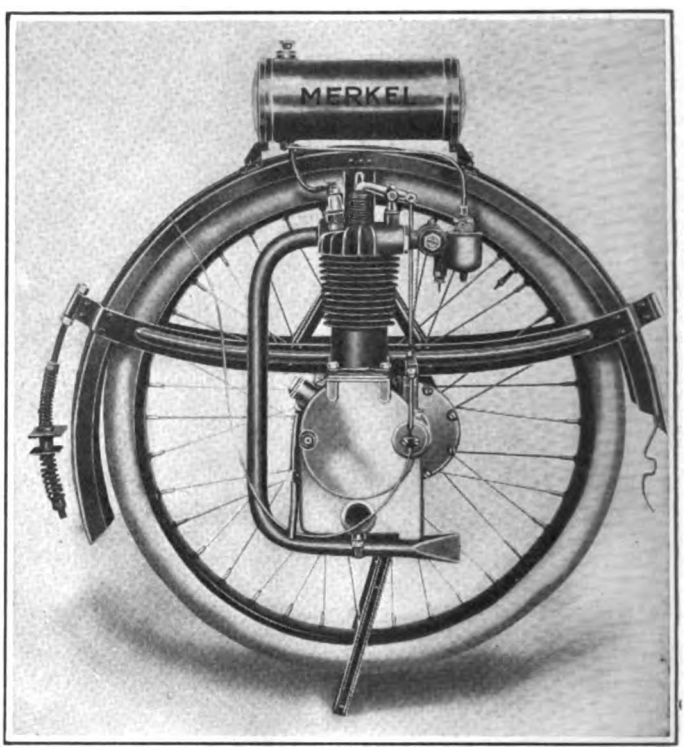
MERKEL UNVEILS HIS MOTOR WHEEL

Simple Little Four-Cycle Bicycle Attachment Fits Any Wheel and Will Sell at $75—Has Built-In Magneto, and Novel Spring Frame Features—Will Be Built and Marketed by $500,000 New York State Corporation





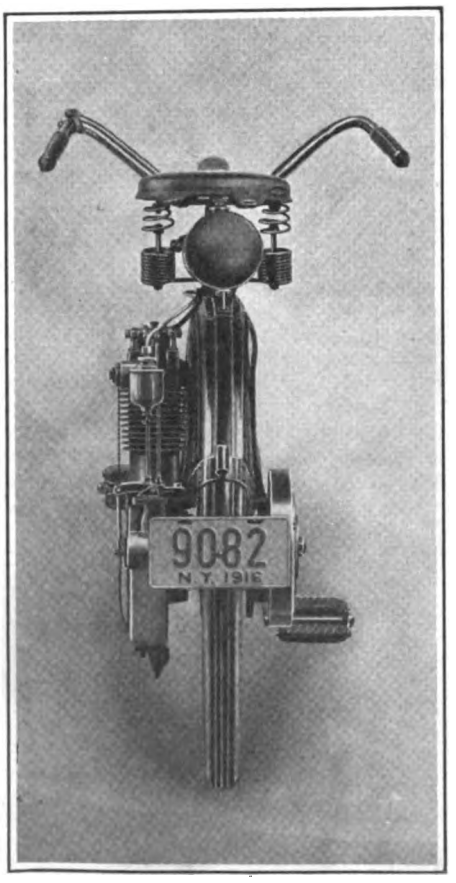
Right and Left Sides of the New Merkel Motor Wheel Which Is Promised for March Delivery and Will Sell for $75. The Illustrations Show Clearly the Disposition of the Various Elements

THAT little cycle problem which has been uppermost in the mind of Joe Merkel for all of two years past, and which just a few months since caused him to cram a whole year's work into the short space of three months, has been solved. And the answer is the Merkel Motor Wheel, a bicycle motor attachment adaptable to any bicycle, of whatever make, and regardless of whether it be a man's, lady's or juvenile model. The Merkel Motor Wheel will sell at $75.

The Company Behind It

As for the mechanical end of it, Merkel brought forth the final answer to that all of six months ago, and as has been exclusively told in former issues of **Motor Cycle Illustrated**, has since the completion of his highly successful models busied himself with the even bigger problem of rearing up an organization adequately fitted out with both capital and business acumen to tackle the job of producing and selling the little outfit. And with the incorporation of the Merkel Motor Wheel Co., Inc., a New York State corporation, with an authorized capitalization of $500,000, and with the control vested in men fully trained in the various branches of the work they are to manage, Merkel is enthusiastic in his belief that that solution also has been achieved.

Joseph F. Merkel himself heads the concern. He has cut too big a figure in the cycle industry to need an introduction at this time. For close on to a score of years he has been intimately connected with the two-wheeler industry, always in



Merkel's Latest Cycle Achievement as Viewed from the Rear

the capacity of mechanical engineer, his greatest triumph being the conception and development of the Flying Merkel motorcycle. As a matter of course, his title of President will be supplemented by the hardly less fitting one, "Chief Engineer" in the new company.

Merkel is highly enthusiastic over his latest invention, so much so in fact, that he dug the writer out after he had been in bed for a week with a game leg and caused him to limp painfully over to 284 Washington Place, Flushing, L. I., to go over the details both of the motor wheel itself and of the company which is to produce and market it.

But it was worth the trip. One glimpse of the little machine as Merkel wheeled it out of the garage, was convincing proof of that. It's just a little 26-inch wheel, incorporating a two-horsepower plant and fitted with substantial rolled mudguard which is designed to fit right into the forks of any bicycle, after the original wheel has been removed.

What Merkel Claims

A glance reveals the fact that the Merkel Motor Wheel has many claims to novelty and originality. In the first place, although it is powered with a motor which Merkel claims will enable it to keep up with fast moving traffic and climb the steepest of grades, none of this weight or vibration falls on the bicycle itself, all being carried by the specially constructed wheel.

Furthermore, it not only fits every wheel, but is very easily attached and converts the

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bicycle into a spring frame machine. Its thrust is a direct one, there are no belts or belt rims to attach and no extra wheel to be tired. And withall the machine embraces the use of a four-cycle motor involving the best of motorcycle practice, weighs only 57 pounds, and will make about 100 miles to the gallon of gasoline without the slightest difficulty.

Is Typically "Merkelesque"

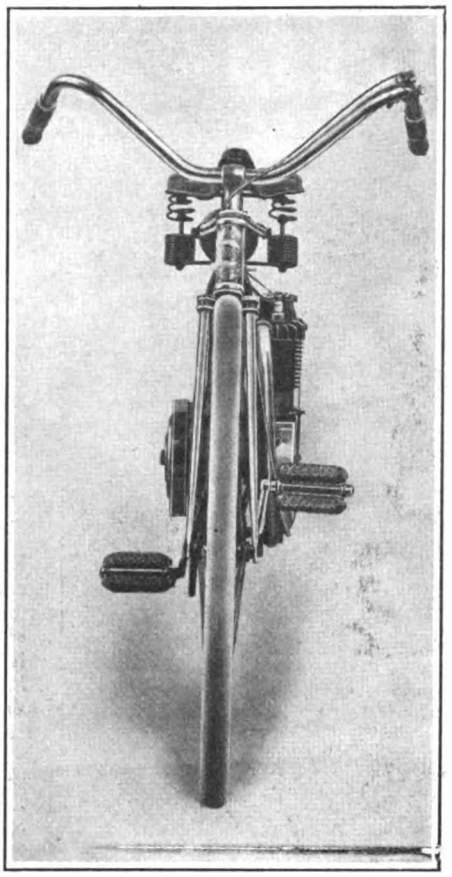
The idea is unique and ingenious in its conception and typically Merkelesque in the way the details have been carried out. The motor, a 2½" bore by 2½" stroke overhead valve, four-cycle type, is positioned on the left side of the wheel in such a manner that it comes outside of the rear fork stay of the bicycle when the wheel is in position. The crankshaft extends straight through the hub of the wheel and mounts on the other extremity, so that it occupies the same relative position on the right side as the motor does on he left, a flywheel incorporating a built-in magneto of the high tension type.

The drive from the crankshaft to the wheel is through the intermediary of spiral cut gears encased on the engine side and formed as a unit with the motor; the gears provide a reduction of 8 to 1 between the crankshaft and the rear wheel.

A boss projecting from the crankcase of the motor and in which the crankshaft finds its bearing, also serves to mount the raceways for the wheel bearings and as an anchor for the stationary plates of the disc type of coaster brake which is built into the device. The mudguard, of pressed steel, is supported on substantial pressed steel arms which serve also as yokes, bridging the wheel and relieving the crankcase boss of all undue strain.

Novel Compensator

Perhaps the most novel feature of the Merkel Motor Wheel is the compensating device. It will be seen by a glance at the illustrations that the crankcase of the motor does not come in the same position as the axle of the original wheel of the bicycle; as a matter of fact, it is placed some 4½ inches behind that point. The bolts which hold the wheel to the rear fork stem ends come down tight on a pair of collars on which the whole power plant



As the Merkel-Equipped Wheel Appears From the Front

is pivoted so that it is free to swing with the fork ends as the center.

This tendency to swing is counteracted by means of a pair of helical springs fixed on a curved guide rod attaching to the front members of the framing in such a position that the springs pass through the rear forks just behind the bottom bracket of the bicycle. A bearing plate clamps to the forks at this point and serves to take the strain. It will be seen that one spring takes the movement in one direction while the other acts just opposite; both springs are adjustable, to provide the best working tension.

This device acts at once as a compensator to soften the drive when the wheel is started or running very slowly, and as a spring frame for the bicycle, for any road shock tends to drive the whole wheel up, turning it around the pivots against the action of the compensator spring.

The motor itself is ingeniously designed so that the cylinder can be readily removed simply by taking out five bolts. This makes for facility in refitting of the connecting rod; the rod can be removed without taking down the crankcase. Both the crankshaft and the camshaft, which serves also as a lay shaft for the power transmission, are carried on annular ball bearings, the only plain bearing being the connecting rod big end. The whole connecting rod is made of bronze for ready replacement in case of wear or breakage.

Some Motor Details

The mixture is supplied by a single jet float feed carburetor of Merkel design which is designed for full adjustment of both gas and air and which is provided with a barrel type of throttle valve. Lubrication is effected by means of a constant level splash system, the oil being pumped from a sump in the lowermost portion of the crankcase to a tray into which the connecting rod big end dips and splashes the oil to the working sufraces and bearings. The oil pump is of the plunger type, cam driven from the lay shaft. An oil sight in the sump is fitted for convenience.

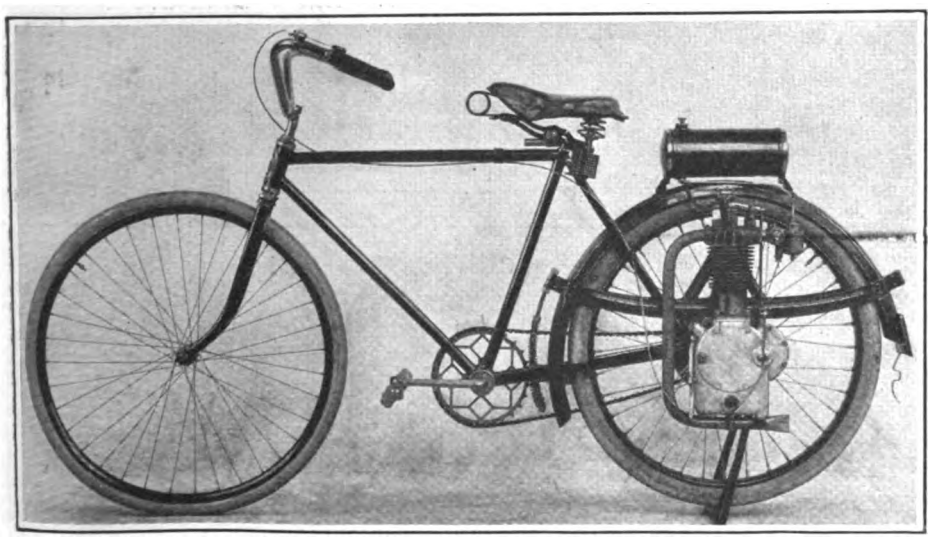
The valves are of nickel steel, $1^1/_{16}$ inches in diameter and with a lift of $^3/_{16}$ of an inch. The spiral cut transmission gears also are made of 3½ per cent. nickel steel, heat treated. A long exhaust pipe reaching down in front of and underneath the motor, and provided with a fish tail end and diagonal saw cuts on the under side, takes the place of a muffler and effectively silences the exhaust. The cylindrical half-gallon gasoline tank is positioned on the top of the mudguard, the filler cap incorporating the shut-off valve.

Single Control Lever

The entire control is vested in a single handle bar lever, which acting through Bowden wire control, serves to operate the compression release and the throttle. The spark is fixed.

The wheel is 26 inches in diameter and fitted with a two-inch standard AA rim drilled for 36 100-110 regulation motorcycle spokes. The device is also fitted with a substantial stand of the quick action motorcycle type which is absolutely independent of the bicycle itself and which is designed to be snapped up and clipped by a spring clip on the end of the mudguard.

The little arrangement looked so alluring that the **Motor Cycle Illustrated** man despite a bad leg and also zero weather, could not resist the temptation to give it a tryout. With the compression released, he machine pedalled along without the slightest difficulty and the motor started readily as soon as the valve was dropped. But what a start! The light little machine fairly jumped ahead, and yet so delicate is the compensating device that there was not the slightest jar even on the first explosion. It certainly was a revelation.



Showing Just How the Little Merkel Device Attaches to the Bicycle

(Continued on page 42)

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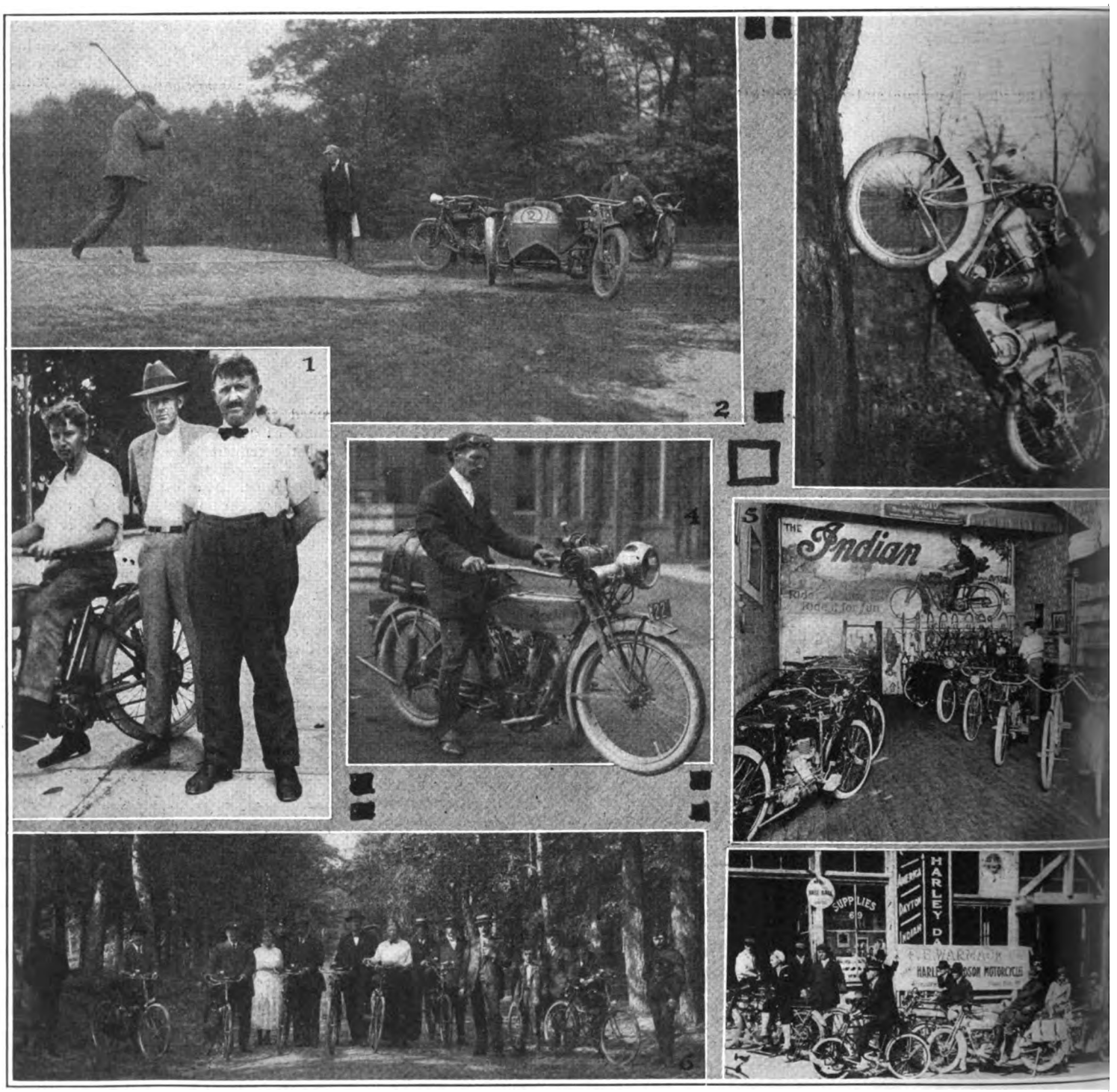
The Weekly

NEWSY EXPLOITS OF THE CAMERAMAN



REEL 1, Scene 1.—Messrs. Diekes and Jellife, Pope dealers of Miami, Fla., talking things over with Pope Traveler Hallbourg.

Scene 2.—Showing how a trio of Long Island golf enthusiasts make sure of beating the crowd to the links and back again at supper time.

Scene 3.—Edward Mitchell, of the Arnold Motor Co., Marion, Ind., proving that the 1917 "X" is right there when it comes to climbing, even tree climbing.

Scene 4.—Just one of a number of Pope enthusiasts who visit the Westfield plant daily. He is Frank Lockwood of New Bedford, Mass., and belongs in the neat-rider class.

Scene 5.—Here's what the interior of an up to date Wigwam looks like. It is the Indian shop of W. F. Maus' Cyclery, at Council Bluffs, Ia.

Scene 6.—A lineup of just a few of the Cyclemotor enthusiasts of Holland. The Cyclemotor is very popular in the Netherlands, one distributor alone contracting for 1,500 of the little machines at the Chicago Show.

Scene 7.—An interesting line of motorcycle enthusiasts lined up on Nashville, Tennesse's motorcycle row.

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Motograph

PRESENTED IN TWO REELS ~ ~

REEL 2, Scene 1.—Just a patch of Michigan's scenery set off with a touch of snow and a 1917 Henderson rider.

Scene 2.—E. W. McDonald, a Cygnet Rear Car booster demonstrating the merits of the attachment to a couple of officers of the 71st Regiment of the N. G. N. Y.

Scene 3.—Where the Harley-Davidson holds forth in the shop of F. A. M. Fisher, Great Bend, Kans.

Scene 4.—Quartet of Albany, N. Y., riders who have just completed a trip to San Francisco on their Harley-Davidsons. From left to right they are: David Wright, Fred Tegler, Fred Zeihm and John Henry.

Scene 5.—Here's a hunter who uses his Indian and sidecar combination to advantage in the pursuance of his sport. He is R. Gilbertson, of Minneapolis, Ind.

Scene 6.—This speedy crowd of Gardner, Mass., motorcycle riders are ready for their weekly spin, weather conditions regardless.

Scene 7.—Private W. J. Knoop, who served as dispatch bearer throughout the summer camp at Plattsburg, N. Y. He rides a Powerplus Indian.

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How the Dealer at the Show Can Acquire the Factory Spirit

Excellent Opportunity Is Offered at Show Booths for Agents to Acquaint Themselves Fully With the Manufacturer's Sales Plans and Profit by the Observations of Factory Experts.

ONE of the most important duties of the motorcycle dealer who attends a national show is to acquaint himself fully with the plans of the manufacturer, or manufacturers, he represents for the systematic development of the sales field during the approaching season. The signing of a suitable agency contract is naturally the first matter to be disposed of, and then should come serious consideration of the lines along which the dealer can work most fruitfully to make that contract a paying one. In this he needs the close co-operation of the factory representatives at the show.

Officials of the various companies, assisted by heads of departments and salesmen, can be easily located for interviews at the show booths, whereas it would be difficult, if not impossible, because of geographical conditions, for the average dealer to get in personal contact with the factory men at any other time. And it is only from the factory representatives that the spirit, as well as the text, of the company's plans can be acquired.

The Heart-to-Heart Conference

It may be argued that every dealer who visits the show is certain to come in contact with the staff men representing the motorcycle he is selling, which is true; but the fact remains that few dealers avail themselves of the opportunity to discuss sales on a concrete basis at these meetings. They are accustomed to make a brief report on the business transacted in the season just closed, and perhaps forecast roughly the sales possibilities for the next year, but rarely do they go about the important matter of learning what the factory experts have in mind along lines of broad-gauge business development for the ensuing twelve months.

Only one dealer in a hundred—perhaps only one in five hundred—has the time, the money or the inclination to make a critical study of the general sales situation with a view of applying the information gained to his own interests, and it is only fair to say that he should not be expected to go far in that direction. There are keen-witted and experienced men at the factories probing for facts, and then putting them to work as business-boosters the year round, and it is only necessary for the dealer to use the detailed information thus acquired in the manner best calculated to improve his local conditions. It goes without saying that the company he represents will be exceedingly pleased to have any dealer profit by the findings of the factory experts.

Acquiring the Factory Spirit

But the dealer must know of the conclusions at which the factory men have arrived, and must acquire something of the spirit behind the factory plans before he can properly participate in the upbuilding campaign which his company is launching for the advancement of its agents in general. He must, in short, place himself in sympathy with the company whose product he handles, and he can do that effectively only through a personal interview.

Letters are cold and unsatisfactory media through which to work up a feeling of genuine helpfulness and co-operation between factory and dealer. It is the hand-to-hand, man-to-man contact that results from a visit to the factory, or a hard-fact conference at the show, that delivers the goods.

Some Pertinent Questions

Has the dealer found it difficult to work up and apply a mailing list system? Has he been somewhat at sea as to how to solve the used machine problem? Has he been troubled over the matter of doing justice to his opportunities on limited capital? Is he hampered by the display and repair shop problems incidental to a small establishment? Are there commercial prospects in his city that he cannot convince for some obscure reason? Is he puzzled over the advisability of carrying side lines during the winter months? Are there large factories in his district whose employees have so far failed to be impressed by the possibilities of the motorcycle? Is he losing money through faulty methods of handling his repair and parts business? In brief, is he worried or hampered by any angle of his business? If he is, he needs the encouragement and constructive advice of the men from the factory, and the annual show is a good place to find them.

Broad-Gauge Plans Afoot

There are greater and more promising plans afoot at this moment for the advancement of the motorcycle dealer than have ever been possible in the past, and the distributor or retailer who makes a point of profiting by every co-operative suggestion of his factory during 1917 is going to be pleasantly surprised by the progress he has made a year from now.

Even the seemingly unimportant aspects of the dealer's business are being studied with unprecedented thoroughness by the factory experts, and once definite conclusions are arrived at *they are acted upon.* That's the big point. The research work does not begin and end in mere words. It brings action—broad-gauge action with a recognizable punch in it. That is the outstanding feature of the 1917 policy of the big factories as applied to the dealer.

Under the circumstances, it would be a matter for deep regret if any dealer failed to benefit by the campaigns which are being so painstakingly worked out by the factories. In the first place, the manufacturer deserves the best possible co-operation of his dealers; and secondly, the dealers owe it to themselves to get in touch with what is being done in their interest.

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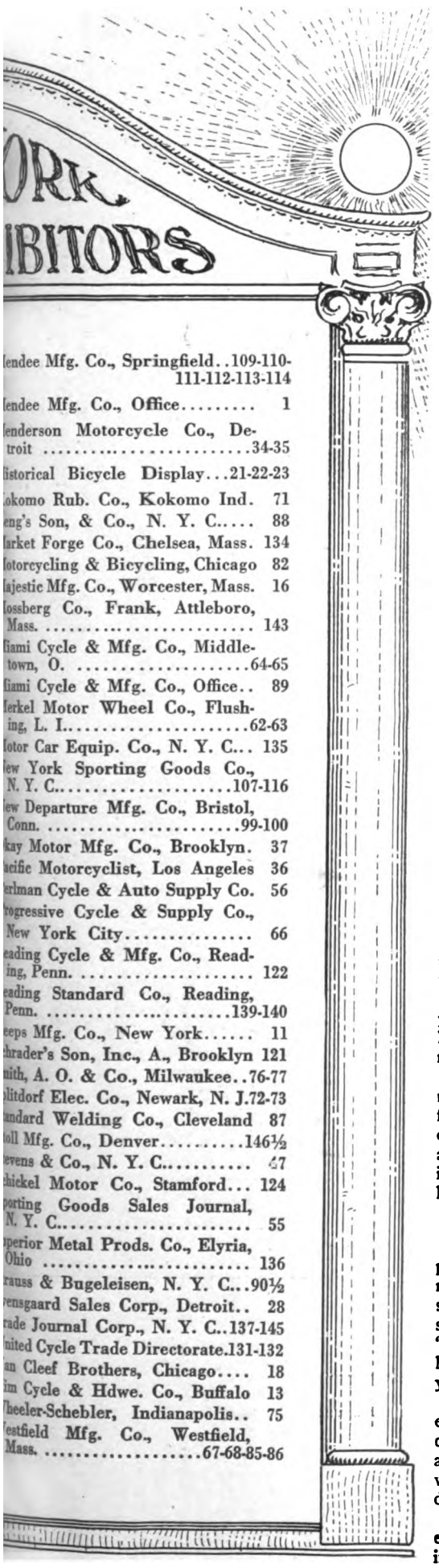

What the Show Exhibitor Can Do to Increase Its Effectiveness

Spectacular and Interesting Displays Add to Attractiveness—Capable Booth Attendants, and Supply of Catalogs or Other Literature Are Real Necessities Which Should Be Provided.

ARE the shows profitable for the manufacturer? Do the bicycle manufacturer and the accessory producer obtain as good results as the manufacturer of motorcycles?

That's what a good many trade folk are asking—especially those tradesmen or firms who have hesitated on the matter of exhibiting.

But why the question? Just compare the show lists of this year with those of last. Bigger? Well, and then some! That's the answer. Of course the manufacturer reaps a great deal of benefit from the shows; and the smaller manufacturer reaps a bigger benefit proportionately than the motorcycle maker or the bicycle manufacturer.

Likewise with the jobber; it pays him a handsome profit to stage an exhibit at a show which draws dealers and distributors from all over the country.

The Biggest Profiter

But in this connection, there is one point which should be emphasized. The exhibitor who derives the greatest benefit from the show is the exhibitor who puts the greatest energy into it.

The exhibitor, for instance, who simply fills a booth with a lot of ill sorted materials and leaves it in charge of someone who knows nothing at all or very little about the products and prices and general trade conditions is the one who is most apt to decry the show as a business venture.

To derive the greatest benefit from the show, and to impress the show visitors, whether they be trade folk or laymen or simply "kids," firmly with the trade name, products and quality of his line, the exhibitor must needs put on an orderly and neat exhibit.

And those exhibitors who go in for the more elaborate and eye-pleasing exhibits are firm in their belief that the attractiveness of the setting is well worth both the time and the money spent in developing the ideas in the added interest which the exhibit attracts.

Proof of the Pudding

That this is so can be gathered from the present shows. Whereas in past years most of the exhibitors confined their efforts simply to a display of their wares, so to speak, only one or two going in for the "pretty stuff" to any great extent, they have gone to the opposite extreme this year.

Practically every one of the motorcycle exhibitors has gone great lengths to set off his or its exhibit in a manner that will appeal to the show visitor and impress him with the substantialness of the cycle industry.

And in this matter the motorcycle makers are not alone, for the bicycle makers in more than one instance and numbers of the parts and accessory folk are following suit.

But even more necessary than that, in point of real benefit accruing to the exhibitor, is the call for a really well posted man as booth attendant. The average show visitor, when all is said and done, is not simply an uninterested spectator. He is drawn to the show because something there interests him and what he wants more than anything else is information.

Where You Miss a Bet

And you, Mr. Exhibitor, take space for the sole purpose of handing out this information. If you do not station a well-informed booth attendant at your booth to pass out every bit of information that is desired about your product or products, some of the money you are paying to stage the display is going to waste.

Quite in the same category as the exhibitor who mans his stand with inefficient help is the one who neglects to provide catalogs or other literature bearing on his products. It's a fact that we are wont to regard the catalog gatherer as a sort of a pest, but the fact remains that in most instances those folks who take the time and trouble to gather a collection of catalogs are vitally interested in their contents and are not simply moved by mere idle curiosity.

The exhibitor who fails to provide some sort of literature is overlooking a matter which is quite as important as providing a well informed booth attendant.

In Lieu of Catalogs

Of course, it is not always possible to arrange to have catalogs ready for show distribution. It is, however, quite possible to have leaflets printed at very short notice; just enough to give the necessary information at least about the new features of the line or any changes that have been made since the last catalog.

The least that can be done in this connection is to have on hand an address book and jot down the name and address of any folks sufficiently interested in the line to inquire for literature.

If the show exhibitors all would bend their efforts to do these simple things, how much more attractive to the outsider and to the insider, too, the annual affairs would be!

A Trade Stimulant

It's just one means of stimulating cycle enthusiasm, but an important one, and the manufacturers and jobbers who will go to it and make their exhibits not only as comprehensive, but also as interesting and as eye-pleasing as possible, and will be prepared to give out full information to every folk who inquires, and literature covering at least the "newness" of the lines, the shows to come will be found even more profitable investments than those of yesteryear.

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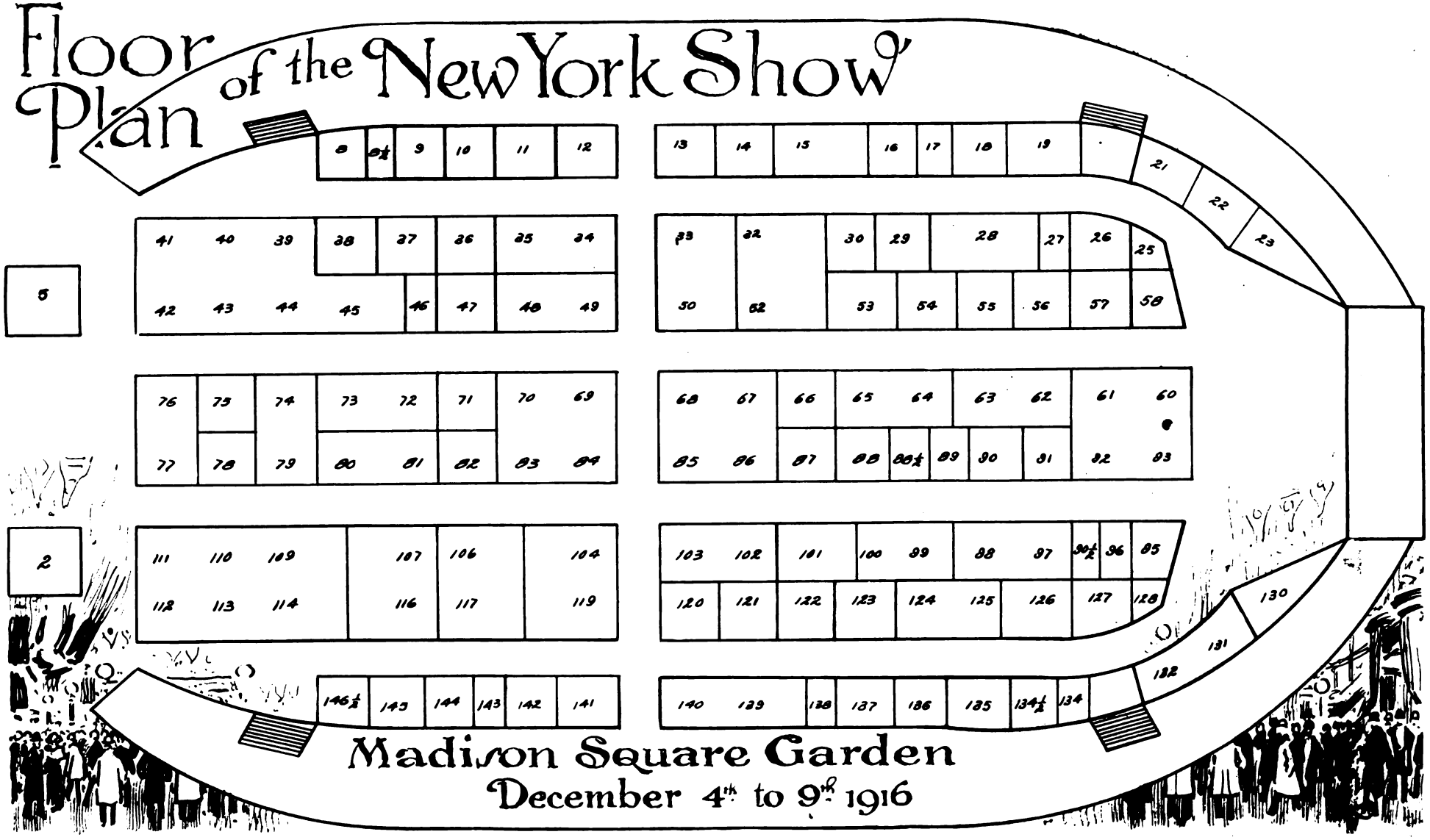
Floor Plan of the New York Show



ONCE more the historic Madison Square Garden is ready for the bustling inrush of decorators, carpenters and electricians and the staging of a National Motorcycle, Bicycle and Accessory Show. This announcement may be tinged somewhat with sentimental interest because of the announcement that at last plans have been definitely laid to tear down the old landmark in the near future. In other words, this year's show will probably be the last to draw trade men and riders to the Garden. Next year's exhibition will in all probability be held elsewhere, perhaps in Grand Central Palace.

The floor plan of the coming Show, as diagrammed above, gives an excellent idea of the adaptability of the Garden to exhibition purposes. The main entrance is at the right of the drawing, and the various exhibits have been so distributed that in order to see all the motorcycle and bicycle stands the visitor must pass through the entire accessory section. There is no distinct motorcycle department. The motor displays are scattered along the broad aisles at intervals, with bicycle and accessory exhibits attractively filling out the lines. The broad curving open spaces on either side of the plan above indicate the galleries.

The drawing gives the final layout of the stands and shows that no floor space has been allowed to go to waste. **The full lineup of exhibitors, with stand numbers, appears on the two preceding pages and in order to locate any exhibitor in the Show it is only necessary to compare the list with the above diagram.**

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SIX YEARS' MOTORCYCLE PROGRESS—

UP-TO-DATE TENDENCIES IN DESIGN AS EXEMPLIFIED BY THE MODELS FOR THE COMING SEASON TO BE SEEN AT THE NEW YORK SHOW

BY MURRAY FAHNESTOCK

PERCENTAGE TABLE OF MOTORCYCLE FEATURES

	1912	1913	1914	1915	1916	1917
Horsepower	5.04	6.05	6.39	8.35	7.3	6.9
Single cylinders.....per cent.	71	55	45	32	22	28
Twin cylinders..... " "	26	41	51	64	71	70
Valves, automatic .... " "	46	3	0	0	0	0
Valves, mechanical ... " "	54	97	100	100	100	100
Valves, overhead ..... " "	..	..	..	..	7	18
Valves, side by side... " "	..	..	..	..	14	28
Valves, inlet over exhaust " "	..	..	..	..	71	54
Chain drive ..... " "	27	62	77	95	96	100
Belt drive ..... " "	71	36	19	5	0	0
Two-speed ..... " "	8	15	39	49	32	9
Three-speed ..... " "	..	..	..	9	43	68
Clutch ..... " "	79	97	100	100	100	100
Lubrication, mechanical " "	19	29	39	42	86	96
Two brakes ..... " "	8	10	21	25	22	77
Gasoline, gallons	1.96	2.41	2.42	2.43	2.51	2.75
Oil, quarts	2.21	2.37	2.61	2.55	2.50	2.60
Wheelbase, inches	57.75	56.95	57.38	57.48	58.01	58.00
Foot-starters .....per cent.	3	3	7	78	91	96
Front stands ..... " "	..	..	..	..	..	45
Price	..	$255.00	$248.50	$250.50	$239.00	$251.00

NOW that the 1917 motorcycles have been announced and have appeared, it will be interesting to consider the tendencies which have led to the practical development of the present diversified types of motorcycles. By taking a general average of the characteristic features of the more prominent makes of motorcycles, we shall be able to give an intelligent answer to the question, "What are the characteristics of a 1917 model?"

That a motorcycle engine costs less per horse power than the average automobile engine, may not be known. This is in spite of the manifestly better workmanship and materials used in the motorcycle engine. The saving is due to the simplicity of the air cooled motorcycle engine and the elimination of non-essentials.

The average motorcycle costs $4.50 per cubic inch displacement or about $36 per horse power, if we assume that 8 cubic inches will give approximately one horsepower. But the average automobile costs $8.33 per cubic inch, or $66 per horsepower; so that the motorcycle scores not only in lower running costs, but in lower first costs as well.

The diversification of the motorcycle has made it necessary to divide motorcycles into three general classes. The standard motorcycles are those of over four horsepower. The lightweights are those of less than four horse-power. The featherweights include the Smith Motorwheel, the Dayton Motor Bicycle, the Cyclemotor, and the Okay bicycle attachment. The featherweights differ so greatly that they cannot well be averaged, and the same is true to a less degree of lightweights.

While electric lighting equipment is furnished in many cases at an increase in cost of about $35 or $40, this can hardly be considered as an integral part of the motorcycle, and so has not been counted in summing up the average cost.

While horse-power ratings may seem slightly smaller this year, this is due to the fact that manufacturers' ratings have not been taken, but rather the horse-power figured on a basis of one horse-power for every eight cubic inches of piston displacement. Thus a 61 cubic inch twin would be rated as 7.5 horse-power. On this basis, the average 1917 motorcycle is conservatively rated at 7 horse-power, and can actually deliver much more power than this, especially at high motor speeds.

As the utility type, the single cylinder motorcycle still seems to be holding its own, with an average of 28 per cent. of all the models listed, while if lightweights were included, this percentage would be even larger. Twin cylinders are, of course, the predominating type, with an average of

(Continued on page 60)

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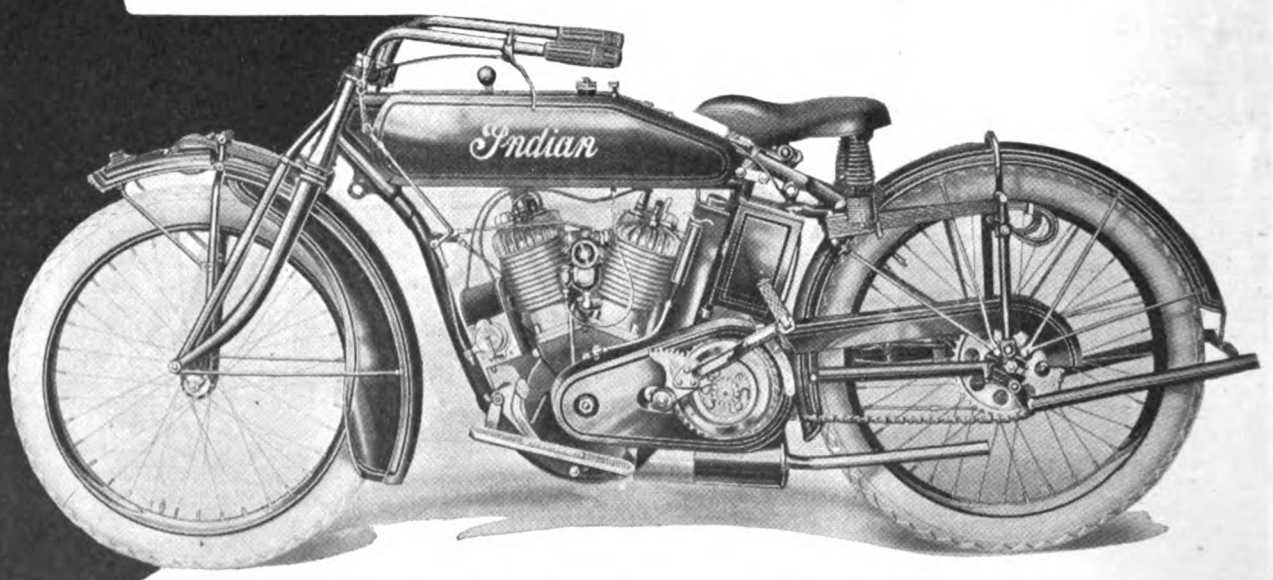
19

Indian

At The Madison Square Garden Show

—just as we were at Chicago—we expect to be crowded to the very limit of our big exhibit space with enthusiastic riders and dealers anxious to get their first peep at the 1917 line of Indian achievements—Big Twin, Light Twin and Bicycles.



For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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17 Motocycles

We'll be right there in the limelight of popularity talking profits and closing territory with every up-and-doing dealer who has his ear to the ground and can hear the onrush of multitudes of Indian sales, and who want to share with us the biggest of all the Indian years.

That 1917 Big Twin with refined Powerplus Motor, Triple Stem Fork, 3½ gallon Gasoline Tank, Webbed Head, and other improvements and refinements, just naturally spellbinds every man who takes a close-up at it.

And the Light Twin with New Indian Four Cycle Opposed Motor calls for an inspection that winds up in big enthusiasm and orders.

Then there's the line of 1917 Indian Bicycles—headed by the natty Electrically Equipped model. To overlook them is to miss an education in what's what in the 1917 bicycle world.

They'll all be in abundance at the New York show. And there also will be at the Indian Exhibit men who can talk turkey as only men who represent the best of everything can talk.

If you're a motorcyclist—or intend to be one—walk up and pick out the model you want, knowing you can't go wrong on an Indian buy.

All we want is an opportunity of explaining to dealers and riders just what the 1917 Indian line is and what it stands for.

Hendee Manufacturing Company

(Largest Motorcycle Manufacturers in the World)

SPRINGFIELD, MASS.

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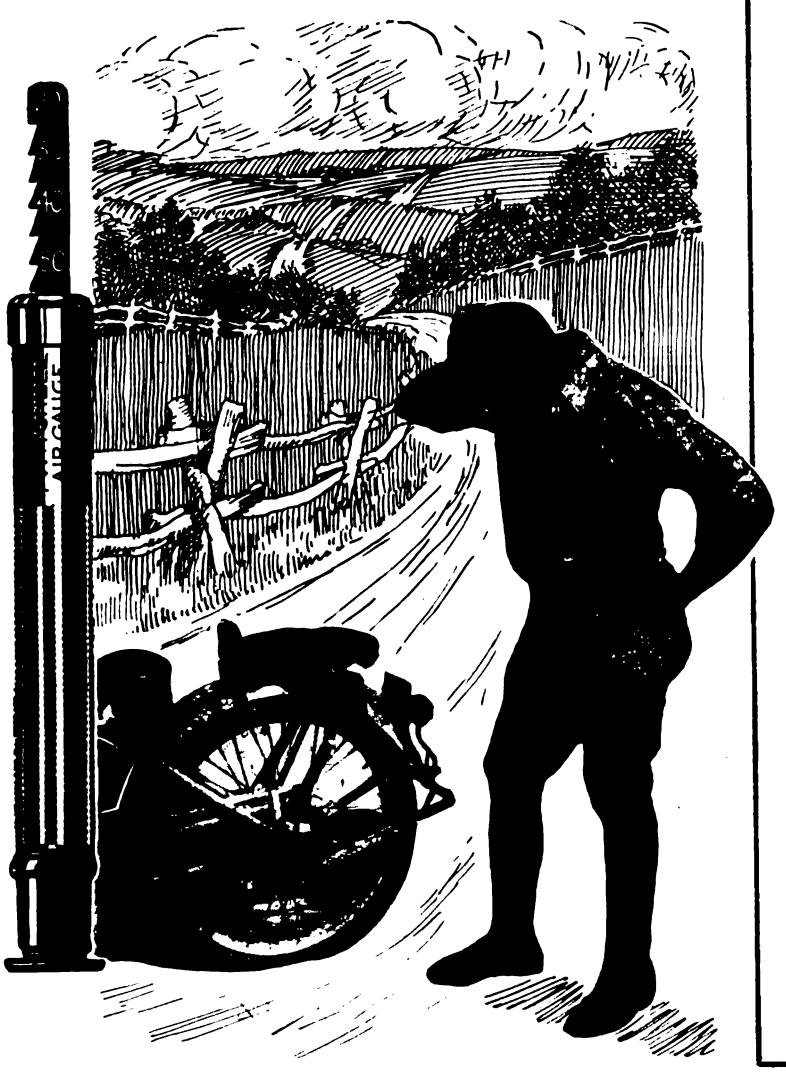
Blowout!

Why Didn't I Use A

TWITCHELL

AIR GAUGE



A Merry Christmas and No More Tire Trouble

By giving your motoring friend a Twitchell Air Gauge for Christmas you will be giving him something that will please him not only at the time of receiving it but for many months thereafter, since every time he uses the Gauge he will be saving himself money.

It's all in this proposition:

Tires that are tested as to their inflation last twice as long as tires which are run with haphazard pressure.

Measure your air pressure with a Twitchell Air Gauge and save your tires.

Price $1.00

At your dealer or

The Twitchell Gauge Co.

1213 Michigan Ave.
Chicago

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Stolen Machine Bureau Is Launched to Aid in Campaign Against Cycle Thieves

IN view of the steadily increasing menace of motorcycle thieves throughout the country, and owing to the fact that manufacturers, dealers and riders are of one mind as regards the necessity of a widespread and definite movement to combat the evil, **Motor Cycle Illustrated** has launched a Stolen Machine Bureau. The purpose of this Bureau is to give prompt co-operation in identifying a stolen machine as soon as it comes under suspicion, and to give equally prompt assistance towards putting the owner in touch with his mount.

The Owner's Part in the System

Every rider who suffers the loss of his motorcycle by theft is hereby invited and urged to send to the Stolen Machine Bureau of **Motor Cycle Illustrated** the following data: Motor number, machine number, single or twin, type, three-speed or otherwise, full list of equipment, including make of sidecar or tandem, if one was fitted, and make of tires. In addition, he should give any special distinguishing marks to be found on the machine or its equipment. This latter provision is highly important. Articles of equipment may be quickly changed, but a small distinguishing mark on the machine is likely to be overlooked by the thief.

How the Bureau Operates

As soon as this data is received at the office of **Motor Cycle Illustrated** it will be placed in a special card file, so arranged as to permit of speedy reference work. This hooks up the machine owner with the Bureau in a simple and practical way. Now for the finder of the machine.

Dealers, garagemen and police departments throughout the country will be fully acquainted with the purposes of the Stolen Machine Bureau, and its method of operation, and will be requested to forward data as outlined above to the Bureau as soon as they come into possession of a motorcycle under conditions which arouse suspicion. When such a report is received at this office it will be compared immediately with the file list of stolen machines, and the mount can thus be identified. The next steps of the Bureau will be to communicate with the finder of the machine, and then to notify the owner.

A Bertillon Department for Motorcycles

It often happens that a dealer, or an officer of the law, has his attention called to a motorcycle under circumstances which lead him to believe that the mount has been stolen, but being unable to confirm his suspicions without considerable trouble, delay and uncertainty, he allows the machine to slip away from him. With the Stolen Machine Bureau of **Motor Cycle Illustrated** in operation this situation will be remedied. It will be very easy for a dealer, or any one else to "start something" as soon as he believes that he has located a stolen machine.

The fact that the F. A. M. offers a reward of $25 for the recovery of every motorcycle stolen from a member will doubtless have a stimulating effect upon those who believe they have located a purloined mount.

The Bureau Is Ready; Do Your Part Promptly

The Stolen Machine Bureau is now ready for business and riders who have had motorcycles taken should file the required data with this office at once. Lists of stolen machines will be received from all the factories, and will be duly filed, but the motorcyclist who has lost his mount through theft need not wait for the factory to send out a list. It is to the rider's interest to get a full report on his machine on file with the Stolen Machine Bureau at the earliest possible moment.

The first duty of a rider who has his motorcycle stolen is to notify his local police department; his next move should be to send the necessary details to the Stolen Machine Bureau of **Motor Cycle Illustrated.**

The first duty of the person who feels that he has located a stolen machine is to record carefully the data as outlined above and then to forward a full report to the Stolen Machine Bureau. If the motorcycle has been stolen—and its owner has availed himself of the opportunity to file a report on it with the Bureau—it will be a simple matter to get quick action.

You Can Help by Passing the Word Along

Dealers, garagemen and riders throughout the country will have the aims and method of the Bureau explained to them through the columns of **Motor Cycle Illustrated,** while police departments in all the larger cities will be fully acquainted with the proposition in a series of special circular letters.

The scope of the Bureau will be constantly broadened along these lines and those who are interested in the motorcycle field in any way, can aid in the work by passing along to their friends information concerning the Bureau and the steps to be taken in co-operating with it.

DEALERS' MEETING

Metropolitan Dealers' Association Has Called One for Show Week

NEW YORK, Nov. 28.—The Motorcycle Dealers' Cooperative Association has called a big booster meeting to take place in the Concert Hall of the Garden on Friday night during Show week at 8 o'clock. A full attendance of Metropolitan dealers is expected.

The association, which includes motorcycle dealers from the Metropolitan district and nearby towns and cities, extends an invitation for dealers within ready riding distance of Gotham to join the ranks and aid in the effort that is being made to improve general trade conditions in this section of the country.

The association has some real interesting and helpful plans in prospect, and these will be presented at the Garden meeting at which officers for the coming year will be elected and other important business transacted.

WAUGHOP'S PLAN

Eastern Cleveland Man Arranging to Have Cleveland Dealers Ride to Show

NEW YORK, Nov. 28.—C. W. Waughop of the Cleveland is making arrangements for a demonstration that cannot fail of bringing the attention of the general public to center on the Motorcycle, Bicycle and Accessory Show at the Garden next week.

Waughop's plan is to have all of the Cleveland motorcycle dealers within gunshot of New York ride to the show on their demonstrators and park the little machines in front of Madison Square Garden.

Waughop has lined up over 100 dealers already and is now busy making arrangements to have the machines parked without interfering with traffic or exposing them to the danger of being stolen or tampered with.

FARR JOINS HESS STEEL CORP.

HARTFORD, Conn.—Arthur V. Farr, who for the last three years has been advertising manager of the S. K. F. Ball Bearing Company of Hartford, has accepted the position of sales manager of the Hess Steel Corporation of Baltimore, Md.

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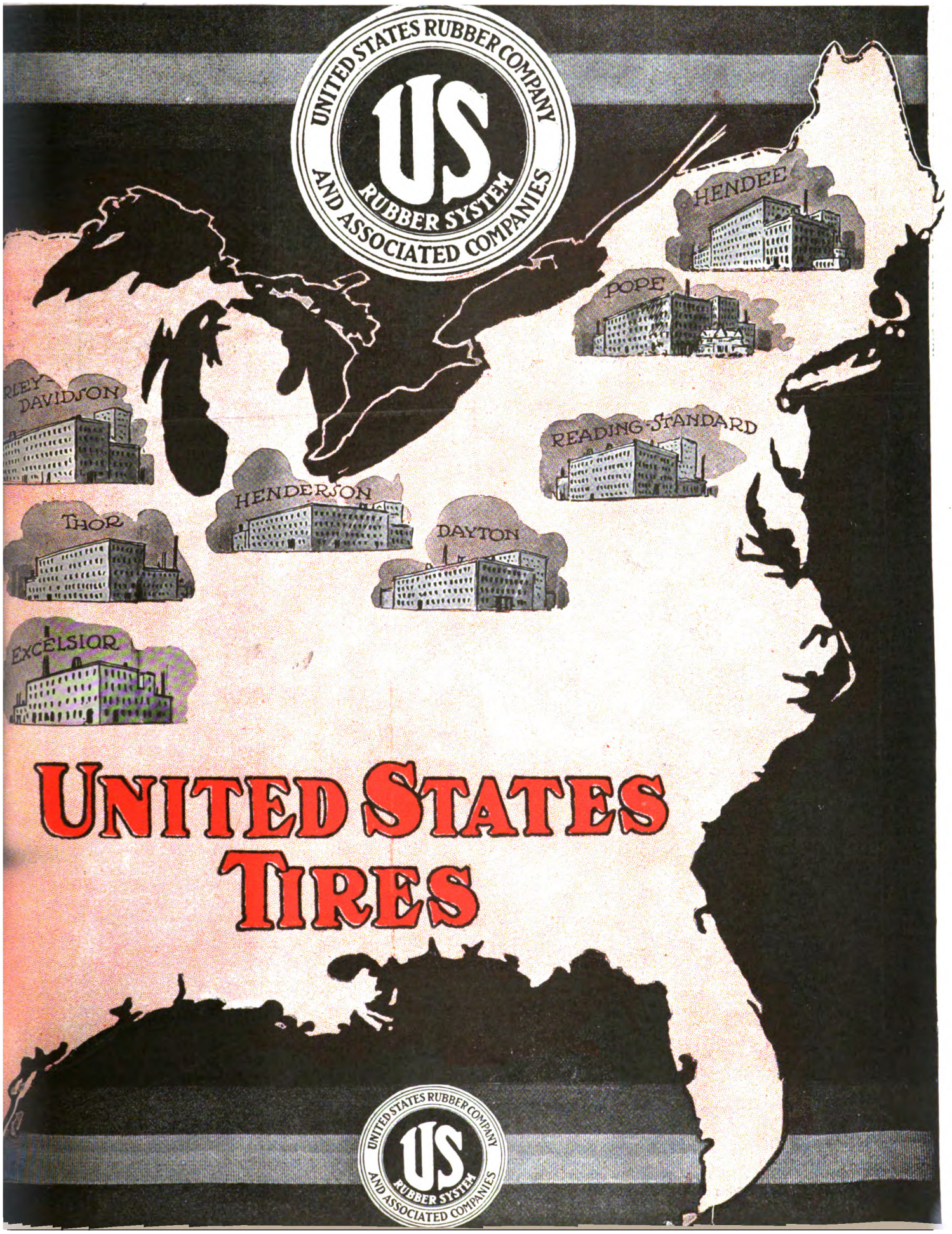

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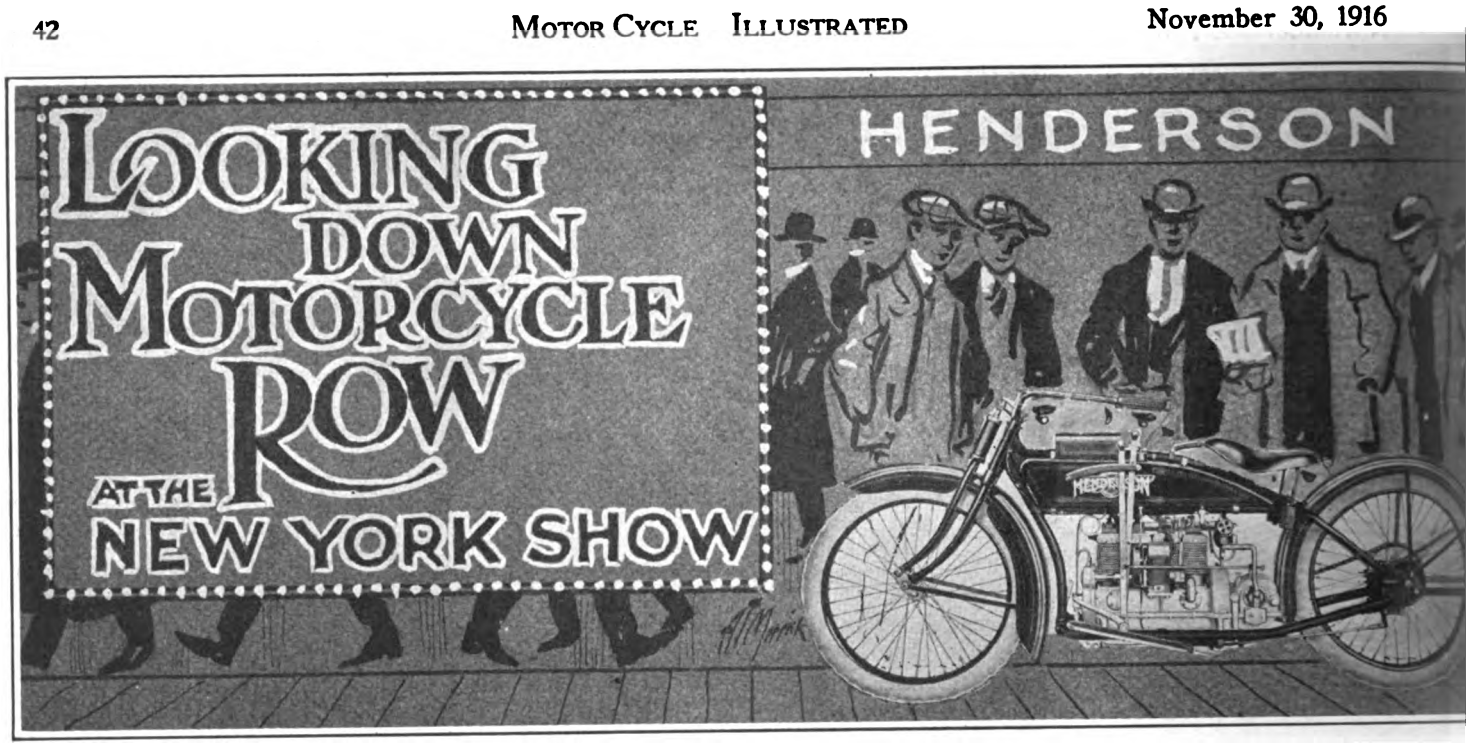


PARAMOUNT LIGHTWEIGHT DUE

Motor Bicycle to Sell at Moderate Price Coming with Line of Parts and Bicycles from New Ohio Concern

COLUMBUS, Ohio, Nov. 28.—There's a new lightweight motorcycle coming from Columbus. It is to be known as the Paramount and is to be the chief product of the Paramount Motor Co., 40 Yale avenue, of which Geo. V. Rottweiler is the general manager.

While no specific details as to the make-up of the new machine are forthcoming at this time, Rottweiler vouchsafes the fact that it will be a popular priced model of the motor bicycle type, and that it will be built from the bottom up in the plant which the Paramount folk are now equipping with the newest and most modern machinery.

On Orthodox Lines

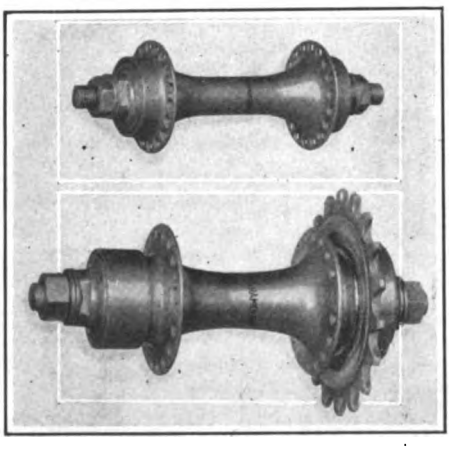
While not specific on that point, from some things the moving spirit in the new enterprise had to say, it is indicated that the Paramount machine will be powered with a two-cycle motor, but it is made emphatic that it will be built absolutely along orthodox lines and will be far removed from anything that can be construed as freakish.

The test machines, which are described as of a type which is bound to strike a responsive note with the general public as well as with the motorcycle fraternity, are now being put through a series of exhaustive tests in and around Columbus for a final determination of the correctness of the design and the choice of materials used in the parts that enter into the construction of the machine. When the machines have proven their ability to stand up under this hard treatment, and the manufacturing plans have been completed, the announcement will be made.

Parts and Bicycles

The plans of the Paramount Motor Co., however, do not stop with the production of the lightweight motor bicycle. As a matter of fact, the plant equipment plans have progressed to a stage where the company is now in a position to offer for delivery after February 1 next a line of both front and rear bicycle hubs that are described as the very acme in hub design and workmanship.

Other bicycle parts are also to be made at the Paramount plant, and a little later on the company will offer a complete line of bicycles. For the purpose the factory, which provides 36,000 square feet of floor space in a three-story building measuring 60 by 300 feet, is being equipped with automatics, presses and quantity and quality producing tools of every description and even includes a large nickel plating department and special japanning and enameling ovens.



Paramount Front and Rear Hubs

BOORD ON TRIP TO WIGWAM

OMAHA.—Sam Boord, of the Omaha Bicycle Company, Indian agent, will shortly arrive home from a visit to the Hendee Manufacturing Company, at Springfield, Mass.

MERKEL UNVEILS HIS MOTOR WHEEL PLANS

(Continued from page 29)

Merkel, in his talk, had claimed a speed of 35 miles an hour for the machine, but the speedometer with which this test model was fitted proved that his claims were modest. The writer had it going 42 before he had gone more than half a block, and its real possibilities for speed were not even tested. It went fast enough, however, to prove that Merkel's contention that it was capable of keeping well up with the traffic was no merry jest.

It speaks well both for the design of the attachment itself and for the oft flouted quality of American bicycle construction when it is pointed out that the bicycle to which it was fitted is one that Merkel bought retail for $13. It has stood the test of weeks at speeds for which it never was intended without giving the slightest evidence of weakness; which, Merkel takes it, is first hand evidence of the correctness of his principle by which the frame of the bicycle is relieved of all the weight and vibration of the power plant.

Production Plans

It is not the intention of the directors, according to Merkel, to use any part of its capital in fitting up a manufacturing plant at this time when both machinery and materials are so costly. On the other hand, the units entering into the makeup of the motor wheel will be contracted for with various manufacturing specialists, final assembly and testing only to be undertaken by the Merkel company in a moderate plant, several of which are under consideration.

On this basis the Merkel company is going ahead and letting contracts with the expectation of having the first machines come through the assembling plant for delivery the latter part of March.

As for the method of distribution, it is planned to deal directly with the dealer in such localities where that plan is deemed practicable or advisable, and to handle the device through large distributors in remote districts.

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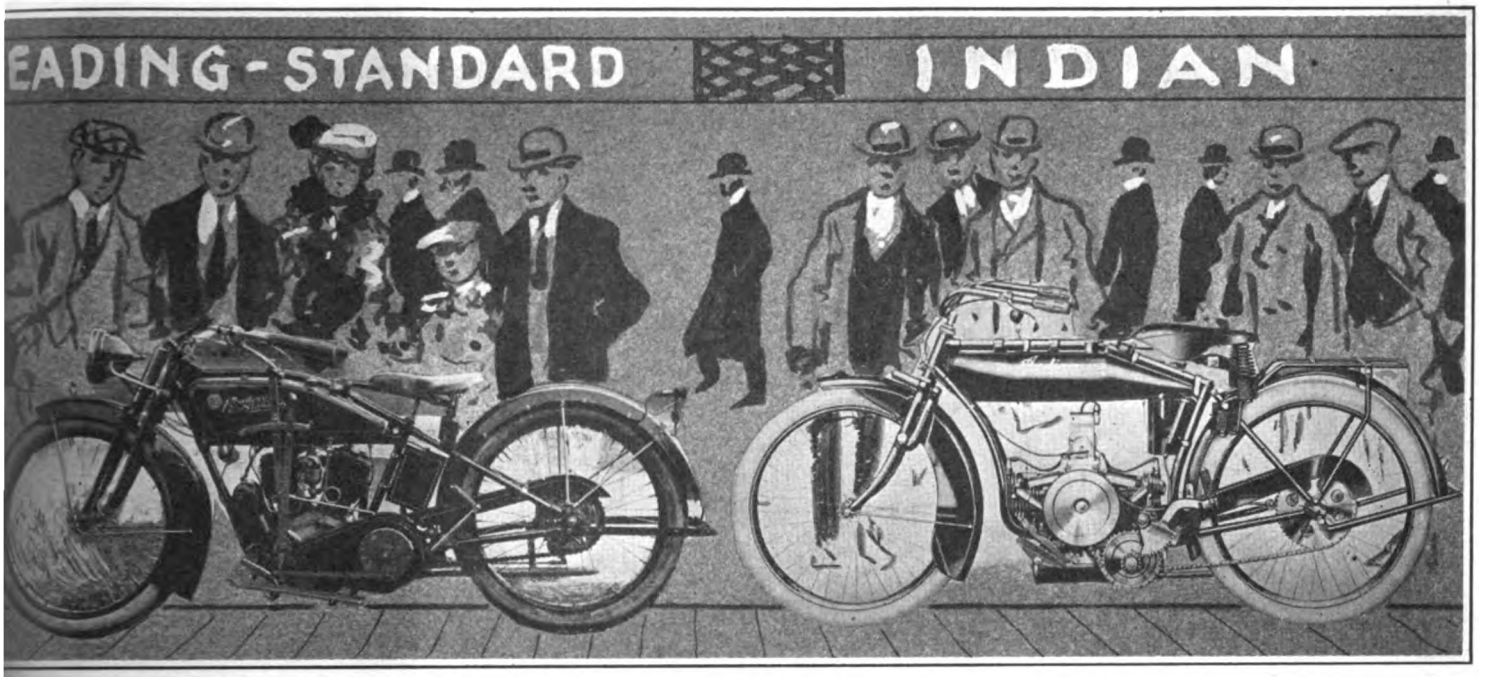

1917 MESINGER FOR INDIAN

Modified Form of Clamp on Air-Cushion Model Enables Rider to Choose Desired Position on New Powerplus Machines

NEW YORK, N. Y., Nov. 27.—In line with its policy of manufacturing saddles to suit any motorcycle, the H. & F. Mesinger Manufacturing Company, of Austin Place and 144th street, this city, has developed the clamps on its Air-Cushion model specially adapted to the Indian during the past season to fit the 1917 Powerplus machines. Not only will the saddle fit the new Indian models, but it will also fit previous Powerplus machines with a slight alteration in the position of the end portions of the clamps.

In the new saddle for the Indian, the rear clamp construction remains practically the same as before, the longer part attaching by a joint to the bridge between the spring cylinder at the rear, while the clamping portion fits around the seat post lug as in former models. The usual serrated angular adjustment is of course retained.

The front clamp, which hinges to the seat frame near the nose, is turned to point rearward in the new design. The clamping portion embraces the top tube just in front of the seat post lug in the space formed by that lug and the rear end of the fuel tank. This clamping portion is made in two pieces and is held in position by a screw and nut, the latter being lock-washered to do away with loosening. The links connecting this portion with the saddle frame, permit of the saddle being shifted to suit the desire of the rider.

When fitted in place, the nose of the saddle rests lightly on the tank when the saddle is empty. With a rider in position, the nose rises slightly, but under no circumstances will the saddle touch the frame and rub the enamel. There is ample clearance between the saddle and the motorcycle frame no mater what the weight of the rider and bottoming is practically impossible.

The seat of the Mesinger Air-Cushion saddle is of the same high-grade leather as in the 1916 and past seasons. The alteration in the clamps has in no way affected the easy riding qualities for which this saddle is noted. The new saddle will be on exhibition at Madison Square Garden next week in the Mesinger booth.

TRADE EXCURSION

Dallas Dealers To Have Representatives on Tour of Southern Texas

DALLAS, Texas.—Taking advantage of an unusual opportunity for advertising their business, motorcycle, bicycle and accessory dealers of Dallas are planning to send representatives with a party of automobile dealers of Dallas, who will soon make a three-day trade excursion to the cities and towns south of Dallas as far as Waco.

The trip is being arronged under the auspices of the Dallas Automobile Dealers Association.

All towns between Dallas and Waco on two routes, for the party will return by a different route from that which they follow in going, will be visited.

STUBBS VISITS HENDEE PLANT

BIRMINGHAM, Ala.—Robert Stubbs, the Indian dealer, who put Birmingham on the map as a parcel car center, made a side trip from the Chicago Show to the Hendee headquarters in Springfield, Mass. He started his return trip to Birmingham Wednesday, after having spent several days inspecting the production of the 1917 Indian.

PLANS FARM TRACTOR

Carl G. Fisher of Prest-O-Lite Contemplates Entering a New Field

INDIANAPOLIS, Ind.—Carl G. Fisher, president of the Prest-O-Lite Co., is entering on a new venture. Fisher is contemplating the manufacture of a farm tractor and is now engaged in the organization of a company to handle the details of the new product.

HENDERSONS FOR JAPAN

Tokio, Japan, is the latest shipping direction on crated 1917 Hendersons, sold by the Henderson Motorcycle Sales Corporation, of Los Angeles. Several machines were sold and promptly shipped to a Japanese dealer this week.

"MOTOR GAME" GIVES TOURING DATA

Novel Deck of Cards Introduced by W. M. Johnson Incorporates License Laws and Other Points for the Touring Rider

CHICAGO, Ill., Nov. 20.—William M. Johnson, former chairman of the Legal Action Committee of the F. A. M. has just obtained the copyright on "The Motor Game," a device combining a pack of cards with a wealth of valuable information to the touring motorcyclist.

The cards in this pack have the usual suits and pips in the center, while around the sides and ends are printed the following: Name of State, capital, speed limits therein, registration expiration and non-resident exemptions, local traffic rules, etc.

The heart suit, for instance, king to ace, takes in States from Alabama to Indiana; the diamond suit from Iowa to Nebraska; the club suit, Nevada to South Carolina, and the spade suit from South Dakota to Texas. The states are arranged alphabetically. The pack is intended to be used for solitaire, giving the rider double value in impressing legal information on his mind and at the same time enabling him to indulge in his favorite card game.

It will be seen that this game is very useful to any rider who crosses his own State line at any time.

Information on "The Motor Game" can be had from Mr. Johnson, 818 Ashland Block, Chicago, Ill.

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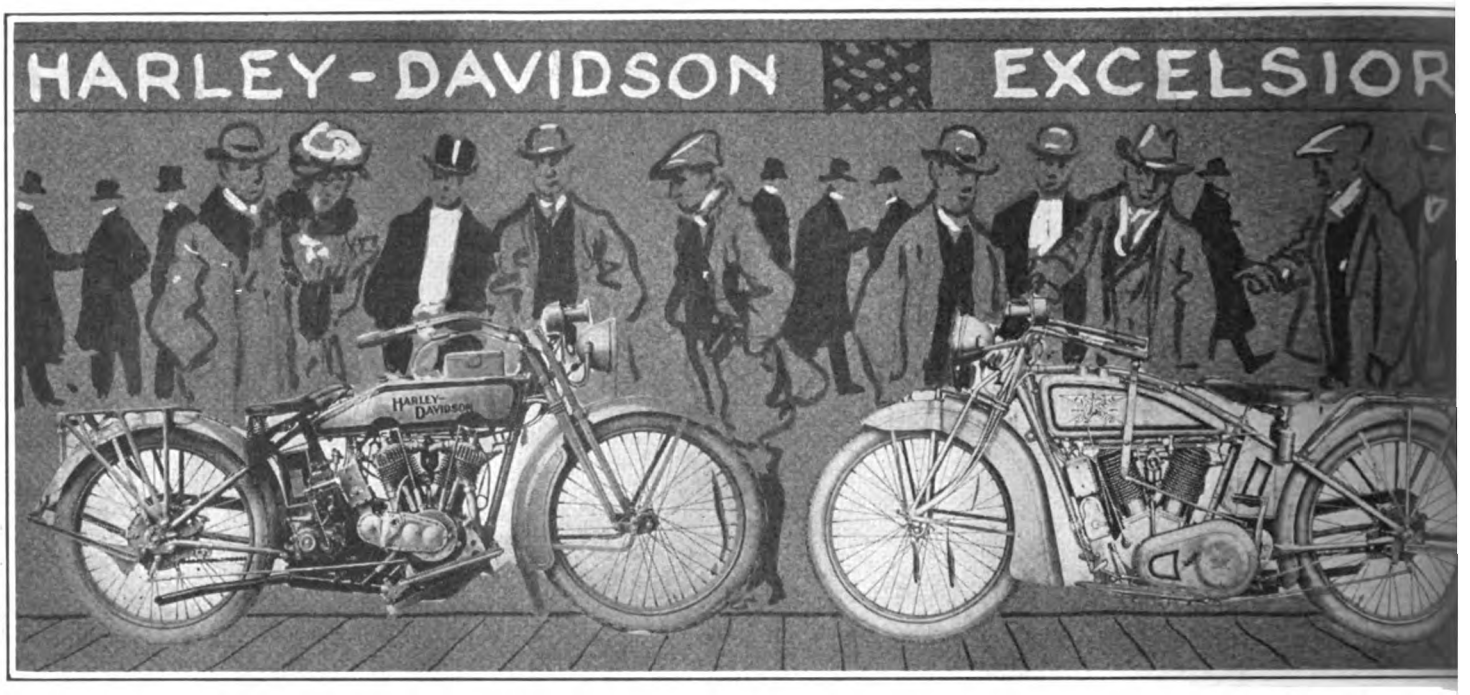

Bulletins From California

WEINSTOCK-NICHOLS ACTIVITIES

New California Cleveland Distributors Have Put in Force a Remarkable Campaign to Make a Big Name for the Lightweight

LOS ANGELES, Nov. 28.—The Weinstock-Nichols Co., new distributors of the Cleveland in California, Arizona and Nevada, have already put the full power of their tremendously active and efficient organization behind a selling campaign that has for its purpose the establishment of the lightweight in the position which the far-seeing men in the trade realize it is bound to achieve.

Weinstock-Nichols Co. is known as the largest and strongest auto supply house on the Coast, and its entry into the lightweight distributing field at this time is an event of the utmost significance. This firm has a remarkable record of success with everything it has undertaken, and its growth has come about through backing energetic sales activity with a service policy that is unsurpassed. Its organization of 150 men includes 48 salesmen, and activity in promoting a strong dealer organization throughout the entire distribution territory allotted to the firm is already in motion.

H. J. Banta, well known in the cycle trade from his previous connections with the Pierce and Iver Johnson, has been made general sales manager for the Cleveland, with headquarters in San Francisco. In southern California the Weinstock-Nichols Co. has induced Paul J. C. Derkum to put his energy into the campaign as Cleveland sales manager, and his duties will include traveling throughout his territory and organizing a dealer staff and maintaining dealer relations of the firm on the basis of the strongest campaign ever witnessed in the motorcycle field.

SECOND CAR FOR PASSMORE

LOS ANGELES.—Passmore & Sayre unloaded a second carload of Harley-Davidsons this week, the contents all being sold in advance. A third load is due Nov. 23, and ten of the machines in this load have been sold already. Half of these sales were made before the demonstrator arrived. Sidecars of 1917 model to the number of four have been disposed of.

SOCIAL RUN TO LOS GATOS

SAN FRANCISCO.—A few members of the San Francisco M. C. enjoyed a social run to Los Gatos Nov. 19, five machines making the trip. The riders found the hills full of fine red Christmas berries, and came home loaded down with them. The next regular run is to Pescadero, and one more run after that will probably end the season. There are still seven members with perfect scores for the club runs.

GET 1917 DEMONSTRATOR

SAN FRANCISCO.—Hopkins & Alzina, distributors for the Reading Standard, have just received their first 1917 machine. A carload shipment is expected within a few days. With a sales campaign well planned out, they are going ahead signing up dealers throughout this section of the State.

GETS SECOND CYGNET

LOS ANGELES.—T. E. Berry, Thor dealer, has his second Cygnet Rear Car on the floor. The first one went to M. Wortendyke, cashier of the National Biscuit Company branch. Berry has been carrying bicycles for a month past and this week a jump in sales cleaned out his stock.

COMMERCIAL SALES

Maggini & Perkins Place Four of 1917 Model-Eleven Solo Machines

SAN FRANCISCO, Cal.—Maggini & Perkins, of 116 Van Ness avenue, this city, have sold and delivered 11 Harley-Davidsons of 1917 model, as well as eight sidecars and delivery vans. Delivery outfits have been recently sold to the following: San Francisco *Bulletin*, Young Sawa Cleaning & Dyeing Works, A. Sorraco & Co., and the Bay State Grill.

The commercial end of Maggini & Perkins' sales is a strong one. There are 30 outfits of 1915 and 1916 models in use daily in this city, all of which have been obtained from this firm. The partners expect to place a considerable number more in the early part of the year.

ENDURANCE RUN

Dudley Perkins, Hippodrome Winner, Boosts for All-California Affair

LOS ANGELES, Cal.—Dudley Perkins, the Harley-Davidson rider, who was victor in the recent Hippodrome Hill climb, stayed in this city a few days to talk over a plan made by Northern Californians for a big All-California endurance run. December 9 is the date.

The idea is for San Francisco to send a bunch down one route and back the other for two succeeding days, and for Los Angeles to send a squad up to Frisco on the first day and back on the second. Thus both squads would cover the same route but on different days.

CONDUCTS OPEN AGENCY

VENICE, Cal.—The Venice Bike & Motor Shop, of 1412 Innes Place, this city, is conducting an open agency for motorcycles and bicycles. Proprietor Ellsworth has to depend largely upon repairs during the winter, as the summer population returns to the city when the fall season opens. "One of the best friends of the repairman in the winter," says Ellsworth, "is the sea fog which corrodes metal quickly."

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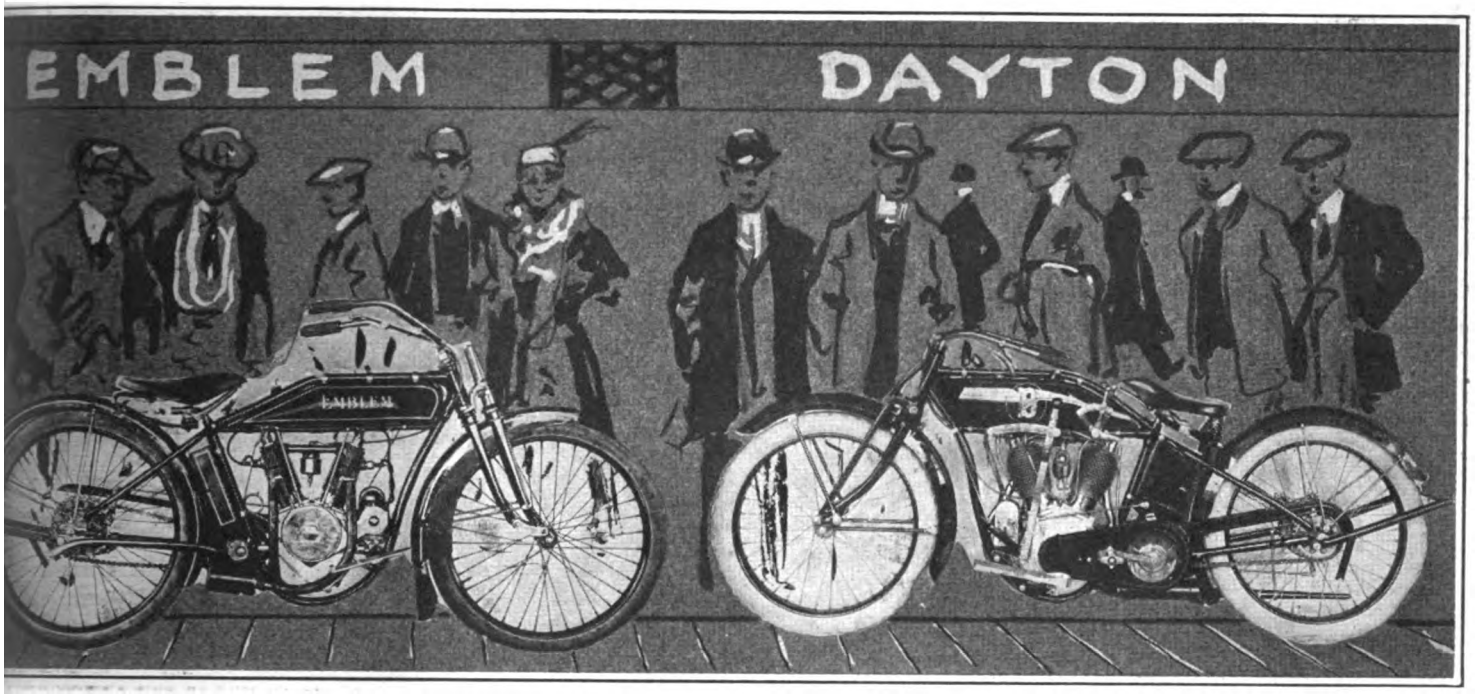

CAPISTRANO CLIMB

Another Try at Grade, Yet Unconquered, Slated for First of Year

LOS ANGELES, Cal.—Orange County riders are still taking a whirl at the steep hill south of Capistrano, where the big climb was staged last spring. To date, nobody has reached the summit. Since the advent of the 1917 machines, dealers and riders have been fired with the desire to make a complete climb of the grade and so a big meet there will be held around the first of the year.

An earlier date was first suggested, but as the local trademen are booked up to the limit with orders for the next 60 days, they are holding off until the factories catch up with the orders.

PEACH SETS RECORD

Old Line Cyclist Makes San Bernardino-Los Angeles Trip in 9:49

LOS ANGELES, Cal.—J. S. Peach, the veteran bicyclist, who started to "come back" on Bicycle Day and has been coming ever since, has just set a new mark for the 136 mile San Bernardino-Los Angeles round trip. He made the distance on his Miami racer in 9:49:00. Peach is planning a series of rides over various California inter-city routes, to better the times made by him all of fifteen years ago. He held records between this city and San Diego and San Francisco.

Peach used Marathon "White Flyer" tires on his machine for the San Bernardino-Los Angeles trip.

SPEEDSTERS ARRIVE

At Los Angeles After Phoenix Race—Baker Plans New Stunt

LOS ANGELES, Cal.—Motorcycle row gave a lively welcome this week to the boys who set up new marks in the big races of the season. Following the Phoenix race, Don Johns, E. G. Baker, Joe Wolter, Glenn Stokes, Morty Graves, Ray Creviston and Dave Kinney arrived to swell the congregation.

Baker has a stiff leg which will bother him for weeks. Then Baker is going to start something in Southern California, but just what his newest novelty is, he is keeping under cover. Joe Wolter is going back to Chicago in a few days.

A VETERAN SEARCHER

Henry Van Vliet, 72 Years Old, Uses Motorcycle to Scout Lost Man

JOHNSTOWN, N. Y.—One of the interesting sidelights in the sensational search by a hundred men for trace of Carleton Banker, superintendent of the electric division of the F. J. & G. railroad, who was lost in the north woods for four days and nights, is the fact that the oldest man in the party is Henry C. Van Vliet of Byard street, Johnstown, father of Edward Van Vliet, a Bleecker street glove manufacturer.

Mr. Van Vliet is 72 years old and rides a motorcycle just as handily as a 20-year-old youngster. For years he has hunted in the Piseco district and "knows it like a book," as he says.

As soon as Mr. Van Vliet heard of the missing Banker he filled up the tank of his Harley-Davidson and drove through to Piseco, where he joined the party of searchers.

Van Vliet is undoubtedly the oldest man to ride a motorcycle in this section. He is hale and well preserved and keen for the exercise that men a score of years younger tackle with zest.

FOR TEMPORARY USE

Cardboard License Plate Issued by Harley-Davidson to Dealers for Machines of Customers Awaiting Regular Tag

JOINS PACIFIC MOTOR SUPPLY

LOS ANGELES.—Emil Viseipka, formerly with C. L. Smith, has joined the expanding organization of the Pacific Motor Supply Co., Indian distributor, in the clerical department.

UNDERTAKER USES MOTOR WHEEL

PINE BLUFF, Ark.—Ambulance drivers, like doctors, have to be ready for duty at any hour of the day or night. Not only do they have to respond to a call, but they have to respond quickly. Loss of time, delay of any kind, may be serious—it may mean loss of life. An ambulance driver, therefore, has to be Johnny-on-the-spot when he's wanted. G. C. Johnson is a local undertaker's assistant, and it is his duty to answer the ambulance calls. He lives a mile from his work, and the problem of quick and sure transportation when he was telephoned for was a big one. He purchased a Smith Motor Wheel from Fox Brothers Hardware Co. and the modern samaritan goes to the rescue on the dependable bicycle booster.

COP GETS PROMOTION

OMAHA—Brilliant work on the part of motorcycle policeman, C. W. Pipkin, has been prompted to the rank of detective. He has developed clues, since his connection with the Omaha force as motorcycle patrolman, which led to the recovery of over 40 stolen motorcycles and has put out of business a gang of thieves, who for two months stole from two to six automobiles daily.

LIMONITES SEEK GOOD ROADS

DENVER, Colo., Nov. 25.—The citizens of Limon, Colo., are working hard to secure a good road between their town and Denver. It is pointed out that it would form a drawing card for tourists travel and it would also aid the farmers in bringing their grain and other products to Denver.

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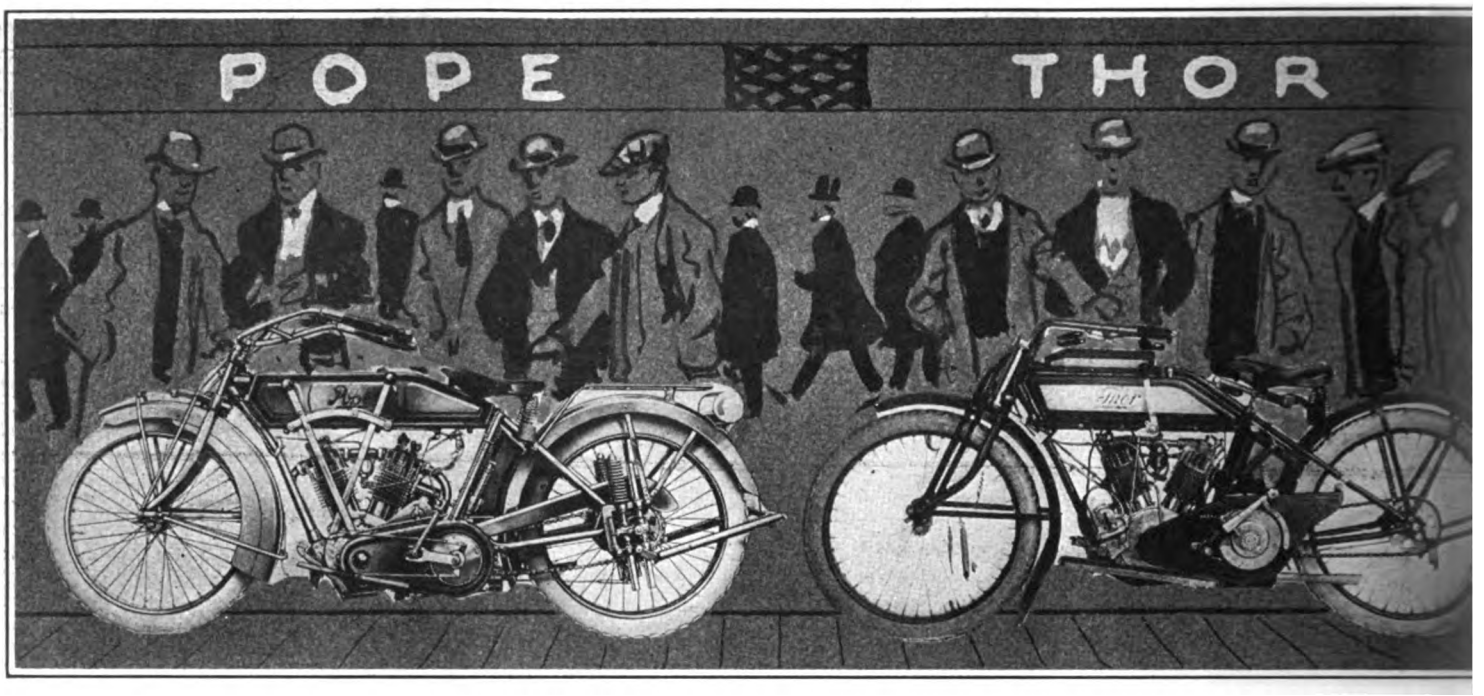

WHERE OUR EXPORT POLICY FAILS

Representative of Well-Known Amsterdam House Points Out That Tendency to Change Foreign Agents Frequently Is Damaging to Prestige of American Cycle Industry

NEW YORK, Nov. 28.—H. Vredenburg, representing Klisser & Citroen, of Amsterdam, Holland, prominent distributors and jobbers of motor and cycle products, arrived in New York a few days ago for the purpose of signing up with both motor car and motorcycle manufacturers.

He is stopping at the Hotel Astor, and will remain in this country a month or more.

The chief point brought out with reference to American export business by Mr. Vredenburg during a visit at the office of **Motor Cycle Illustrated** was the necessity for a more dependable policy on the part of manufacturers in dealing with foreign agents. The visitor explained that the most prominent foreign representatives are now reluctant to sign up with an American company because they fear that the agency will be taken away from them at the end of the first season for the benefit of another house that may hold out a promise of better business.

The Foreign Situation

Mr. Vredenburg called attention to the fact that few foreign firms can make a profit on their first year's business with an American product; that money must be spent and much time devoted to introducing the machine, and that in most cases they suffer an actual loss unless they are permitted to carry the line for a second or third season. This tendency to "skip around" among the dealers on short notice lets in many undesirable agents who spoil the field for the reliable houses without really doing justice to the product themselves, according to Mr. Vredenburg.

"In general," says the Dutch enthusiast, "the American manufacturer is not highly esteemed in Holland and other European countries, because he is not inclined to be lenient on credits and other matters, and because he does not seem to realize that it is necessary to build up good will on which to continue future business. At least, that is the way the situation looks to the foreign agent.

"This is a serious situation for the American cycle industry," continued the visitor, "because unless it is changed it will result in almost complete loss of foreign business as soon as the countries at war resume manufacturing operations. Competition is going to be exceedingly keen after the war, and European companies will quickly arrange to do business on a basis that will be more satisfactory than that now adhered to by most American manufacturers. This is a warning given in a friendly spirit, and I trust the cycle manufacturer in the United States will profit by it."

Mr. Vredenburg has represented his company for years past in the Dutch East Indies, but admits that the motorcycle market in those parts is hardly worth bothering with. His chief business there is in motor cars.

MOTORCYCLE EQUIPMENT CO. EXPANDS

Pioneer Parts and Accessories Firm Now in Well-Lighted Structure Four Times Size of Former Building

HAMMONDSPORT, N. Y.—The Motorcycle Equipment Company, manufacturer of Meco supplies and accessories, has moved into its new daylight building and is conducting its steadily increasing business with greater facility than ever before. The new structure, is of reinforced concrete, with saw-tooth roof and measures 119 x 67 feet. It has four times the capacity of the former structure occupied by the firm. The cost of the building was $20,000.

The Motorcycle Equipment Company recently bought out the entire motor parts stock and good will of Stevens & Company, of 375 Broadway, New York. By this purchase, a stock and assortment of parts and accessories without a peer is now in the possession of the progressive cycle firm.

STANDARD PARTS CO.

$35,000,000 Concern From Merger of Standard Welding and Perfection

CLEVELAND, Nov. 28.—The merger of the Standard Welding Company and the Perfection Spring Company, both of Cleveland, which has been hanging fire for all of two months has been finally consummated.

A new company has been formed with an authorized capitalization of $35,000,000 to take over the properties of both concerns and which will be known as the Standard Parts Company. Of the new capitalization $10,000,000 will be 7 per cent cumulative preferred stock and the balance $25,000,000 will be common stock.

Only $8,000,000 of the common stock is to be issued at present while $4,000,000 of the preferred stock will be issued to investors at par. The common stock will not be offered publicly, having been underwritten by a syndicate.

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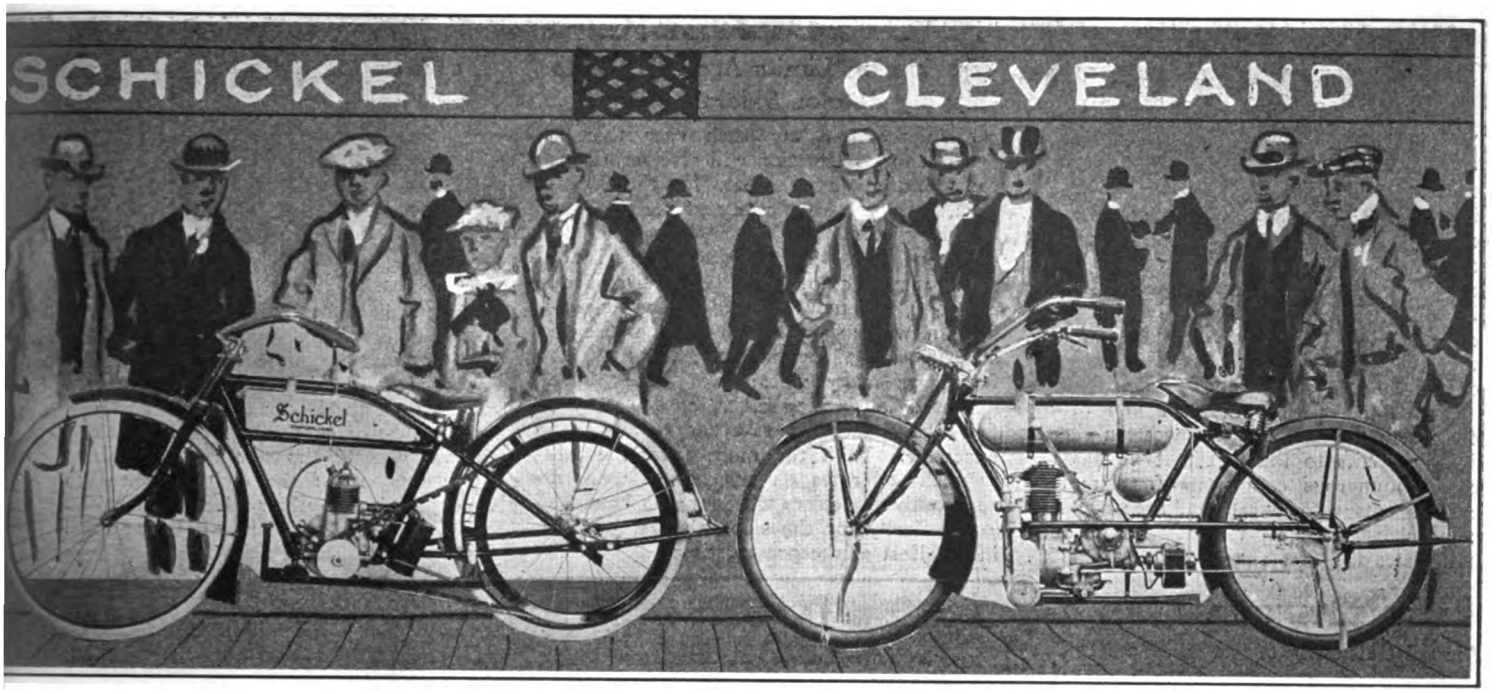

14 INDIANS FOR AVIATION CORPS

Order Has Just Been Placed for New Fleet of Motorcycles to Serve as Auxiliary Arm of Flying Service; To Be Delivered Dec. 7

WASHINGTON, D. C.—As an early step toward enlarging the Aviation Corps, the War Department has placed an order for fourteen Indian motorcycles, to be delivered on December 7. This order was placed direct with the Hendee Manufacturing Company, as the result of competitive bids filed with the Quartermaster Department in New York City by several manufacturers of motorcycles.

The machines are to be used as an auxliiary arm of the aviation corps. Their chiet duties will be rushing supplies from point to point for the aviators, and it is expected they will also prove valuable for the purpose of rushing mechanics to points where airplanes may have come to grief, or have been forced to descend because of engine trouble.

The fourteen Indians ordered are to be 1917 three-speed, electrically equipped models, with cradle spring frames and Splitdorf Mag-Dynamos. Each machine will also be equipped with a cidecar. Their color will be olive drab, but slightly different in shade from the coloring of other army machines. They will be lettered with the aviation corps' insignia.

The machines will go into service on the Border and will be shipped to the supply officer of the aviation section, signal corps, San Antonio, Tex.

N. J. HILL CLIMB

Pompton Plains' Steepest Grade Chosen for Newark Club's Dec. 3 Event

NEWARK, N. J., Nov. 27.—The New Jersey M. C. has selected a new hill for the scene of its hill-climb, scheduled to be contested December 3, starting at 1 p. m. This hill, which has been named "Waterloo," is situated on the outskirts of Pompton Plains, N. J., about 20 miles from Newark. The grade is 35%, actual, not conjectural, and is 850 feet in length.

To "Chet" Charles goes the honor of being the first motorcyclist who has poked the front wheel of his mount over the summit; he made the ascent on his Indian in 45 seconds.

Gold, silver and bronze medals will be awarded for the three best climbs in both solo and side-car class.

COAST ENDURANCE

Frisco Club Backed by Dealers Plans Two-Day Affair Dec. 9-10

SAN FRANCISCO.—Dealers of this city and a committee from the San Francisco M. C. met a few nights ago at John Baumgardner's store to thresh out plans for the proposed endurance run between San Francisco and Los Angeles. It was finally decided that the run will be held, rain or shine, on Saturday and Sunday, December 9 and 10. It will be under the auspices of the San Francisco M. C. All the dealers have pledged their enthusiastic support, and it is stated that prizes to the value of about $1,000 have been put up by the dealers and manufacturers.

According to the present plans, the route will be from San Francisco to Gilroy, to Pacheco Pass, to Fresno, to Bakersfield and to Los Angeles. This route affords a first-class road, with the exception of a short stretch in Pacheco Pass and the ridge road into Los Angeles. At these two points there will be serious difficulties in case of rain, but otherwise it is expected that all the contestants will be able to get through.

CROTONA M. C. STAGES SUCCESSFUL BALL

Progressive Bronx Organization Attracts Many Riders and Their Ladies to Annual Social Affair; Attractive Dance Order a Feature

NEW YORK, Nov. 29.—One of the best attended social affairs that has been staged by a motorcycle club in the East was the annual ball of the Crotona M. C., held tonight at the McKinley Square Casino. Motorcyclists and their ladies by the score were on hand from the Metropolitan district, and adjoining states were also represented by delegations. Excellent music, tempting refreshments and perfect management throughout made the program a highly successful one.

The Entertainment Committee which was responsible for the affair was made up as follows: Fred Christmas, chairman; Kenneth Hoffman, Larry Ferri, John Ramsteck, George Gessler, Edward Schrader and Oliver C. Berckhemer. Fred Nissen acted as floor manager, with Joe Barnett and Gene Coughlin as his able assistants.

The present officers of the club follow: John Paff, president; Charles Crownshield, vice-president; John T. Welch, secretary; Edward Schrader, treasurer; Ben Goldstein, road captain; Fred Christman, first lieutenant; John Cobban, Jr., second lieutenant; O. C. Berckhemer and Fred Nissen, directors.

An unusually attractive dance order and program was prepared by the club, with an appropriate Thanksgiving subject in colors on the cover.

OMAHA CLUB HOLDS BANQUET

OMAHA, Neb.—Fifty-four members of the Omaha Motorcycle Club, with their wives and sweethearts, celebrated the opening of the new club rooms with a banquet on November 21. The rabbits and squirrels, which were served as part of the menu, were tributes to the marksmanship of the club hunt held on the preceding Sunday. President Harry Stryker was master of ceremonies. Louis Fletcher, Lee Lytle, Officer Anthony, of the Traffic Squad; M. Carpenter, Charlie Hayes and A. L. Dunn, representing **Motor Cycle Illustrated,** gave short talks.

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IMPORTANT INFO. FOR DEALERS

Those in Southwestern and Western Classification Limits Are Advised to See That They Obtain New Shipping Rate on Sidecars

MILWAUKEE, Wis., Nov. 28.—Motorcycle dealers in southern and western classification territories will be interested in learning that the official classification committee has decided that hereafter sidecars will be rated in the "knock down" class and billed at twice the firse class rate in less than carload lots. This decision comes as a result of many months of agitation by E. V. Gumpert, traffic manager of the Harley-Davidson company.

Mr. Gumpert calls the attention of all dealers in the southern and western classification limits to the fact that he has received numerous complaints from motorcycle agents who assert that they are still being charged the old rate of two and one-half times the first class schedule on sidecar shipments. Any such case that is brought to his attention will receive prompt consideration and a rebate for the difference between the old rate and the new one will be secured.

According to E. J. Mueller, assistant sales manager of the Harley-Davidson company, this new "knocked down" classification will mean a material increase in sidecar sales throughout the territory affected, as many motorcycle dealers have hesitated in pushing sidecars, due to the fact that the freight rate has always been excessive. With the more favorable adjustment of rates on sidecars to western and southern dealers will come an increase in popularity for the sidecar there, just as in the East at the present time.

WESTFIELD BANQUET

Members of Live Organization in Massachusetts City Dine at Russell

WESTFIELD, Mass.—Thirty members of the Westfield M. C. had their semi-annual banquet Thursday night Nov. 16, at the Russell Hotel in Russell. On account of the cool weather the boys did not undertake the trip on their machines, but went in a big motor truck. The start was made from the headquarters on Church street at 8 o'clock and it was in the wee small hours before the machine whizzed the club back into town.

The banquet was one of the most enjoyable ever held. Landlord Edward Brennan gave the boys a great "feed" with an abundance of everything. William Yelinek was the toastmaster and he called upon a number of the club members to give expression to their ideas. Activities for 1917 were discussed and it was agreed that Sunday runs would be arranged.

R-S MEETING JANUARY 9

Annual Gathering of Stockholders Is Set Ahead Because of New York Show

READING, Pa., Nov. 28.—Plans were laid by the Reading Standard Company, Inc., as in past years, to hold the annual meeting of stockholders on Tuesday, December 5, but owing to the fact that the New York Show opens on December 4 it will be impossible for several of the largest stockholders to remain in Reading for the session, and it is practically certain that it will be set ahead to Tuesday, January 9. The stockholders will gather at the office of the company, 501 Water street, Reading.

TWO NEW INCORPORATIONS

COSHOCTON, O.—The Midland Tire & Rubber Co., and the Ben-Hur Tire & Rubber Company, both with preliminary capitals of $10,000, have been incorporated for the manufacture of tires and tubes.

In each instance the incorporators are the same; being, W. P. Horton, Jr., J. S. Culp, Thomas Brennan, Herbert P. Laurence and M. B. Glore. It is planned to erect a large factory.

O'BRIEN A COLUMBUS VISITOR

COLUMBUS, Ohio. — J. Howard O'Brien, manager of the Parts Department of the Hendee Manufacturing Co., stopped off in Columbus to visit the Sykes Motor Co., central Ohio distributor for the Indian, on his way back from the Chicago Show.

The Sykes Motor Co. has sold almost a dozen of the 1917 model Indians. The pleasant weather during the greater part of November stimulated the sale of motorcycles and bicycles.

SCHOOL HAS 10 MOTOR WHEELS

MILWAUKEE, Wis.—A letter received at the A. O. Smith factory from "Johnnie" Clark, Dallas, Texas, has this postscript, "I'm the tenth boy in my school to own a motor wheel and the eighth fellow in my class." Eight motor wheels in one class room is going some, and much credit must be given George Boehn, the Smith Motor Wheel dealer, for recognizing the big field for bikes and motor wheels among school boys and girls.

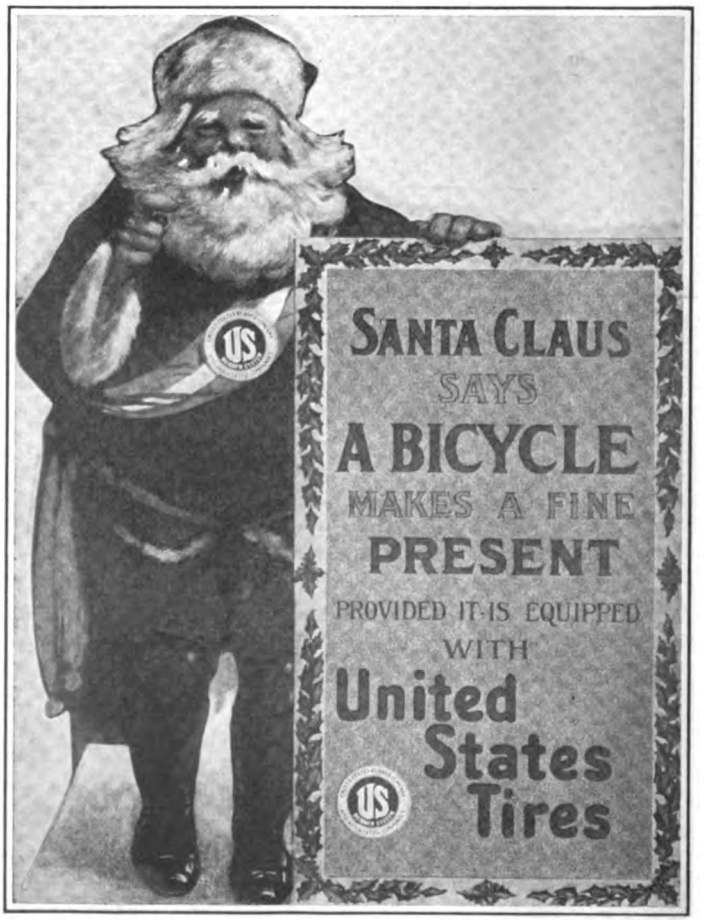
BAILEY TO SEE DEALERS ON SOUTHERN TRIP

Henderson Sales Manager to Make Quick Circuit Through Dixie, Visiting Representatives—Will Attend New York Show

DETROIT, Mich., Nov. 24.—In order to get in personal touch with dealers in several southern cities, who were too busy to get up to Chicago for the Show, Sales Manager P. J. Bailey, of the Henderson Motorcycle Co., will make a quick circuit of the south and east before going to New York for the opening of the Metropolitan Show on December 4.

Mr. Bailey will pass through Cincinnati, and his next stop will be at Chattanooga, where he will spend a day. Birmingham, Ala., is the next stop he has scheduled, and from that point he will turn east to Atlanta. After visiting in Atlanta and talking matters over with the local Henderson representatives, he will circle back north again, stopping next at Washington.

From Washington, D. C., he will jump to Baltimore, and will go thence to New York City. The object of the trip is chiefly one of getting acquainted, Sales Manager Bailey's desire being to meet personally the big Henderson dealers in cities far enough south of the Mason-Dixon line to miss the National Motorcycle Show.



A HOLIDAY CUT-OUT

THE accompanying illustration gives a faint idea of the attractiveness of a new cut-out feature which has been prepared by the United States Tire Company for use by bicycle dealers in connection with Christmas sales campaigns. The cut-out is handsomely printed in four colors.

J. J. Hanse, manager of the Motorcycle and Bicycle Tire Department of the United States Tire Co., states that the cut-outs are being distributed to all bicycle dealers, and that one will be supplied to any dealer who makes application.

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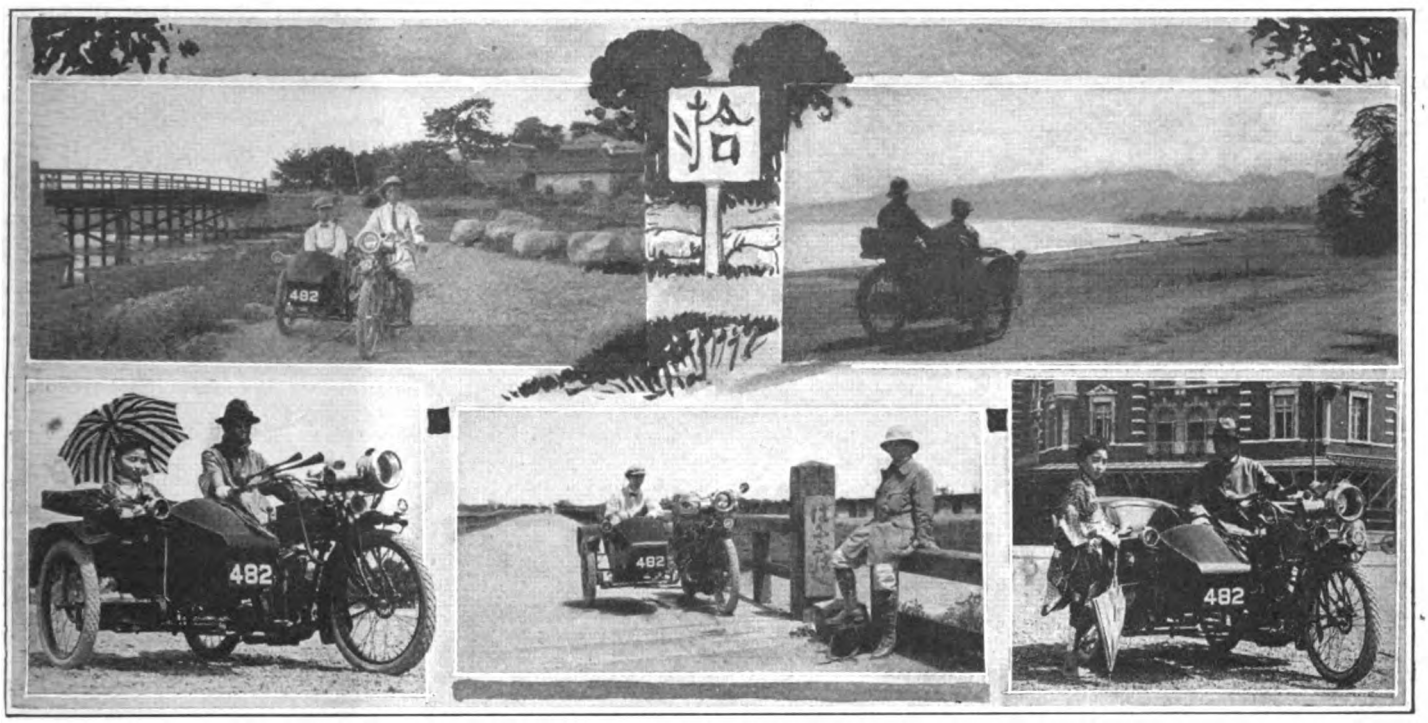
PICTURING THE INDIAN IN PLEASANT JAPANESE PLACES



Sidecarists at Odawara, Sagami Province, Are Seen in the Upper Left Hand Picture; to the Right, a View on the Seashore at Kodzu; Lower Left, Taking a Native Girl for a Spin; Center, on Banu Bridge Near Odawara; Lower Right, in Front of Tokyo Station. Pictures by Futabaya & Co., Tokyo Indian Agents

SEPTEMBER EXPORTS SHOW DECREASE

Figures Show We Shipped Only 60 Per Cent. of Machines During Last September as Were Exported a Year Ago

NEW YORK.—Another marked falling off in our exports of motorcycles is indicated in the figures bearing with our foreign and domestic commerce for the month of September gotten out by the United States Department of Commerce. Considering values, the figures show that during the month of September we shipped only sixty per cent of the amount of motorcycles as left our shores for foreign ports during September of a year ago.

The total valuation of the shipments of motorcycles for the ninth month of the present year was $212,865 as against $355,- for September of 1915. The figures represent the shipment of 1,683 machines during the previous period as against only 1,184 which were exported during September just passed.

The figures bearing on the nine month period terminating with September, while they show a similar falling off, in point of valuation, show an increase in the number of machines shipped, which indicates, as a matter of course, a marked falling in the average price of the individual machines shipped. During the nine-month period terminating with September a year ago there were shipped 11,859 machines which were valued at $2,261,200. During the corresponding period of the present year the number of machines shipped was 13,512 and the valuation of the shipments, $2,552,074.

There is no apparent let-up in the increase of our exports of bicycles and bicycle parts. During September of a year ago the valuation of such shipments was $79,727, while the value of such exports for September of this year was $94,615. Even greater is the increase exhibited by the figures extending over the nine-month period. For the period terminating with September, 1915, the total valuation of the shipments was $443,209 as against $767,960 for the period ending with September just passed.

Contrasted with our cycle exports, the imports are ridiculously small; they, however, show a marked increase over those for September of a year ago. We imported cycles and parts to the valuation of $5,725 during September this year, while the figures stand at only $2,018 for September of a year ago. For the whole of the nine-month period ending with September of 1915, the valuation of the cycle imports was only $31,131, while for the present year, for a similar period, the valuation was $53,784.

KNEBEL GIVES COUPONS

Pueblo Pope Agent Hands One Out for Each 50 Cent Purchase

DENVFR, Colo., Nov. 25.—As a means of enlivening business at his store, J. M. Knebel, 223 North Main street, Pueblo, Colo., is giving out coupons with each fifty cent purchase, or each fifty cent payment made on accounts. These coupons will entitle the holders to participate in the annual Christmas gift distribution at the Knebel store next month. Knebel is Pueblo agent for the Pope motorcycle, and he also carries a line of bicycles.

This week, as a drawing card, the Knebel store is featuring a special sale of sweaters and mackinaws for bicycle and motorcycle riders. The store will also remain open Saturday evenings until 10 o'clock from now on throughout the winter months.

RUN FEE IS 50 CENTS

Oliver Announces Entry Fee of Four Bits for Social Trip

BRONX, N. Y.—Oliver, the Indian Man, at 993 Washington avenue, who is to hold a social run on December 3, announces that an entry fee of 50 cents is to be charged each person entering the affair, instead of the entries being free as in his original announcement. To date, he has over 60 riders slated to compete in the run.

The start will be made from his store at 8:30 a. m. December 3, and the route will be to Danbury, Conn., via New Rochelle, Stamford and Bridgeport. Return will be made via Brewster, Lake Mahopac, Briarcliff and Yonkers.

NEW BALTIMORE CLUB

BALTIMORE, M. C.—E. A. Davis, 1023 Calhoun street, announces that he is launching a new motorcycle club for Baltimore riders. Those who are interested in affiliating with the new club are invited to communicate with Mr. Davis at the address above given.

MORLER ON LONG TRIP

BOISE, Idaho.—Chris Morler, for years past Indian agent in Boise and vicinity, attended the National Show in Chicago and then proceeded to Springfield, Mass., where he made a trip through the plants of the Hendee Manufacturing Co. Morler is one of the most successful motorcycle and bicycle dealers in this section of the country, and has placed large orders with Ballou & Wright, of Portland, Ore., Indian distributors for the Boise territory, on several occasions machines being ordered in carload lots. Morler has been in the cycle trade for about 12 years.

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Our Canadian News Letter

TORONTO'S STRONG SHOW DELEGATION

Ten Dealers From Canadian Metropolis Attended Chicago Exhibition; Impressed by Growth of Interest in Bicycle Among Manufacturers

TORONTO, Ont.—The tightness of the metal market was one of the features which opened the eyes of Canadian visitors at the Chicago Show, according to comments collected from local distributors and dealers. Toronto visitors at the Show were also impressed with the number of motorcycle manufacturers who have now taken up the production of bicycles on a large schedule.

The Toronto Trade Delegation is enthusiastic over the belief that far more accessories will be seen at future shows in Chicago and New York, mainly because of the organization of the Motorcycle and Allied Trades Association. With the accessory manufacturers in the same association with motorcycle producers it is argued that there will be more united action with regard to Show matters in future.

Toronto dealers expressed satisfaction over the Chicago exhibition. They assert, without exception, that the Show was a fitting demonstration of the trade, and that they will continue to support it by their presence hereafter. For its size, Toronto probably had better representation at Chicago than any other city, no less than ten members of the local motorcycle and bicycle trade having been numbered among Show visitors.

Montreal, Winnipeg, Brandon, Sault Ste. Marie and Regina were among the other Canadian centers represented at the Show.

MONTREAL'S FREAK LAW

New Ordinance Proposes Special Tax for Machines Using Tire Chains

MONTREAL, Que.—Among the latest freak laws to be put forward in this part of the world is the proposed local statute which provides for the special taxation of motorcycles, along with automobiles, which are equipped with non-skid tire chains. The Montreal City Council is responsible for this measure and the idea was first suggested by Mayor Mederic Martin, who claims that the city's roadways are being damaged by the chains. This reason is considered a joke as the pavements of Montreal have long been in a wretched state of repair.

The proposed law has been "approved" by the city council.

Quebec City, the capital of this Province, has also asked the Provincial Legislature for power to place a special local tax on the few dozen motorcycles used in that city. The civic money chest is said to be empty and the motorcyclists are to be called upon to help relieve the financial situation.

RACER INVALIDED

Ruelins, Former Motordrome Speeder, Home to Recuperate from Wounds

TORONTO, Ont.—Another bicycle hero to be invalided home because of wounds received on the firing line in France is Private Fred. Ruelins, who served with the 2nd Canadian Pioneer Battalion. Ruelins, who is of Belgian descent, was racing at the Toronto Motordrome when he decided to join the colors.

Notification has been given officially that Corporal Joe McKelvie, a despatch rider attached to the 3rd Canadian Battalion, has been awarded the Military Medal for conspicuous bravery. McKelvie, who is a well-known Toronto motorcyclist, enlisted upon the outbreak of hostilities in August, 1914.

HENDERSON FOR SPEED COP

TORONTO, Ont.—Percy A. McBride has sold a three-speed Henderson, of 1917 pattern, to Constable Ellis, who patrols the western portion of the new Hamilton-Toronto model highway. Both ends of the 40-mile boulevard are now covered by speed-cops on Henderson motorcycles.

WANT LOCAL FEES ALSO

HULL, Que.—Although the Province of Quebec imposes an annual registration fee of $10 on motorcycles owned by residents within the Province, the city of Hull has asked the Quebec Legislature for permission to collect a municipal tax from local motorcyclists. The city would also tax bicyclists.

A CANADIAN SPRING FRAME

TORONTO, Ont.—Saville Whiting has just taken out a Canadian patent for a spring frame for motorcycles, according to the published list of patents issued recently.

The springing arrangement is quite unlike anything that has been seen before and is remarkably ingenious. Whiting has not yet disposed of the patent.

CANADIAN STATION FOR HARLEY-DAVIDSON

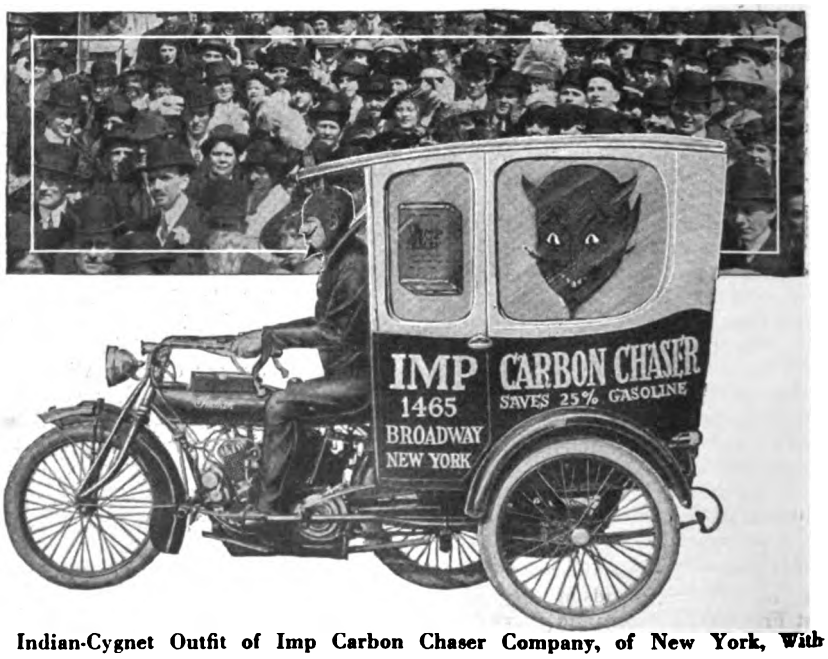
Andrews, Ontario Representative, To Direct Service Headquarters in Toronto for Milwaukee Company

TORONTO, Ont.—Upon his return from the convention of Harley-Davidson distributors and dealers at Milwaukee and from the Chicago Show, Walter Andrews told the Canadian representative of **Motor Cycle Illustrated** of the plan arranged by the Harley-Davidson Motor Company for the establishment of a Canadian Service Station at Toronto under his management and control. Andrews will have charge of the Harley-Davidson service branch, but the territory over which he has jurisdiction as distributor will not be affected in any way. This territory consists of the greater portion of the Province of Ontario.

According to the new service plan, Andrews will carry a complete stock of Harley-Davidson parts and all Canadian orders for replacements will be filled at Toronto. Even orders for parts received at the factory in Milwaukee will be referred to Andrews. The Toronto branch will have a list of all Harley-Davidson distributors and dealers in the Dominion and Andrews is to keep in direct touch with them regarding various matters.

Arthur Andrews, a brother of Walter, has gone to Milwaukee to acquaint himself with Harley-Davidson details and a factory representative is to spend one month at Toronto to assist in the establishment of the service station.

ATTRACTS WIDESPREAD ATTENTION WHEREVER DRIVEN



Indian-Cygnet Outfit of Imp Carbon Chaser Company, of New York, With Driver Costumed as Mephisto, Used for Advertising Purposes

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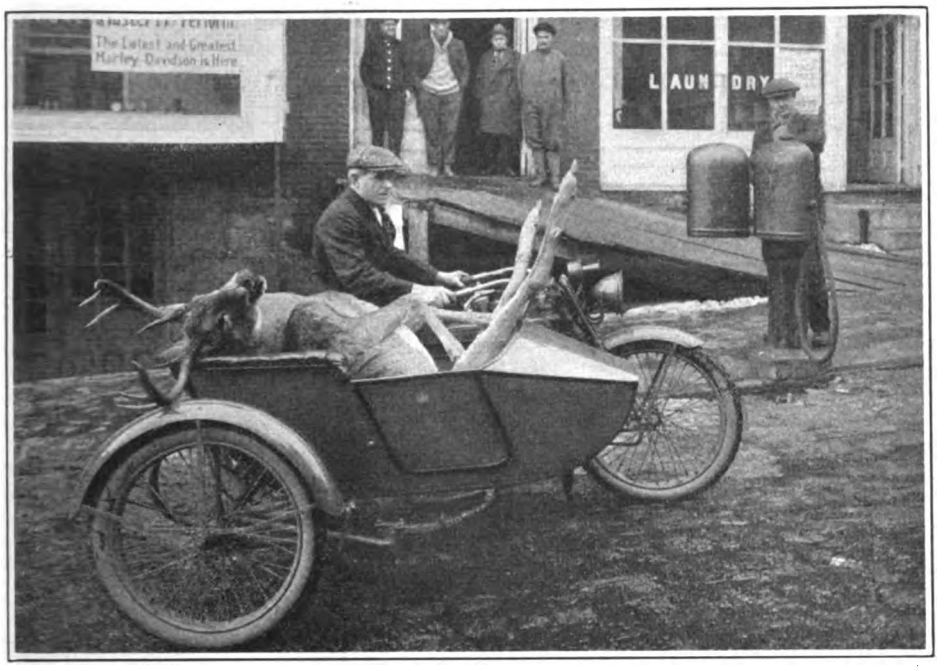
A SUCCESSFUL NIMROD OF LITTLE FALLS, N. Y.



The Rider in the Saddle and a Companion Rode Out 53 Miles to Morehouseville, N. Y., and Brought Down the Fine Buck Which Is Seen in the Sidecar

NORTHWEST THOR AGENTS

Traveler Barton Renews Many Contracts in Washington and Oregon

SAN FRANCISCO.—Z. Barton, who returned from the Northwest last week, announces the placing of numerous agency contracts covering practically all of that territory. At Portland the Apex Bicycle Company, which has had the Thor five years, has renewed. At Seattle, J. C. Austin, who was formerly with the Thor agency and who succeeded very well with the line on his own account last year, has signed up for 1917.

At Tacoma, Paulson Bros., who have had the line two years, have signed for a third. At North Yakima, Wash., it has been placed with a new firm, the Walker Motor Company. Henry Bougher has the agency for Granger, Wash., and the Pullman Tire Shop, at Pullman, Wash., has renewed. The Eugene Motorcycle Company of Eugene, Ore., R. W. Brant, proprietor, with a branch at Albany, Ore., has the Thor for those towns, and a new firm, Jackwin & Luckerath, has taken the line at Medford, Ore.

Mr. Barton went as far north as Vancouver and Victoria, B. C., where he talked with all the dealers. While they favor American machines, they state that all the motorcycle riders are now in the war, and look for little business for two years to come. On this side of the line he found things humming everywhere. Seattle and Portland are going ahead in great shape, and eastern Oregon and Washington are exceptionally prosperous.

BURGLARS VISIT BURNETT

PROVIDENCE, R. I., Nov. 24.—Last Wednesday night thieves broke into the store of the Harley-Davidson Sales Co., 82 West Friendship street, and carried off one mackinaw, one chinchilla coat and a gray sweater, in addition to five unimpressive little coppers which had been left in the cash drawer the night before. Manager Burnett, of the agency, has the police on the trail of the stolen goods.

NEW R-S DISTRIBUTORS

Nickerson & Schroeder, Inc., Will Handle the Line for 1917 in Wide Area

NEW YORK, Nov. 28.—The Reading Standard Co., Reading, Pa., announces that it has closed a contract with Nickerson & Schroeder, Inc., a newly-organized firm, as distributors for the R-S motorcycle throughout Greater New York, eastern New York State, Connecticut and the greater part of New Jersey.

The company has opened a large and fully quipped sore at 1078 Bedford avenue, Brooklyn, and has already closed with many agents throughout their territory to handle the R-S. An active canvass is now under way in New Jersey.

Messrs. Nickerson and Schroeder were prominent recently in the motorcycle company organized in connection with the Seventy-First Regiment, N. Y. N. G., Nickerson holding the rank of lieutenant and Schroeder that of captain in the Seventy-First.

MECKLENBURG RACES

Ed. Wilcox and His Indian Take All Firsts at County Fair

CHARLOTTE, N. C., Four motorcycle races were staged on the last day of the Mecklenburg County Fair, Nov. 10, at 15, 10, 5 and 20 miles, and about 25,000 people were on hand.

Ed. Wilcox, of Atlanta, on an Indian, won all the firsts, and Wilson, also on an Indian, took all the seconds with the exception of the 5-mile event in which he was third. Cassell was second in the 5-mile race and third in the 10-mile.

The races were fast considering the cut-up condition of the track. The 15 miles were run in 18:56; the 10-mile race in 12:57; the 5-mile in 5:57 and the 20-mile in 25:12.

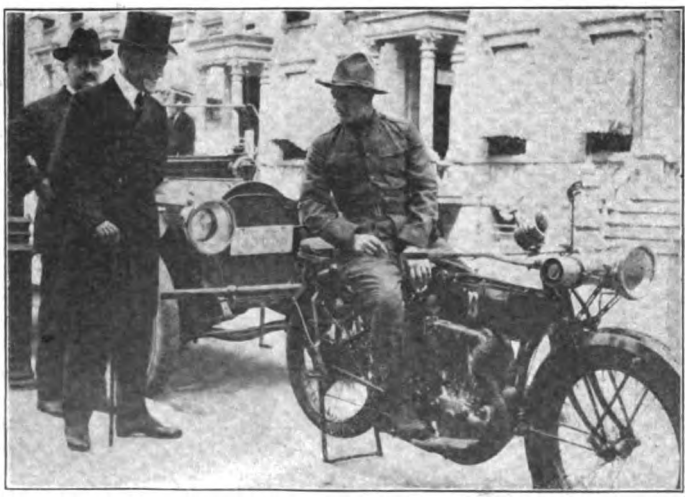
22,022 OHIO TAGS SO FAR

COLUMBUS, Ohio.—The Automobile Department of Ohio, which has charge of the issuance of motorcycle tags, had furnished 22,022 tags up to November 23. During the entire year of 1915 the department issued 22,145 registrations, so the number each year holds about the same. Applications for the 1917 registration are coming in rapidly and a large number of tags will be sent out the last week in December.

SPEED-COP APPOINTED

PARKERSBURG, W. Va.—This place has just fallen in line with traffic developments in other cities and towns throughout the State by approving of the appointment of a motorcycle cop. A 1917 Harley-Davidson with three speeds and twin motor has been purchased.

MEBBE IT'S PREXY WILSON; AND THEN MEBBE IT'S NOT



At Any Rate the Silk-Hatted Party with the Diplomatic Smile Is Deeply Interested in the Dayton Motorcycle and Its Military Rider

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PRINCE AXLE OF DENMARK AND HIS NEW MOUNT

His Royal Highness Commands a Submarine in the Danish Navy and Is a Thorough All-Round Sportsman and a Warm Friend of the Harley-Davidson

LONN SEAT POST PATENT GRANTED

New Great Western Device Is in One Piece of Cold Rolled Steel, Pressed to Form—Has Unusual Strength

LA PORTE, Ind.—Announcement is made by the Great Western Mfg. Co., that its application for a patent has just been granted on the new Lonn seat-post. The new offering is made up on a one-piece basis and is therefore featured by unusual strength. The manufacturer of bicycle seat-posts in the past has usually involved the use of two or more pieces, some made of tubing and others of tube steel and a forged top, but the Lonn seat-post is made entirely of high-grade cold rolled steel, and is completely turned out by pressed operations.

The new seat-post has lost nothing in attractiveness because of the additional strength and rigidity built into it, and the Great Western Mfg. Co., is confident that it will add materially to the popularity of its already widely sold bicycle lines. The patent which protects Mr. Lonn's invention is numbered 1,204,797.

RAPID-FIRE DELIVERIES

Providence Company Obtains Highly Efficient Service with Sidevan

PROVIDENCE, R. I., Nov. 28.—S. H. Orenstein, proprietor of a Dime Messenger Service in this city, has purchased of William N. Burnett, agent for the Harley-Davidson motorcycle, a 1917 machine with sidevan. This machine will be used for the delivery of small parcels throughout the city and in Pawtucket.

When Mr. Orenstein purchased the van he did it largely as an experiment because of difficulties arising in securing help to deliver bundles by the bicycle method. He has found that he can put out from 80 to 100 bundles a day and cover 75 miles easily. He also finds that the van takes the place of four men.

Mr. Orenstein finds that it is not an expensive vehicle either. He puts away a dollar a day for its upkeep. From this sum he buys gasoline and keeps the balance for such repairs as he may find it necessary to make. He said last week that he was already contemplating the purchase of another motorcycle outfit to help out in the Christmas business.

FIRST SHORT GRASS RIDER

OMAHA.—Dr. Wildman, the F. A. M. State Commissioner, who spoke at the recent banquet of the Omaha M. C., recalled the fact that he was the first motorcyclist to make the run over the Kansas short grass from York, Neb., to Denver, Colo. At that time, the doctor said, motorcycling was in its infancy and especially so with regard to the manufacture of machines.

AD MEN TAKE THE LEAD

They Are the High Scorers in Harley-Davidson Bowling League

MILWAUKEE, Wis.—There's a smile of satisfaction in the advertising department of the Harley-Davidson Motor company. The reason? The advertising team tops the Harley-Davidson bowling league, a feat accomplished by acquiring the championship laurels that hitherto rested with the foremen. The members of the advertising team are: Otto Grigg, captain; M. Fitzgibbon, E. Zeller, F. Augustin, H. Sharp, L. Crolius and Walter Davidson.

This is the third season of the Harley-Davidson bowling league, and the organization is a big factor in promoting close co-operation between the men in the office and those in the works.

The league is conducted strictly on a goodfellowship basis, as is evidenced by the fact that the scores run all the way from an 87 average to 179.

U. S. RUBBER INCREASES WAGES

PROVIDENCE, R. I.—The United States Rubber Company in this State has increased the wages of its employees 10 per cent., to take effect at once and remain in force until September 1, 1917, at least.

FIGURES FROM SOUTH DAKOTA

SIOUX FALLS, S. D.—From the office of the Secretary of State comes the information that there were 1,814 motorcycle licenses issued in the State of South Dakota for 1916 to date.

A. CREBS A PROMOTER

MURRAY, Utah, Nov. 25.—Albert Crebs, the Salt Lake City cyclist, is negotiating for the rental of a roller skating hall in this city. Crebs plans to run bicycle races in connection with the rink.

NEW INDIAN HEADQUARTERS IN JAMAICA, N. Y.

Interior of Store of Ned Morris, at 465 Fulton Street—a Full Line of Bicycles and Accessories Is Carried and Service Idea Is Featured

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Bicycle Section

JENSEN'S RIDING FEATURES TEAM RACE

Wins All of Sprints in Two-Hour C. R. C. A. Team Contest—Record Attempt to Better 39.3 Miles Unsuccessful

NEW YORK, N. Y., Nov. 27.—Edwin Jensin and Anthony de Luise captured first honors in the two-hour team race of the Century Road Club Association which was held yesterday over the Fordham road, between White Plains avenue and Westchester road.

Jensen engaged in all of the eight sprints that were staged in the last hour of the race and he finished in front in each of them, his team winning with a total of eight points. Second honors went to the Raymond Caldwell-August Bailer team, 22 points being their score. Max Halpern and Willard Knecht scored one more point than did the Caldwell-Bailer combination, while the Sattler and Tomosula pair scored 30 points for fourth.

Record Attempt Fails

An attempt was made to better the mileage of 39.3 miles made in the 1914 race, but the best the leaders did in the race yesterday was 36 miles. The first 20 miles was ridden in 58:15, and the low score is accounted for through the Berlin style of finish.

Five of the ten teams that started were eliminated from the last hour of the finish. In the second lap of the race the Baker-Steppelo and Zemo-Winquist teams were dropped back and they withdrew at the 11th and 19th miles, respectively. On the 12th mile the Brock-McGinnis team were lapped and in the 14th mile the Marquart-Peters and the Cestone-Grace pairs suffered a like fate.

When the last hour of sprinting started all teams that were lapped withdrew and the finish of each of the eight sprints is given below:

	Sprints							
Team	1	2	3	4	5	6	7	8 Pts.
Jensen—de Luise ...	1	1	1	1	1	1	1	1— 8
R. Caldwell—Bailer..	4	2	2	2	2	5	2	3—22
Halpern—Knecht	2	3	3	3	5	2	3	2—23
Sattler—Tomasulo ..	3	4	4	4	4	3	4	4—30
J. Caldwell—Carroll.	5	5	5	5	3	4	5	5—37

MARTIN WINS

Salem B. C. Race of 18 Miles in 45:05—Sixteen Starters

TORONTO, Ont.—The final bicycle road race of the season was the 18-mile grind staged by the Salem Bicycle Club of Toronto on Saturday, November 18. Double honors were captured by Harry Martin when he finished first and won the time prize as well. Starting from scratch, he covered the distance in 45:05, beating the other scratch man, Ray Goldsmith, by ten seconds. Sixteen cyclists lined up for the start of the race, which was held on Dufferin street, to Fisherville and return. The race was closed to members of the Salem Bicycle Club.

Martin, the winner, won the historic Dunlop road race in 1913. The first six riders to finish in the Salem race were: first, Harry Martin; second, Fred Bingley; third, Jimmy Hall; fourth, Ray Goldsmith; fifth, W. McCarrell; sixth, Walter Bingley.

BAY VIEW'S BALL A SUCCESS

NEWARK, N. J., Nov. 26.—One of the largest turnouts of the season at the Krueger Auditorium showed up for the annual ball of the Bay View Wheelmen, the hustling local organization. Music was furnished by Prof. John L. Staehle, who in public life is the American amateur champion cyclist. Joe Kopsky, the professional rider, acted in the capacity of floor manager.

GARDEN CITY WHEELMEN'S JINKS

SAN JOSE.—The Garden City Wheelmen, of San Jose, held a banquet and jinks on the evening of Nov. 9, at which about 70 were present, including many of the club's old-time riders, who received an enthusiastic welcome. George Lucien was toastmaster.

CYCLISTS MUST HAVE BELLS

NEWPORT NEWS, Va., Nov. 27.—Local police officials have been waging a war against bicycle riders who ride without bells. Last week five cyclists were haled before Judge Robinson, who discharged them with a warning.

CLOSE GUESSES IN ATHERTON CONTEST

Five Figure Within Fractional Mile of Total in Buffalo Metal Mileage Competition and Drawing Is Held—Krummer Gets First Prize

BUFFALO, N. Y.—Following the close of the Chicago Show, the Buffalo Metal Goods Co., maker of the Atherton coaster brake, has announced the winners of the mileage guessing contest. The company offered prizes for the show visitors estimating the combined mileage of three bicycle rear wheels at its booth, each being fitted with a cyclometer.

The actual mileage recorded on the three cyclometers was 545.1, and no less than five guessers figured 545 miles. Sales Manager F. T. Chase, of the company, organized a drawing among the quintet, with the result that Wilbert Krummer, of 1135 North Spaulding avenue, Chicago, Ill., drew the first prize, a bicycle. The second prize, a pair of Vitalic bike tires, goes to Thomas Quaney, of 742 East 47th street, Chicago, Ill., while the third, an Atherton coaster brake, is awarded to Randal Preere, of 4830 Cottage Grove avenue, Chicago.

To George Eberhardt, of 1921 Pratt avenue, and Roy Smith, of 1419 Jackson street, both of Chicago, will be given Atherton coaster brakes, also.

BACK TO NATURE VIA CYCLEMOTOR ROUTE

Showing How One Enthusiastic Huntsman Makes Use of the Little Cyclemotor Outfit in the Pursuance of His Favorite Pastime

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N. C. W. CYCLISTS AFTER RECORD

Ten Riders of San Francisco Club Just Miss San Francisco to San Jose Mark; Castillo Rides Course in 5:48:00

SAN FRANCISCO, Cal., Nov. 23.—Last Sunday ten cyclists sporting the colors of the New Century Wheelmen made an attempt to better the record of 5 hours and 42 minutes, held by Walter Hammit and Frank Murray, for the 100 miles between this city and San Jose and return. Due to a heavy rain, which the riders struck shortly after the start, the attempt was not a success, the first rider, Milton Castillo, finishing six minutes outside of the mark.

Promptly at 5 a. m. Captain Hammit sent the riders on their way. The route traveled was out Valencia street to Mission street to the Great Viaduct. Going over the Daly City hills "Pop" Rhodes and Harry De Brie were unable to hold the pace set by the pacemakers, Ralph Welch, Milton Castillo and Harry Spence, and were dropped off.

At Belmont, 26 miles out, which was covered in 1 hour and 3 minutes, the first checking was made, with the three pacemakers and C. C. Mettlers being together. After leaving Belmont a heavy rain was encountered and everyone was soaked through. The rain also made the going dangerous and each rider suffered several falls. Another checking station was located at Mountain View, where the supposed to be checker had to be aroused from his bed to do the honors. San Jose was reached at 7:30, with the first half of the journey accomplished in 2½ hours.

After partaking of "coffee and" at San Jose the fast bunch started back for 'Frisco. Three miles out of San Jose the other crowd, or slow bunch, were just coming in. A fast pace was set and at Belmont, the last checking place, Castillo stole a march on the pacemakers, while the latter were wetting their whistles, and although they tried to catch him he arrived home seven minutes in advance of them. Castillo's elapsed time was 5:48:00. Spence did the course in 5:55:00, as did Welch. Mettler's time was 6:24:00, Art Filley's 6:48:00 and Walter McGrath made the same time as Filley.

G. C. W. IS GROWING

Hustling San Jose, Cal., Club Booming Membership Campaign

SAN JOSE, Cal., Nov. 23.—Since its reorganization on August 1 last the Garden City Wheelmen has swelled the club's membership rolls with 140 members, which brought the total up to over the 200 mark. Among the members can be found prominent business men, State senators and city officials.

The club was formed back in 1888, and there have been many famous riders who started their careers as members of this club. Many of them started as newspaper carriers before taking to the cycle track, their route laying in and around San Jose. Among the prominent riders of national fame who were members of the G. C. W. were the late Floyd McFarland, the Downing brothers, Hardy, Burton and Lace, Otto Ziegler, the "Little Demon," the late Carl Limberg, Earl Cooper, the auto driver, Johnny Berryessa, Bob Diefenbacher, Hal McCormack and many others.

With the club in flourishing condition and many events planned for the winter and the 1917 season great things are looked for. The newly elected officers include: President, George Suicer; vice-president, James Hall; recording secretary, W. H. Walker; financial secretary, F. G. Rupert; captain, W. Moon; board of directors, E. O. Stevens. W. A. Johnson and H. Manchester.

ANOTHER RACE FOR READING

READING, Pa., Nov. 27.—A ten-mile bicycle road race will be held on Thanksgiving Day by local cycle dealers. The race will start at 10 a. m., and the dealers have donated a number of fine prizes, which have been on exhibition at the store of J. G. Neubling. Saturday, December 2, will be the rain date.

A SIX-DAY ENTRANT

Peter Drobach, South Boston, Who Signed for New York "Grind"

BICYCLE RACE

On Road Is Held by Local Dealer—Forty-eight Starters

KINGSTON, Ont.—A very successful bicycle road race was held in Kingston recently under the auspices of Harvey Milne, the local Cleveland bicycle dealer. There were three classes of riders and the starters numbered forty-eight cyclists. The course was twelve miles and the winner, Ken. Murray, covered this distance in 27 minutes.

The starter of the contest was Mayor Richardson, who also presented the prizes at its conclusion. The race was held in rain, but more than 400 people were spectators. This was the first real bicycle road race in Kingston for many years.

A two-mile race for boys of eight years or under was won by Charles Connelly.

RIDERS SIGNING UP

Although Terms Are Not Pleasing Riders Agree to Ride in "Grind"

NEW YORK, N. Y., Nov. 28.—Although there was an air of doubt about who would sign to ride in the six-day race at Madison Square Garden, which is due to start Dec. 18, the cyclists are quietly journeying to the office in the famous building to look over the prospectus and after giving the prospectus the once over affixing their signatures to a contract.

The latest one to sign to ride the "grind" is none other than Alfred Goullet, the former Australian, who, the press agent says, signed yesterday. Who Goullet's partner will be is not named. Peter Droback will also be among the starters. George Wiley, the Syracuse pace follower, who likes six-day racing as well as Teddy Roosevelt loves the Progressives, has signed. There will be more that said they would not ride toe the mark when the starter's gun is fired about a minute after midnight of Dec. 17.

That the cyclists are not overly pleased with the conditions of the race goes without saying. The riders are to ride for 35 per cent of the gate receipts, and the bonuses of the riders are to come out of the bonuses. If the receipts fail to come up to expectations a few bicycle riders will be shy of their Christmas shopping money.

FOREIGN RACING NOTES

Sixty-one riders started in the Tour of Lombardy (Italy) recently. Leopold Torricelli won and covered the 440 kilometer (273.4 miles) in 15 hours 46 minutes and 35 seconds.

Leon Didier, the French paced rider, who performed in this country last season, has volunteered for military duty and has been assigned to a cycling corps.

Louis Darragon, the ancient French paced champion, was forced to take a rest recently. Darragon took a dislike to a French officer and insulted him. For the offense Darragon was sentenced to two weeks in the "Hoose Gow."

Marcel Durand, former manager of the Velodrome d'Hiver (indoor track) in Paris, has been called to the army. Durand's place has been taken by M. Benoit, Durand's assistant.

George Seres, another American visitor, has been refused his racing license by the Union Velocipedique de France, the French governing body. Seres has not been numbered among those who have done military duty, hence the refusal of the license

NEW RALEIGH, N. C., CORPORATION

RALEIGH, N. C., Nov. 27.—The Queen City Cycle Co., of this city, has been incorporated to carry on the sales and repairs of bicycles. The incorporators are J. D. Pritchard, Mary Pritchard and W. S. Beam, and the company is capitalized at $5,000.

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TWO RACES SCHEDULED FOR PROVIDENCE

John Montecalvo, Rhode Island Dealer Will Run Two Amateur Events on Thanksgiving Day

PROVIDENCE, R. I., Nov. 28.—John Montecalvo, a bicycle dealer in this city, will conduct a 12-mile amateur handicap and 4-mile novice bicycle road race on Thanksgiving Day. Montecalvo has aroused considerable enthusiasm among bicycle men and they have generously contributed prizes for the event. Montecalvo will donate a cup for time prize.

For the first race, 4-mile novice, the following prizes will be given: First, pair of tires, Fisk Rubber Company; second, pair of tires, Combination Ladder Company; third, pair of tires, New England Cycle Shop; fourth, set of handle bars, Chicago Handle Bar Co.; fifth, one set bicycle guards, International Stamping Company; sixth, electric light, Hawthorne Manufacturing Company.

In the 12-mile race the following are the prizes: First, one watch set, by New Departure Manufacturing Company; second, pair of tires, Pennsylvania Rubber Company; third, pair of tires, Goodyear Rubber Company; fourth, pair of tires, Continental Rubber Company; fifth, pair of tires, United States Tire Company; sixth, lamp, Badger Brass Manufacturing Company; seventh, one coaster brake, Eclipse Machine Company; eighth, lamp, B. A. Swenson, the Indian Motorcycle man; ninth, racing saddle, Troxel Manufacturing Company; tenth, one set wood cycle rims, Tucker Woodwork Company.

BRINDLE WINS AGAIN

Defends Bay View Brassard for Tenth Successful Time Against Grenda

WOODBRIDGE, N. J., Nov. 27.—George Brindle, the "Brassard King," of the Bay View Wheelmen, Newark, won his tenth match race yesterday for the club armlet. Brindle met and defeated Captain Walter Grenda, who is credited with showing Brindle how to ride. in the Brassard race at the local half-mile trotting track. Four other races were run in addition to the Brassard race. Summaries:

One-mile open—Won by Robert Benwell; second, William Keller; third, Charles Osterwitter; fourth, John Martin. Time, 4:55⅘.

Brassard race, half-mile—Won by George Brindle; second, Walter Grenda. Time, 1:36⅘.

Half-mile match—Won by Charles Osterwitter; second, Robert Henderson. Time, 2:00⅗.

Half-mile match—Won by Walter Grenda; second, L. Marchiverna. Time, 2:11⅕.

MAHIEU A WINNER

Takes First Honors in Feature Race of the Hudson County Wheelmen

BAYONNE, N. J., Nov. 27.—Louis Mahieu, riding from the 30-second handicap mark, accounted for first place in the five-mile handicap road race held by the Hudson County Wheelmen yesterday. Mahieu's time was 16:56 4/5. John Fargo, 15 seconds, finished second; Henry Klotz, 45 seconds, third, and Tom Flanagan, 30 seconds, ran fourth.

A ten-mile open went to James Flanagan with C. F. Hansen second; Louis Mahieu, third, and Arthur Neminsky fourth. The time was 29:46 1/5. An unknown distance race, which went to the three-mile limit, was won by James Flanagan. Hansen finished second and Tom Flanagan third. This was Tom's second finish in that position, and in both races he put up a game fight for place.

McKAY CAPTURES CUP IN CLASSIC RACE

Dark Horse Wins 20-Mile Road Contest With Ten-Minute Handicap —Woodcroft Wins Time Prize

TORONTO, Ont.—Howard McKay, a real dark horse, captured the chief prize, a beautiful cup, in the second annual handicap bicycle road race of the Classic Athletic Club, which was held on the Danforth Road, Toronto, on Saturday, Nov. 11. The course covered a distance of 20 miles and, with a handicap allowance of ten minutes, McKay won the event in 1:02:52. The time prize was secured by Dick Woodcroft by a mere fraction of a second. Woodcroft was started with the four minute bunch and finished in second place only a few feet behind McKay, the race winner, after a desperate sprint. His time for the twenty miles was 56:53. The third competitor to finish was A. Bouttell who finished one second later.

A feature of the competition was the participation of a father and son, both of whom finished among the first eight. The father, Tom Ford, rode into fourth place, while the son, a boy of twelve, finished eighth. The latter was given a fourteen minute handicap. Mark Hannam, winner of the recent Dunlop Trophy race here, landed sixth prize, a short distance behind N. Gerrold.

Fred McCarthy, the Canadian veteran, who had been given a one minute start, finished seventh. The two scratch men, Norman Webster and George Wright, were eliminated through punctures.

This race practically closes the bicycle racing season in Canada for 1916, but riding will be resumed by Spring.

Some Odds and Ends of Motorcycle News

MILWAUKEE M. C. STARTS A BOOM

Reduces Dues to Bring in New Members; Big Show Plans Are Being Developed; Bowling League Is Ready; Ball for Sylvester Eve

MILWAUKEE, Wis., Nov. 28.—As an inducement towards increasing membership, the committee in charge of the campaign now under way by the local club to bring its membership up to the 250-mark has announced that the club dues hereafter will be 50 cents instead of $1. In making this reduction known the committee stated that the new dues schedule would give motorcycle club members in Milwaukee more for their money than is derived from any other organization in the city, and laid especial emphasis on the affiliation of the club with the F. A. M. and the resultant benefits accruing through the national body's well equipped Legal Aid Department.

While the officers of the Milwaukee club feel that reduction of the dues is a rather daring plan to inaugurate at the present time, there have been received promises from various dealers that they could get more than 100 new members if the dues were reduced to where they were in reach of the ordinary rider. The club also has several sources of revenue in the way of money producing affairs falling due in the near future.

The Milwaukee show plans call for a bigger exhibition than has ever been held before. Frank Effinger will manage the show this year, according to present plans, and depending on whether or not Mr. Effinger remains in Milwaukee. The past two shows have been put on with ever increasing enthusiasm and exhibitors' spaces.

The Milwaukee club will have a bowling league under the supervision of Bert Talbert, chairman of the sports committee. Four teams will comprise the league. Talbert has uncovered some surprising talent along bowling lines in the club.

Sylvester eve will be a gala occasion in local motorcycledom. The club will give its first Sylvester ball in the clubrooms. This is the first year that the club has had facilities to stage an affair of this kind, due to the fact that the old clubhouse did not provide the room. Emila Harrisburger, T. W. Lamb, F. C. Bassford and Leslie Garrow comprise the committee in charge of the event.

PARCEL DELIVERY

Omaha Rider Makes Mount Pay Dividends in Service of Clothing Firm

OMAHA, Neb.—Charles Hayes, of this city, makes his motorcycle pay him big dividends. Hayes has a contract with the Berg Clothing Co., of Omaha, to deliver all their packages for them, and he charges them just one-half the amount they would pay under ordinary circumstances. He starts work at ten o'clock and finishes between six and seven. If, however, he should have to work overtime he never kicks because that means so much more for him.

During a recent snowstorm when all the horses and motor vehicles without chains were put out of business Hayes showed the value of his motorcycle delivery more than ever. He made all his usual deliveries, netting nearly $9 for himself.

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New Departure Qua
The Brake that B

WINDOW SIGNS

SUGGESTIONS FOR
WINDOW TRIMS

ELECTROS FOR YOUR
ADVERTISING

Just a few of our many
New Sales Helps . . .

Yes! New Departure Quality is what sells the Brake that Brought the Bike Back. Throughout the season just closed this fact has become increasingly apparent.

Those dealers and riders who visited the Chicago Show were thoroughly convinced of this truth.

Every part entering into the manufacture of this brake is made with a view to the special duty which that part shall perform.

Extraordinary hardness, resiliency, exactness of

size and high finish are characteristics of parts which need these qualities.

Each part must be fit for its peculiar function regardless of cost.

The assembled whole is as near perfection as study and ingenuity can make it.

The New Departure Manufacturi

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...y is what sells it— ...ught the Bike Back

The New Departure Exhibit will again be staged at the New York Show, December 4 to 9. At that time we hope to meet the Eastern Dealers.

To give you the same opportunity that the Western Dealers have had of finding out at first hand how New Departure Quality as exemplified in the

NEW DEPARTURE COASTER BRAKE

may become one of the biggest and best assets of your business, add to your profit and help your selling ability in every way.

Throughout the season of 1917 our ceaseless effort will be to maintain New Departure Quality and to work with you by every means at our command, in upbuilding bicycling and bicycle sales—Will you join us?

..., Bristol, Connecticut, U. S. A.

ATTRACTIVE BOOKLETS

MAILING CARDS

THEY DRAW ATTENTION TO YOUR STORE WINDOW

Just a few of our many New Sales Helps . . .

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HERE'S THE LAST CONTEST PICTURE

Last Picture Was Taken from a Henderson and It Brought Forth 19 Correct Answers; List of Motorcycle Experts and Near Experts Will Be Published at Early Date

GOSH! Almost as hard to be a Contest Editor as it is to be a Contestant. Somehow or other even the best of contest editors—no names mentioned—seems to go bad when it comes to figuring up the scores.

Took that batch of "dope" with us when we left for the Chicago Show, and spent all the 24 hours between Gotham and the Windy City figuring up the "dope" on a Pullman table. Thought that without anything to disturb our peace of mind we surely could not go wrong.

We Slighted This Trio

Must have been too close to the Buffet car. Anyway, along comes Grant R. Moore of Monticello, N. Y., and says he should be a 100 per cent. man—and investigation reveals the fact that the boy is perfectly correct.

Likewise comes Charles B. Williams of Pittsfield, Mass., and opines that he is still an unblemished Motorcycle Expert. And we dug back in the files in order to find a blemish and must confess that Chas. B. is all that he claims in the way of a 100 per cent. contestant.

And just to make good the rule that troubles always come in threes, here's our own Elliott Holton of Newark, claiming he should have been classed as an 800 per cent. batter. Well, don't get sore about it, E. B. Just did that to get back at that bunch from Newark. You certainly should have been an 800 per cent. man and we hereby make you one.

What One Show Did

Yea, Bo, the Contest Editor went to Chi for the show. That was his picture up there on the front page of the Chicago Show Report number, but the artist didn't do him justice. And he contracted such a bad hind leg walking around and looking for some contest dope on the 1917 models that he came back and went to bed for a week. That's why there was a lapse of a couple of weeks—one at Chicago and the other home in bed, and you know there's no sub possible for a Contest Editor.

In the meantime a trio of correct Thor answers came in, along with sweet little epistles from Millie and Jennie; credit given for all of them.

Have received 19 correct answers to the last picture, which was taken from a Henderson and which was very easy. No one has gone bad on it yet, which is proof enough.

The little picture shown this week will close the contest for the present season. And just as soon as all the allowable answers are in we will publish a list of the Motorcycle Experts and the near-experts and—oh, well, you know a Contest Editor has to earn his salary, so keep your eyes peeled for something new.

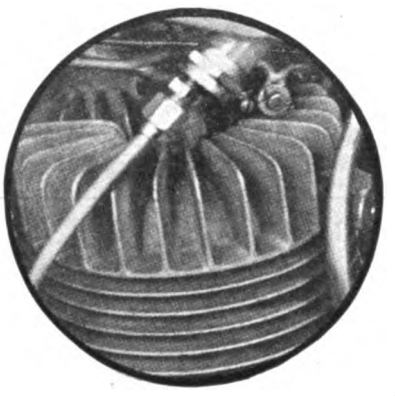
CORRECT ON HENDERSON

Carlson, Glen E.	Saybrook, Pa.
Coddington, L. H.	Peekamose, N. Y.
Edwards, W. J.	Springfield, Mass.
Forrie, Jennie	Port Jervis, N. Y.
Gale, Edwin	Angola, N. Y.
Hill, J. Harry	Seaford, Del.
Holton, E. B.	Newark, N. J.
Johnson, Gustav	Washington, D. C.
"Krazy Duck"	Chicago, Ill.
Latterman, "Tommee"	Park Ridge, N.J.
Leathe, W.	Larchmont, N. Y.
Mader, H. J.	Park Ridge, N. J.
Moore, Grant R.	Monticello, N. Y.
Mulliner, Millicent	Chicago, Ill.
"Speedy Villa"	Danbury, Conn.
Spear, W. R.	Newark, N. J.
Silsby, G. W.	Littleton, N. H.
Safford, Elwin	Corry, Pa.
Williams, Chas. B.	Pittsfield, Mass.

CORRECT ON THOR

Marti, E. Sanchez	Havana, Cuba
Salo, O. J.	Red Lodge, Mont.
Van, C. H.	Manila, P. I.

WHAT DO YOU KNOW ABOUT MOTORCYCLES ?



WHAT MAKE OF MOTORCYCLE IS THIS TAKEN FROM?

NOVEL CONTEST

Successful Bidder to Give Name to "Midnight Run," December 31

YONKERS, N. Y., Oct. 15.—A novel idea with regard to the proposed "Midnight Run" on New Year's eve from this city to Albany, has been suggested to Commissioner Ellis by Vice-Commissioner J. O. E. Dieterich. It is that sealed bids be invited from manufacturers for awarding prizes in this run and that the bid chosen by the riders will decide the title of the run, the title being the name or other distinguishing mark of the firm whose bid is chosen.

Messrs. Ellis and Dieterich desire to receive these sealed bids from all who wish to bid for the award of the prizes. The bids are to be sent to the State Commissioner, who in turn will select some clubhouse when the bids are all in and open them. The riders present will then decide what bid they desire. The name of the successful firm will give title to the run.

There will be three classes: sidecar, solo and lightweights, with amateur and pro. divisions in each. This will make six first prizes, as many second and six third prizes—eighteen in all. Commissioner Ellis feels that it would be well worth the expense involved for a manufacturer to get the bid, owing to the extensive publicity derived from the run. The run will be an annual affair hereafter, says Ellis.

The company whose bid is successful is to supply an official at the start and at Albany. Motion picture provisions have been made at both ends, so that additional publicity will thus be obtained. The run, which starts at 12 midnight, will be held regardless of the weather. Entry fee will be 50 cents, and membership in the F. A. M. is required of all entrants.

Bids for prizes must be in Commissioner Ellis' hands not later than Dec. 17 at 6 p. m. His address is c/o Baker, Murray & Imbrie, Inc., 10 Warren street, New York.

TO INCORPORATE F. A. M.

Prominent Trade Members Decide on This Action at Informal Gathering

CHICAGO, Ill.—At an informal meeting of F. A. M. boosters, held during the last day of the Cycle Show, it was decided to incorporate the Federation of American Motorcyclists. This was pursuant to the action of the National Assembly in Sacramento, July, 1915.

Those at the meeting were William S. Harley and Walter Davidson, of the Harley-Davidson Motor Co.; George W. Sherman, of the Hendee Manufacturing Co.; T. W. Henderson, of the Henderson Motorcycle Co.; C. H. Schnee, chairman of the Legal Action Committee, F. A. M., and W. M. Johnson, F. A. M. director. Chairman Schnee will take the necessary action in the matter.

MAKES 250 MILE RUN

With Machines Fastened Side by Side to Get Through Mud

OMAHA, Neb.—Harry Stryker, president of the Omaha M. C., and C. W. Adolfson recently made a run of 250 miles out of Omaha. Before starting back to Omaha a heavy rain set in, which set the boys figuring how they could get back with the roads flooded as they were.

Finally they hit upon a plan to team their machines up. Eight five-foot sections of lead pipe were secured and these were laced to the motorcycles so that the two made a side by side outfit. Then they opened up, and to their delight the return trip was made in record time and without a mishap. On the way they passed several wagons that had sunk hub-deep in the mud.

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MORE PHONE SALES

Lang Places Ten Harley-Davidsons with Chicago Telephone Company

CHICAGO, Nov. 28.—C. H. Lang, local Harley-Davidson distributor, announces that he has just sold ten more machines to the Chicago Telephone Company. These will replace motorcyles which have been in use for a long time. The Harley-Davidson is now represented to the extent of 19 of the 1917 models in the Telephone Company's fleet. Lang also closed four other commercial sales during the past week.

As an example of the service which telephone men get from their motorcyles, I. I. Woodward, a Harley-Davidson rider, who works in one of the Chicago suburbs, has reported at the local headquarters that from last March until November 1 he had ridden his machine 8,000 miles. He had bought but one new tire, for the rear wheel, and his expenses for parts had been only 40 cents.

RACE CIRCUIT

To Take in Five Towns Planned by Kansas City Fans

KANSAS CITY, Mo., Nov. 28.—There is now a deal about to be consummated to promote a circuit of sanctioned F. A. M. races at the towns of Coffeyville, Kan.; Chanute, Kan.; Caney, Kan.; Parsons. Kan., and Dewey, Okla. The first meet is scheduled for Caney, Kan. All of the riders that came to Kansas City expecting to compete in races scheduled at the half-mile dirt oval at Independence, Mo., on Nov. 11 and 12, have been signed to ride this circuit.

CROWN TO MAKE CORD TIRES

OMAHA, Neb.—The Crown Tire & Rubber Company, of this city, which has just incorporated with a capital of $250,000, will make cord tires for motorcycles and automobiles. Five acres of ground have been secured and six buildings will be erected thereon. The incorporators are Henry A. Reichenbach, Henry C. Meyer and Jesse P. Howe.

BRAENDER PASSES ON

WHITE PLAINS, N. Y.—Philip Braender, president of the Braender Rubber & Tire Company, of Rutherford, N. J., died at his home in this city on Nov. 4. He was 68 years of age. He entered the rubber business in 1911, forming the Cable Pneumatic Tire Company, and later the firm bearing his name.

NEW R-S AGENTS FOR HOLLAND

READING, Pa.—The Reading Standard Company has recently made new connections for the representation of its motorcycle line in Holland and the Dutch colonies, M. Adler, of Amsterdam, being the agent. The Adler firm has just placed its first order, for 150 Reading Standards, to be shipped within 60 days. The first carload has already left New York.

FIRE IN VULCANIZING SHOP

PROVIDENCE, R. I., Nov. 27.—H. F. Bittaker & Co., operators of a tire vulcanizing shop, suffered a considerable loss by fire last Thursday following the explosion of a gas meter.

One Van Demonstration Will Usually Change a Merchant From a Doubter to a Buyer; Here's a Case in Point

ONE of the outstanding facts relative to the application of the motorcycle, or the van combination, to general commercial service is that it invariably becomes a permanent feature of the merchant's business. The motorcycle outfit, once thoroughly tested, is never relinquished for any other form of vehicle, and in nearly every case it opens the way to the purchase of additional motorcycles and vans as the merchant's business develops. So, the chief concern of the dealer should be to have one of his own van outfits given a thorough and systematic test.

The Sharp Music Co., of Denver, Col., didn't feel that it could satisfactorily apply a motorcycle van combination to its delivery and repair business, but it is now using the Excelsior outfit pictured above and is enthusiastic over the results obtained.

How did it happen? Well, the Mead Autocycle Co., which handles the Excelsior in Denver, simply got on the job and demonstrated that a motorcycle with a van attachment would cover more ground and do more work for less money than any other type of vehicle. That's all.

Once the facts were presented to the Sharp Music Co. on a bed-rock basis it was a simple matter to close the sale. The firm frankly states now that it could not get along without the motorcycle combination.

But it had to be convinced. That's natural enough. No one can blame a merchant for being "from Missouri." Dollars are dollars, and experiments are costly. The merchant is entitled to a practical demonstration, and the dealer should see that he gets it.

Don't wait for him to ask for it. He's busy, and besides he doesn't know what a motorcycle will do for him, so he's not likely to ask for a demonstration. But if he is offered a free trial of a motorcycle van outfit, he'll be interested.

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RETAIL SALES PROVE SHOW'S SUCCESS

Chicago Dealers Highly Pleased with Immediate Returns from Coliseum Exhibition—Cash Sales Figure Largely—Many High-Priced Outfits Disposed Of

BY C. D. CRAIN

CHICAGO, Ill., Nov. 27.—Local motorcycle men, now that the big Chicago cycle exhibition is over, are enthusiastic over the results. From the standpoint of immediate returns, the Show was a huge success and tradesmen are unanimous in stating that more sales were made during the week past than during any other Chicago Show week for years.

The retail business handled was more than enough to prove the strong and increasing demand for motorcycles. Not only were orders taken for immediate delivery with cash down in a large majority of cases, but also for delivery of the machines early in the year. There were many sales of unusually high-priced outfits, such as sidecar combinations with tops and de luxe fittings, and these convinced the dealers that the public not only wants cycles but it is looking for the best products of the manufacturers.

Some dealers report doing a business of from $5,000 to $10,000 at the Show. Most of the Chicago retailers sold a number of machines on exhibition for delivery at the conclusion of the exhibition.

Whipple the "Motorcycle Man," who claims the distinction of having sold the first motorcycle in Chicago, 13 years ago, has lined up with the Thor for 1917. He has sent out a letter in which praise of this machine is expressed in a remarkably interesting form. Whipple will continue to handle the Pope line as well in his store at 1227 West Jackson Boulevard.

C. H. Lang, distributing the Harley-Davidson, is looking forward to a fine season with the Harley-Davidson line of bicycles. He is also looking forward to a bigger total of sales with the Cygnet Rear Car than in 1916, particularly with the model having the new top. Lang has sold the Chicago Telephone Company two more machines, making 20 or the 1917 model that the phone organization has now in service.

R. C. Crist, Excelsior man, was much pleased with the results of the exhibition at the Coliseum. There were a number of Excelsiors sold right in the hall and Hendersons took finely with the trade. All Hendersons in stock at the Crist store were sold during the Show as well as several which were in on display.

Thus far, Chicago dealers have not been featuring bicycles as Christmas gifts, several figuring that this is "small-town" stuff. The fact remains that, while a motorcycle would not be given as a holiday present in most cases, many people would buy bicycles for this purpose if attention was called to the idea.

Quite a number of riders in this city are taking advantage of the lull following the Show to express the opinion that local motorcyclists are not sufficiently appreciative of club and other organization work. "The boys will take all they can when it comes to service," said an enthusiast recently, "as well as assistance in getting license matters fixed up. They seem to enjoy the runs and other social events, too. But when they are asked to come across with a quarter for dues, enthusiasm for the club is hard to find.

"Riders should realize that they are getting a great deal more out of the club than they put into it and that the small amount asked for dues should be paid cheerfully," continued the club booster. "The clubs can do much to protect the riders and increase their enjoyment of the machines and they are worthy of more hearty support. Two bits is little enough to ask, and I have been unpleasantly surprised at the attitude taken by some of the riders on this question."

SIX YEARS OF MOTORCYCLE PROGRESS

(Continued from page 35)

70 per cent. The Henderson is the only exponent of the four-cylinder type.

All valves are now mechanically operated, the automatic inlet valve having passed from use in 1914, but there is little agreement as to the best method of valve grouping. Overhead valves are used on 18 per cent. of the various models, while side-by-side valves have doubled their last year's mark by rising to 28 per cent. Inlet over exhaust valve placing still leads with 54 per cent., but has lost considerably since last year.

Chain drive is the accepted form of final drive on standard motorcycles, being used in every case, although belts are quite generally used for lightweight motorcycles.

Three-Speed Gear

For a time, the two-speed gear showed a steady increase in popularity and it rose steadily from 8 per cent. in 1912, to almost 50 per cent. in 1915. And then came the three-speed gear, which has increased from 9 per cent. in 1915, to 68 per cent. in the 1917 models. This proves how rapidly a new idea is adopted, when it once proves its worth.

As usual, some form of mechanical oiler is used on nearly every form of the standardized motorcycle, the single exception being a light twin, which is oiled by the splash system.

To make safety safer and to provide the utmost ease of control, 77 per cent. of the latest models are fitted with two brakes. This is certainly a startling gain from 22 per cent. last year. It is only by comparisons of this kind, that we really realize the changes that have been made in the evolution of motorcycle progress.

The increase of the capacity of the gasoline tanks is a commendable feature, as eliminating frequent filling of the tank, and enabling gasoline to be purchased where the price is reasonable. The figures show an average increase of from 2.5 to 2.75 gallons, while in the case of the Indian, the increase is even greater. Oil capacity shows a slight increase to 2.6 quarts, which is sufficient for a long trip.

The wheelbase has settled down to 58 inches, as practically standard, and combines ease of handling with comfort.

Foot-starting devices are another recent improvement which have increased rapidly from 7 per cent. in 1914 to over 96 per cent. this year, so that they have become practically universal.

Stands for the front wheels are a new development this year, but are found on 45 per cent. of the 1917 models. We wonder how many models will be found so equipped next year?

Average Price Is $251

It was hardly to be expected, in the face of a rising material and labor market, that prices would show a reduction. The latest models are so generally fitted with front-wheel stands, three-speed gears, luggage carriers, and other equipment, that it has really been an achievement to keep the average cost of a 1917 motorcycle at $251.

The 1917 lightweight motorcycle averages 2.50 horse-power, and single cylinders predominate to the tune of 80 per cent. But most of these single cylinder models are of the two-cycle type, so that they are practically twins in action, even if they are not in actual number of cylinders. Sixty per cent. of the engines are of the two-cycle type.

Drive is by chain in 40 per cent. of the lightweights, belt drive being in the lead with 60 per cent.

Two-Speed Predominates

Sixty per cent. of the lightweight models are fitted with two-speed gears, only one lightweight model being fitted with three-speed gears. A clutch is fitted on 80 per cent. of the lightweight models, but as yet two of the lightweights are not fitted with a clutch.

None of the lightweight models are fitted with more than one brake. In consideration of their light weight and reduced speed, one brake is probably all that is required. If a lightweight starts to go too fast, the rider can lift the rear wheel off the ground and hold it in the air, until the pace moderates.

The average capacity of the gasoline tank is 1.75 gallons of gasoline. In view of the small consumption of gasoline, this should be quite sufficient for trips of considerable length.

As some of the lightweights use oil mixed with the gasoline, it is not easy to give the oil carrying capacity of the lightweight models.

The average wheelbase is slightly over 51 inches, which is 7 inches less than the average of the standard type of big twin motorcycles.

Foot starters are used on 40 per cent. of the 1917 models, but front wheel stands are not regularly fitted to any of the lightweights.

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Varied Activities of the Dealers

NEW BRANCH IN BRONX

Harley-Davidson Sales Co., of New York, Will Open Another Store

NEW YORK, Nov. 25.—The Harley-Davidson Sales Co., Metropolitan distributors, announces that its new branch, at 165th street and Webster avenue, will be formally opened on the evening of December 2, and that arrangements have been made for refreshments and a social program. A large number of guests have been invited, among them traveling representatives of some of the factories, and all who attend are assured of a good time, says Manager G. E. Wood.

The new branch has plenty of floor space in the salesroom. The repair department is spacious and up-to-date, large front windows afford opportunities for highly attractive displays, and the whole layout of the place bespeaks progressiveness and capacity for service.

DALER RENEWS HIS CONTRACT

FORT WAYNE, Ind.—H. L. Daler, who has represented the Reading Standard for the past four years, has renewed his contract and will remain a member of the R-S fold for the season of 1917. Mr. Daler is one of the most successful motorcycle men in the state. He was formerly connected with other enterprises, but has disposed of them and will devote all his time to the motorcycle business.

INDIAN SHIPMENT FOR BURTON

FORT WORTH, Tex.—The Burton Supply Company, Indian agent, is awaiting the arrival of a large shipment of Powerplus models. Practically all the contents of this shipment has been sold for cash. A good sized shipment of Indian parts was recently received.

YOST CONTINUES WITH R-S

KANSAS CITY, Mo.—L. A. Yost, an old R.-S. dealer was an interested visitor at the Chicago Show, and has again contracted for the Reading Standard machine for the season of 1917. He will handle the Reading Standard exclusively. Mr. Yost, during the 1916 season, greatly increased his sales over any preceeding year, and claims that for 1917 he will more than double his sales over last year.

SHERIDAN DEALERS MOVE

SHERIDAN, Wyo.—The Sheridan Motorcycle & Equipment Co., Harley-Davidson dealers in this city, have moved from the Kutcher Building on Works street to West Brundage street, opposite the Orpheum theater. Larger quarters were badly needed and the new location fills the bill satisfactorily.

The business, which is managed by B. H. Stutsman and W. L. Wright, was established in 1914. The company now carries a full line of bicycles, motorcycles and accessories. Within the next few months the company will install a lathe and in the spring will put an expert mechanic in charge of the repair department.

COOK GETS TWO

Fort Worth Harley-Davidson Man Sells Them Immediately on Arrival

FORT WORTH, Texas.—The J. W. Cook Motorcycle Company, dealers in the Harley-Davidson, reports receipt of two 1917 model twin this week, both of which were sold for cash before the machines were received.

There is an unusual demand for this make, according to Cook, who declares that he could sell more than twice as many machines for cash as the factory will allot him at this time. He says there is no need to talk trade or deferred payments around his shop, for there are always buyers on hand with sufficient cash to pay for any machine he has to offer.

HANDLES R-S EXCLUSIVELY

DETROIT, Mich.—John Trossel, a veteran cycle dealer of Detroit, is convinced that the best sales results are obtained by concentrating on one line, and he has therefore announced that hereafter all his time will be devoted to the Reading Standard motorcycles. Mr. Trossel's first order calls for fifty machines, six of which have already been shipped.

SENT AN ORDER FOR FORTY

LOUISVILLE, Ky.—R. L. Davis, who has been representing the Reading Standard for many years, and who has always attended the Chicago Show, was compelled to remain at home this year on account of sickness in his family. He demonstrated that he was there in spirit, however, is not in person, by forwarding a letter expressing his regrets on account of not being able to come, and enclosing his order for 40 motorcycles, asking for five to be shipped immediately.

R-S DISTRIBUTORS FOR WISCONSIN

MILWAUKEE, Wis.—The Milwaukee Cycle Supply Co., J. J. Koehler, president, will represent the R.-S. exclusively for 1917 throughout the State of Wisconsin. They have placed their order for a large number of samples to be shipped immediately in order that they may be able to supply their sub-agents with demonstrators at once.

This concern is old in the business, and during the past few months has been completely rejuvenated. Mr. Koehler believes in having young, active men as his business associates, and has recently appointed four experienced riders, who have been associated with the sale of motorcycles for a number of years, to handle the motorcycle end. His most recent addition to his sales force is Adolph Waech, formerly a partner in the Badger State Motorcycle Co.

SHOW HELPED MECHANIK

Agent for Reading Standard in Cleveland Obtained Many Sales Pointers

CLEVELAND, O.—The Woodland Avenue Cycle Co., of which Arthur Mechanik is proprietor, was represented at the Chicago Show by Mr. Mechanik, who closed his contract with the Reading Standard Company for 1917, placing an order for three sample models. Mr. Mechanik asserts that in 1917 he will increase his sales 200 to 300 per cent over 1916.

He also states that he was amply repaid for the time and money expended in attending the Chicago Show, in view of the fact that he received many new ideas in regard to selling motorcycles. He made it his business to get in touch with dealers and others who attended the show from various parts of the country, and in that way acquired much valuable information. Among other things, he is now convinced that a well arranged store is a big business asset, and he has returned home to Cleveland with a determination to completely remodel his place of business.

FEATURE XMAS IN ADVERTISING

DENVER, Colo., Nov. 25.—In spite of the fact that Denver and other parts of Colorado have been experiencing considerable winter weather of late, the motorcycle business is going along nicely, according to the dealers here. Many of them are making use of the fact that Christmas is near to push the sale of their machines as suitable Christmas gifts. This fact is being used in advertising, sales talks, and other ways.

SCHAEFFER NEEDS MORE ROOM

READING, Pa.—William G. Schaeffer, proprietor of the Penn Cycle & Motorcycle Co. on Penn street, near Fourth, has vacated his old headquarters and moved into a larger store next door. He now has twice as much floor space as in the past, and is making arrangements to conduct his business on a proportionately broader basis.

GIVES DELIVERY COSTS

KNOXVILLE, Tenn.—An attractive folder of the Harley-Davidson van is being sent out by The Motorcycle Store, at 702 Gay street. This folder, which is in three sections, points out the actual cost of delivery made by a local department store and invites a demonstration.

NOVEL WINDOW DISPLAY

DENVER, Colo., Nov. 25.—T. D. Scapcott, agent for the Cleveland motorcycle, has a very attractive window display this week featuring that machine. A poster of a large traffic officer with uplifted hand—a sign to stop is used to good advantage and it serves to draw people's attention to the Cleveland motorcycle standing prominently in the window.

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WIDE SCOPE IN THIS LIST OF DEALERS

Agents Who Registered at Harley-Davidson Stand During Chicago Show Brought Their Enthusiasm From Widely Scattered Points

MILWAUKEE, Wis.—Below is given a list of the dealers who registered at the Harley-Davidson booth during the Chicago Show. The percentage of active dealers who inspected the company's exhibit was not quite as high as last year, owing to the fact that many of the agents visited the factory immediately upon the announcement of the 1917 models some time ago, but the showing is still one which speaks volumes for the interest of the retailers in the big exhibition. The Harley-Davidson list follows:

E. H. Lueck, Chippewa Falls, Wis.; Louis E. Fluke, Dayton, Ohio; C. A. Pierce, Johnstown, Pa.; C. A. Geerkens, The Hague, Holland; August Zimmerman, Washington, D. C.; Mr. and Mrs. Walter Andrews, Toronto, Canada; Wilfred Morrison, Toronto, Canada; S. J. Snyder, Mason City, Iowa; T. E. Spotswood, Mobile, Ala.; R. W. Sayre of Appeal Mfg. & Jobbing Co., Los Angeles, Calif.; C. J. Maetzold, Red Wing, Minn.; N. Kellington, Decatur, Ill.; R. I. Kellington, Decatur, Ill.; C. Roy McClanahan of Harley-Davidson Sales Co., Dallas, Texas; Mr. and Mrs. Carl Aurich, Billings, Mont.; Chas. Weatherhead, Elkhart, Ind.; R. W. Blucke, Springfield, Ill.; Mr. and Mrs. Carl W. Bush, Newark, N. J.; Mud Gardner, Mansfield, Ohio; Earl Carver, Mansfield, Ohio; H. L. Dipple, Indianapolis, Ind.; S. C. Hamilton, Pittsburg, Pa.; Glenn A. Scott, Marion, Ind., and a party of eight Harley-Davidson riders; W. W. Whiting, Denver, Colo.; Earl Braunlich, Wheeling, W. Va.; G. H. Neidengard, Steubenville, Ohio; August Drouhard, Drouhard Motor Co., Danville, Kans.; G. A. Sayers, Cedar Rapids, Iowa; Mr. and Mrs. J. M. Johnson, Marshalltown, Iowa; H. L. Daler, Fort Wayne, Ind.; G. E. Wood of Harley-Davidson Sales Co., New York City, N. Y.; Earl L. Cronk, Anderson, Ind.; P. I. Haynes, Columbus, Ohio; G. W. Fagan, Cedar Falls, Iowa; R. W. Heagy, Harrisburg, Pa.; P. B. Heagy, Harrisburg, Pa.; G. A. Schnittke, Mansfield, Ohio; Bert E. Heinz, Heinz Motor Co., Baltimore, Md.; C. B. Schnepfe, Wilmington, Del.; Ivanhoe W. Haskins, Danville, Ill.; Mr. and Mrs. Norman C. Hopper of House of Hopper, Salt Lake City, Utah; R. E. Dessinger, Fort Dodge, Iowa; Alexander Klein, Philadelphia, Pa.; C. C. Cline, Grand Rapids, Mich.; W. J. Lister of Lister Motorcycle Co., Cleveland, Ohio; C. H. Lang, Chicago, Ill.; J. E. Wolfe, Paxton, Ill.; Peter Niccolai, Woodstock, Ill.; Clarence Gaylord, Woodstock, Ill.; Gueno Kaenne, Woodstock, Ill.; Geo. H. Schmitt and Louis Schneider of Olive Cycle & Motor Co., St. Louis, Mo.; W. V. Stockwill, Urbana, Ill.; G. L. Smith, Castalia, Ohio; Otto Peters of H. L. Peters, Buffalo, N. Y.; Howard W. Poage of Poage & Sollers, Lima, Ohio; Victor H. Roos, Omaha, Nebr.; Peter De Hamer, Kenosha, Wis.; Chas. H. Siems, Fargo, N. Dak.; M. T. Main, Waukegan, Ill.; A. P. Tyler, Boise, Idaho; J. Kegel, Freeport, Ill.; W. E. Wandersee of Wm. E. Wandersee Co., Detroit, Mich.; M. Hirschberg, Gary, Ind.; Guy W. Webb, Minneapolis, Minn.; Carl Nickum, Zion City, Ill.; Mr. and Mrs. Chas. E. Wilcox, Sioux City, Iowa; H. Burrows, Fond du Lac, Wis.; Paul Gott, Peoria, Ill.; Gus. Castle of Harley-Davidson Motor Co., Atlanta, Ga.; Jes Campbell of Harley-Davidson Motor Co., Boston, Mass.; James A. Trent, Knoxville, Tenn.; W. J. Walker, Boston, Mass.; Louis B. Schneider, Knoxville, Tenn.; J. L. Haines, Creston, Iowa; Louie C. Larson, Whitehall, Wis.; A. J. Henry, Connersville, Ind.; A. A. Gappen, Greenfield, Ind.; Lee W. Wright, Galesburg, Ill.; Crouch Bros., Bloomington, Ill.; Pearle Wehrly, Milford, Ind.; Dwight Doty, Milford, Ind.; Elmer H. Hammer, Bristol, Tenn.; Ira R. Albert, Waterloo, Iowa; Frank Curran, Sault Ste. Marie, Can.; H. M Hagedorn and Ralph W. Webster of Hagedorn & Webster, South Bend, Ind.; Arthur L. Johnson, Rockford, Ill.; Andrew H. Boss, Gypsum, Ohio; F. J. Strachota and Louis Peterik of Mueller Cycle & Supply Co., Milwaukee, Wis.; L. F. Bradburn, Canandaigua, N. Y.; Fred L. McCormick, Cadillac, Mich.; S. H. Kinsey, Fremont, Ohio; Ora Clossen, Chanute, Kans.; P. Lorenzen, Chicago, Ill.; F. E. Brooks, Vincennes, Ind.; P. L. Abbott of Motorcycle and Supply Co., Portland, Ore.; A. R. Fagerholm, Aurora, Ill.; H. A. Schultz, Monroe, Wis.; Al. Oberwegner of Oberwegner Motor Co., Toledo.

(Continued on page 64)

Write us today for sample sections of these tires and attractive display material and dealer helps. Your jobber will show you the tires.

CONTINENTAL RUBBER WORKS, 1817 Plum St., Erie, Pa.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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"SPACE 123"

The headquarters of a famous line of motorcycle speedometers and bicycle coaster brakes at the New York Motorcycle, Bicycle and Accessory Show. Visit this space and let our representatives explain to you the advantages of selling the Corbin lines. Look them over and secure terms on your 1917 stock.

The sales of these two standard accessories clearly show their popularity among motorcyclists and bicyclists everywhere. Don't forget the space number—123.

The CORBIN-BROWN SPEEDOMETER

This instrument's reputation is backed by many seasons of exceptionally satisfactory service. No speedometer on the market has recorded as many miles for motorcyclists as has the Corbin-Brown. That there are many thousands of them now in use and the demand becomes greater every year. This would not be the case had not the Corbin-Brown made good.

Dealers that carry the Corbin-Brown have every reason to be satisfied. And they are satisfied. Every year proves that they are right in carrying it in stock.

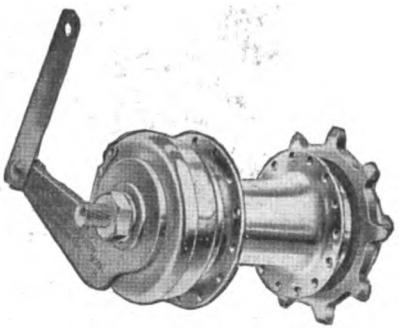
Are you one? If not, get in touch with us at once. We can fill your orders now.

The CORBIN DUPLEX COASTER BRAKE

Few riders go very far in bicycling before they come to the Corbin Coaster Brake. And once they have found the Corbin they stick to it. A brake has yet to be made that enjoys the nation-wide reputation and popularity of the Corbin Duplex. It is not a question of selling this famous coaster brake, but one of meeting an already established and constantly growing demand. Its past record means future friends. Its presence on a bicycle is an added attraction.

The dealer that sells the Corbin Duplex is selling a standard article. The name, the brake and its record are all in his favor.

Get your orders in at once. Write for price lists, catalogs and discounts.



THE CORBIN SCREW CORPORATION, NEW BRITAIN, CONN.

BRANCHES: NEW YORK CHICAGO PHILADELPHIA

THE AMERICAN HARDWARE CORPORATION, Successor

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STRONG LINEUP OF VISITORS AT POPE BOOTH

Partial List of Those Who Registered With Westfield Mfg. Co. at Chicago Includes Dealers From Many Districts

WESTFIELD, Mass.—The records of the Westfield Mfg. Co. with reference to the Chicago Show include the following impressive list of dealers and others who inspected the Pope display at the Coliseum:

Guy W. Webb, Minneapolis, Minn.; T. E. Connor, Evanston, Ill.; Newton Kellington, Decatur, Ill.; M. Brotherson, Joplin, Mo.; Herman Vettin, Joplin, Mo.; John Ercus, Fort Smith, Ark.; Mrs. John Ercus, Fort Smith, Ark.; Otto M. Seibold, Oshkosh, Wis.; Martin Ebsen, Clinton, Iowa; Sonneborn Sons, La Porte, Ind.; Geo. A. Beard, Evansville, Ind.; Gillfillan Bros., Kewanee, Ill.; Haynes & Co., Rock Island, Ill.; Geo. Meyers, Davenport, Iowa; Chas. Seeley, Mason City, Iowa; Geo. Westing, Indianapolis, Ind.; B. A. Arnold, Logansport, Ind.; B. A. Whitney, Cedar Rapids. Iowa; A. Booth, Rockford, Ill.; E. A. Nelson, Rockford, Ill.; E. E. Fenn, Bloomington, Ill.; C. A. Fenn, Bloomington, Ill.; Haskins Bros., Danville, Ill.; W. L. Blucke, Springfield, Ill.; Ingals Bicycle Shop, Springfield, Ill.; Winebruwer, Dixon, Ill.; Meadows, South Bend, Ind.; Nels Christiansen, Rockford, Ill.; Tony Fehl, Wausau, Wis.; Lawrence Bigler, Goshen, Iowa; Joe Kelgle, Freeport, Ill.; Whipple, Chicago, Ill.; Chas. Kirk, Muncie, Ind.; Guy Brundrige, Oshkosh, Wis.; Karl Oaks, Oshkosh, Wis.; D. F. Villenur, Escanaba, Mich.; Broadway Hardware Co., Gary, Ind.; Roy R. Baer, Sterling, Ill.; W. G. Ware, Huntington, Ind.; Anderson Bros., South Bend, Ind.; Barney Baer, Peru, Ind.; C. J. Schmelzer, Kansas City, Mo.; E. A. Hall, Minneapolis, Minn.; F. A. Pettee, Denver, Col.; Arnold Motor Co., Logansport, Ind.; Bud Pugh, Terre Haute, Ind.; Geo. E. Sayer, Terre Haute, Ind.; Wm. Lintner, South Bend, Ind.; Earl Clark, Hamilton, Ohio; Roy Clark, Middletown, Ohio; Wm. Terry, Defiance, Ohio; Mr. Coleman, Akron, Ohio; Mr. Purinton, Detroit, Mich.; Wm. E. Waudersee, Detroit, Mich.; A. R. Oberwegner, Toledo, Ohio; Geo. T. Stream, Newark, Ohio; Mr. Marshall, Lima, Ohio; A. J. Gladwell, Lima, Ohio; Geo. Hankhamer, Sandusky, Ohio; Arthur Mechanic, Cleveland, Ohio; Carl Kaiser, Youngstown, Ohio; A. Eckler, Akron, Ohio; Harry Gross, Dayton, Ohio; Mr. Ponge, Lima, Ohio; Lima Cycle Co., Lima, Ohio; Paul N. Bushnell, Aberdeen, S. Dak.; E. Miller, Milwaukee, Wis.; A. W. Erpenstein, Saginaw, Mich.; H. A. Rose, Flint, Mich.; D. F. Villewier, Escanaba, Mich.; Ben Wieder, Hancock, Mich.; Howard Ferguson, Grand Rapids, Mich.; Fred Morofsky, Lansing, Mich.; V. G. Ringle, Wausau, Wis.; John Kuenzli, Jr., Milwaukee, Wis.; John Kuenzli, Sr., Milwaukee, Wis.; I. Soref, Milwaukee, Wis.; Wm. Koeck, Oshkosh, Wis.; E. L. Cox, Lexington, Ky.; B. A. Andre, Charleston, W. Va.; E. L. Cox, Downers Grove, Ill.; I. Bell, Kansas City, Mo.; Hogoboom Bros., Fort Dodge, Ia.; C. B. Jansky, St. Louis, Mo.; C. A. Hall, Minneapolis, Minn.; Mr. Aurich, Billings, Mont.; Mrs. Hunter, Hammond, Ind.; Fred Nelson, Chicago, Ill.; Miss Rust, Louisville, Ky.; L. J. Hood, Atlanta, Ga.; Mr. Paulson, Pittsburg, Pa.; Mr. Maholin, Hartford, Conn.; Mr. Whitmarsh, Pacific Motorcyclist, Los Angeles, Cal.; Mr. Lupin, Chicago, Ill.; Mr. Smith, Chicago, Ill.; P. T. Cummings, Galveston, Tex.; E. A. Wilson, Rockford, Ill.; Broadway Hardware Co., Gary, Ill.; C. C. Cone, Mishawaka, Ind.; G. Carlton, Anderson, Ind.; Bishop & Roffenand, Holland, Mich.; C. A. Balagna, Farmington, Ill.; Chris Moler, Boise, Idaho; W. I. Lucas, Colorado Springs, Col.

WIDE SCOPE IN THIS LIST OF DEALERS

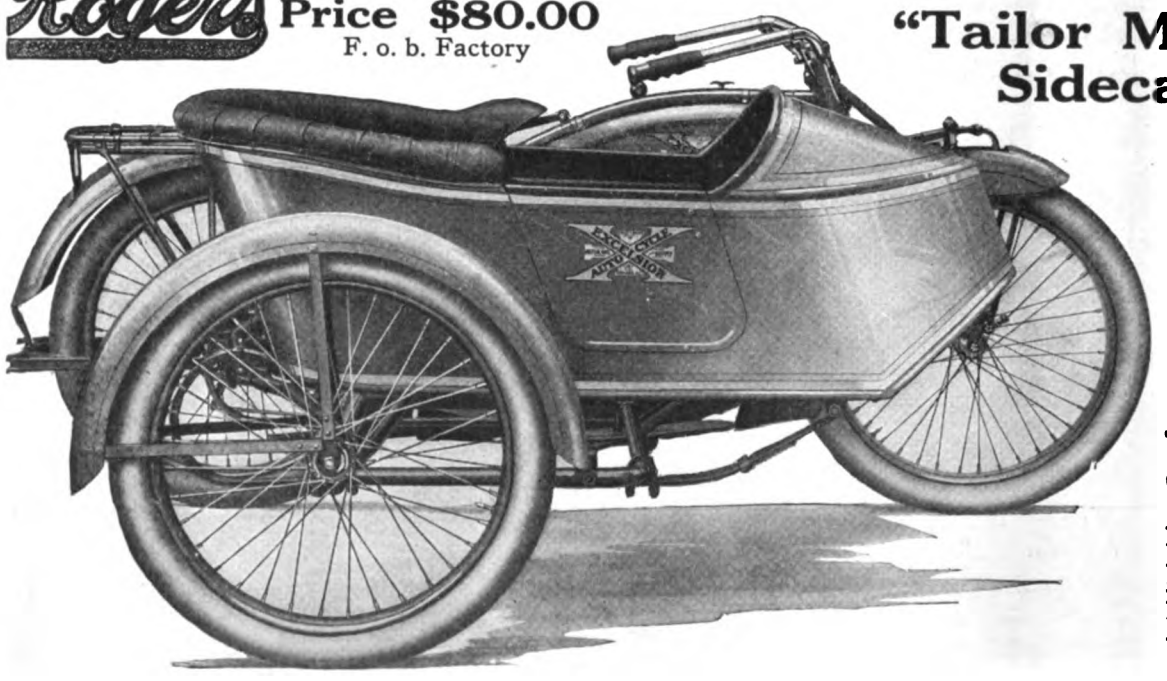
(Continued from page 62)

Ohio; John Evans, of Fort Smith Cycle & Supply Co., Fort Smith, Ark.; Henry Freese, Elgin, Ill.; R. S. Maxwell, Beloit, Wis.; Wm. Novetny, Iowa City, Iowa; Fred Barr, Davenport, Iowa; E. F. Case, Coffeyville, Kans.; Geo. Kost of Arnold Motor & Supply Co., Joplin, Mo.; P. W. Taylor, of Enterprise Motor & Cycle Co., Oklahoma City, Okla,; Jack Murray of Western Motorcycle Co., Kansas City, Mo.; C. F. Sauer, New Orleans, La.; P. H. Kline of Kline Brothers Motor Co., Louisville, Ky.; Erwin Keller of Shawnee Cycle Co., Topeka, Kans.; George Potter of the Potter Co., Syracuse, N. Y.

Rogers

Model M
Price $80.00
F. o. b. Factory

The One and Only
"Tailor Made" Sidecar



The Greatest Advance Ever Made in Sidecar Design

You are cordially invited to examine this and other models at Spaces 97-98, New York Motorcycle Show, Dec. 4 to 9. If you do not attend the show, write for new catalog, stating make and model of motorcycle you sell or use.

ROGERS MANUFACTURING CO., 337 West Madison St., CHICAGO

Irving Beck (Service Station), 1691 Park Ave., New York

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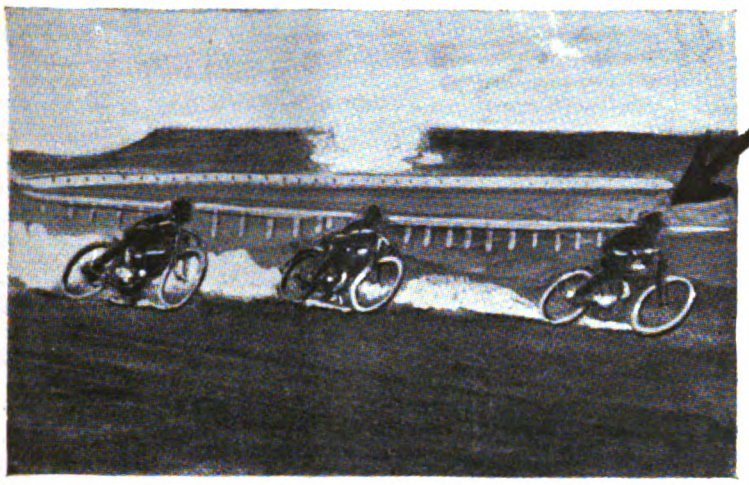

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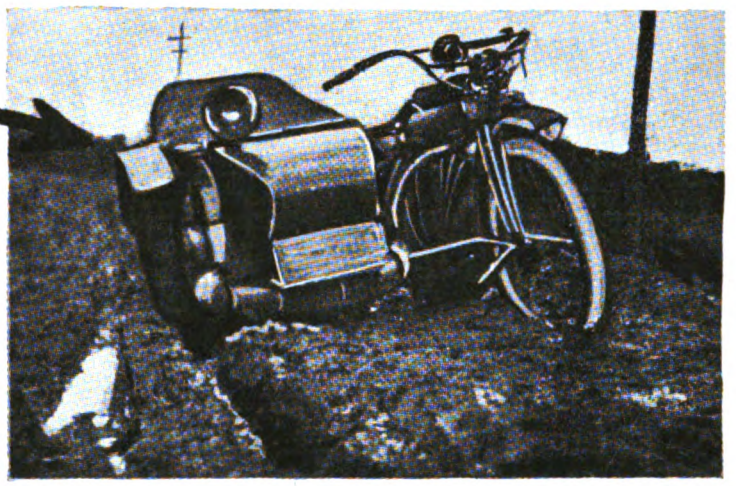

or for this

Use DUCKWORTH CHAINS

The grinding, exhausting tests of racing and the heavy, muscle tearing requirements of touring have proved beyond question the strength and wearing qualities of DUCKWORTH CHAINS.

Records for speed and endurance have been made with the aid of DUCKWORTH CHAINS. Leading manufacturers use them. Riders universally insist upon them. The Dayton, Indian, Harley-Davidson, Henderson, R. S., Pope and Duckworth for 1917 equipment.

Excelsior builders have all specified Duckworth for 1917 equipment.

DUCKWORTH CHAIN & MFG. COMPANY, Springfield, Mass.

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FRENCH MAKES AN ADDITION

Pioneer Cycle Firm Occupies Two Extra Floors in Baltimore Building, Aggregating 5,000 Square Feet; Entire Building Now Used

WASHINGTON, D. C.—Howard A. French & Co., of Washington and Baltimore, jobbers in motorcycles, bicycles, sporting goods and general athletic supplies, and Indian distributors for the State of Maryland and the District of Columbia, are so favorably impressed by the outlook for 1917 business in their territory that arrangements have been made to occupy two extra floors at the Baltimore headquarters. This will give 5,000 square feet of additional storage space; the firm now occupies the entire building, four floors and basement.

The basement will be used exclusively as a repair and service department, and an improved stairway has been built to the second floor so that both the first and second floors can be used as salesrooms. The extra stock will be carried on the third and fourth floors, which are accessible by elevator as well as by side stairway.

Improvements Under Way

Although the building is of modern construction the firm is still further improving the premises by the additon of up-to-date show windows and hardwood floors, and paying a city franchise to take in part of the pavement outside of the building line. The new windows are now under construction and will be finished for the big Christmas trade. The show rooms in both Washington and Baltimore are located in the downtown business section on the most prominent thoroughfares.

Following the firm's annual custom, the new catalogue will soon be in the hands of the printer. It will be larger than ever and a special effort is being made to produce an artistic and comprehensive book, as the wholesale department has shown an abnormal growth during the past season.

The past year has been one of the best the company has ever enjoyed, all departments having run ahead of the fondest expectations.

French Remains Head

Howard A. French, who held some records in the old days of bicycling, will still be in charge of affairs, with "Chic" Thomas for manager of the motorcycle department. Clarence Mahrer will manage the bicycle department, while Ernest Wimmer will oversee wholesale sales. Sporting and athletic goods will be in charge of "Ike" Ruth, the Marathon crack. John Johnson is to look after the shop and service ends.

The Washington branch will be under executive control of Walter Seabrook.

WHIPPLE'S SHOW LETTER

Chicago Dealer Sends Out Review of Chicago Affair to His Patrons

CHICAGO, Ill.—Whipple the "Motorcycle Man," 1227 West Jackson Boulevard, is capitalizing on the recent Chicago motorcycle show by means of a letter he is getting out, bringing home to those of his patrons who failed to get to the show some idea of how the new models lined up at the Coliseum display.

Incidentally Whipple uses the letter as a vehicle to convey the fact that he is again handling the Pope as well as the Columbia bicycle line; also that he has taken the Thor for the west side of Chicago. Whipple also lets it be known that he has taken the agency for the Smith Flyer for the Windy City.

MOTOR CYCLE ILLUSTRATED

Volume 12 Nov. 30, 1916 Number 22

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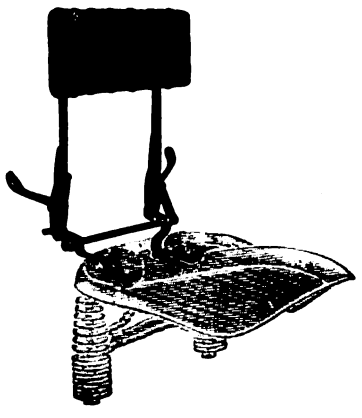
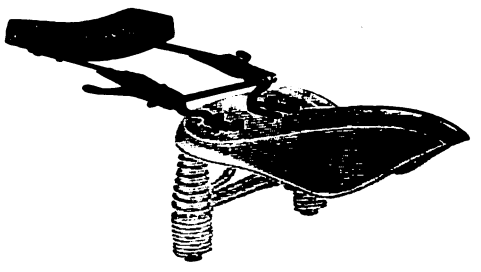
"WEED"



Folding Backrest



$4.50

THE "WEED" FOLDING BACKREST IS THE GREAT COMFORT ACCESSORY FOR MOTORCYCLES. IT IS JUST AS NECESSARY TO YOUR MACHINE AS THE BACK IS TO YOUR FAVORITE FIRESIDE CHAIR. IT ABSORBS ROAD SHOCKS AND VIBRATION AND LENDS SUPPORT TO YOUR BACK. IF YOU HAVE NEVER USED THE "WEED" YOU HAVE MISSED ONE OF THE PLEASURES OF MOTORCYCLING.

THE PATENTED FOLDING FEATURE ALLOWS THE BACKREST TO BE FOLDED WHEN MOUNTING OR DISMOUNTING TO AVOID INTERFERENCE.

See our new universal model at the New York Show. It fits the Troxel, Mesinger and Persons saddles on any machine, and does not come in contact with the leather. Adjustable to any angle to suit the rider.

REEPS MANUFACTURING CO., Inc., 50 Church Street, NEW YORK

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Three Times More Light Without More Gas— *"Brilliant"*

Or—the Same Light with One-Third the Gas *Burners*

The Perfect Headlight

THE most progressive and largest cycle dealers in the United States are now selling "Brilliant" Burners. These burners have become recognized as a refinement of merit instead of a futile fad.

The light cast by the "Brilliant" Burner is **three times** more powerful than by the regular "fan-tail." Or "Brilliant" Burners can be used for economy; only **one-third** the gas is needed to give the same light as cast without them.

Every rider wants to have the brightest illumination possible. The rider who tries "Brilliant" Burners will find that he has a light akin to calcium. Naturally, this light reaches much farther ahead than the ordinary one.

Moreover, you always have a dependable light, absolutely steady, no flicker, no jarring or blowing out even without the front glass in the lamp. **"BRILLIANT" BURNERS** combine **ELECTRIC BRILLIANCY WITH PREST-O-LITE RELIABILITY.**

These powers which we attribute to "Brilliant" Burners are not mere flights of imagination. Our claims are backed by a real guarantee that gives you your money back if not satisfied with the results.

DEALERS: Don't fail to stock these burners. They can be used with and attached quickly to any lamp using standard height burner. And one burner sells the next. As soon as one of your patrons uses them, every rider in town will want a set. They advertise themselves. "Brilliant" Burners sell at $2 per set of one burner complete and one extra button, and users confirm our opinion that they're worth many times that sum. Get our Literature and Proposition. Be convinced.

All Claims Guaranteed

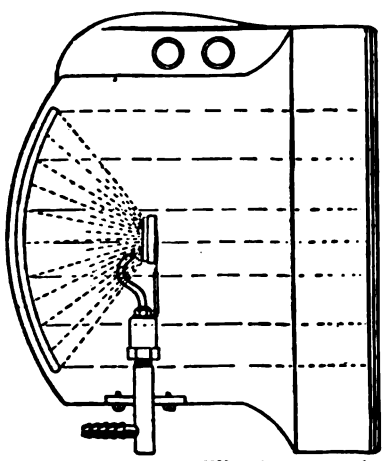
Such an article as "Brilliant" Burners is a strictly velvet proposition. It isn't a case of which make to sell. It's "Brilliant" Burners or none and no profit. There are No Others like them. They are heavily covered by patents.

Don't forget! Write today! We are glad to send literature to riders as well as dealers. If you are a rider and cannot get "Brilliant" Burners at your dealer's, send direct to us.

THE MONOSMITH BROTHERS CO.

Spencer, Ohio, U. S. A.

The H. M. Kipp Co., Ltd., Toronto, Distributors for Canada. Backdahl & Co., Stockholm, Sweden, Agents for Scandinavia, Denmark and Russia.



Showing the *"Brilliant"* Burner in position to produce a powerful beam.

Read This

PEOPLES TAXICAB CO.
2200 Beale Ave.

Altoona, Pa., July 19, 1916.

The Monosmith Bros. Co., Spencer, Ohio.

Gentlemen:—

After using a pair of the "Brilliant" Burners, I find that they give the best light of any burner I have ever handled, so please ship by Parcel Post, C. O. D. 3 Automobile Sets and 3 Motorcycle Sets.

Please give me your best Dealer's Prices for I know I can sell this burner.

Very truly yours,

PEOPLES TAXICAB CO.
(Signed) Geo. F. Fleet, Prop.

KENNETH C. DOAK
Harley-Davidson Motorcycles
210 N. Main St.,

Burlington, Ia., Oct. 6, 1916.

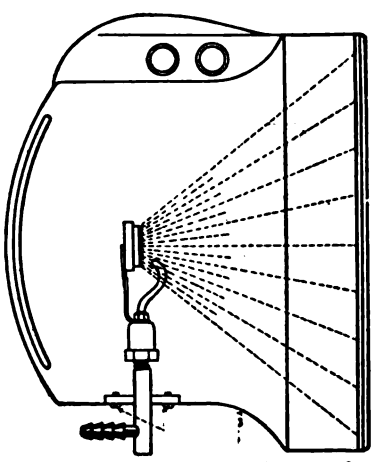
The Monosmith Brothers Co., Spencer, Ohio.

Gentlemen:—

Please send me C. O. D. 6 Motorcycle Sets Brilliant Burners. They are all you claim for them. Rush.

(Signed) KENNETH C. DOAK.

Some "Brilliant" Endorsements



Showing the *"Brilliant"* Burner in position to produce a soft, diffused, white light.

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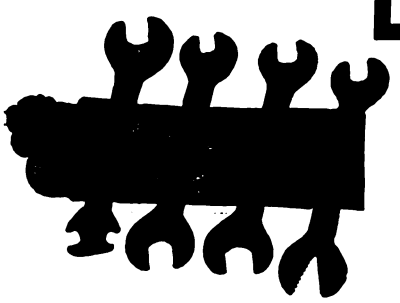
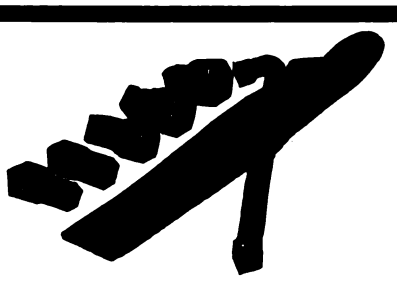
Mossberg Tools are made to make good—they are built so that a guarantee is superfluous—their own construction is their *best* guarantee. The motorcycle and bicycle rider of discrimination and judgment knows the value of having certain-teed tools in his kit, for in emergencies an unreliable tool may be the means of a long, weary walk.

Consider the Mossberg reputation, then ask your dealer. Write for Catalog No. 192C.

See us at the Show.

FRANK MOSSBERG CO.
ATTLEBORO, MASS. U. S. A.





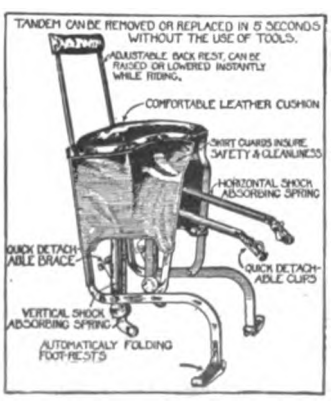
Almost 300% Increase in Sales

over the previous season on

STOLL TANDEMS

is the record of THE NEW YORK SPORTING GOODS COMPANY

Such an increase shows the results of a progressive firm-dealer co-operation and a quality article. It is further proof that Eastern dealers and riders are more and more demanding greater tandem comfort and service.

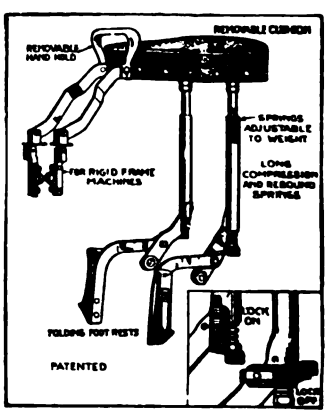


For 1917 there are no radical changes—but a number of refinements and re-enforcing throughout—and closer attention to details, combining with the comfort qualities always built into Stoll tandems, makes this the greatest value on the tandem market.

Write for catalogue 17-A

THE STOLL MFG. COMPANY
DENVER COLORADO

The largest tandem factory in the U. S. A.



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NATIONAL MOTORCYCLE BICYCLE

AND

ACCESSORY SHOW

Madison Square Garden New York

DECEMBER 4th TO 9th

Sanctioned by the Motor and Allied Trades, Bicycle Manufacturers, Cycle Parts and Cycle Jobbers' Associations

The great opportunity of the year to place your product directly before the Jobbers, Dealers and the Public at Large.

Full Attendance of the Cycle Trade Is Assured

All 1917 Models and latest Accessories under one roof.

Write A. B. Coffman, Manager, 945 Ohio Building, Toledo, Ohio, for full information and space application blanks.

ACT TO-DAY

ARTHUR DAVIDSON, T. W. HENDERSON, F. J. WESCHLER, F. T. CHASE, F. W. GRUBB, Show Committee

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Riding Keeps Old Men Young

So Says Doctor Frank Lake of Mexico City and Proves It By Competing in 100 Mile Road Race; Still Able to Enjoy a Hard Ride

MEXICO CITY, Mexico.—Dr. Frank E. Lake of this city is not only an enthusiastic motocyclist himself, but also is a firm believer in the power two-wheeler as a medium for keeping a man young and healthy. This point he is endeavoring to press on many of the older men among his patients, assuring them it will be to their advantage to take up motorcycle riding.

The live wire doctor further declares that although he is rather old for road work he is nevertheless able to give many young men lessons in hard riding on the road. He went out to prove this on October 29, when he answered a challenge by several riders for a race of 165 kilometres (about 100 miles), Dr. Lake with Riba Cervantes and Agent Barroso to uphold the abilities of the Indian motorcycle against all comers.

The Indian riders started on time and all finished, with the doctor up front. The competing riders finished late or were towed in. Dr. Lake finished in the best of condition, thus proving that his theory is a sound one.

HENDERSON DEALERS LINED UP

SAN FRANCISCO.—Tennant Lee, the Henderson distributor, was in San Francisco again last week, and reports that he now has his territory as a whole covered in first-class shape. Only a few sub-agencies are still open. Mr. Lee states that all the Henderson dealers have sold their first allotments and that some of them have already recorded several times.

GOING AFTER HOLIDAY TRADE

SAN FRANCISCO.—Edwin F. Merry, Excelsior distributor, has decided to make a drive at the holiday cycle trade, and is preparing to make the most of the display opportunities offered by his large frontage. A raised platform is being built in the Van Ness avenue windows for display purposes, and other plans are being worked out to facilitate attention to the retail trade.

NAVY YARD SALES PROMISING

SAN FRANCISCO.—F. E. Gerick, a dealer and prominent motorcycle club man of Vallejo, paid a visit to San Francisco last week and reported that his first year as a Henderson agent was a successful one. He has signed up again for 1917. Owing to the vast amount of work under way at the Mare Island Navy Yard, and in view of the increased payrolls of other nearby establishments, Gerick is looking forward to a heavy increase in his business for 1917. He says the Navy Yard workmen are taking to the motorcycle with enthusiasm, and that many of them are on his list of red hot prospects. According to Gerick, most of the Navy Yard buyers also want sidecars.

BENTE RECEIVES EXCELSIORS

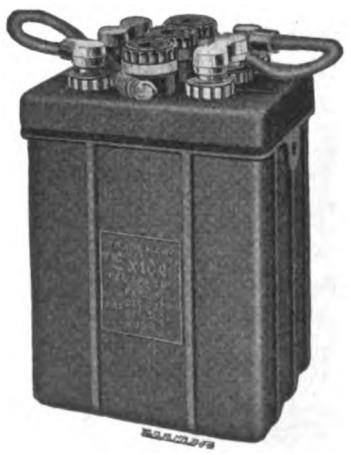
SAN FRANCISCO.—Fred H. Bente, Excelsior dealer in San Francisco, has just received his first lot of the new models. While awaiting the arrival of the new machines Bente turned his attention to the sale of second-hand mounts, and reports that he experienced no difficulty in selling all of them that he could obtain for spot cash.

BAY STATERS PLAY WHIST

BOSTON, Mass.—The Bay State M. C. held its third whist party at the club rooms on November 20. There were fourteen tables in all. The club is now laying plans for its annual dance, to be held on February 20 at the headquarters, Huntingdon avenue in the Oxford Hotel.

OKOLA SIGNS AND SELLS THREE

BOSTON, Mass.—W. J. Walker, the Harley-Davidson man for this city and vicinity, has just closed with J. Okola of Rockport, Mass., to handle the Milwaukee-made machine for that city and Gloucester. Okola has sold and delivered three of the electrically-equipped models in the week following his signing up.



"Exide" Battery, Type 3-ZA-5
with cable type terminals

HARLEY-DAVIDSON
HENDERSON
READING-STANDARD
will all use

The "Exide" Battery

on their 1917 electrically equipped models

The use of "Exide" batteries by these three prominent motorcycle manufacturers is a strong endorsement of the high quality of this battery. Why not equip your motorcycle with an "Exide" Battery?

There are hundreds of "Exide" Service Stations ready to serve you

THE ELECTRIC STORAGE BATTERY CO.

1888 PHILADELPHIA, PA. 1916

New York Chicago Cleveland Denver Pittsburgh Rochester San Francisco Boston
St. Louis Atlanta Washington Minneapolis Detroit Toronto

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ELISCO

Light Gauge, Cold Rolled

Steel Tubing

Unequalled for Mechanical Accuracy and Finish

Made under the "Elisco" process by automatic machines which combine six operations in one, and ensure a degree of uniformity and finish hitherto unobtainable.

We are still able to make reasonably prompt delivery of 18 and 20 gauge tubing in most sizes from ⅜ inch to 2 inch outside diameter.

Let us submit samples and quote prices.

The Elyria Iron & Steel Co.

East 131st Street Cleveland, Ohio

Chicago Office, 1243 Peoples Gas Building
Atlanta, Georgia, Office, Candler Building

HARRIS

TRADE MARK REG. U.S. PAT. OFF.

OILS AND GREASES

Mean Satisfaction for All

Dealers who handle HARRIS products reap the benefits of repeat orders—for HARRIS users always come back for more.

Motorcyclists who use HARRIS OILS profit by the saving that results from perfect lubrication.

"There's a reason." HARRIS OILS are made of the finest Pennsylvania crude stock—a basis particularly well adapted to motorcycle engine use. Every drop must come up to HARRIS OIL standard, which means—Highest Quality.

A LITTLE GOES A LONG WAY AND EVERY DROP COUNTS

Let us prove the remarkable quality of HARRIS OILS.

A. W. Harris Oil Company

326 S. Water St. Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

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FRAMING UNIFORM ROAD LAW

A. A. A. Committee Will Work to Have New Measure Adopted by All States; But One Traffic Problem

NEW YORK, Nov. 28.—Of interest to motorcycle riders as well as motor car owners are the preparations being made by the American Automobile Association to have a uniform motor vehicle law drafted and to make every possible effort to have this law adopted by every State in the Union as quickly as the necessary steps can be completed.

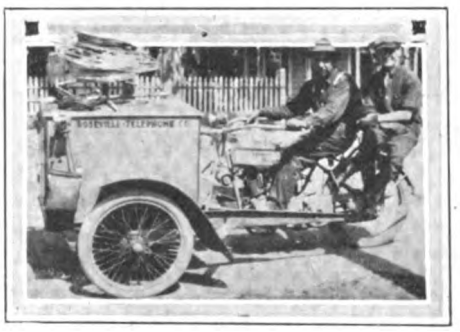
It is expected that the uniform law will do away with much of the confusion and vagueness that results from the present unnecessarily long and cumberson acts and will at the same time do away with the conflict existing now in several States between the motor vehicle acts and traffic acts.

A Single Problem

"Highway traffic is but a single problem," says O. I. Yellott, chairman of the board that is drafing the new law, "and it matters not whether it relates to motor vehicles, horse-drawn vehicles, traction engines or pedestrians. Traffic should be handled as one problem by one general set of laws, so that the rules governing one particular kind of traffic may fit into and be consistent with those governing all other kinds of traffic.

"The details of the uniform law to be framed by the A. A. A. board have not yet been fully worked out, but it may be stated in a general way that the first sub-division will deal with general provisions relating to the applicability of the law and definition of terms used therein. The second subdivision will deal with the appointment, powers and duties of a State traffic commissioner, who will have general supervision of traffic of all kinds on the public highways. The third sub-division will deal with the registration of motor vehicles and operators. The fourth will deal with the operation of vehicles of all kinds on the public highways, as well as with the conduct of pedestrians thereon. The fifth will deal with the enforcement of the preceding provisions."

USED BY PHONE CO.



Newark, N. J., Corporation Obtains Excellent Service in Repair Department from This Harley-Davidson Truck

COOLEYS AT WIGWAM

Report Remarkable Increase in Indian Sales During Past Two Years

SPRINGFIELD, Mass.—A. B. Cooley, Indian agent in Joliet, Ill., and Mrs. Cooley, who is his "right-hand man" in conducting the business, spent several days following the Chicago Show visiting the Indian factory in Springfield, Mass. They made a careful study of the manufacturing ends of both the motorcycle and bicycle fields and returned home with numerous new ideas for the coming season.

Mr. and Mrs. Cooley started in business less than two years ago, their capital at that time consisting of $30 and their rent paid for one month in advance. Pluck and good business judgment, coupled with lots of hard work, have enabled them to build up their business until today they are firmly established among the leading motorcycle agents of their territory. Their business is increasing month by month, their increase from the time when they started to the present date being figured as 2,000 per cent.

VAN GIVES SATISFACTION

BOSTON, Mass.—Lester P. Winchen, a high-grade stationer and engraver, has been using a Harley-Davidson sidevan outfit with great satisfaction during the season just closed for making deliveries. An average of nearly 200 packages per day are delivered in the city alone, while extensive trips are made into the suburbs on occasion.

Winchen is so well pleased with the performance of the machine that he intends to purchase a second one very shortly.

Diamond Chains

FOR

Motorcycles

Diamond No. 149 is an unexcelled motorcycle chain for every motorcycle service.

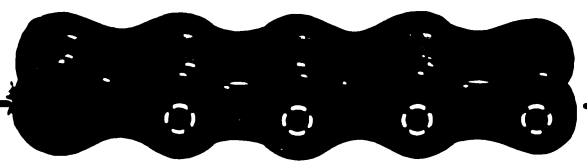
Every part is accurate, the wearing parts are heat treated by the same scientific process as those of our heavy truck chains, the rollers DO NOT BREAK.

Put DIAMOND to the test on your machine.

You'll be a DIAMOND booster ever after.

Diamond Chain & Mfg. Company

Indianapolis, Indiana



The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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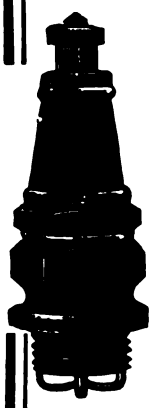
WORTH MORE Berling Magneto DOES MORE

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.

Benton Quality



Quality is the keynote of the high esteem in which Benton spark plugs are held by the myriads of satisfied users.

Quality not only dominates the materials and workmanship that enter into Bentons—it has its counterpart in the design of this case-hardened plug.

It always pays to buy quality products. That, and the Benton's reputation for service, are reasons why you should insist on the Benton.

L. F. BENTON COMPANY
Vergennes, Vt.

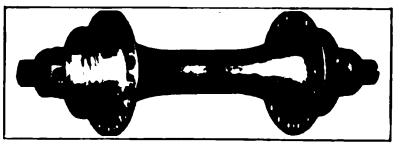
Link Up with the Strongest Chain in the World

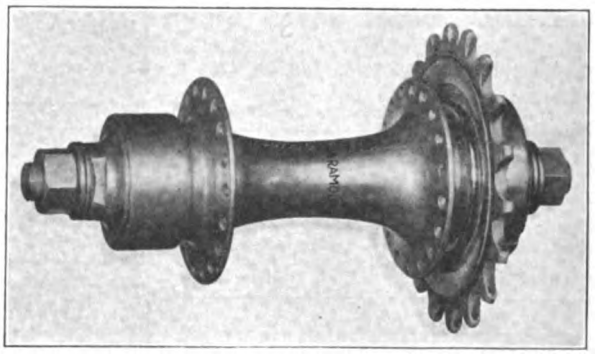
"The Coventry" is the strongest chain in the world. It is the strongest insurance against accident; the strongest assurance against wear. It's the chain of endless durability. Price $1 a foot to the rider.

HERBERT F. L. FUNKE CO.
112 Broad Street, New York

Paramount Hubs

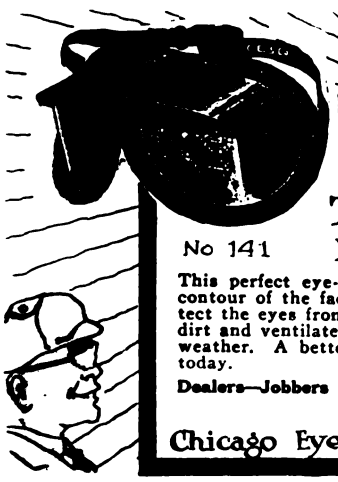
Paramount Hubs Unexcelled in Quality, Workmanship and Material





The Paramount Motor Co.
Columbus, Ohio

Plant and Machinery New and Modern—Methods of Manufacture Most Systematic and Efficient Known.



Sun, wind and moisture never bother the wearer of THE CHICAGO DIMMER GOGGLE No 141

This perfect eye-shield is correctly designed to fit contour of the face, allow free range of vision, protect the eyes from dazzling sunlight, wind, rain and dirt and ventilated to prevent misting in cold, damp weather. A better goggle isn't made. Buy a pair today.

Dealers—Jobbers everywhere supply the Chicago Dimmer Goggle.

Chicago Eye Shield Co Chicago, Ill

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad. to the classified department—THE BIG RESULT GETTER.

MOTOR CYCLE ILLUSTRATED 13 PARK ROW NEW YORK

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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CLEVELAND
Large Stock of Machines and Parts
Distributors for New York and Connecticut.
Dealers, write us for 1917 agency proposition.
AUDUBON MOTORCYCLE GARAGE
4192 Broadway, New York

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
289 W. 126th St. New York
'Phone, 3362 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2269 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3986 Chelsea

HARLEY-DAVIDSON SALES CO.
Distributor
Harley Davidson Motorcycles and Bicycles
New York 533 West 110th St.
Bronx Branch Webster Ave. at 165th St.

INDIAN
HARLEM DISTRIBUTER
Harlem Motorcycle Garage. Rogers Sidecars in Stock to Fit All Make Machines.
1691 PARK AVE. Tel. Harlem 2337

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 549

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
993 Washington Ave., Near 164th St.
Oliver Berckheimer, Prop. V. C. Palomare, Mgr.

H. RAOUL
Indian Motorcycle Agency
Uptown Indian Bicycle Distributer
Full Stock of Parts for All Models
Cor. Broadway and 178th St.
Repairs Storage

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
NEW 1917 INDIAN
NOW BEING SHOWN
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

BROOKLYN

"BOB" BRAZENOR
Brooklyn Distributor
HARLEY-DAVIDSON MOTORCYCLES
1157 Bedford Ave. 594 Jamaica Ave.
Tel. Decatur 1754 Tel. Cypress 4700
Brooklyn, N. Y.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1000-1002 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 3006 East N. Y.

Distributor
EXCELSIOR MOTORCYCLE
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

THOR MOTORCYCLES
Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN
1831 Bedford Ave. Brooklyn, N. Y.

WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

PLAZA MOTOR CYCLE EXCHANGE
TIRES & SUPPLIES
INDIAN & EXCELSIOR MOTOR CYCLES
IVER JOHNSON & PIERCE BICYCLES
Phone Astoria 1889 Zeisel & Feit, Props.
884 JACKSON AVE., LONG ISLAND CITY, N. Y.

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
Phone 498J Flush.

HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop. College Point.

THE KOCH-RUHLE CO.
18 North Washington Street, Jamaica, L. I.
Harley-Davidson Distributors for Long Island, Exclusive of Brooklyn
REPAIRS AND REAL SERVICE

NEW JERSEY

KLUCZEK CYCLE GARAGE
DISTRIBUTORS
READING STANDARD & DAYTON MOTORCYCLES
EMBLEM & JEFFERSON PARTS
47 William Street NEWARK, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycle. Drop us a line if interested in second-hand machines.
182 Van Houton St., Paterson, N. J.

INDIAN
MOTORCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1890 Hackensack, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated

THE BIG RESULT GETTER

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Special Service Department

EXCELSIOR - SERVICE

Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

STANLEY T. KELLOGG Eastern Distributor
Bridgeport Conn.

MOTORCYCLE AGENTS

Get our monograms for motorcycles. 500% profit. Motorcycles plentiful everywhere. Thousands sold daily. Samples 10c. Write for particulars.

Western Motorist Accessories Co.
Cheyenne, Box 159 Wyoming

CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
MUNCIE PISTON CO., Muncie, Ind.

Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
CITY SUPPLY CO.
56 Warren Street New York

BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

MONEY TO LOAN
on motorcycles in dead storage at legal rate of interest. No loans outside New York City and vicinity.
C. Anthony Wolfe
1834 Broadway, New York.

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
IRVING BECK
1691 Park Ave. Phone Harlem 7083

Motorcycle Supplies
Get our catalog "C" describing all supplies for your machine at money saving prices.
E. J. WILLIS CO. 85 Chambers St. New York City

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

Classified Advertisements

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

INDIAN POWERPLUS with sidecar, fully equipped and in fine condition. First check for $235. Donald Gates, Shiloh, O. R. No. 2.

FOR SALE—Will sell for cash, two Smith Motor Wheels, $35 and $45, both in good running condition. Also one Excelsior Twin for $65 cash, in good condition. B. R. Bement, Orleans, Vt.

FREE, FREE, FREE. Just think of it. Get six month's service out of machine and then sell for more than you paid for it. You can do it at our prices: 1914 Excelsior shortcoupled, Presto outfit with new headlight, new rear shoe, $80; 1913 Excelsior with light and presto tank, $70; 1913 or 1914 Flanders, $50; two 1913 Yales, $40 each; 1913 Reading Standard, just overhauled and in perfect condition, $60; 1912 Twin Excelsior, $45; 1916 15 H. P. Thor, run about 500 miles, lights and sidecar, $265; 1916 Indian, complete lighting outfit, speedometer, and Empire tandem, better than new, $225; 1915 3-speed electric equipped Excelsior and sidecar in perfect running order, $190. Terms, $20 with order, balance C. O. D. Lowell Cycle Shop, Lowell, Mass.

FOR SALE—1916 electrical equipped, 3-speed H.-D. motorcycle, in excellent condition; Stewart speedometer. Price $200. Chas. Grindrod, Belleville, Ill.; 204 S. Jackson St.

FOR SALE—3-speed Harley-Davidson; extra fast motor; racing air-valve; new frame; new tires; motor just overhauled. Bargain price for immediate sale $175. Address H. Topping, Firestone Tire & Rubber Co., 1871 Broadway, New York.

FOR SALE—1916 Three-Speed Reading Standard, fully equipped; rarest bargain ever offered; price on application, factory guarantee with machine; run 1,500 miles, perfect condition. F. L. Zimmermann, Jr., 1340 Oakland St., Shreveport, La.

FOR SALE—1916 two-speed Henderson, equipped with Henderson tandem, skirt guard, Old Doc Yak, Klaxon horn. Machine has been ridden about 3,000 miles and has just been overhauled. In A1 condition. Also a 1916 Cygnet rear car, run about 400 miles, to match Henderson. Will sell outfit for $250 f. o. b. Clarksville. Will ship on receipt of $50, balance C. O. D. Must sell quick; am leaving town. Address Libber, P. O. Box 109, Clarksville, Tenn.

ALMOST NEW TWIN EXCELSIOR, Smith Motor Wheel, 4-cylinder Henderson, Pierce bicycle, Single H-D at $25, Pope $20. Bargains. Stamp. Howell, 217 Chestnut, Evansville, Ind.

FOR SALE—1915 Sears De Luxe 9 horse power, and Majestic sidecar, fully equipped. Write for particulars. Good bargain. Frank Gutzwiller, 113 Granger St., Rutland, Vt.

FOR SALE—One 1914 two-speed, Harley-Davidson motorcycle, in first class running order, guaranteed; just overhauled and re-enameled at the factory. Price, $175. Terms, $25 down and balance C. O. D. L. T. Lorz, Harvey, N. Dak.

FOR SALE—One 1916 6 h.p. 3-speed twin Thor, brand new, $190; one 1916 12 h.p. 3-speed twin Thor, brand new, $215. Newby Bros., 2400 Grand Ave., Kansas City, Mo.

FOR SALE—1916 Powerplus Indian, three-speed guaranteed. Prest-O-Lite headlight, tail light, Long horn, watch, speedometer, air cushion saddle, Stoll Dreamy tandem, base plate, spare parts. Best offer over two hundred and ten. Wallace Stuart, 10 Warren St., New York City.

HELP WANTED

SALESMAN WANTED—A motorcycle accessories and repair parts house in New York City has vacancy for traveling salesman. Good opportunity for right party. Chance for repairman or motorcycle dealer having salesman's ability. C. M., care of MOTOR CYCLE ILLUSTRATED.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—Catalogs and best trade terms for Motor Engineering trade. Please forward to Maraindas & Co., Automobile Engineers, Karachi (Sind), India.

WANTED—Motorcycle or Accessory Manufacturer, to develop and put on the market a high class improvement on motorcycles. Here is some thing useful and practical, that can be attached to any standard make, and will create a big demand at the start. Will send blue-prints and full description upon request. Write A. A. K., care of MOTOR CYCLE ILLUSTRATED.

STOLEN

STOLEN—Excelsior 15.3 Model, No. 75648, Ohio State license No. 9925. Had 6,400 miles registered. Had dent in tool box where kick starter hit it. Muffler was badly dented. The Bowden wire for brake had piano wire instead stranded. Firestone tires with red tubes; home made clutch cover. $25.00 reward for information leading to return of machine. Wm. T. Bott, 4855 Guernsey St., Bellair, Ohio.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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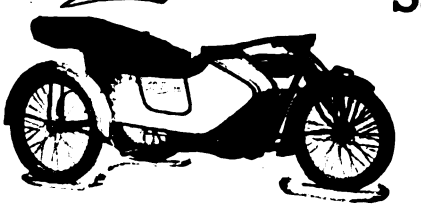
Wherever Ball Bearings are used you will find

THE STAR

STAR Ball Retainers

Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT



This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1916!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.125 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

HR RENOLD

7143 5/8" pitch 1/4" wide — For RELIABILITY — 7144 5/8" pitch 3/8" wide

Can stand the "gaff" of speed or load with Renold resourcefulness. You can "let out" with absolute assurance of safety and implicit faith in the ability of Renold Chains.

Peter A. Frasse & Co., Inc., Canal and Sullivan Sts. New York City

MASCO

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

CATALOG SENT ON REQUEST
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

MIAMI-MADE BICYCLES

are sure trade winners

RACYCLE, HUDSON, MIAMI, FLYING MERKEL

Send Today for Catalogs and Proposition

Miami Cycle & Mfg. Co., Middletown, O., U.S.A.

POINTERS ABOUT PATENTS

Before you apply for a Patent write for this new booklet. An invention worth making is worth protecting. Patents procured in all countries. Full information on request.

LESTER L. SARGENT, Patent Lawyer
N.W. Cor 9th & G Sts., Washington, D. C.

Firestone

Motorcycle Tires

The stunning red and black, the trade-mark of Firestones, should be your equipment for Most Miles per Dollar.

More rubber than in any other motorcycle tire! Same quality and materials as in Firestone Automobile Tire.

Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"
Akron, O.—Branches and Dealers Everywhere

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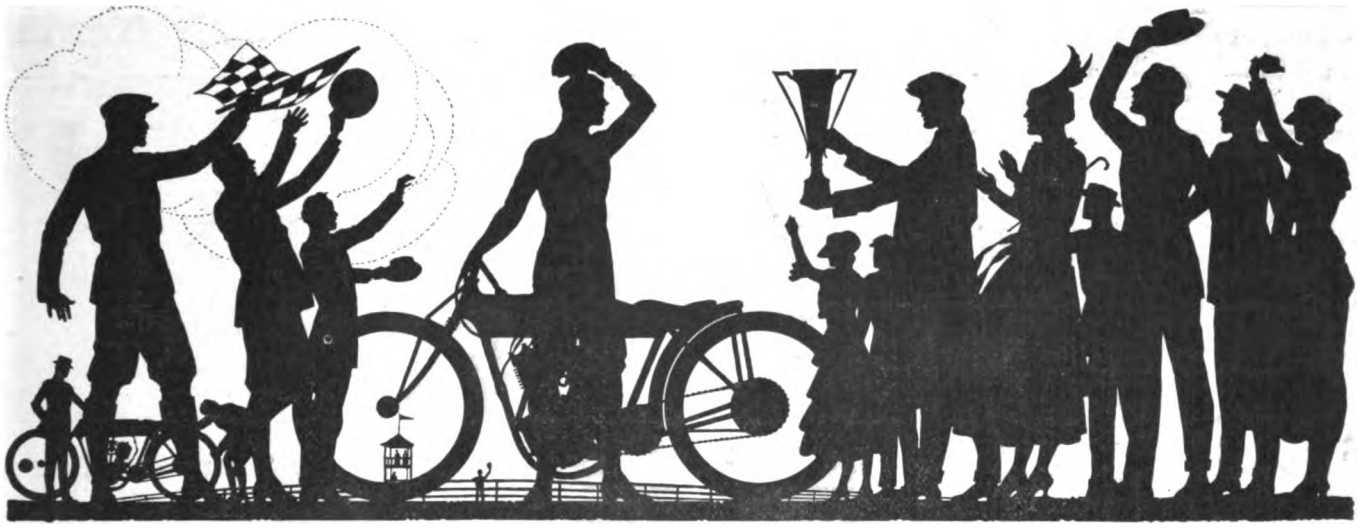

Bosch Magneto

on your machine gives you the chance to lead

THE fastest races of the year have been won by Bosch-Equipt motorcycles, the whole season has seen a remarkable series of victories made by the boys who used Bosch-Equipment.

The long string of Bosch-Victories offers corroborative evidence of the vim, vigor and snap you can expect of all Bosch-Equipt motorcycles.

The machines you sell, the machines you ride should be Bosch-Equipt—there is no valid reason why you should have any less efficient ignition than Bosch-Ignition. Insist, if you must, but be sure you get Bosch.

Be Satisfied Specify Bosch

Correspondence Invited

BOSCH MAGNETO COMPANY, 206 West 46th St., New York

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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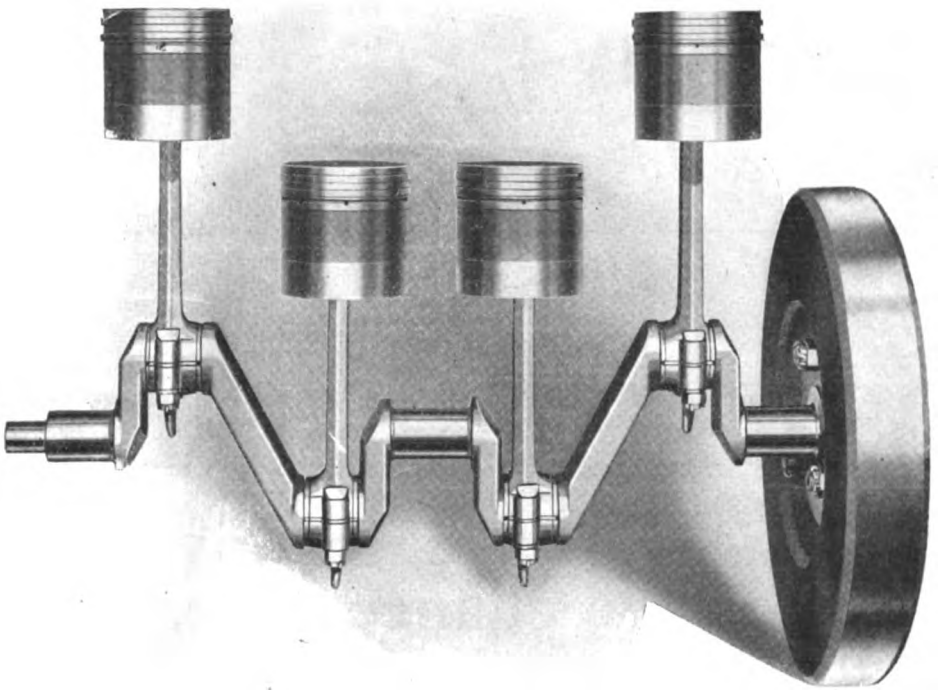
HENDERSON



Strength
Power
Lightness

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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HENDERSON

Eliminating vibration by the smoothness of four-cylinder power, and carefully refining the details of design which bring high efficiency

These were vital factors in making it possible to build the three-speed Henderson so swift and strong and silent and yet so light.

25 to 50 pounds less weight than any other American motorcycle of equal piston displacement

HENDERSON MOTORCYCLE CO., Detroit

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Is Written Large in the Sales Ledger

Any dealer who keeps a sales ledger knows he doesn't keep a Morrow long. He sells it! And if he keeps the kind of a record that shows how each bicycle he sold was equipped he will find that the Morrow Coaster Brake in a great many cases influenced the big sale.

Morrow is the synonym that is always associated with the word brake. It stands for the largest, strongest, and smoothest brake on the market. Not only largest in point of size, but largest in point of braking surface. Not only strongest as regards durability, but backed by the oldest and strongest brake organization in the country. Not only the smoothest in riding qualities, but the smoothest in selling.

Truly, the sale of one Morrow today means the sale of two Morrows tomorrow.

Eclipse Machine Company

ELMIRA, N. Y.

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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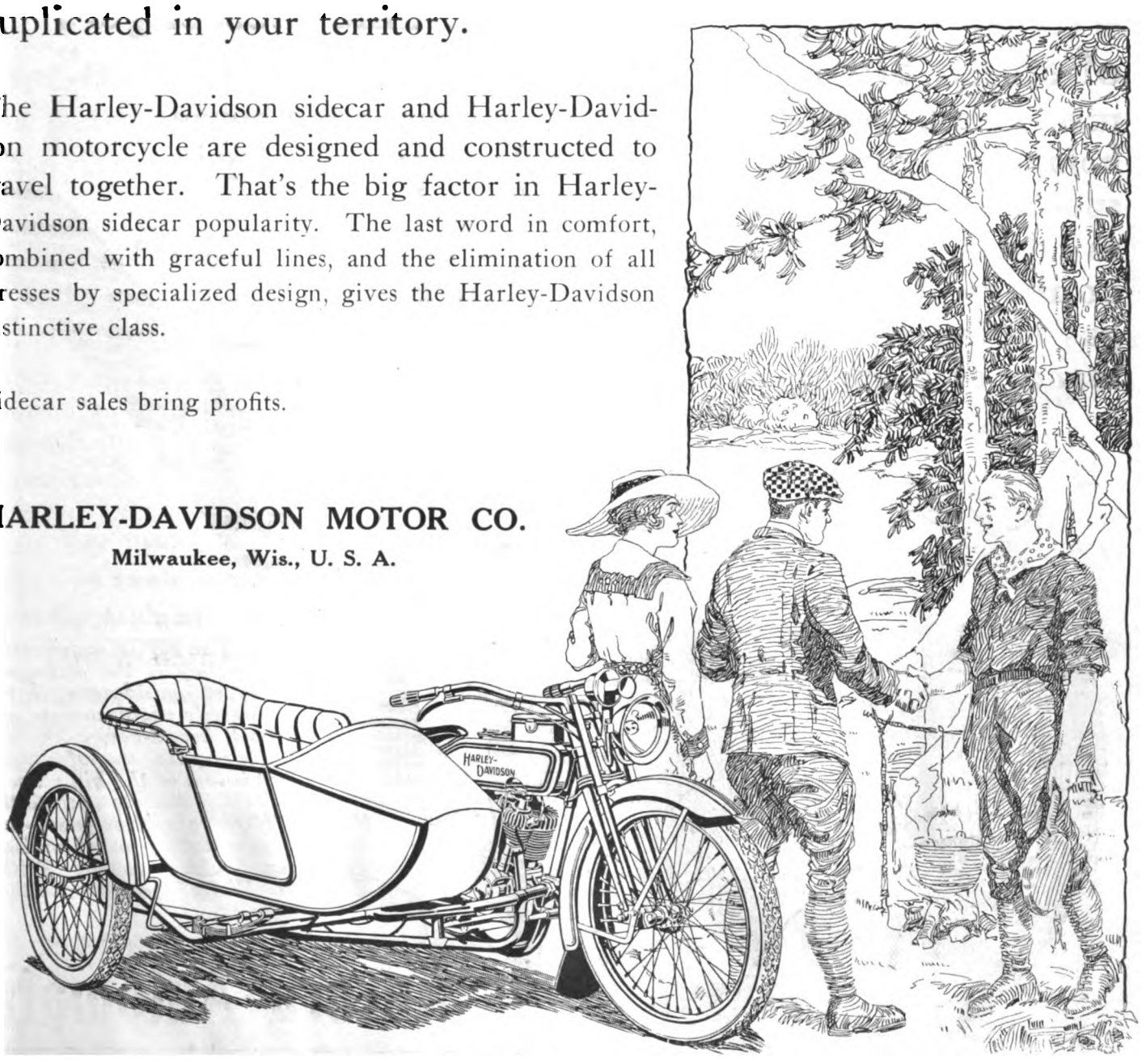
GETTING THE SIDECAR BUSINESS

4 Harley-Davidson dealers in as many different states opened the 1917 season by making the percentage of sidecar sales 9 out of 10. A 90% sidecar business certainly is profitable business. Are you getting your share? What these 4 dealers have done can be duplicated in your territory.

The Harley-Davidson sidecar and Harley-Davidson motorcycle are designed and constructed to travel together. That's the big factor in Harley-Davidson sidecar popularity. The last word in comfort, combined with graceful lines, and the elimination of all stresses by specialized design, gives the Harley-Davidson distinctive class.

Sidecar sales bring profits.

HARLEY-DAVIDSON MOTOR CO.
Milwaukee, Wis., U. S. A.



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Take Cleveland fo

Cleveland, one of the largest cities in the world, depends, to a considerable extent, for the maintenance of its lighting efficiency upon the MASTER THOR.

The East Ohio Gas Company has 49 THORS in 24-hour-a-day service. Forty-nine messengers of speed always on tap to carry the "turn on" men across town to give light and heat to the householder. Forty-nine utterly reliable steeds to carry inspectors over short-cut lots, rolling land, muddy meadows, to the outlying country to regulate the supply of gas in the wells to meet the varrying demands of a great city.

The THOR cooperative policy is the strongest, most considerate of the dealer's requirements and most broad-gauge of any motorcycle manufacturer. That is one of the big reasons why THOR dealers stick to the Master THOR year after year—and more representative merchandisers are daily flocking to the THOR standard. Write for our proposition.

Aurora Automatic

(Oldest Motorcycle

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nstance

One Company Uses 49 Thors

Speed and certainty of getting there were the two main essentials that received consideration in the selection of the THOR by the East Ohio Gas Company officials. Certainty of service demanded a machine that would stand up under the gruelling use and abuse of such hard, constant service and the THOR met that demand by its simplicity, its powerful action and durable construction. And as for speed—well, all the traffic cops of Cleveland have their eyes out for "those gas company fellers that ye can't hear comin' and can't hardly see goin'."

Tomorrow, another gas company, another electric light corporation, another telephone company in another city will call for the THOR. Will YOU be ready to supply them?

hinery Co. Chicago Ill.

turers in the World)

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Here They Are—More 1917 Indian "Clean-ups"! And All on Stock Powerplus Models

December 4th

Johnnie Constant, astride a solo Indian Powerplus stock model, captured 1st place in the New Jersey Motorcycle Club's Hill Climb.
Constant made the 851 feet of treacherous, shifting surfaces of sand, in 21 4/5 seconds. In the side car event an Indian Powerplus was awarded First Prize for greatest distance.

December 3rd

Roy Artley, on a stock 1917 Indian, made fastest time at Bakersfield, Cal., Hill Climb—negotiating the 800 foot hill, 35% grade, in 21 4/5 seconds.

November 28th

Edgar H. Buck, with H. S. Passmore as side car passenger, set new 24 hour continuous riding record—making 584 miles over most difficult roads, and beating the former record by 39 miles.

November 26th

Clifford Coulter and passenger won the 200-mile side car match at Pittsburgh, Pa.

November 10th and 11th

And don't forget Roy Artley's Indian victory in the Phoenix, Ariz., Desert Run.

Positive Proof that Powerplus Is the *Best Stock Motor* Ever Built. A Word to the Wise—

Indian

Hendee Manufacturing Company

(Largest Motorcycle Manufacturers in the World)

SPRINGFIELD, MASS.

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BLUE STREAKS

What the Goodyear Guaranty Means to You

IT MEANS that when you are selling a Blue Streak Bicycle Tire you can give to your customer an unqualified promise that if the tire does not give satisfactory service he may return it and receive a new tire in its place. We back you up to the fullest extent.

We place our endorsement upon your promise. You are relieved of all responsibility.

We bear the burden and we do it gladly, for we are eager to replace any Blue Streak Tire that does not live up to all we claim for it.

This means that your customer has double assurance of complete satisfaction in his purchase.

He not only has your word, backed by your local reputation for square dealing, but he has also the pledge of the world's greatest tire manufacturers, The Goodyear Tire & Rubber Company.

This double guaranty is ironclad.

Your customer is doubly sure there can be no come-back, no haggling, no back-talk.

If the Blue Streak disappoints him he can bring it back and receive another one free.

This guaranty is only another reason for Blue Streak's ready sale.

And the ready sale means the quick turnover and the quick turnover means more profit and less capital invested.

By the way, are you a Blue Streak dealer?

The Goodyear Tire & Rubber Company, Akron, Ohio

GOODYEAR
AKRON

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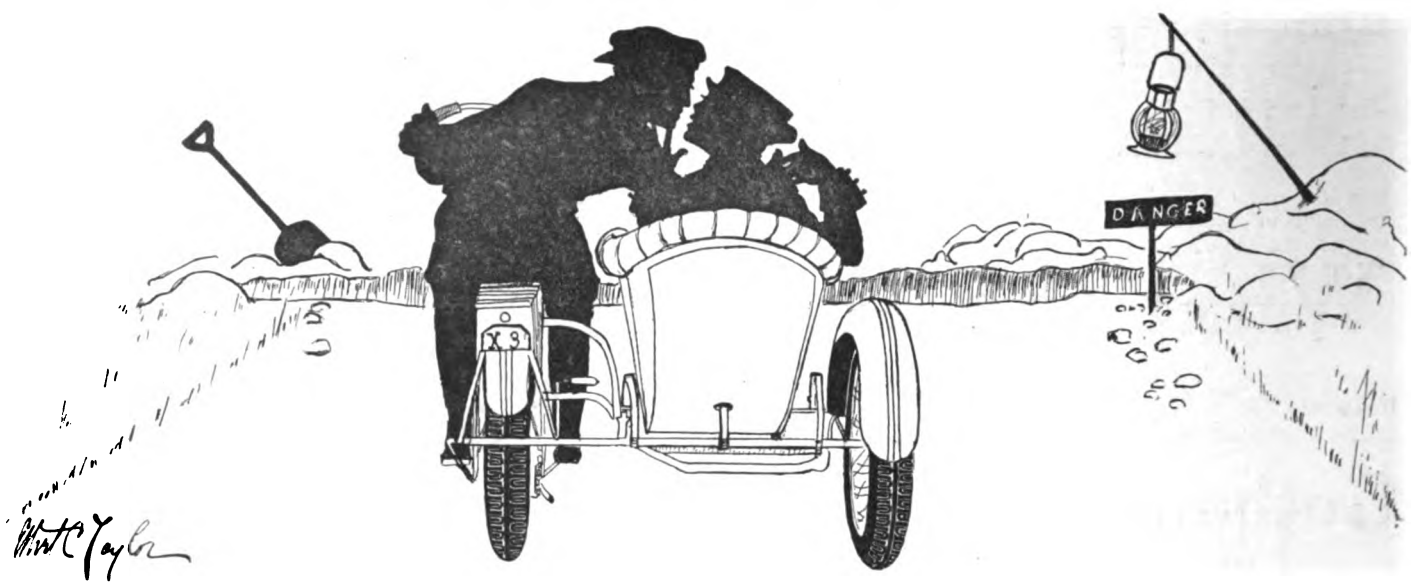

Be Careful!

Don't neglect your opportunity, Mr. M. C. Dealer.

Have your new 1917 models come equipped with United States 'Usco' Tread Motorcycle Tires.

They are big, strong and full of satisfaction. The riders are wise. You should have them in stock.

UNITED STATES TIRE COMPANY

1790 Broadway - - New York

UNITED STATES RUBBER COMPANY US RUBBER SYSTEM AND ASSOCIATED COMPANIES

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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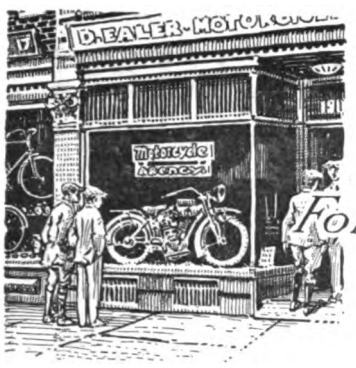

MOTORCYCLE ILLUSTRATED

For the Trade and the Rider

13 PARK ROW
NEW YORK

Volume 12 **December 7, 1916** **Number 23**

Gotham Show Sets New Record for Spectacular and Instructive Exhibits

Many of the 80 Exhibitors Have Gone Great Lengths to Present Offerings in Striking Manner, Making a Composite Whole Surpassing Anything That Has Gone Before—What Was Done and How It Was Accomplished

THE Chicago Show was spectacular; quite. Likewise it was instructive. But in both ways the New York exhibit has it beat. Taking their cue from the results obtained at the Windy City affair in the way of increased interest growing out of the many handsomely presented exhibits, numbers of the exhibitors who had not gone in for anything of that sort at the Chicago show have gone great lengths at the Garden display to make their booths at once eye-pleasing and instructive.

At the same time several of the makers whose booths were of the most attractive sort at Chicago have gone even farther in the New York show to strike that note of appeal with the show visitor, which comes of seeing something worth-while presented in a striking manner.

Gotham Responds

And Little Old New York certainly has responded. The far-reaching advertising and publicity campaigning which the show management inaugurated has packed the Garden every night; and the afternoon gatherings are likewise fulsome. There is not an exhibitor on the floor who is not fully satisfied not only with the attendance, but also with the business transacted at the show.

And in the way of eye-pleasingness, the show far surpasses the Chicago affair. The Garden, in the first place is smaller than the Coliseum and lends itself more readily to decoration. To all intents and purposes, the decorative scheme and the fixtures even to the flag top which hides from view the ugly ceiling beams are identical with the Coliseum exhibit; but the compactness of the show in the Garden quarters greatly aids the appearance of the ensemble.

In the matter of instruction, the display staged by the Cycle Trades Directorate and the booth maintained throughout the week by the Motorcycle and Allied Trades Association are noteworthy; likewise the dealer's co-operative exhibits which form part of the displays of both the Indian and the Harley-Davidson factories. In this connection also must be noted the dealers conventions that mark the progress of the week; the observer can see in the whole movement a concentrated effort on the part of the manufacturers to lend every possible aid to the dealer.

Of course the spectacular set features which characterized the Chicago exhibit have in most instances been transported to the Garden affair. In this line is included the two "polished chassis" models of the Excelsior, which are enclosed in glass cases and beautifully lighted in such a manner as to set them off to the best advantage, and the translucently finished Indian "lightwin," which is made to stand out in a most distinctive manner by being framed in a full gold frame, backed with black plush and suitably lighted.

A. B. Says.

"With the week not half over and the 'big doings' in the way of dealers' gatherings and conventions still ahead of us, the exhibitors are unanimous in the statement that the present Gotham Show eclipses every previous cycle show both from the standpoint of attractiveness and in the amount of business transacted on the floor.

"The attendance has been record breaking up to this point, with every indication of larger crowds to come as the week draws to a conclusion. Taken all in all, it must be conceded that it is without doubt the best ever."

Show Manager A. B. Coffman.

Cygnet Is Impressive

Along the same line also is the Cygnet "Limousine DeLuxe," which, transplanted from the Chicago Show, makes one of the most attractive show features on the Garden floor. The Cygnet exhibit has been augmented and been made even more spectacular than when first time out at Chicago by the addition of the latest Cygnet war model, which is finished up in characteristic military drab finish and which serves to hold the fixed attention of the passing multitude.

Adding considerably to the eye-pleasing qualities of the Cleveland booth, which, by the way, was one of the most spectacular at Chicago, and also serving to hold the attention and instruct the show visitor on the why's and wherefor's of the various Cleveland principles is a new set show piece embracing a complete Cleveland model in cutaway frame and arranged to be operated with an electric motor so that its working parts are fully exposed and made clear to the interested spectator.

The full nickel and copper finished Cleveland model, suitably lighted, and several Cleveland machines in "show dress enamels" also serve to brighten up the Cleveland booth.

The Reading-Standard folk added considerably to the spectacular side of their exhibit by mounting a full white enameled model on a suitable platform and so arranging the lighting as to throw first red, then green, then blue, and then white glows on the glittering surface of the highly polished machine. The booth is one of the most attractive on the show floor.

(Continued on page 36a)

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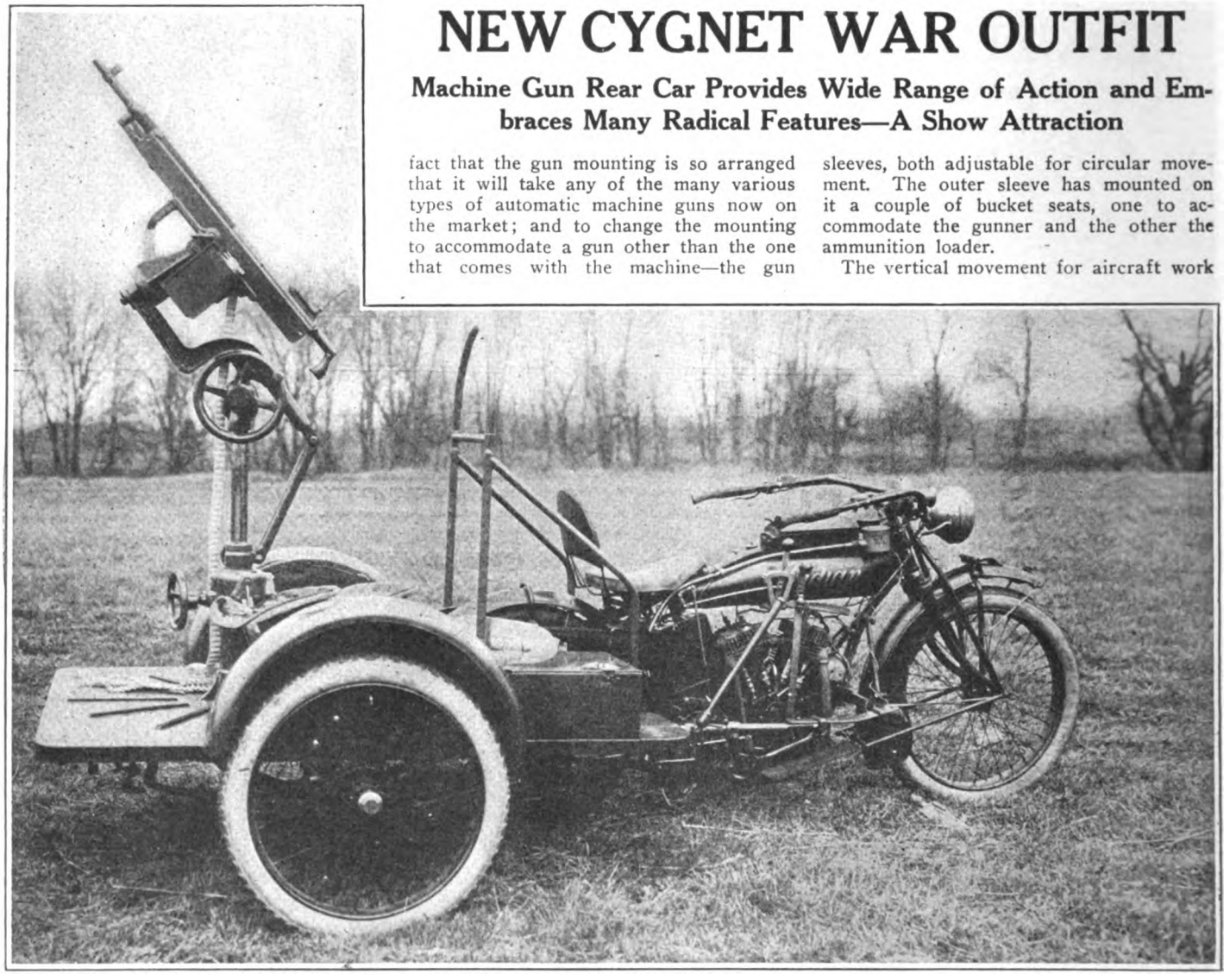
NEW CYGNET WAR OUTFIT

Machine Gun Rear Car Provides Wide Range of Action and Embraces Many Radical Features—A Show Attraction



Colt Automatic Gun on Cygnet Military Car Trained for High Angle Fire. Note General Construction of Carriage

IF enthusiasm ever was personified it was done in the grandest style at the booth of the Cygnet Rear Car when Leadley Ogden, general sales manager, took to demonstrating the new Cygnet war outfit.

The new Cygnet outfit arrived at the show fresh from a couple of months at the testing grounds of the Colt company at Hartford, where, according to Ogden, it not only had the unqualified approval of two officers high up in the United States Army, but was also thoroughly inspected and thoroughly tried out by representatives of foreign powers, at least two of which have adopted it for use across the sea.

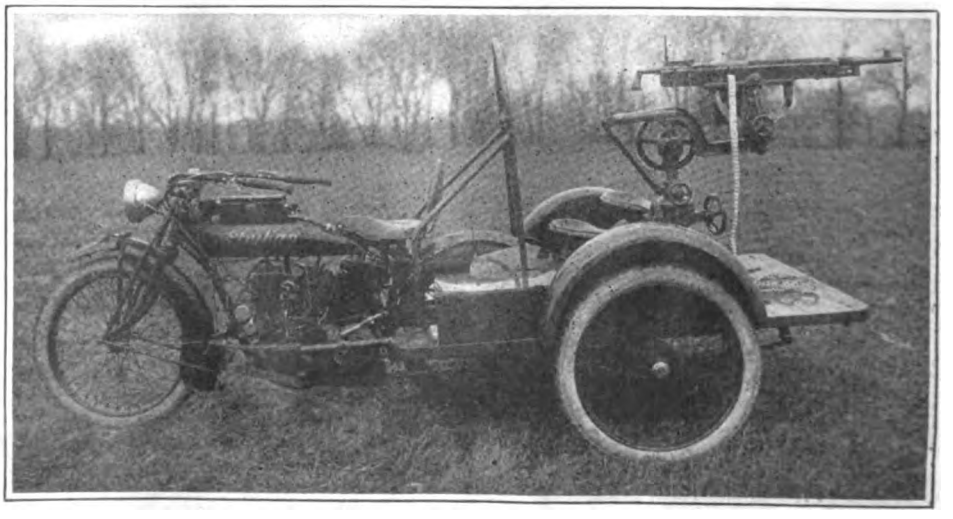
Undoubtedly the big feature of the newest Cygnet outfit is the gun mounting, which is unqualifiedly a wonder for simplicity and mechanical ingenuity. Perhaps the biggest point in its favor is the fact that it not only makes possible a horizontal range of action embracing a complete circle, or 360 degrees, but it is also so designed that the gun can be elevated through a 45-degree arc for use against aircraft. In other words, its range of action embraces a full hemisphere, and the adjustment is so simple that the gun can be sighted instantly.

Quite in line with this great versatility afforded by the wide range of action is the fact that the gun mounting is so arranged that it will take any of the many various types of automatic machine guns now on the market; and to change the mounting to accommodate a gun other than the one that comes with the machine—the gun shown is a Colt automatic—takes only an instant.

By way of obtaining the necessary horizontal circular movements providing the varying adjustments, the main pillar of the gun mounting is made up of a main centrally mounted shaft, which carries the gun saddle itself, and two concentric sleeves, both adjustable for circular movement. The outer sleeve has mounted on it a couple of bucket seats, one to accommodate the gunner and the other the ammunition loader.

The vertical movement for aircraft work is obtained by a sort of toggle joint arrangement actuated by means of specially cut bevels and a worm; the adjustment is obtained by means of a hand wheel and the full range from the horizontal position to the vertical can be attained in half a minute.

(Continued on page 16)



The Gun Outfit Attached to Indian Machine. Ammunition Boxes in Rear of Wheels

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EXCELSIOR SIDECAR MAKES ITS BOW

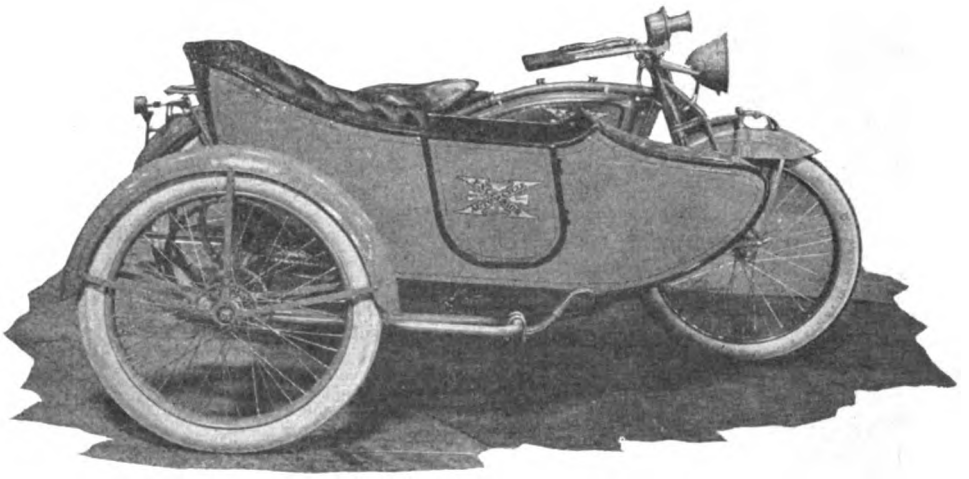
Latest Offering of Chicago Builder Has Novel Spring Arrangement Allowing of Controlled Movement Between Car and Motorcycle—Has Extension Axle

NEW YORK, Dec. 5.—Passengers and drivers of sidecar combinations, both present and prospective, centered about the south stand of the Excelsior Motor Mfg. & Supply Co. in the Garden to admire the latest product of that firm—a semi-flexible sidecar. This car, which makes its initial appearance at the New York show, is noticeable for its novel springing, not only of the frame but of the body itself. It also has an extension axle.

The chassis of the new Excelsior sidecar is of general rectangular form, but the cross members terminate at the left side in a hinge joint. The male portions of these joints are formed on short members which fit within the fixed sidecar lugs on the Excelsior motorcycle. There are two of these hinge joints, these serving for the main connection of the chassis to the machine.

The intermediate connection running from below the seat post cluster to the left-hand longitudinal member of the frame, is by means of a two-leaf spring formed to a given curve. The butt of the spring attaches to the frame as mentioned above while the end is affixed to the chassis.

The curved spring not only acts as an auxiliary connection for the sidecar but also controls the vertical motion of the car with relation to the motorcycle. On passing over irregularities in the road, the sidecar chassis rises under control of the spring without transmitting torsion strains to the motorcycle. Riding is thus made easier for the driver and passenger than when a rigid set of connections are used, the Excelsior people state.



The New Excelsior Sidecar. Note Novel Front Spring and Neat Lines of Body

The body is suspended by C-springs at the rear as in recognized sidecar practice. At the front, however, S-form springs are used. One end of each of these springs is scrolled around the cross-bar near the front of the body, while the other end is clipped below a cross-member on the chassis.

The Excelsior sidecar has an extension axle, giving a range of tread up to 60 inches. The axle is readily extended or telescoped. The mudguard is carried on a rod forward of the axle, so that the guard and wheel are always in the proper relation to one another. Strong guard braces are fitted.

The sidecar is built along pleasing and comfortable lines and is well upholstered. A folding footrail is fitted within. The finish is Excelsior military drab, similar to that of the Series 18 model of mtorcycle. The price is given as $80 complete.

LIGHT TWIN PRICE INCREASED

Fire in Steel Works Destroys Indian Patterns and Prevents Filling of Contract—New List Quotation Is $180

SPRINGFIELD, Mass.—Owing to an unavoidable accident, which not only prevented the fulfillment of a vital contract for raw material but which necessitated the hurried replacement of expensive tools and patterns, the Hendee Mfg. Co., has been compelled to increase the price on the Indian Light Twin to $180. The original price was $165.

The catastrophe which caused this change in price was the burning of a steel plant where important contracts had been placed for material for the Light Twin. But the fire did not only prevent the shipment of the raw material; it also destroyed the Hendee Mfg. Co.'s patterns and gauges. It cut off the source of supply and the firm was forced to go into the open market and purchase steel at the prevailing high prices.

The company was likewise obliged to replace the costly tools and patterns and to double the number of men employed in this branch of work to overcome the series of delays resulting from the fire.

The time the fire occurred was decidedly inopportune. It is at this time that riders are especially anxious to see the new machine. Being an entirely new type of American motorcycle, much interest has been aroused in it and the fire that delayed its appearance has kept many riders in a state of suspense for what seems a remarkably long time.

Although the task was far from easy, the company bent every effort to replace the material destroyed, and finally did so. But it was necessary to make the increase in the list price of the product, as a result of the loss.

The production of Light Twins is now being rushed as rapidly as possible and with ample material at hand, the already heavy demand will shortly be supplied.

(EDITOR'S NOTE.—The plant referred to was that of the Whiteley Steel Co., in Muncie, Ind., which suffered heavily from fire recently.)

SULLIVAN BACK AGAIN

Man Who Made First Splitdorf Plug Rejoins the Newark Concern

MAURICE P. SULLIVAN is back with the Splitdorf, it was learned at the show. Sullivan will be remembered by the old timers as the man who built the first Splitdorf spark plug, and he has again joined the forces of the Splitdorf Electrical Co. for the purpose of working up new lines and improving upon existing models of the Splitdorf plug.

Sullivan first became identified with the Splitdorf folk some twelve years ago, and was in their employ for eight years. Four years ago he broke away and in the interim has been identified as sales and production manager with the Benton Manufacturing Co.

His come-back to the Splitdorf augurs the coming of some real new ideas in Splitdorf plug design and Sullivan makes bold to promise them before the next riding season is in full swing.

VARIED NEW DEPARTURE EXHIBIT

EMPHASIZING the firm's co-operation with the cycle dealer are several prominent exhibits at the stand of the New Departure Manufacturing Company, of Bristol, Conn. Among these is a series of animated advertising lantern slides which throw on a small screen the features of the New Departure bicycle boosting campaign, among other things. C. F. Olin, advertising manager; De Witt Page and M. J. Horton oversee things at this stand.

Portfolios showing posters, window displays and other advertising matter are conveniently arranged on tables at the front of the stand, while a large facsimile of the factory in Bristol is in a frame in the background. There are albums of photographs depicting the universal use of the bicycle. Samples of the firm's products are likewise on view.

The General News Section in this Issue Begins on Page 36b

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NEW SPLITDORF LIGHTING SYSTEM

It's for Both Bicycles and Motorcycles, and Is a Wonder for Simplicity—Sells for $6.50 and Promised for Spring Delivery

THE show visitor who came on Monday to see what was new in motorcycle and bicycle fitments missed a bet, for early on Tuesday morning, quite unexpectedly, there appeared in the Splitdorf booth a new and novel, not to say radical, dynamo electric lighting system, which holds more than passing interest for cycle trade folk.

The Splitdorf idea of the ideal electric lighting outfit embraces a very simple, compact and light motorcycle dynamo, friction driven from the front wheel of the machine. Built in unit form with the dynamo is the lamp itself, which comprises simply a parabolic reflector and a receptacle for a two-candle power bulb.

Fits Any Machine

The system is arranged for attachment to any cycle by means of a bracket, which attaches by clamps to the left fork side, and it is so arranged that the lamp can be swung so that the friction wheel is out of contact with the tire and locked in this off position when the light is not in use.

The dynamo itself is novel in many respects. As a matter of course, it is of the magneto-generator type, but by virtue of peculiarly-shaped permanent magnets, not only is a large current produced at comparatively low armature speeds, but at higher speeds, owing to magnetic distortion this current value is held practically constant.

This inherent control, due to the peculiar shape of the magnets, holds the light perfectly steady throughout a range of speed of from four miles to 15 miles an hour; and it is stated that the machine has been run at a rate corresponding to 40 miles an hour without causing the bulb to burn out.

Needs No Oiling

The armature is mounted on a vertical shaft and runs on ball bearings. The bearings, by the way, are packed with grease and do not require the slightest attention from the rider throughout the life of the machine. There are no brushes or commutator or slip rings to get out of order.

The lower end of the armature shaft carries the friction wheel which bears against the side of the tire. The tension has been so arranged that the wear induced by this drive is practically negligible. In proof of this it is pointed out that the experimental model was driven at the rate of eight miles an hour on a bicycle for over 1,200 miles without the tire showing the slightest bit of wear due to the friction wheel.

Bulb Revolves

The use of brushes and a commutator or slip ring is done away with by mounting the bulb receptacle on the top of armature shaft so that the receptacle and bulb rotates with the armature. By this means the full circuit is contained in the armature unit. This construction is beneficial in another way, for the revolving fillament spreads under the centrifugal action, and being slightly out of focus in the parabolic reflector, the intensity of the light is considerably increased. As a matter of fact, in the light giving qualities the two candlepower bulb is said to closely approximate a ten candlepower lamp in lighting efficiency.

P. E. Gilling, of the Sumpter Electric Co., is on hand to explain the inner workings of this latest Splitdorf offering, and he makes plain that things are so arranged at the Sumpter plant as to make possible deliveries by February 1, next. The outfit will sell for $6.50.

Also at the Splitdorf booth were Dan R. Walls, advertising manager; H. W. Scholl, M. E. Toepel, Jack Neis and M. J. Sullivan.

ARMY COURIERS ARRIVE FROM McALLEN

Dresser and Edwards Finish 2,895 Miles on Military Trip From Texas Camp to Albany with Message for Governor Whitman

NEW YORK, Dec. 6.—With 2,895 miles (and most of them heart-breakers) showing on their speedometer, Dan LeR. Dresser and Harvey Edwards, the army dispatch riders, arrived in New York at 7 o'clock this evening on their way from Camp McAllen, Texas, to Albany, with a message from Major General O'Ryan, of the New York National Guard, to Governor Whitman. The military couriers will go on to Albany to-night with their Harley-Davidson sidecar combination and present the message to Governor Whitman tomorrow morning, thus completing successfully the longest and most severe test ever made of a motorcycle outfit in this country under army auspices.

Dresser and Edwards pulled out of Camp McAllen at 12:01 A. M. on November 22, carrying their full field kits, and almost at once struck bad roads. They followed twelve hours behind a storm all the way to Zanesville, O., and there they caught up with the deluge. As a result they had muddy roads nearly all the way, with a thorough soaking to top matters off at Zanesville. It was at the Zanesville stop, by the way, that the motorcycle couriers spent their first night in a hotel during the trip. They drove night and day, in six-hour shifts, the "off" rider sleeping in the sidecar.

On arriving in New York the riders went at once to Madison Square Garden, where they were given a warm welcome by the show crowds. Both Dresser and Edwards are in good condition, save for slight colds. They had no mechanical trouble with their Harley-Davidson, which is a 1917 stock model, and the sidecar did not bother them except while they were traversing ruts 24 inches deep in Texas.

SHOEMAKER SHIFTS TO MERKEL

Graton & Knight Sales Representative Becomes Treasurer and Salesmanager of Flushing Concern

W. WALTER SHOEMAKER has severed his connection with the Graton & Knight Mfg. Co. of Worcester to take up the duties of treasurer and salesmanager with the Merkel Motor Wheel Co., which has just entered the field with motor attachment for bicycles.

Shoemaker is, perhaps, one of the best known men in the cycle trades. He has been identified with the Graton & Knight company for close on to ten years in the capacity of special representatives for their automobile and cycle offerings; before that time he held a similar post with another belting concern.

Shoemaker's intimate acquaintance with trade conditions, coupled with a broad selling experience and an acquaintance that includes just about everyone in the cycle field, fit him ideally for his new duties, His association with Joe Merkel in his newest venture is looked on by trade folks in the know as an ideal combination.

W. Walter Shoemaker

Full Results of the MOTOR IDENTITY CONTEST will appear NEXT WEEK

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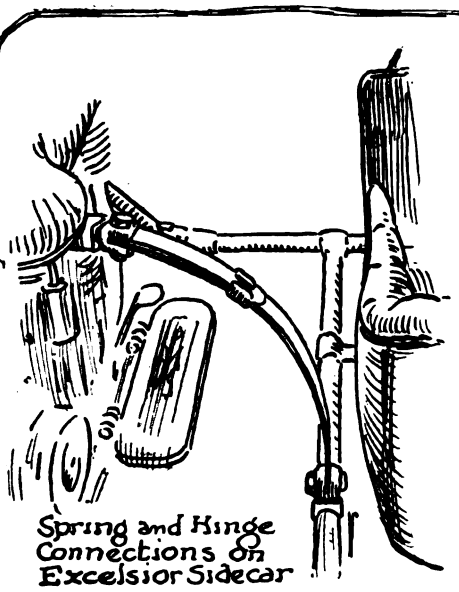
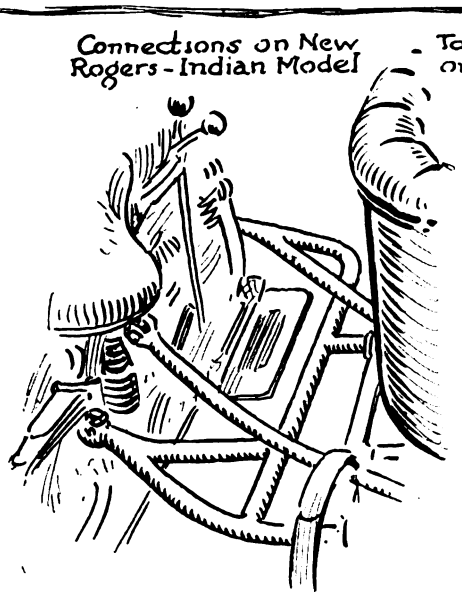
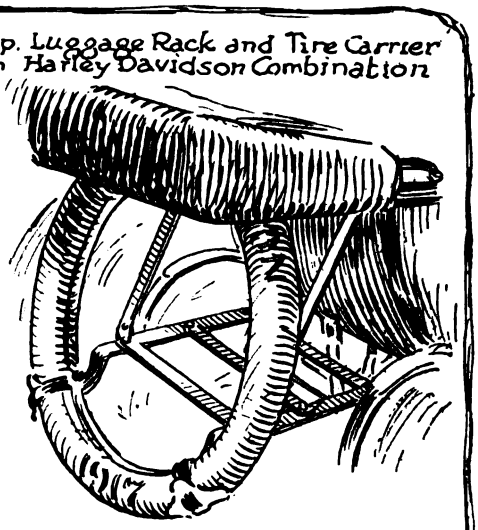
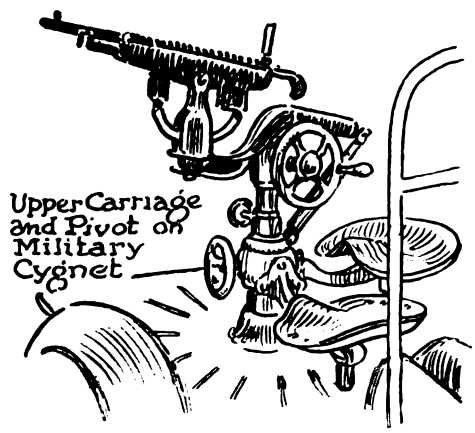
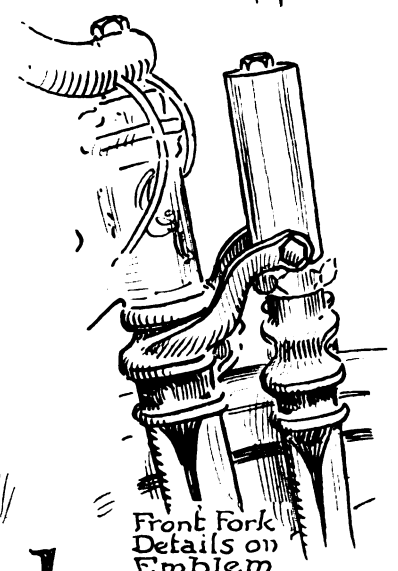
Mechanical High lights At the Show

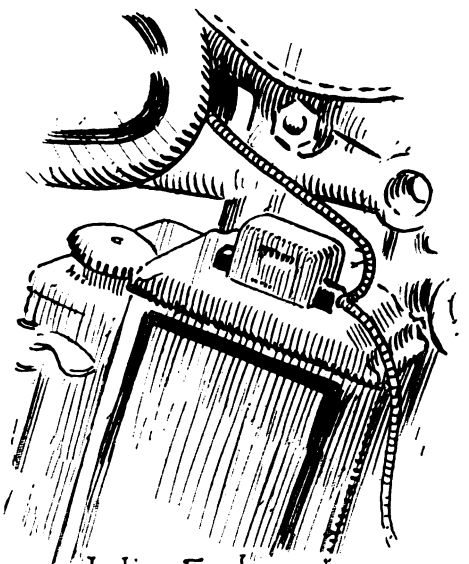

Spring and Hinge Connections on Excelsior Sidecar

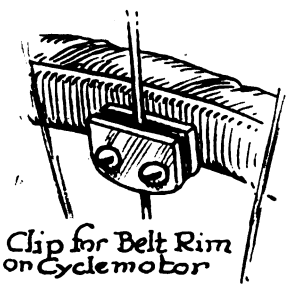

Connections on New Rogers-Indian Model

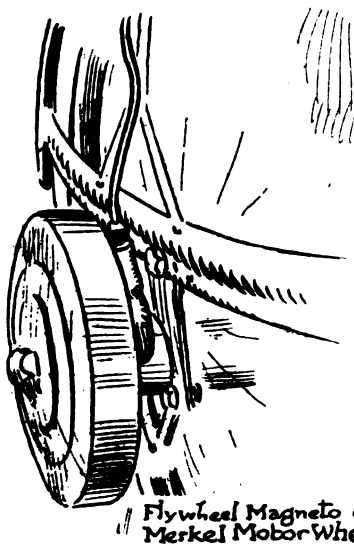

Top Luggage Rack and Tire Carrier on Harley Davidson Combination

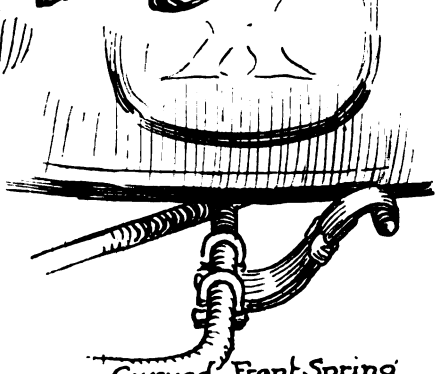

Upper Carriage and Pivot on Military Cygnet

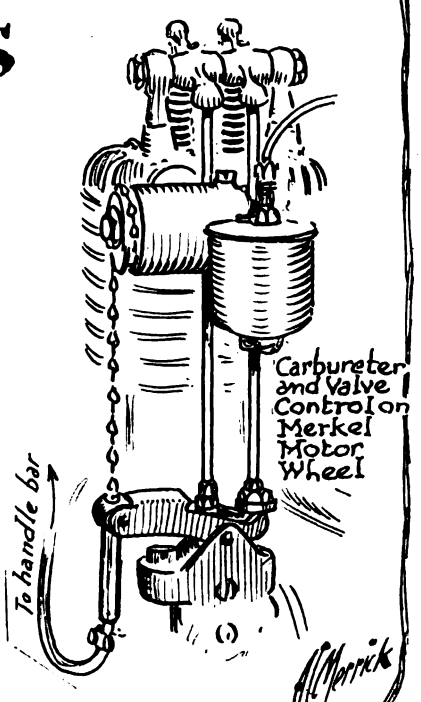

Front Fork Details on Emblem


Indian Fusebox on Top of Battery Casing


Clip for Belt Rim on Cyclemotor


Flywheel Magneto on Merkel Motor Wheel


Curved Front Spring on Excelsior Sidecar



A. C. Merrick

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NEW WEED BACKREST

Model P Made Up Specially to Fit Persons Saddle

SENSING a demand for a back rest adaptable to the Persons saddle, which is supplied on the Henderson motorcycle, the Reeps Mfg. Co. has added a new model P. Weed folding back rest to its line.

The new model is to all intents and purposes identical with the model offered for the first time at the Chicago Show, which, however, was made up to fit only the Mesinger and Troxel saddles. The model P is fully adjustable and attaches to the under side of the saddle without marring the top with clamps or other fittings. The back rest is upholstered in black to match the Persons Henderson model and lists at $4.50.

At the Reeps booth are C. S. Shuman, sales manager; H. N. Speer, production man; B. J. Aplin and Frank Albert. The quartet is tickled to death with the amount of business that has been done up to Wednesday evening.

POINT OUT OKAY FEATURES

G. K. FISHER, secretary and treasurer of the Okay Motor Mfg. Co., of Brooklyn, assists President Lee S. Woodruff, in pointing out the new features which have been adopted on the little bicycle motor attachment since the Chicago exhibit.

The motor has now reached its final form and they are pushing the work of tooling up the factory for the manufacture of the machines on a comparatively large scale. According to the present outlook they will be making deliveries at the rate of from ten to fifteen motors a day after January 1.

BARWISE GLITTERS FOR DIAMOND

R. M. BARWISE held the Diamond Chain fort up until Wednesday evening, when L. M. Wainwright came to town and divided his time between the booth and the many cycle trades meetings which marked the week.

There is nothing new at the Diamond booth with the exception of new business, which, according to Barwise, is coming in in great chunks.

FULL LINE FROM CITY SUPPLY

A comprehensive line of Hudson bicycles and a representative showing from its full line of parts and accessories for both motorcycles and bicycles is shown by the City Supply Co. of New York.

The City Supply booth is in charge of J. S. Barnett who is assisted by C. F. Brooks, L. R. Korn, David Gottleib, Wm. Strom, Ben. Gottleib and F. J. Schultheis.

PERLMAN BOOTH DEALERS' MECCA

IT is Harry Perlman himself who points with evident pride to the full line of "Perl," Hudson and Mohawk bicycles and comprehensive display of both bicycle and motorcycle parts and fitments that adorn the booth of the Perlman Cycle and Auto Supply Co., 34 Warren street, New York.

Perlman says that the booth has been a regular "mecca" for both bicycle and motorcycle dealers from all sections of the country throughout the week and that the business transacted on the show floor has been far and away beyond expectations.

Assisting Perlman are: Nathan Evans, Charles Zehner and J. J. Lehr.

COMPREHENSIVE COLONIAL LINE

JUST about everything there is in the way of cycle fitments, together with a full line of bicycles, is shown by the Colonial Rubber Specialties Co., of 35 Warren street, New York. George Westgat is in charge of the booth, assisted by B. M. Port and Adolph Weiner.

Quite a touch of interest is added to the exhibit by an educational display showing the construction of the Colonial tires from the raw material through each process to the finished product. The tire line, by the way, embraces many new styles with exclusive tread designs and a variety of colors.

PROGRESSIVE'S NEW BICYCLE

PERHAPS the lightest bicycle at the show, and a new one, too, made its bow at the booth of the Progressive Cycle & Auto Supply Co., of New York. It is a B. S. A. racing model and tips the scales at 18 pounds 2 ounces; finished in either copper or nickel it lists at $75.

Those at the Progressive booth where a full line of Miami-made bicycles are on display are: Elias Pitzell, M. Braun, A. Scaisson, W. R. Kay, Chas. Moskowitz, and C. Knatz.

AGAIN THE ATHERTON CONTEST

W. F. EMERSON, Frank Chase, J. F. McKenneth, Bob Lawson and W. H. Kittle are urging both youngsters and the older folks to spin the wheels in the Atherton guessing contest at the booth of the Buffalo Metal Goods Co.

Scarcely less attractive than the contest itself are the apples, pennants, pencil clips and other little souvenirs which the Atherton boys are handing out, and the booth is crowded from morning till night.

CARRY OUT DUTCH IDEA

FELIX VAN CLEEF, connected with the sales end of the Dutch brand products, ably assisted by Charles Kollman, eastern missionary, and now famous Dutch girl, does the honors at the Van Cleef booth.

While the exhibit is not gotten up in such elaborate style as at the Chicago Show the Dutch idea is carried throughout in the color scheme and decorative arrangement. And, of course, the little Dutch Miss is handing out characteristic Van Cleef souvenirs—a novel whistle and a snapper.

BROWN THE KOKOMO SENTINEL

FRANK BROWN is a lone sentinel at the booth of the Kokomo Rubber Co., of Kokomo, Ind. Brown, between writing orders, is busily engaged pointing out features of the three new bicycle tires which have come to make the Kokomo line more nearly complete. The tires are Sticktight, with a suction tread; the Pioneer, with a studded tread, and the Utility, with a red dot tread. The complete Kokomo line embraces ten different tires.

NOVEL TIRE SEALER

Cat-Nak Mfg. Co. Offers Vegetable Compound for All Tires

SOMETHING new in the way of a puncture sealing compound for use either in single or double tube bicycle tires and for both automobile and motorcycle tires appeared at the booth of the Cat-Nak Mfg. Co., 1007 Irving Park Boulevard, Chicago.

Cat-Nak is described as a vegetable compound comprising a liquid in which material of a fibrous nature is held in suspension. It is injected into the tires and remains in a liquid state. When a puncture occurs, the fibres tend to retard the flow of air through the opening until the liquid gets in its good work and permanently seals the orifice. It is claimed that the escaping air forces the liquid into the hole where it forms something akin to a plug preventing further loss of air.

Among the claims made for the substance is that it will neither dry in the tire nor rot the rubber or fabric; that it is not sticky and is consequently cleanly to handle and will not gum up the tire valve and moreover it is absolutely unaffected by either heat or moisture.

The substance, which has been well introduced on the coast during the past two years, is put up in three sizes in collapsible tubes. The smallest size, for bicycle tires, retails for 25 cents; the motorcycle size at 75 cents and the auto size at $1.25.

A. J. Pearce from the factory points out the merits of the compound as well as the method of use to the interested show visitors and awes them greatly by jabbing nails and picks into Cat-Nak treated tires fully inflated, without affecting the air pressure within.

NEW CYGNET WAR OUTFIT

(Continued from page 12)

Carried beneath the outfit is a tripod, which is so designed that it can be carried readily on a man's shoulders. This is used when the gun is demounted which, by the way, is accomplished simply by loosening one hand screw and lifting the gun from its saddle. Ogden points out that it is perfectly possible for the gunner to mount the machine gun on this tripod and carry the whole business on his shoulders to a favorable position and simply step from under it and operate the gun from this separable tripod.

Provision is made for carrying some 4,000 rounds of ammunition by means of two armored boxes positioned at either side of the outfit, and a measure of protection is afforded for the tires and wheels by specially constructed mud guards, which are said to be quite bullet proof. The regular Cygnet hand-operated brake is provided, convenient for the driver or gun crew.

The outfit tips the scales at slightly under 500 pounds without the ammunition boxes filled and without the weight of the gun operators included. Ready for action with the operators in place, the weight is brought up to very nearly 1,000 pounds, which fact, however, in the tests which have just been completed did not prevent the outfit from attaining a speed of 50 miles an hour in road work and 35 miles an hour across the sod.

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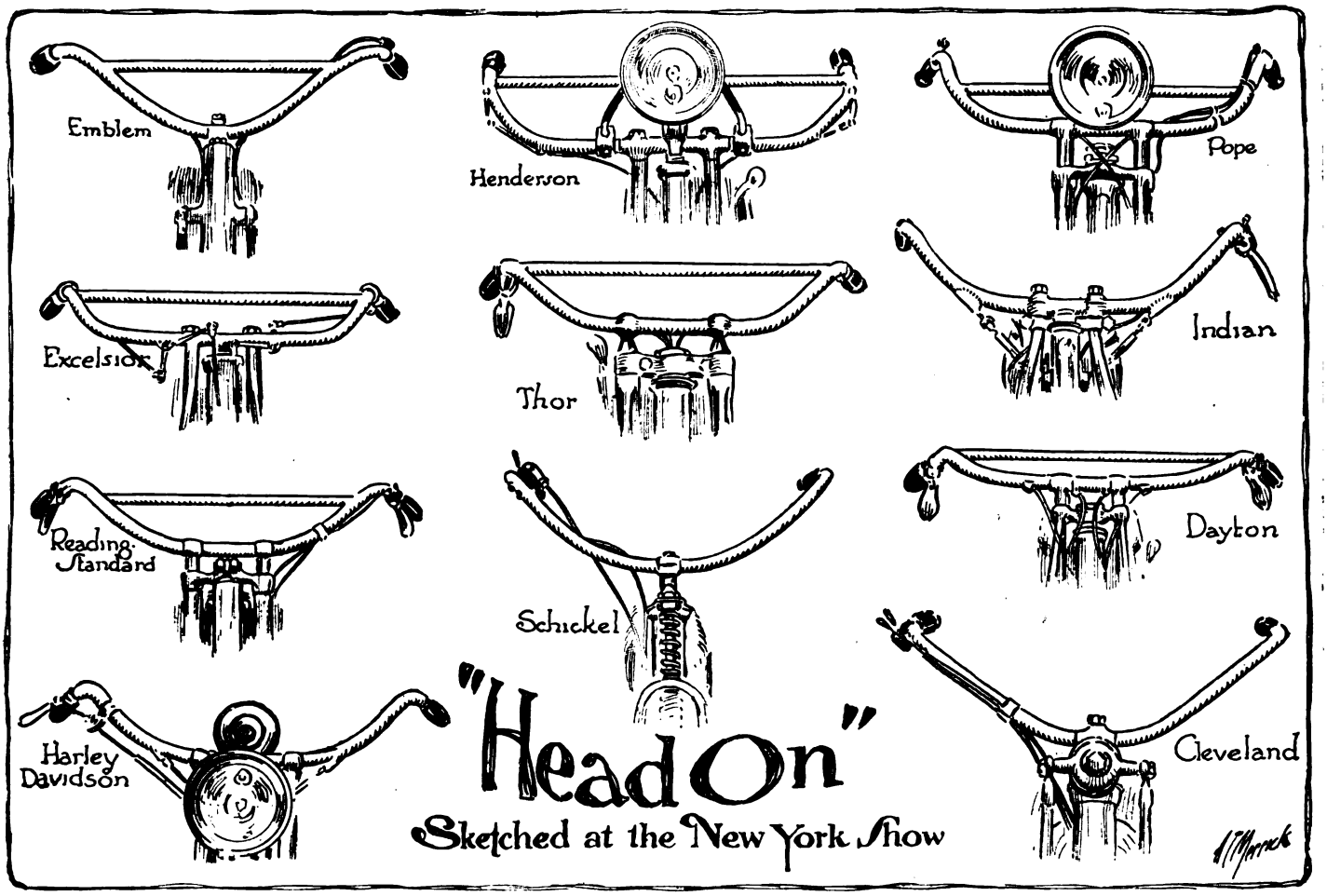

Where the Trade Folk Congregate

IT developed at the show that Frank Albert, who was formerly connected with the Schickel Motor, of Stamford, Conn., has joined the sales staff of the Reeps Mfg. Co., maker of Weed folding back rests and mechanical warning signals.

Albert is an ex-champion bicycle rider and says that in his former six-day bicycle races he has put in more time in the Garden than any other man on the show floor. He has just returned from a trip from the Middle West for the Reeps company.

SALES MANAGER C. B. O'HARE, of the Thor was enthusiastic in telling booth visitors of the success the Thor service model 17 Y is meeting with in commercial use. The latest of the large orders from public service corporations to reach the Thor factory was from the East Ohio Gas Co., of Cleveland, which recently took ten of these Thor "Supersingle" models, which brings their "fleet" of Thors up to 49.

This repeat order came as a direct result of the success the Cleveland gas folks have met with in the employment of the Thor machine.

E. M. JACKSON, J. A. Priest and J. B. McNaughton from the Indian factory, and George Miner, who handles the Hendee-made machines in Rochester, got into New York from the factory just before the show opened. The first thing the Wigwam gathering did on reaching the Garden was to take in the Indian exhibit and the next to make a tour of the show.

W. F. EMERSON, Frank Chase, J. F. McKenneth and J. H. Kittel, of the Buffalo Metal Goods Co., and W. J. Schack, of the Emblem, formed a little delegation from Buffalo which arrived in New York on Monday morning. The Atherton boys immediately went to the Garden and began to set up the cyclometer bicycles for the Atherton guessing contest, which, having been tried out in Chicago and been found highly successful, has been retained as a New York Show feature.

THE Windy City and Milwaukee trade folk came in on the Chicago show special, which arrived in New York 5.30 on Sunday night. The party included Walter Davidson, Arthur Davidson and Hal. Miller from the Harley-Davidson plant; C. B. O'Hare and C. A. Wells of the Thor; Carey G. Wirick of the Chainolene Mfg. Co.; Frank Schwinn of the Excelsior; H. N. Kirk of the Edwards-Crist Mfg. Co.; Alden B. Perrin and W. H. Parsons of *Motorcycling and Bicycling*.

LONG before the show was formally opened, O. A. Adams, of the Cyclemotor, recorded the first sale of the week. It was made to the Bridgeport Cycle & Supply Co., which took five of the little Cyclemotor outfits for immediate shipment.

AFTER two requests, one from the show manager, and the other from the police sergeants at the Safety First booth, Leadley Ogden, general manager of the Cygnet Rear Car Co., moved the new Cygnet rear outfit from its place in the Cygnet booth to a more favorable one right at the entrance of the Garden. In its new position the outfit made a most attractive show feature and claimed the attention of incoming spectators immediately.

IRVING BECK, of the Rogers Sidecar, had signed up so many orders before the show was actually opened that he wired to Chicago for a full carload of the new Rogers models for shipment this week, and a second to follow within the next ten days. Rogers prospects in the East, according to Beck, are brighter than ever before. The new "taylor-made" model is striking a strong appeal to the dealers and riders throughout Beck's territory, and promises big business days to come.

PERCY PIERCE, president, and Fred Brown, vice-president and salesmanager of the Pierce Cycle Co., Buffalo, blew in on Tuesday and made their headquarters with Baker, Murray & Imbrie, Inc., the Metropolitan Pierce distributors.

The call for Pierce bicycles from all parts of the country is so insistent, says Brown, especially for the new Boy's Racer and Kramer Racer models, that it keeps the factory folk busy hustling to get sufficient materials to keep ahead of the orders. With the materials situation cleared up, Brown says it looks like the bigest Pierce year is ahead of them.

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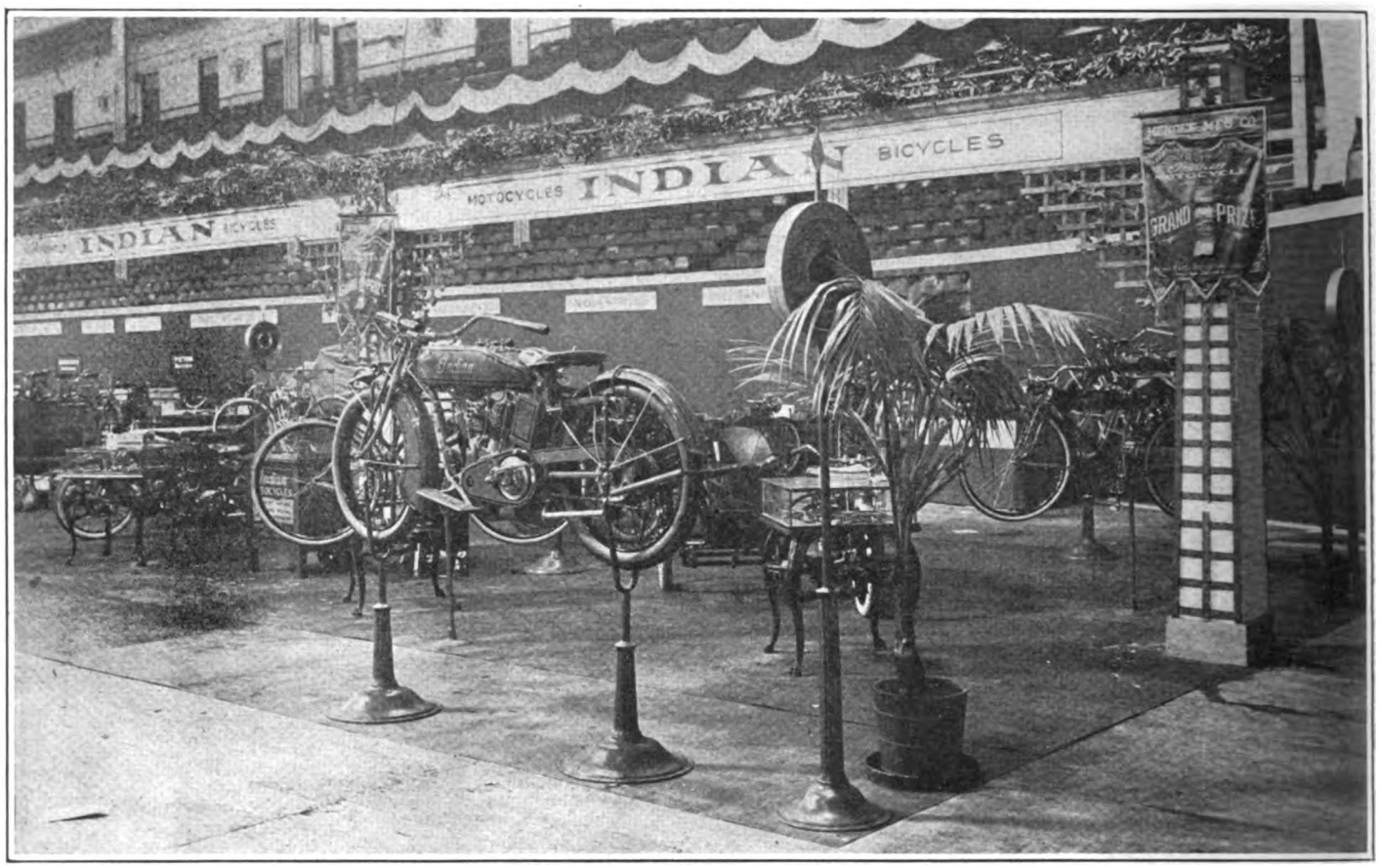
COMPREHENSIVE DISPLAY OF INDIANS BEARING THE 1917 NAMEPLATE



INDIAN devotees, present and prospective, are given a cordial greeting by the big crowd from the factory of the Hendee Manufacturing Company, and to say that the stand, or rather the stands, were crowded is putting it mildly.

Heading the Wigwam forces is General Manager F. J. Weschler, assisted by Advertising Manager J. A. Priest, Chief Engineer Oscar Hedstrom, J. McNaughton, of the Dealers' Aid Department, J. H. O'Brien, of the Parts Department, Carl Gustafson, of the Engineering Department, and Special Representative George Sherman. Messrs. Hal Noyes, McDowell, Sidell, Atwood, Snyder, Wilson, Bernard and Armstrong are efficient aides at the exhibit.

At the main Indian stand are displayed seven Powerplus models. One of these is finished in olive drab and to it is attached a Colt machine gune on the regular Indian gun chassis. An olive drab sidecar combination and one in red complete the passenger outfits in the exhibit, while the solo mounts include two electrically-equipped Powerplus machines in red and others in both colors. The Lightwin finished in translucent red and blue, and set in its gold frame, is one of the chief centers of attention of the Show.

The Dealers' Aid Department, presided over by McNaughton, across the aisle, is the focus of all trade men of Indian affiliation.

ANOTHER HARD-WORKING SQUAD

HEADED by Sales Manager Fred Mathis, a picked staff representing the chief departments of the Excelsior Motor Mfg. & Supply Company's organization is busy at the Show explaining the various details of the Series 18 Excelsiors. With the new semi-flexible sidecar also on display, at the south stand, and surrounded by eager crowds, it is necessary to work in shifts, so numerous are the questions. Assisting Mr. Mathis from the Chicago factory are Vice-President Frank Schwinn, Traveler Irving Barnard and Stanley Kellogg, Eastern distributor, among others.

The Excelsior exhibit includes, in addition to the new sidecar, a nickeled twin three-speed and another all in white. There are two three-speed Series 18 machines in Excelsior military coat, both being electrically-equipped. The little two-stroke lightweight is also on view.

Fred Shull, representing The Teagle Company, maker of Midco generators, is present to explain the details of this lighting and ignition system to all comers.

STRONG POPE AGGREGATION

FOLLOWING the Pope custom of having thorough representation at all shows, the Westfield Manufacturing Company has gathered a goodly aggregation from its main departments to take care of Show visitors.

Headed by President W. C. Walker and Vice-President C. E. Wilbur, the list includes Messrs. Scott McLanahan and O. J. Thoman, of the Board of Directors; Manager J. P. Fogarty and Factory Manager F. E. Baldwin.

Sales Manager L. D. Harden, Publicity Manager W. K. Porzer, Assistant Sales Manager F. L. Merrill and P. L. Montgomery are there, with the following members of the sales staff: B. A. Edgar, D. G. Ryan, C. A. Leander and D. L. Marshall.

Centers of attraction in the motorcycle section of the Westfield stand are the sectioned single and twin motors, the cut-away gearset and a three-speed twin sidecar combination. A twin with single gear, a three-speed twin electric and the belt-drive Pope lightweight, Model H-17, are drawing their meed of attention also.

DOEHLER A SHOW NEWCOMER

THE exhibit of the Doehler Die Casting Co., of New York, is interesting principally because it is one of the few exhibits at the New York show which was not staged at Chicago.

The booth is in charge of A. J. Erslew, sales engineer, and he is assisted by H. D. Griffin, sales manager, J. Honig, advertising manager, and O. E. Wertheim, the Connecticut representative.

A full line of die castings in aluminum, tin, white metal and brass, being intended primarily for use on magnetos and other motor paraphernalia is on view. One of the most interesting items on the Doehler lists is the die cast crank case which this company manufacturers for the Cyclemotor Corp.

ROTHOLZ AT SHOW

GUS ROTHOLZ, the veteran metropolitan dealer, divided his time between the Indian and Excelsior stands and greeted old friends in the trade and among riders. Rotholz is doing well in his big place at 1691 Park avenue, where he has a gasoline and oil installation handy for his customers.

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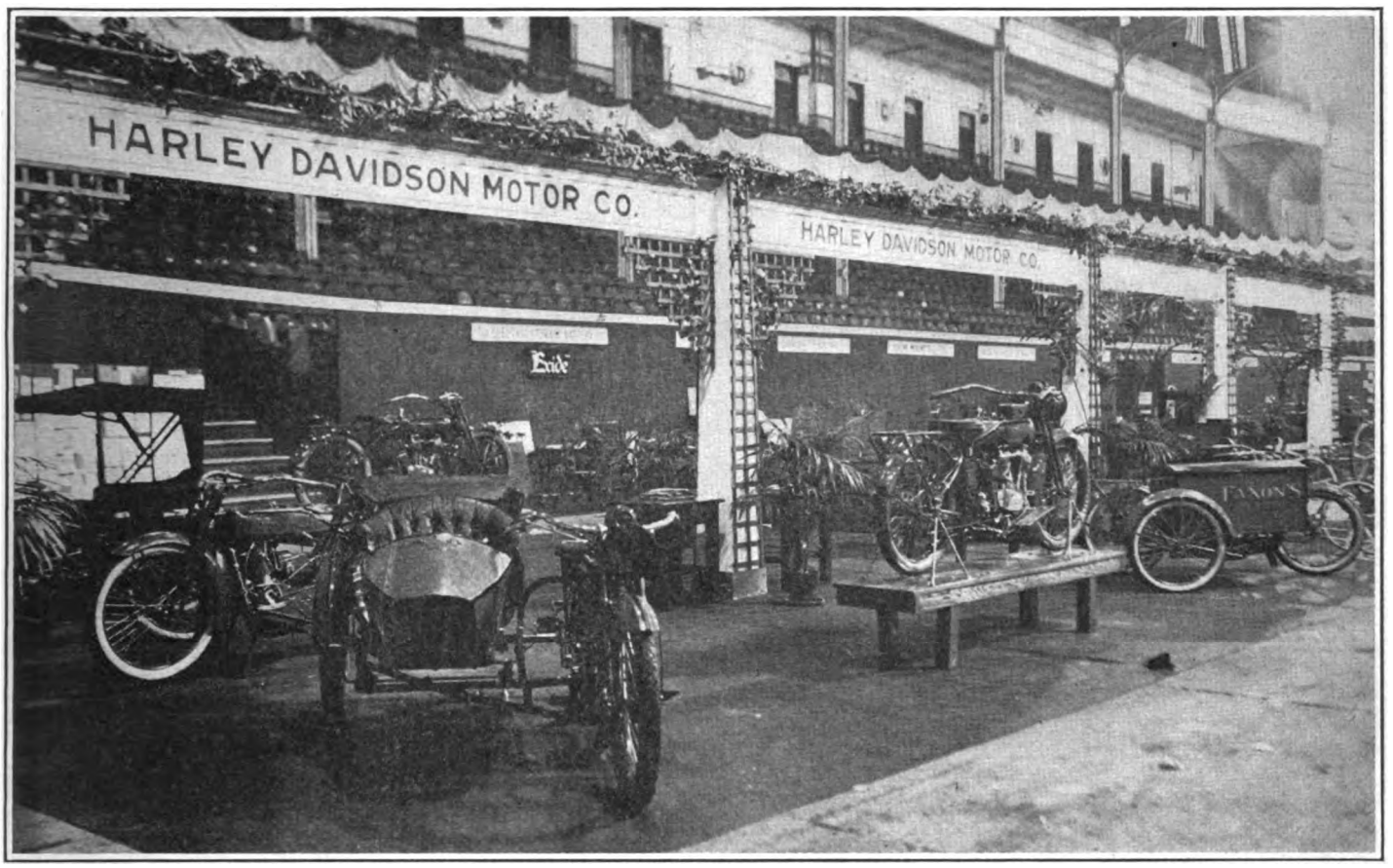
OLIVE DRAB HARLEY-DAVIDSONS IN THE USUAL VARIETY OF TYPES



An attraction at the New York Show stand of the Harley-Davidson Motor Company, in addition to the fine array of motorcycles and parts, is a series of departmental and dealers' system wall exhibits. These show the prospect, and the dealer-to-be, just how the "wheels go around," and how systematically the dealer is taken care of. On hand to explain matters are Assistant Sales Manager E. J. Mueller, Arthur Herrington, T. A. Miller and Fred Stierhoff.

The whole exhibit is under the supervision of President Walter Davidson and Sales Manager Arthur Davidson. Jes Campbell, of the New England branch, is also on hand, making himself useful as usual in various capacities. The exhibit consists of three-speed, solo, twin, regular and electrically-equipped models, a single-cylinder direct-drive machine, an army van for the Aviation Corps and a sidecar outfit, complete with top, luggage-rack and tire-holder. Drop-forging boards and a full set of tools are also on view.

THE THOR ATTRACTIONS

ACTIVE at the space where Thor motorcycles are displayed is a well-known trio consisting of Sales Manager C. B. O'Hare, J. D. Hurley and C. A. Wells, assisted by William R. Spear, of the Eastern territory.

A striking feature of the exhibit of the Aurora Automatic Machinery Company, the Thor makers, is an electric sign depicting a Japanese scene and bearing the company's trade mark. Flashed at intervals behind this sign are different colored lights, the effect being most pleasing.

The machine exhibit consists of a 15-horsepower twin, Model 17-A with electrical equipment, a 17-U twin with regular equipment, a 17-V or 6 horsepower twin, a single-cylinder Model 17-Y, and a sidecar combination using a 17-U motor of 12 horsepower. A cut-away unit consisting of the gearset and clutch is also on view, and well illustrates the working of these parts.

COMPREHENSIVE DAYTON LINEUP

PROMINENT in the center aisle is the stand of the Davis Sewing Machine Company, with Sales Manager Horace M. Huffman in charge. Here the Dayton Motor Bicycle and several models of the Dayton motorcycle are shown, as well as the full line of Yale and Dayton bicycles.

In active assistance to Mr. Huffman are "Bob" Larsh, traveler for the Middle West and a particularly live wire among the Dayton roadmen. W. A. Harland, the Eastern representative, is likewise on the job, as are many retailers from the East. President Huffman is expected later in the week.

Dayton motorcycles fitted with De Luxe and Dayton high-speed motors are on view, as well as two models of the Motor Bicycle, one being fitted with the well-known compensator in the transmission, while the other is fitted with a multiple disc friction clutch, shown first at Chicago.

EXIDE IS A SERVICE DISPLAY

T. J. FITZGERALD, secretary of the New York branch of the Electric Storage Battery Co., does the honors at the Exide battery booth. The Exide exhibit comprises complete storage battery models and also cutaway models showing the various features that enter in the construction of the battery. Fitzgerald is kept busy pointing out the "whys and wherefores" of battery care to both riders and dealers.

As an aid in this line of work the Exide folk have gotten out a little booklet entitled "The Story of the Storage Battery," done up in a characteristic style, which tells the full story of battery operation and battery care in 15 pages of text.

CHARACTERISTIC VIM DISPLAY

L. KRONSON and S. D. Green, both of the sales staff of the Vim Cycle Hardware Co., Buffalo, held the Vim fort on Monday night.

John Henry was too busy jubilating over the arrival of "John Henry, Jr.," to get to the show before Tuesday.

The high spots of the replete Vim cycle line, including both Vim and De Luxe bicycles, Vim tires, parts and accessories, makes up an attractive display which is attracting more than passing notice.

COMPLETE SOLAR LINE

THE full line of Solar electric and acetylene motorcycle and bicycle lamps, as well as a complete Solar lighting equipment as used on the Harley-Davidson are to be found at the booth of the Badger Brass Mfg. Company, of Kenosha, Wis. Manager Harry G. Haft, of the New York branch, is in charge of this exhibit.

Assisting Mr. Haft are C. E. Hammond and George Barth, as well as G. H. Schuler. Solar lamps are now so packed as to be shipped by parcels post. The Solar gas cycle lamp is fitted with green and red jewels on the proper sides for traffic riding.

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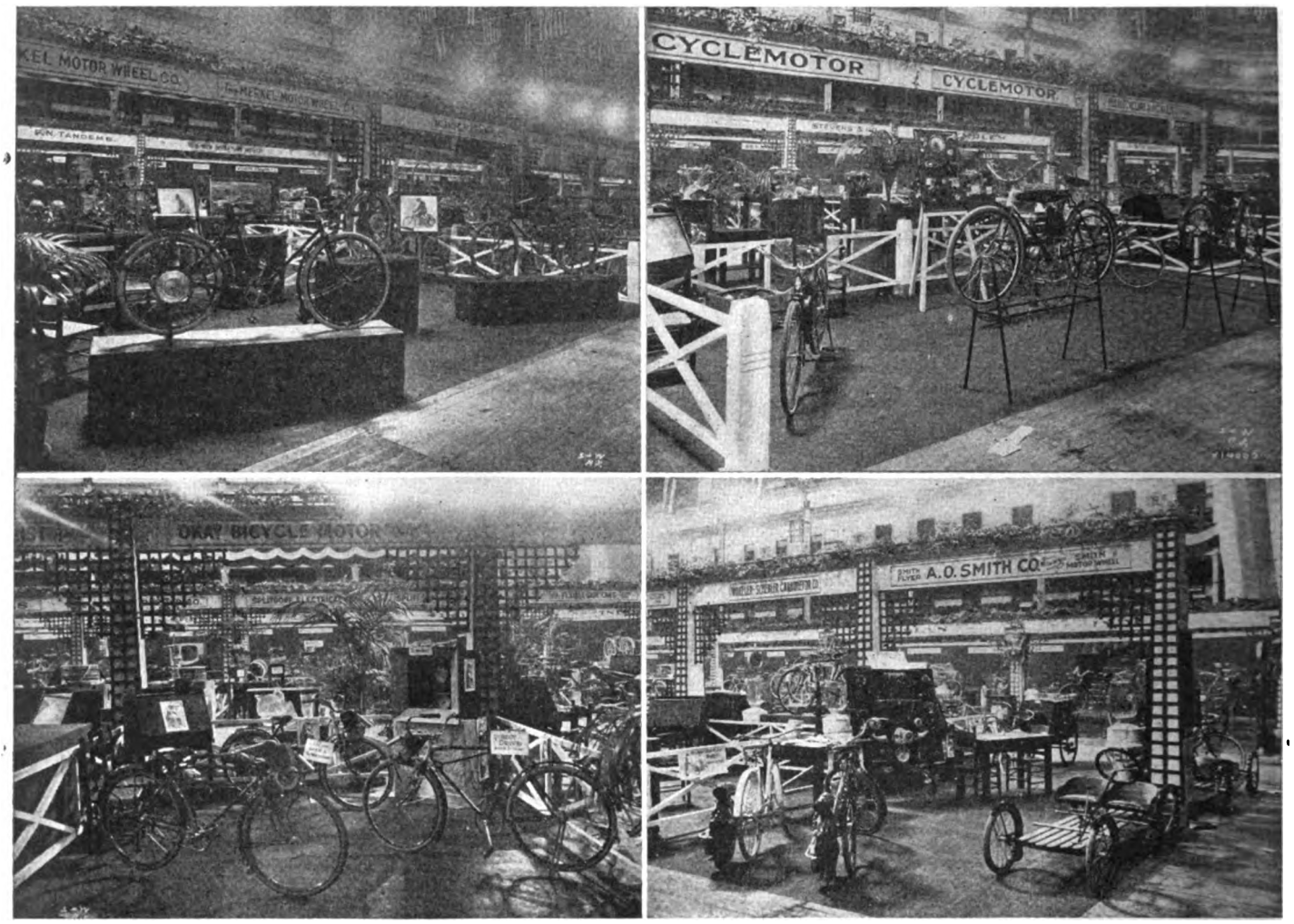
THE BICYCLE MOTOR ATTACHMENT IN ITS FOUR SEPARATE PHASES



Upper Left, the Merkel Motor Wheel, Which Makes Its Debut in the Garden; Right, The Cyclemotor, Shown with Single and Double Tanks; Lower Left, Okay Bicycle Motor, Driving the Front Wheel; Right, Smith Motor Wheels and the Smith Flyer

MANY CHANGES IN OKAY MOTOR

Bicycle Motor Attachment Appears at New York Show with Aluminum Cylinder and Other Changes

WHILE with only a couple of weeks intervening between the Chicago and New York shows, not much in the way of newness could be expected, Lee S. Woodruff, of the OKay Motor, displayed his little motor attachment for bicycles changed in many little details from the way it made its bow at Chicago.

The biggest change, and one which is radical in motorcycle practice, embraces the use of an aluminum cylinder fitted with a steel sleeve. According to Woodruff, this design makes for greatly reduced weight and for better cooling, while at the same time none of the beneficial features of the heavier iron are dispensed with.

Other OKay improvements since the Chicago show are the fitment of a strap which holds the gasoline tank firmly to the cylinder of the machine so that it cannot possibly rattle or shake; and the fitment of a dripshelf to the mixing valve, whereby such fuel as leaks out in starting when the motor is cold is caught and used to enrich the mixture, thus facilitate starting.

Another of the biggest changes has to do with the attachment bracket. Instead of supplying a single universal bracket to fit all forks as was originally intended, Woodruff has designed two brackets, one to take the ordinary plain type of bicycle fork, and the second which is used in connection with the braced forks. Either type can be had on specification.

The control design has been somewhat simplified, although in its main principles it remains unaltered. Woodruff points out that his organization is at present busily engaged tuning up its plant in Brooklyn, and that once that big task is accomplished he will be in a position to turn out from ten to fifteen of the little motors a day. He expects before the first of the coming year that the factory will be running on this basis.

A. O. SMITH ATTRACTIONS

SMITH MOTOR WHEELS and their applications to various means of transportation are being explained by Sales Manager J. A. Benson, Service Manager A. H. Beckman and W. E. Wolgast, special representative, at the stand of the A. O. Smith Corp., of Milwaukee, Wis. In addition to a comprehensive line of Motor Wheels, there are photographs of the little boosters driving railway inspection cars and the like.

The display consists of three different makes of bicycles fitted with the Smith Motor Wheel, two of the American Flyers similarly powered and a Worksman van, the latter a special adaptation of the motor wheel to a three-wheeled delivery vehicle with rear box. The composition of the Smith Motor Wheel is seen in a sectioned powerplant, which is prominently placed.

BUSY PAIR AT MERKEL STAND

CROWDS gathered at the stand of the Merkel Motor Wheel Company, of Flushing, N. Y., to see the latest in bicycle propelling outfits, and Joseph Merkel himself was right on the job to tell them all about it. So was Walter Shoemaker, and both live wires are kept busy from show opening to the closing as a result.

The Merkel Motor Wheel with its characteristic spring mounting and control is shown on several bicycles, as well as alone on a display stand. The finish is orange and black, the name "Merkel" being blazoned on the tank above each powerplant.

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WHERE CYCLEMOTORS ABIDE

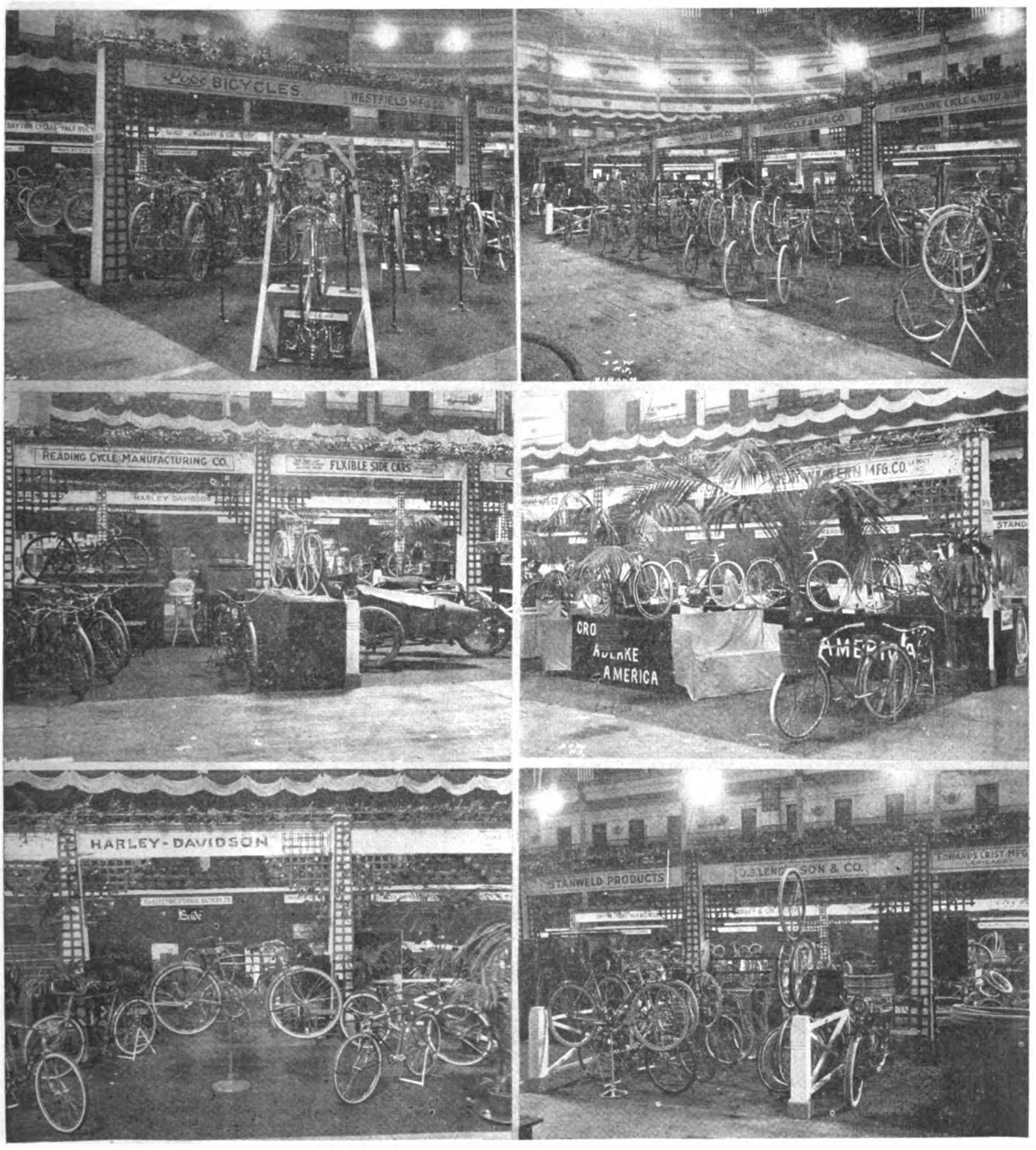
HOLDING forth at the popular exhibit devoted to the interests of the Cyclemotor Corporation, of Rochester, N. Y., are O. W. Adams, sales manager, assisted by Dan Sullivan of the Hub Cycle Company, New England representative. General Manager Anderson is expected later in the week.

Those interested in Cyclemotor construction are naturally most interested in the sectional view of the powerplant which occupies a leading place at the exhibit. There are two bicycles fitted with the double motor outfit, the wheels shown being of the highest class, in keeping with the Cyclemotor itself. Three of the single tank type are also on view, as well as a powerplant ready to fit.

GODIN GETS FIRST SALE

THE first sale at the Show is claimed by Z. Godin, of the Hendee forces. Godin closed with Frank Baker, Brooklyn, N. Y., Indian man, for 12 Indian bicycles, Baker signing just as the horn blew which opened the big New York exhibition. The Indian man was in high feather, as a result.

HALF A DOZEN STANDS DISPLAYING BICYCLES OF QUALITY



Upper Left, Pope Headquarters, Featuring New Racer Scaling 20½ Pounds; Right, Flying Merkel, Miami and Hudson Wheels at the Miami Exhibit; Next Row at Left, Reading Cycles Are Here; Right, Crown, Adlake and America Models at Great Western Stand; Lower Left, the Harley-Davidson Line; Right, Booth of J. S. Leng's Son & Co., Monarch and Storm King

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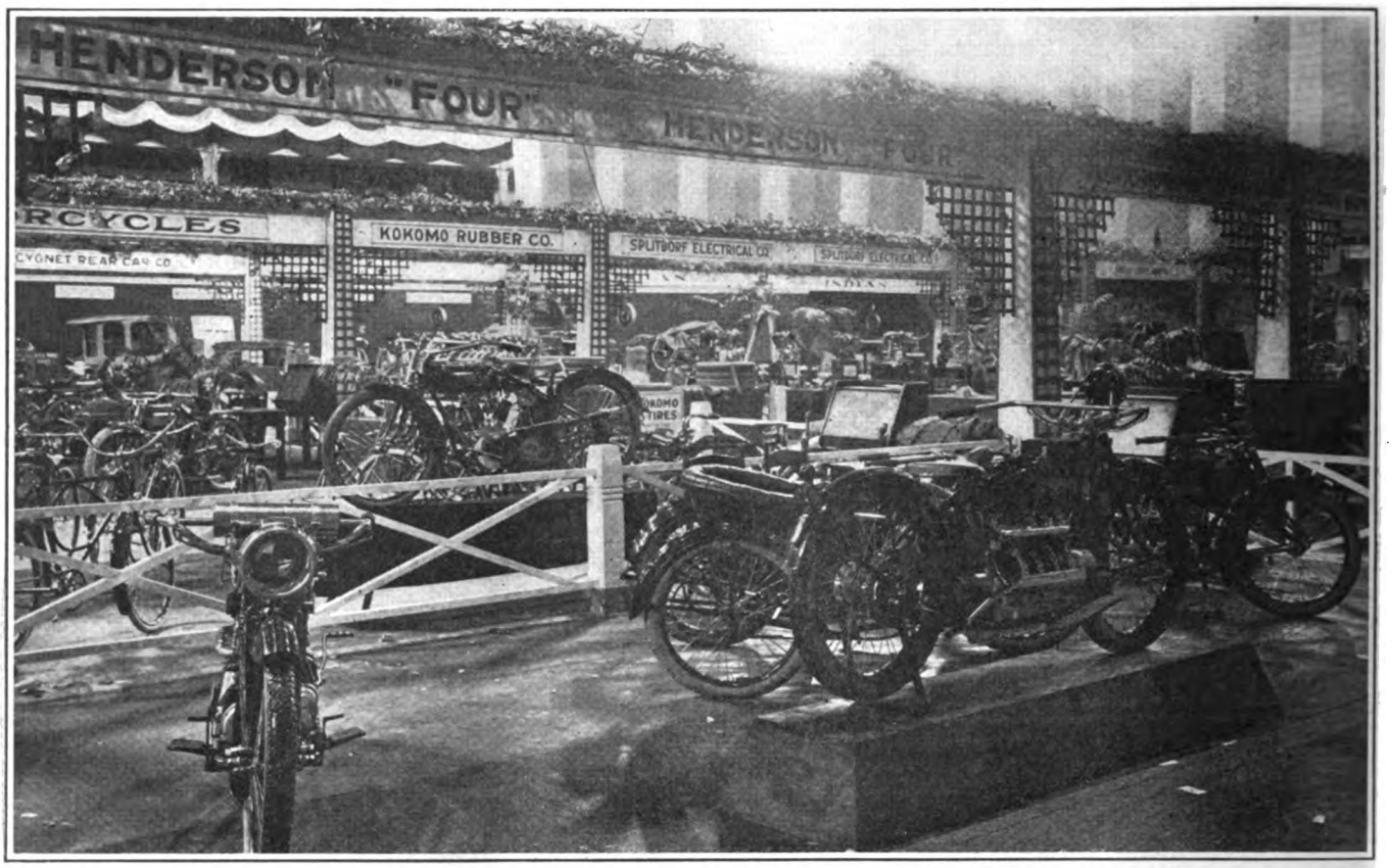
WHERE THE HENDERSON AROUSED INTEREST OF FOUR-CYLINDER DEVOTEES



FOUR-CYLINDER devotees are naturally to be found at the striking exhibit of the Henderson Motorcycle Company, where President T. W. Henderson and Sales Manager Paul J. Bailey are welcoming their friends. Felix Lewin, manager of the Metropolitan branch, is overseeing the exhibit, assisted by Irving Lewin, Charles H. Drude and Miss Florence Gottschalk.

On the machines shown, the tappet guide clamps are fitted with nuts instead of screws as in the first of the 1917 output. The breather pipe has been moved farther to the rear to allow of greater access to the contact-breaker. The cross-shaft bearing end is squared off instead of being notched, also. On the electric model the generator has been made self-regulating and a manual switch is now fitted.

One three-speed solo Henderson, one with electrical equipment and a sidecar combination are shown, as well as a machine fitted with the new dry battery and headlight with switch at the rear.

FOUR-WHEELERS ON VIEW

AMERICAN JUNIOR and American Flyer, vehicles incorporating the Smith Motor Wheel as a power unit, are being displayed at the stand of the American Motor Vehicle Company, by General Sales Manager Carl Marshall. At the opening of the Show, Mr. Marshall had Oscar Rubinstein as his assistant. President Jacob Weisenthal, of the company, is expected before the end of the week.

The American Junior is a light two-seater with four wheels, while the Flyer is built along buckboard lines. The Smith Motor Wheel is pivotally mounted at the rear of the vehicle in each case.

WELL-KNOWN STANWELD MEN

STANWELD parts are well represented in the Show, not only at the space given over to the Standard Welding Company of Cleveland, O., but on most of the motorcycles on view at their respective stands. Sales Manager P. W. Gilbert is in charge of a picked staff of factory men, consisting of A. F. Stengle, special representative, Bert Quayle, who takes care of the motorcycle end of Stanweld activities, Jack Manternach, the genial Fred Wilhelmy, Ollie Bryan and L. D. Rockwell, the latter two from the metropolitan office.

Motorcycle parts in a variety of forms, such as are furnished in quantity to manufacturers, are to be seen, as well as special forms. Visitors to the Standard Welding exhibit are sure of a most cordial welcome by all hands.

EDWARDS-CRIST DISPLAY

UNDER the supervision of Sales Manager H. N. Kirk, is the comprehensive exhibit of the Edwards-Crist Mfg. Co., of Chicago, Ill. C. E. Wilson is giving Mr. Kirk his able assistance.

The most recent of the Edwards-Crist offerings is a Prest-O bracket adaptable to any motorcycle, the tank being carried back of the handlebars but higher up, while the lamp is supported by two staunch brackets. A full line of leather puttee leggings, spring frame and fork bumpers, dry battery cases and inspection lights are shown.

SCHRADER GOODS ON VIEW

BEST known among the exhibits at the stand of A. Schrader's Son, Inc., of Brooklyn, N. Y., are the Schrader valve and valve parts, as the efficient staff in attendance will assure you should you by chance not notice beyond the front show case. The Schrader tire gauges and universal pump connections are right there to be shown and the aides of M. C. Schweinert are there to do it.

M. H. Tisne is on hand, as are B. W. Yockers, S. A. Howell, W. J. Kilpatrick, J. J. Kuhl and M. D. Bendell.

MANY CORBIN PRODUCTS

AMONG the veteran firms to show at the Garden, the Corbin Screw Corporation of New Britain, Conn., is prominently placed and the many products of this company are being demonstrated by R. O. Recknagel, F. K. Hess, R. J. Smith and J. T. Sheldon, of the New York office.

Corbin front and rear hubs for the bicycle, front hubs for the motorcycle, Corbin-Brown speedometers and rigging for all standard makes of motorcycle occupy the attention of visitors to this booth. The Corbin two-speed hub and coaster brake are also on view.

TANDEMS OF STOLL MAKE

STOLL tandems, in both Dream and Combination No. 2 are the main features at the booth of the Stoll Manufacturing Company of Denver, Colo. Matters pertaining to tandems are here explained by M. Walter Stoll in person.

The Stoll footrest attachment is shown separate and also attached to the firm's tandems. Stoll tandems are finished to correspond with standard machines; examples on Harley-Davidson and Indian appearing at the booth.

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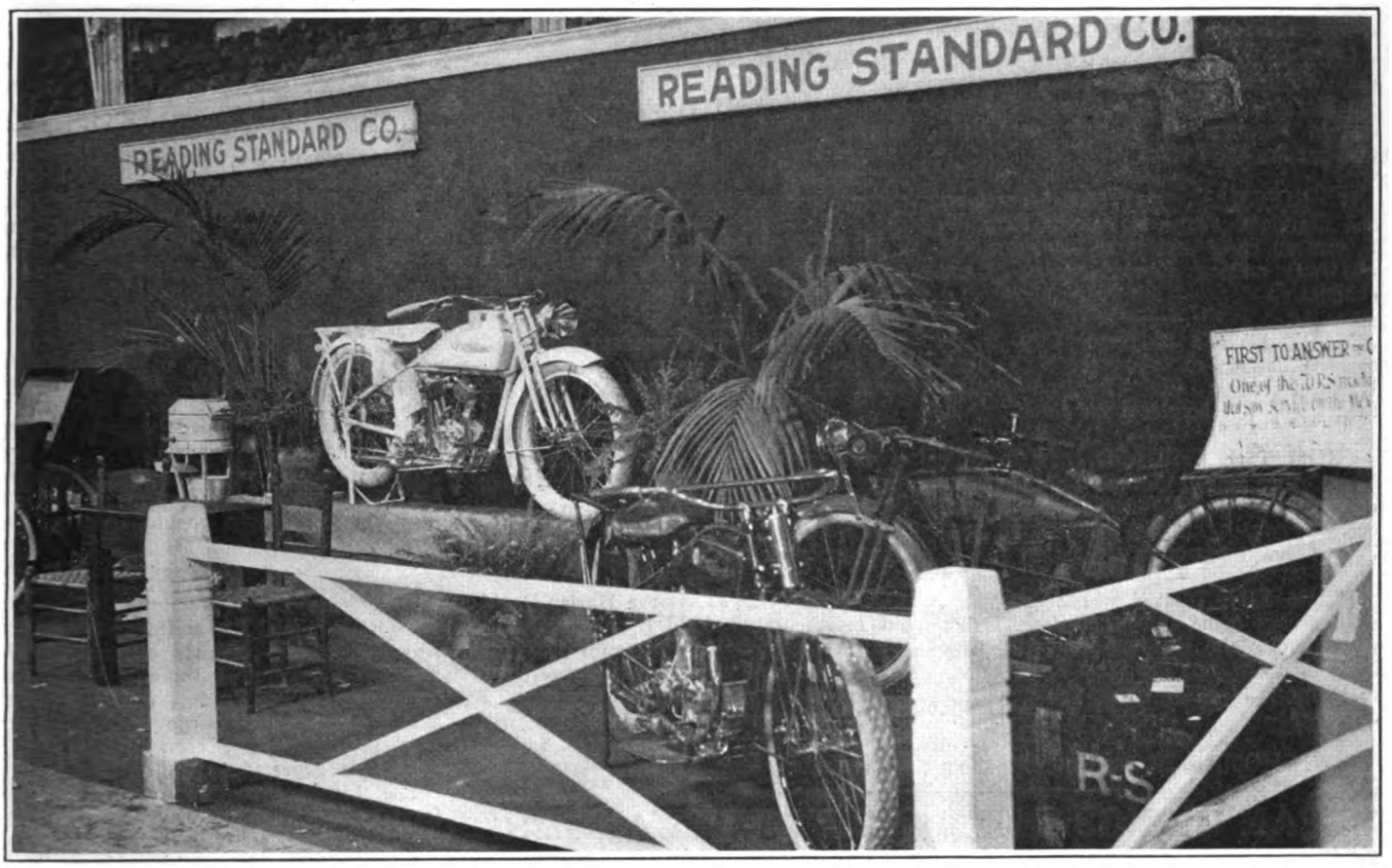
THE READING STANDARD BOOTH — COMPACT AND ARTISTICALLY ARRANGED



FROM Reading, Pa., has come a capable aggregation, headed by General Manager E. Theurer and Sales Manager G. E. Atkins, to talk brown twins and singles of Reading Standard make. Publicity Man V. C. Vogel, F. Kaiser and E. J. Wilson, the latter in charge of the factory forces of the Reading Standard Motor Company, are likewise on hand.

The piece de resistance of this exhibit is a three-speed twin electric model finished in white and gold and mounted upon a platform. On it are thrown concealed colored lights, giving a most picturesque effect. A three-speed twin, direct from the Mexican border, is also on view, as well as another in the brown finish which has marked the R-S since its debut many seasons ago. There is also a single-cylinder model and a cut-away gearset.

AT THE EMBLEM exhibit was spied Bill Kitz, who represents the Emblem at Baltimore, Md. Bill was highly pleased with the 1917 Emblem line.

FROM THE "MILE HIGH TOWN" comes Morris Hayutin of the Western Supplies Co., of Denver, Colo. Hayutin represents the Thor and was busy renewing old acquaintances after contracting for the line again for the coming season.

HENRY HOLGATE represented the Harley-Davidson and Clelevand interests from Scranton, Pa.

FROM THE NEW JERSEY capital came R. S. Woods and was seen in the Harley-Davidson and Cleveland booths. Woods was highly satisfied with his prospects for 1917.

P. S. COULTER, the "Redskin" from Homestead, Pa., was found in the Indian booth. Coulter was full of smiles. His last year's business showed an increase of more than 50 per cent over the preceding year. Coulter sold 70 machines in 1916. He brought his son, "Chubby Clifford," with him. Coulter also handles the Flxible sidecar.

NEWARK, N. J., was not to be slighted. She had her full quota of dealers. Carl Bush and P. W. Stevens of the C. W. Bush Co., Harley-Davidson & Cleveland delegates; Walter Goerke and Harvey Snyder of the Walter Goerke outfit, Indian dealers; W. R. Spear, the Thor man; Watson Kluczek of Reading-Standard fame, and Chas. Krebs. of the Henderson made up the delegation.

Where the Dealers Hover At the Show

"SMILING MICHAEL" FERRARO, from Sloatsburg, N. Y., blew in early and divided his time between the Reading Standard and the Thor exhibits. Ferraro handles both lines and signed up for next year.

ANDREW LARDINO, from Jersey City, N. J., came in and signed up with the Nickerson & Schroeder Co., which handles the R-S for his territory. Lardino is highly pleased with the new machine and expects much from it during the coming year.

YES, THEY CAME all they came all the way by machine—Joe Parmienter and Gillis Fuyatt from Lowell, Mass. Parmienter is highly enthusiastic over his prospects for 1917. Joe sold 29 machines and 16 sidecars in 1916 and to date has orders for thirteen of the 1917 models.

WILLIAM BEECROFT, of the W. & V. Beecroft Co., Ossining, N. Y., walked into the Indian headquarters and signed for the Wigwam product. This is Beecroft's first attempt at motorcycles. Good Luck, Bill.

OTTO MAXION, the Excelsior dealer from Scranton, Pa., made a flying trip to the show and landed in on the opening night. The "Big X" is enjoying a nice business now and the outlook is excellent. Otto sold 24 of the series 17 Excelsiors and 12 sidecars. His used machine sales totaled 60 for 1916. He has signed for the series the coming season.

FROM THE LAND of the "Midnight Sun" came Otto Bruun and Neils Beyer, who represent the Fries Hansen Co., Harley-Davidson distributors at Copenhagen, Denmark. Bruun said that his sales for the past year were more than 300 machines and an even bigger year is in prospect.

JUST AS SOON AS the doors were opened Bob Brazenor, the H-D missionary from Brooklyn, N. Y., reported a sale of 1917 Harley-Davidson and sidevan to the Brooklyn Union Gas Co., for service use.

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More News from Show-Visiting Dealers

SILK CITY was personified in the persons of Elmer Havenstrite who looks after the Harley-Davidson and Cleveland interests at Paterson, N. J., and John Hule who handles the Indian.

H. RIESMAN, the Harley-Davidson and Cleveland dealer at Asbury Park, N. J., was an early arrival at the show and was busy making a rapid survey of the exhibits.

MORT LANTZ of Jersey City, N. J., and A Maunzo of Elizabeth, N. J., both Harley-Davidson and Cleveland dealers took in the fine points of the show.

FROM THE CHICAGO show to New York came Chas. Merkel, the Excelsior representative at Rochester, N. Y. Merkel certainly was a bustling man laying in a line of new accessories.

FROM THE TOWN where they make soldier boys came the genial Geo. Miller who handles the Reading-Standard. Geo. is trying to convert the West Point cadets to motorcycles in line with the preparedness idea.

J. W. THOMAS, JR. came into the show "on high" and made himself known. He was a very busy individual at the Harley-Davidson exhibit. Thomas sold 92 machines in 1916 and 27 sidecars. He has ordered 21 of the new models. His total contract for 1917 is 125 machines but he expects to better this mark.

THE DYED-IN-WOOL Harley-Davidson twins were there. They are Bill Ruhle and Walter Koch, ex-Harley-Davidson travelers how located at Jamaica, L. I. Ruhle says that he was surprised at the way the Milwaukee-made product was selling in his "neck of the woods."

FROM THE "AMMUNITION CITY" of Bridgeport, Conn., came Stanley Kellogg the Excelsior distributor, and John Burroughs the Harley-Davidson dealer. Both were kept busy doing the "glad hand" stunt welcoming incoming dealers.

COULD YOU FIND the Harley-Davidson representative from Brooklyn, N. Y.? Well, rather! Bobby Brayenor was disguised with a number of extra large lappel buttons and about a dozen streamers but his "lingo" betrayed him. He had with him his manager, George Barnes, and his demonstrator, Miss Florence Barnes.

BEAN BRINGS OUT POCKET VULCANIZER

New Tire Repair Device Is Simple and Effective—Special Substance Gives Heat For Vulcanizing

NEW YORK, Dec. 4.—One of the most useful articles to the user of pneumatic tires is the Self-Centering pocket vulcanizer, shown for the first time in the Garden by the Bean Tool & Sales Co., of Berea, O. As the name implies, this tool will fit in any pocket, the dimensions being 4⅝ inches by 2¼ inches by 1 inch thick.

The Bean vulcanizer consists of a thin steel bed slotted down the center and carrying a hinge device with D-clamp at one end. In the slot is a guide, movable along the slot to accommodate varying sizes of inner tubes. The guide has a hump and the end is pointed. It serves as a holder for the inner tube to be vulcanized.

Hinged to the bed at one end are pressure arms forming a rectangle. There is a heat unit pan slidable along these arms and moving with them. The D-clamp serves to keep the pressure arms and heat pan in place on the part of the tube to be vulcanized.

After the patch has been put on the tube, it is placed under the guide, with the center of the puncture and patch at the pointed end. The heat unit pan is moved to be directly over the patch, and the pressure arms brought down and clamped. The heat unit pan is then lighted and the work completed.

The heat unit is a special substance which generates heat when lighted. No other fuel is needed. The Bean vulcanizer is sold at $1.00 complete with six Para rubber patches and six heat units.

NEW DELTA SIDECAR LAMP

G. S. STEVENSON, New York representative for the Delta Electric Co., assisted by Mrs. Stevenson, held sway at the booth during the first couple of days of the show; A. E. Case, from the factory, arrived on Wednesday morning and helped to keep things humming.

New in the Delta booth since the Chicago show is a little electric lamp embracing a parabolic reflector and a rear red jewel, which is made expressly for sidecar use. The lamp is an adaptation of the Delta vehicle light which has made such a hit throughout the carriage trade. It is supplied with a six volt bulb and takes it current from a three cell battery, supplied in a neat steel case. The lamp can be had without the battery for use on electrically equipped machines. It is finished in black enamel.

NEW PERSONS LINES

WHILE those devices or fitments were not in evidence at the booth, C. A. Sawyer, of the Persons Mfg. Co., makes no secret of the fact that his concern has entered the market with a new line of leather covered wood grips for bicycles and bicycle hub cleaners. The new lines, of course, supplement the well-known Persons saddle and tool bag lines which form the main stay of the Persons exhibit.

Besides Sawyer in the Persons booth is O. A. Jones, sales manager of the Majestic Mfg. Co.; while C. A. Persons, who is head and shoulders of both concerns, arrived in New York and dropped in on the show on Wednesday morning.

LOBDELL RIMS IN ALL STYLES

BETWIXT and between times when he was not overwhelmed with his show managerial duties, A. B. Coffman holds the fort at the booth of the American Wood Rim Co., Onaway, Mich.

The display embraces a full line of Lobdell wood rims in various styles and finishes, as well as a line of French racing rims.

FEATURING THE MICALITE

MICALITE goggles are the feature at the stand of Strauss & Buegeleisen, of New York, these goggles being shown in a variety of styles. E. Buegeleisen is on hand to show the firm's goods.

In addition to these effective protectors for the motorcyclist's eyes, the stand is displaying protective goggles bearing the name Autospec.

AT BUFFALO SPECIALTY BOOTH

LIQUID VENEER and Neverleak, the two well-known products of the Buffalo Specialty Company of Buffalo, N. Y., are demonstrated by Fred Wood, with the able assistance of George W. Schneider. The presence of Secretary Martin J. Cabana is expected later in the week.

The Liquid Veneer is applied in the form of a spray to the surfaces to be treated, a higher polish being afterward obtained by rubbing. Holdfast liquid shellac is also shown at this booth. The big Neverleak facsimile tube occupies a prominent place in the exhibit.

A METROPOLITAN EXHIBITOR

ACCESSORIES, Indian motorcycles and a comprehensive bicycle line are to be found at the stand of Baker, Murray and Imbrie, Inc., of New York. The aggressive force at this booth consists of Calvin Webber, manager of the Motorcycle Department, W. J. Dowse, Wallace Stuart, George Ellis, James E. French, J. A. Wade, and A. Zimmer. President Fred Baker is on hand looking things over.

The Indian motorcycle in its various models, Infallible tires of the firm's own make, the Cyclemotor, Micalite goggles and a line of bicycle sundries are among the many goods displayed. This firm was formerly known as the New York Sporting Goods Company.

CHAINOLENE IN SMALLER TUBES

WHEN Chainolene, which is recommended as a superior lubricant for roller chains of all sizes, made its bow at the Chicago Show it was supplied only in tubes of a size to be sold at 25 cents. Carey G. Wirick, general sales manager for the Chainolene Co., who did the honors at Chicago, was quick to hear a call from bicycle riders for a smaller size tube with the result that at the New York show Chainolene appears in a 10 cents size tube as well as the larger motorcycle size.

Wirick, who is assisted at the booth by E. C. Kennedy, makes it emphatic that the Chainolene, no matter what size package

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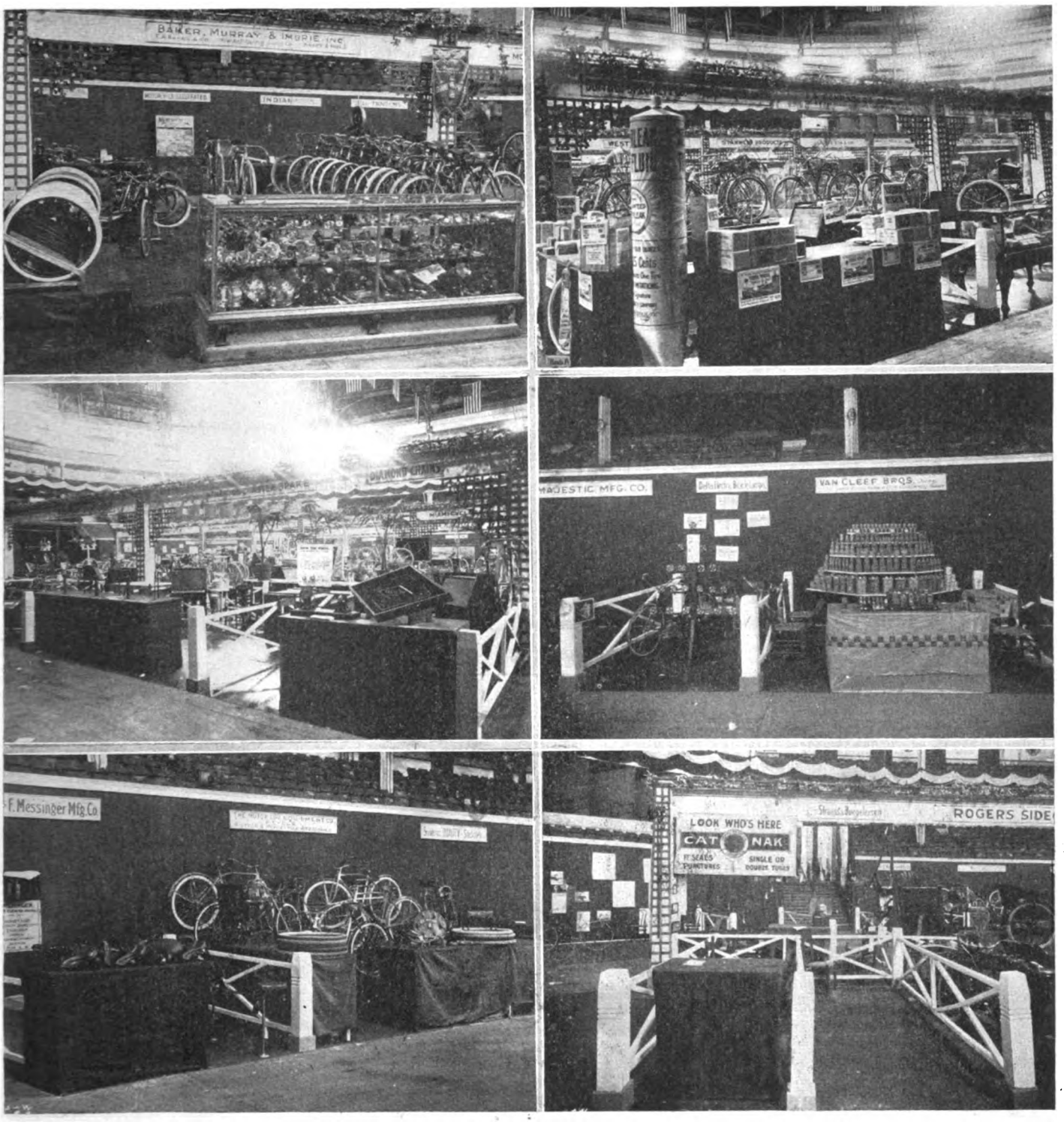
SEXTET OF PHOTO SLANTS ALONG "ACCESSORY ROW"



On Top Are the Booths of Baker, Murray & Imbrie and the Buffalo Specialty Co.; In the Middle, the Diamond Chain and Atherton Booths Are Shown at the Left and the Delta Electric Booth and Van Cleef Brothers' Dutch Brand Exhibit Appear at the Right; Below Are the Mesinger and Motor Car Equipment Displays and the Cat-Nak Mfg. Co. and Strauss & Buegeleisen

it comes in, is identical with the lubricant which is used nationally for roller type chains on automobile trucks.

MANY MOSSBERG TOOLS

THOSE who visited the stand of Frank Mossberg Company, of Attleboro, Mass., were welcomed by Sales Manager A. W. Harrop and H. E. Ring. There is much to interest the motorcyclist at this booth in the form of wrenches of all sizes and adaptable to any make of machine on the market.

Wrenches and other tools in sets are a feature of the Mossberg exhibit, and the line includes shop tools also.

ACTIVE HAWTHORNITES

FEATURED at the exhibit of the Hawthorne Mfg. Co., of Bridgeport, Conn., is the new Nitrojector spot light, especially adapted to sidecar use. E. Horace Hawthorne, the sales manager; W. A. Prince and C. H. Mackay constitute the force which is kept busy telling the adavntages of "Old Sol" products. President Ellsworth Hawthorne will be in later.

The Hornlite, combining electric two-bulb headlight and electric horn, as well as the tail light and lamp bracket combined, occupies a prominent place at the stand. This outfit is now standard on a number of 1917 motorcycles. Gas and electric head and tail lamps of various models complete the line displayed.

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THE POPE LINE RANGES FROM THE BIG TWIN TO THE SINGLE CYLINDER

Cutaway Working Motors and a Display of Pope-Made Bicycles Add to the Interest at the Westfield Booth

WHERE SHOW VISITORS ARE INSPECTING THE SERIES 18 EXCELSIORS

With a Couple of Highly Polished "X" in Glass Cases the Excelsior Booth Is One of the Features of the Show

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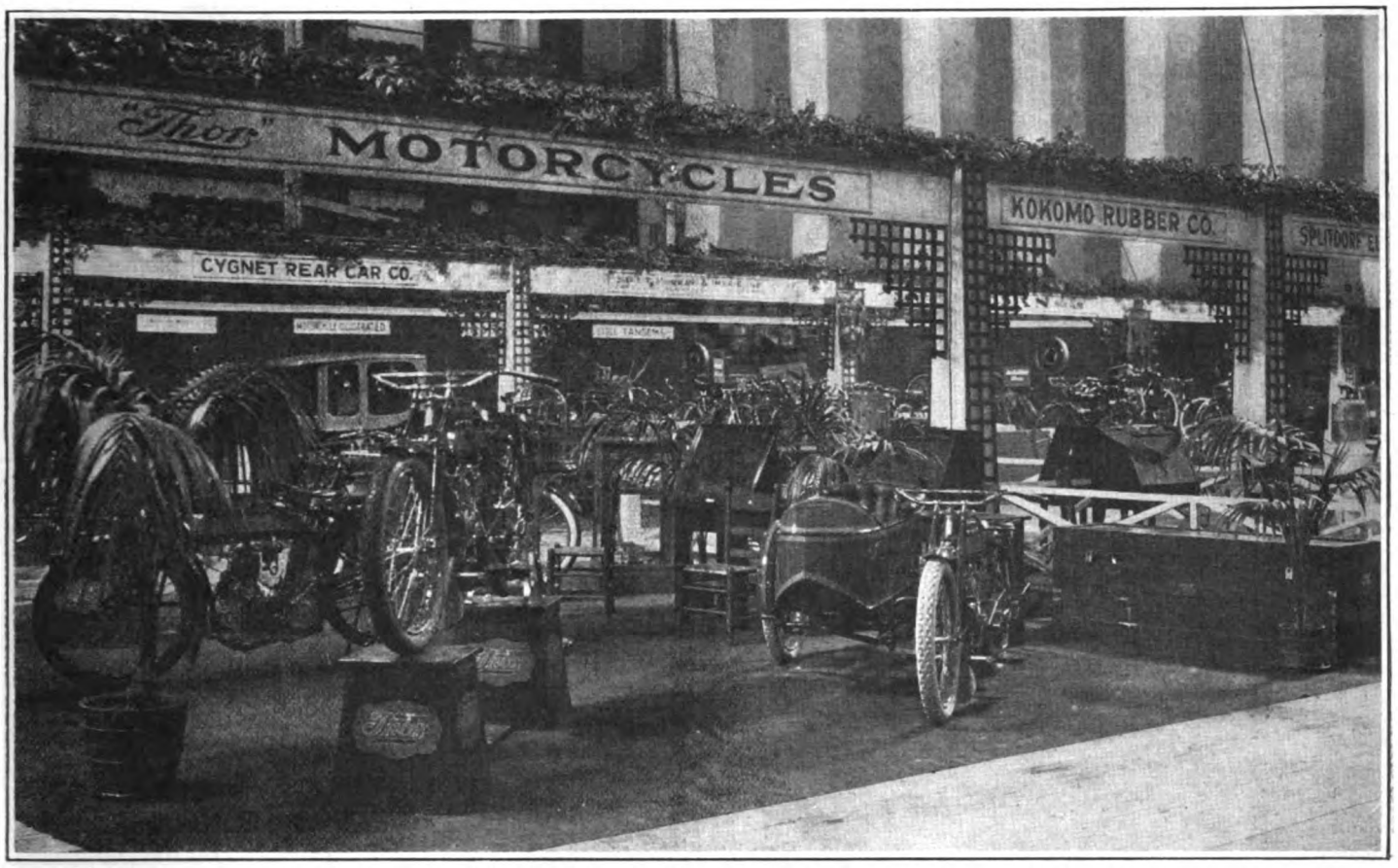
BOTH HEAVYWEIGHT AND LIGHTWEIGHT MODELS FIGURE IN THOR LINEUP



Visitors to This Stand Found Plenty of Scope in the Horsepowerage Offered by the Company

DAYTON MOTORCYCLES AND MOTOR BICYCLES DIVIDE HONORS HERE

The Bicycle Display Is Also in Keeping with the Davis Company's Idea of Comprehensiveness

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DEALER COMMITTEE REPORT READY

M. and A. T. A. Committee Meets During Show and Draws Up Report for Board of Directors—The Work to Be Done and Where Start Will Be Made

NEW YORK, Dec. 5.—The Dealers' Betterment Committee of the Motorcycle and Allied Trades' Association met at the Prince George Hotel at noon today and drew up full and final plans for the inauguration of a broad-gauge campaign for helping and co-operating with motorcycle dealers the country over.

The suggestions and recommendations of the committee will be put in report form by Secretary Thomas and submitted at the Board of Directors' meeting of the Allied Trades' Association at noon on Thursday of this week.

Standing out prominently among the recommendations to be made in this report is that the name be changed from Dealers' Betterment Committee to simply Dealer Committee, it being felt by the committee that the word "Betterment" in the title might be construed as derogative or belittling by the average motorcycle dealer.

Educational Folder for Dealers

The campaign, as outlined by the informal committee and presented at the Atlantic City meeting of the association, was adopted almost in its entirety, and the approval of the Board of Directors forthcoming, work will be started immediately on the matter of getting out a neat and attractive folder to dealers, which will be well illustrated and which will point out the benefits of clean stores, attractive window displays and better selling methods generally. This folder will be mailed to all the dealers on the lists of the various factories.

In the same line the committee recommends that a series of attractive posters be gotten out and that the full co-operation of the trade papers be enlisted in the matter of acquainting the dealers with the work which the committee is to undertake.

By way of furthering the neat rider movement the committee will recommend that the Board of Directors offer some sort of a prize competition whereby motorcycle clubs sending in the best club pictures depicting riders in neat costume will be awarded cash prizes; also in this line is the movement the committee will recommend be started to have the factory representatives and travelers call on the dealers clad in neat motorcycle riding togs.

Quite apart from the clean rider movement, but quite as big as it, is the plan the committee has in hand for setting aside a week early in February of the coming year, to be known as "Clean-up Week," during which time motorcycle dealers will be urged to take inventory and clean up their shops, and to get rid of the winter's collection of odds and ends, getting a good start for the new season's trade.

In full realization of the fact that before it can really make bookkeepers or accountants out of motorcycle dealers it must create within them the desire to embrace the more modern methods of keeping track of their business, the committee plans to inaugurate a campaign to this end.

Once the desire for knowledge along accounting lines has been aroused within the dealer, the committee will be in a position to supply him with simplified means aptly fitted to his business needs, and also with literature on the subject and with information as to how and where he can obtain further coaching on the subject.

Those present at the meeting were: H. A. Haws, chairman, Firestone Tire & Rubber Co.; T. R. Thomas, secretary, Goodyear Tire & Rubber Co.; M. E. Toepel, Splitdorf, Electrical Co.; J. B. McNaughton, Hendee Manufacturing Co., and H. L. Corey, Champion Spark Plug Co.

STEVENS "NEWNESS"

Embraces Parts Cabinet, Ball Retainer Assortment and Brake Tool

THERE is always something new from Stevens & Co. At the present show special emphasis is being laid upon a handy service cabinet for dealers's use. This little cabinet, which is intended for carrying a stock of screws, bolts, nuts, repair parts, and other small fitments, is made of oak and fitted with a dozen small drawers and three large ones. The novel feature of the cabinet is the fact that it is built in sectional form so that any number of sections can be combined to take care of the needs of an increasing business. Each section retails at $5.

Other Offerings

Also new in the Stevens line is the Vim cabinet for ball retainers containing 52 hooks, each with an assortment of different size retainers and a Stevens coaster clutch tool which facilitates the removal of the coaster brake sprocket.

Louis Schwab, who is the backbone of the Stevens organization, hovers in the offing, so to speak, while S. L. Parker, manager, and E. C. Hunting, sales manager, preside at the booth. They are assisted by J. E. Henderson, Paul Rink and H. Proudfoot.

COPS SAY "SAFETY FIRST"

Stage Interesting Show Exhibit in Connection with Department Campaign

ONE of the most interest-impelling displays is the Safety First exhibit put on by the Police Department of the City of New York.

The booth is fitted out with working models of the New York police call system and models showing the proper way to drive to avoid accident; it is finished off with regulation models of the traffic squad street signs and with posters, cards and other literature bearing on the Safety First Campaign which the police department is pushing with all its might at the present time.

The booth is in charge of Sergeants Hugo O. Wunsche of Traffic Squad C and Alexander Kittle of the 15th precinct, both in full uniform, and say, those cops are a darned sight more friendly when you meet them at the show than when your momentum carries you past the extended arm of the law at a traffic corner.

Stolen Machine Bureau in Operation

DEALERS, riders and all others throughout the country who may be in any way interested, are hereby notified that the Stolen Machine Bureau just instituted by "Motor Cycle Illustrated," and which was fully described in the November 30 issue, is ready for business.

One of the factories has already filed with the Bureau a complete list of motorcycles stolen from its riders, and the other factories are invited to adopt the same policy.

If you have a machine stolen, send the necessary data (as explained in the November 30 issue) to the Stolen Machine Bureau of "Motor Cycle Illustrated," 13 Park Row, New York; if you locate a machine that you believe has been stolen, send the same details to the Bureau. The Bureau is the connecting link between loser and finder. Co-operate with it promptly and you will "start something."

EMPHASIZE MIAMI-MADE LINES

J. W. ASH and C. R. Miller head the Miami delegation and emphasize the newness that characterizes the Miami-made bicycles for the coming season.

Also at the Miami booth are Harry Gliesman, J. E. Ruby and Mrs. Ruby, G. E. Schueller and H. K. Ford of the New England branch.

The Miami booth is merged with the display of the Progressive Cycle Co. of New York and the two make up the most comprehensive bicycle display on the show floor.

The special frame testing machine gotten up to demonstrate the strength of the new hercules frame construction was the center of an interested crowd of spectators throughout the week.

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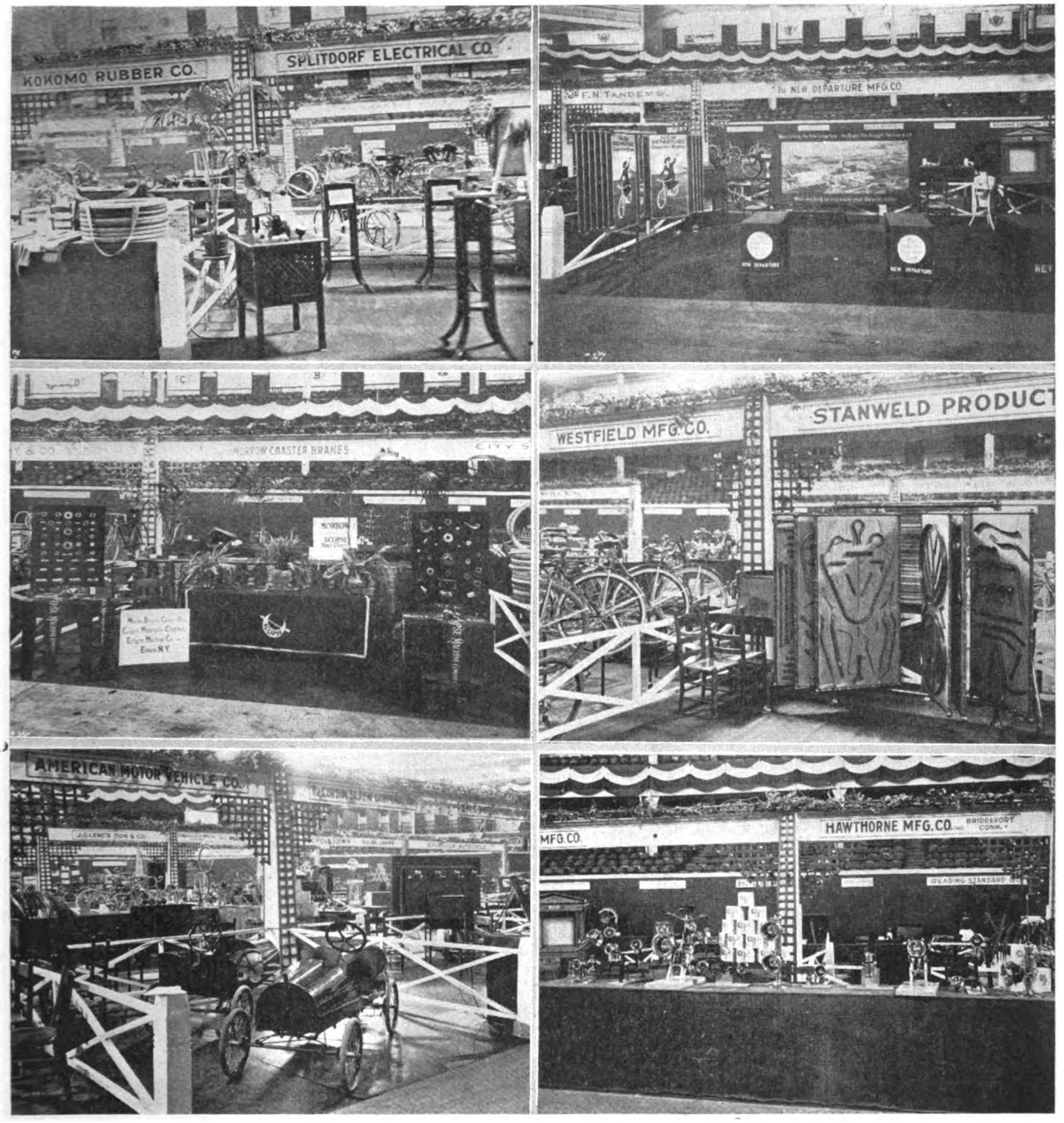
BUSINESSLIKE EXHIBITS IN ARTISTIC SURROUNDINGS



Upper Left, Splitdorf Stand, Featuring Dixie Magnetos and Mag-Generator; Right, New Departure Space With Poster Rack and Lantern Slide Projector. Center Left, Morrow Coaster Brakes, Eclipse Clutches and Hubs Shown Here; Right, Standard Welding Company Display Boards. Lower Left, at Stand of American Motor Vehicle Company; Right, Old Sol Lamps at Hawthorne Space

NEW GRADY RACER

Road Model With B. S. A. Fittings From Worcester Plant

SOMETHING new in the way of a racing model made its bow at the booth of J. W. Grady of Worcester. It's a road racer of the B. S. A. fitting type and scales at 22 pounds. Novelty is found in the rear fork stay construction, which is of the bridge type permitting the use of the wide road racing tires as well as the narrow track tires. The new racing model lists at $55.

The racing model which Eddie Root is to ride in the coming six-day bicycle race, as well as Clarence Carmen's and Alfred Goullett's racing machines are feature attractions at the Grady booth. A full line of Red Wing and New England bicycles is on display.

J. W. Grady presides in person, and is assisted by W. P. Farrell, George Smith and Dan DeLong.

BERLINGS WITHOUT CHANGE

E. L. Valance, with H. E. Walker, makes plain the constructional features of the Berling magnetos at the booth of the Ericsson Mfg. Co.; Salesmanager E. Hemenway did not get to New York until Wednesday evening.

The Berling line is exactly the same throughout as when shown at Chicago a couple of weeks ago. Single, twin and four cylinder models, the latter as used on the Henderson, are displayed.

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EMBLEM TWIN LIGHTWEIGHT IS FLANKED BY ARRAY OF BICYCLES

STRIKING in its coat of carmine at the center front of the Emblem exhibit is the new Emblem three-speed twin, and this two-cylinder mediumweight model is flanked by others with single gear to right and left. The latter are finished in a neat drab with black striping, characteristic of the high quality of finish of all products of the Emblem Manufacturing Company. It goes without saying that Manager W. G. Schack is right on hand to oversee matters and to greet his host of friends in the cycle trades.

The rear of the exhibit is occupied by Emblem bicycles in an extensive assortment. Assisting Mr. Schack are J. F. Kitz, Designer John Glass and A. P. Strogonoff, the latter from Schenectady, N. Y.

SHOWING FLYWHEEL MAGNETOS

MAGNETOS incorporated in the flywheel are featured at the stand of the Quick Action Ignition Company, of South Bend, Ind. In these apparatus, the coils and other component parts are housed in the flywheel, while the current is taken off from a rotating contact-piece and stationary brush. Models for single, 50-degree twin, 180-degree and four-cylinder motors are shown.

In charge of the exhibit is Chief Engineer R. A. Oglesby, assisted by Sales Manager Dick Oglesby.

WEALTH OF ACCESSORIES

HIGH-CLASS accessories for motorcycles and bicycles are prominently displayed at the busy stand of the Motor Car Equipment Company, of New York. The line of tires shown includes the Kokomo and Electra for bicycles. Hand vises, pliers, socket wrenches, bells, leggings, bicycle rims and grips share the booth with Excelsior and De Luxe model bicycles. The Stoll tandem attachment is featured.

Manager Harry F. Schleininger is in charge of the booth, with the able assistance of Arthur Chapple.

MESINGER SADDLE MODELS

SPECIALLY finished in white leather with gold trademark is the Mesinger air-cushion saddle which occupies a prominent place on the wall of the H. & F. Mesinger Mfg. Co.'s exhibit. This saddle is adaptable to the 1917 models of Henderson, Indian, Harley-Davidson and other makes of motorcycle. Other saddles in the extensive Mesinger line, for both bicycles and motorcycles are shown in the main part of the stand, as well as tool bags.

Fred W. Mesinger oversees matters at this booth. President Henry Mesinger was on hand early in the week to meet trade friends.

NEW BEAN VULCANIZER

AT THE BOOTH of the Bean Tool & Sales Co., of Berea, O., is to be seen a most ingenious pocket vulcanizer, measuring 4½ inches long by 2¼ inches wide and 1 inch thick. The tube to be vulcanized is clamped by a spring device over the patch and a pad is then heated and locked in place on the tube. In addition to this new article, the well-known Bean chain tool, and valve tools are on display. The valve tool takes all valves up to 1¾ inches.

General Manager Roscoe Bean is in charge, assisted by C. S. Galbraith.

MARKET FORGE LINE

COMBINATION luggage carriers and stands for bicycles, as well as separate carriers and stands are being shown by L. I. Beckwith at the stand of the Market Forge Company, of Boston, Mass. There is also a motorcycle tandem attachment with spring cushion, and two of the firm's well-known delivery baskets.

SHOWING SUPERIOR SADDLES

UNDER the supervision of President H. A. Jackson are F. K. Pierce and H. G. Davidson at the stand of the Superior Metal Products Company, of Elyria, O. The line shown includes one or more of each model of Superior saddle for motorcycle and bicycle put out by the firm. A new model is the No. 6, specially designed for ladies' use. All are neatly arranged on the counter at the front where the best demonstration is possible.

SVENSGAARD ON THE JOB

PULLMAN sidecars are the feature of the Svensgaard exhibit, these cars being shown attached to several standard motorcycles. In addition there is a chassis to show the characteristic Pullman connections and other constructional details. Harry A. Svensgaard, president of the Harry A. Svensgaard Sales Corporation, of Detroit, Mich., presides at the exhibit with his usual cheery smile.

Of more than usual interest is the knock-down model of the Pullman in its casing ready for export.

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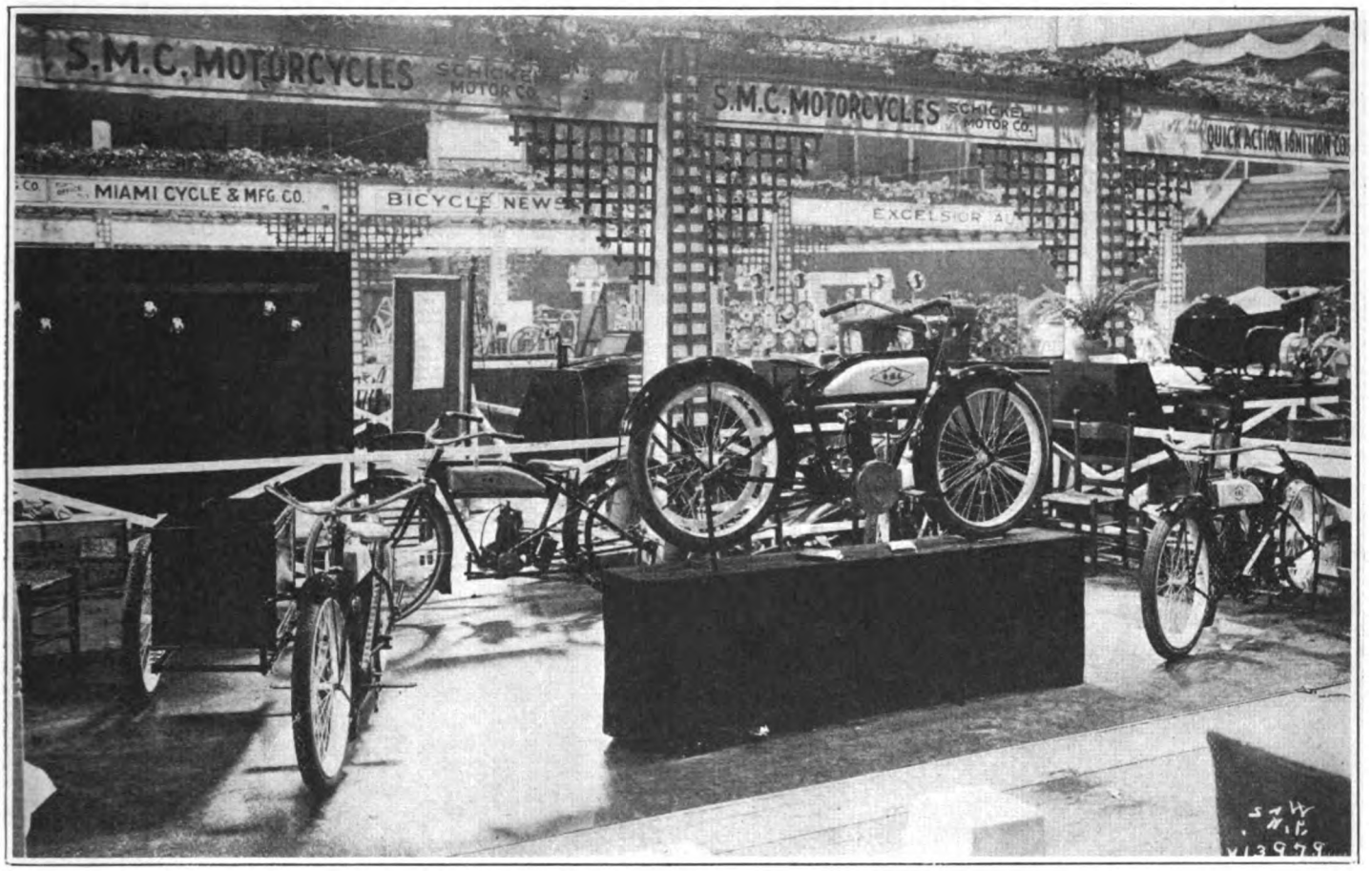
TWO-STROKE S. M. C. ATTRACTED STUDENTS OF LIGHTWEIGHT MOUNTS



TALKING two-strokes at the booth of the S. M. C. are President Norbert H. Schickel, Sales Manager L. A. Hopkins, M. E. Gale and Joseph Clapes. Treasurer Arthur J. Barzaghi is also on hand from the executive staff of the Stamford, Conn., company.

Five S. M. C. machines occupy the attractively-dressed space. These include the commercial van model with body complete, ready for the business man to drive off, a two-speed model in white and black, and two of the 26 by 2¼ inch tired white finished models. There is, in addition, a machine listing at $109, fitted with 28 by 1⅝ inch tires, the successor of the original Schickel lightweight two-stroke. The two-speed model has a hub gear.

BRONX RUN

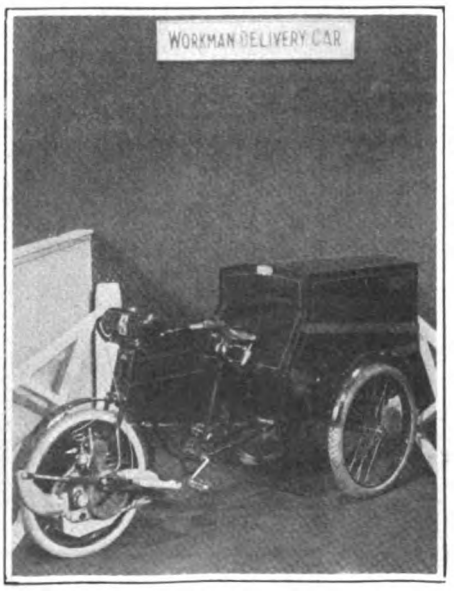
Berckhemer's Sociability Brings Out 125 Enthusiastic Participants

BRONX, N. Y., Dec. 3.—That the Metropolitan district can make an unqualified success of a motorcycle event "when the spirit moves" was demonstrated today when no less than 125 enthusiastic riders turned out to participate in the run conducted by Oliver Berckhemer, Bronx Indian dealer. The big party, including all makes of machines, and featured by the variety of passenger attachments—sidecars, tandems, rear-cars and side-by-side seats—left Berckhemer's headquarters at 8:30 a. m. and headed for Bridgeport, Conn., where the riders were due to check in at 10:45.

From Bridgeport the route led to Danbury, Conn., where the crowd arrived at noon. An hour was allowed for lunch, and at 1 p. m. the travelers headed for home, arriving back at Oliver's agency at 4:30 p. m., having covered 140 miles. Oliver drove an Indian-Cygnet combination throughout the run, with State F. A. M. Commissioner George Ellis and Mrs. Ellis as his passengers.

Following are the prize winners: Tony Gutter, Indian, a battery; Fred Saugaman, Indian, shoe and tube; T. Netiz, of Bridgeport, Indian, Weed backrest; J. Hazel, Indian, Mesinger, Air-Cushion saddle; J. Simons, Harley-Davidson sidecar combination, an F. N. tandem; E. Stern, Indian, a gold-plated Splitdorf spark plug; S. Heins, Excelsior, a handlebar watch; J. J. McGuire, Indian, a pair of goggles; T. Platzek, Harley-Davidson, Splitdorf spark plugs; J. M. Stark, Harley-Davidson, set of tire irons

WORKSMAN VAN



MAC JOINS WOOD

Former Cygnet Booster Will Manage Bronx Harley-Davidson Store

NEW YORK, Dec. 5.—E. C. MacDonald, who has recently been on the sales force of the Cygnet Rear Car Co., has severed that connection to take the managership of the new Bronx store of the Harley-Davidson Sales Co., the New York Harley-Davidson distributor.

MacDonald, who obtained a broad Harley-Davidson experience during the two years when he was connected with the Southern branch of that concern, will be in full charge of Wood's uptown branch, which is located at Webster avenue, corner 165th street. The new arrangement takes effect on Monday next, December 11.

NECHAMKIN VISITS R-S PLANT

BALTIMORE, Md.—S. Nechamkin, proprietor of the Baltimore Cycle Co., which handles the Reading-Standard in this territory, was a recent visitor to the Reading Standard factory, in Reading, Pa. Mr. Nechamkin received his 1917 R. S. demonstrator on November 21, and by way of giving it a thorough try-out he immediately started for the factory, accompanied by a tandem passenger.

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CLEVELAND STAND—ANOTHER CENTER OF INTEREST IN THE LIGHTWEIGHT

QUITE the feature at the stand of the Cleveland Motorcycle Manufacturing Company, of Cleveland, O., is the cut-away two-stroke Cleveland lightweight, shown with the parts moving as when on the road. Stand attendants, headed by General Manager C. A. Gilbert and Sales Representative C. W. Waughop, are actively engaged in pointing out the features of this make of machine and its performances. President H. G. Alexander, Treasurer W. D. B. Alexander and Secretary W. S. Quinlan are on hand to greet the flocks of visitors.

In addition to the cut-away Cleveland, a most attractive machine in copper and nickel occupies a prominent place railed off with chains. There are also Clevelands finished in the regular colors and in black and white. The new starter is shown fitted to a sectioned portion of the power plant. The tandem is attached to the axle to give a longer reach and at the same time does not interfere with the chain adjustment. The cushion is colored to match the new Harley-Davidson finish.

ROGERS AND F-N

Sidecars and Tandems Have New Features for 1917

SIDECARS and tandems, of Rogers and F-N make respectively, are shown at the stand of Irving Beck, of New York. Beck is Eastern distributor for both products. Also on hand to greet their many friends are President R. F. Rogers, of the Rogers Manufacturing Company, and President J. C. Sage of the Fentress-Newton Manufacturing Company, of Indianapolis, Ind.

The Rogers sidecars are shown in their special "tailor-made" forms to fit the 1917 Indian, Harley-Davidson and the Series 18-3 Excelsior. The Model M car, for these machines, has the three-ball joint connections and has a foot rail and extension axle as regular equipment. A Model H sidecar is also on view.

The F-N tandems are shown for Indian, Excelsior and Harley-Davidson, the latter having a special means of fitting. The seat is moved about three-quarters of an inch further forward to clear the electric lamp on that model and there is a special brace from the mudguard to eliminate rattle.

Where Irving Beck Displays Rogers Sidecars and F-N Products to Full Advantage

NATHAN SHOWS LEGGINGS

LEGGINGS, in both puttee and fabric models, and in shapes to suit the most critical, are being shown at the booth of the Nathan Mfg. & Novelty Co., of New York. Messrs. F. Nathan and L. Cohen are on hand to show the extensive line to visitors.

The puttee leggings displayed are in either dark or light color, while the fabric leggings are shown mostly in gray finish.

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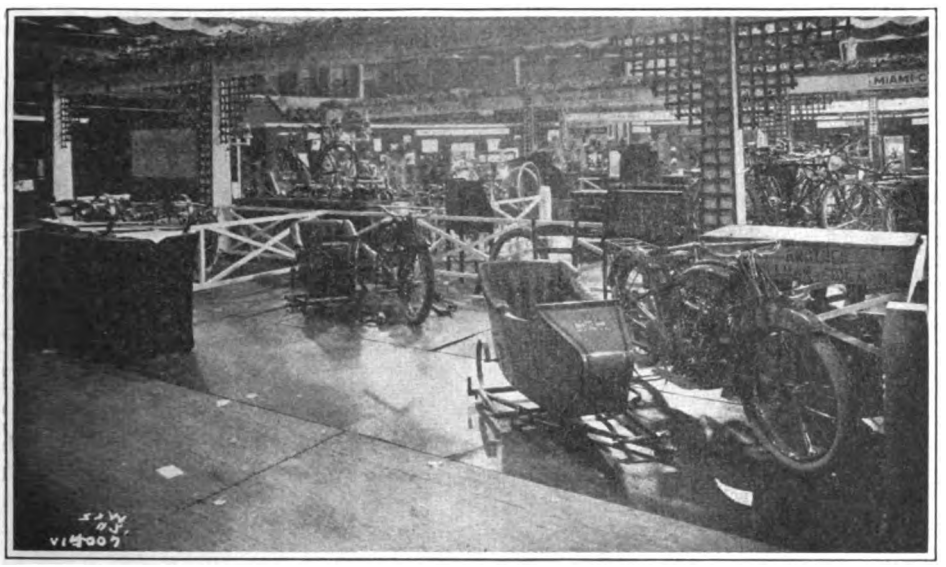


How the Harry Svensgaard Sales Corp. Displays the Comprehensive Line of Pullman Sidecars and Sidevans; the Box in the Rear Shows How the Pullman Sidecar Is Packed for Export

OGDEN HEADS CYGNET FORCE

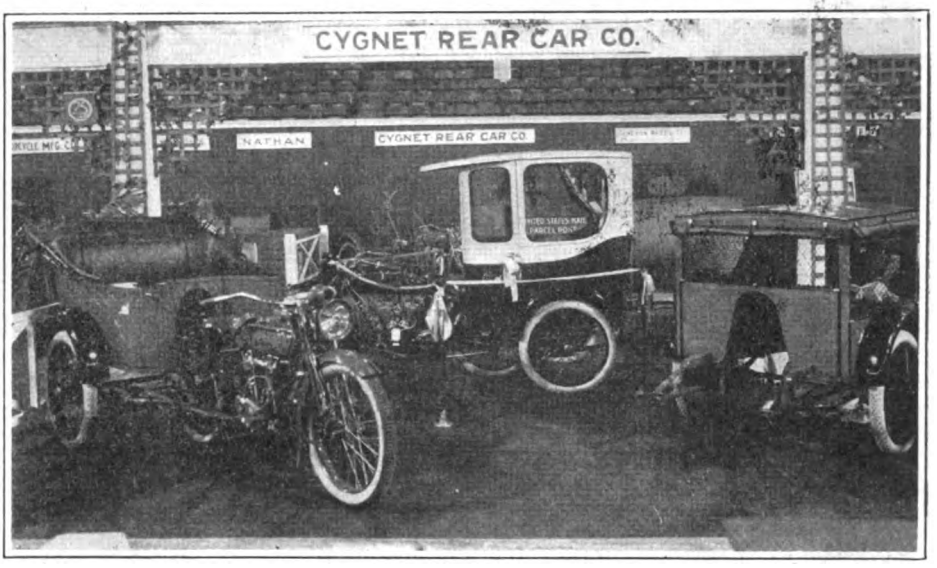
APART from the attraction of the new Cygnet military machine gun outfit, there are five models of the Rear Car to be seen at the stand of the Cygnet folks from Buffalo, N. Y. Sales Manager Leadley Ogden is the chief factory representative present, and he is ably assisted by E. C. MacDonald, as well as Wallace Stuart, of Baker, Murray & Imbrie, Inc., metropolitan Cygnet representatives.

In the main Cygnet exhibit, across from where the machine gun outfit is staged, is a limousine finished in red and gray, an open van with wire sides, a passenger Rear Car attached to a Harley-Davidson motorcycle, a U. S. mail van with top such as is used in Boston and a special closed van with top rail and front seat. There is a box body with folding top on another example at the booth.

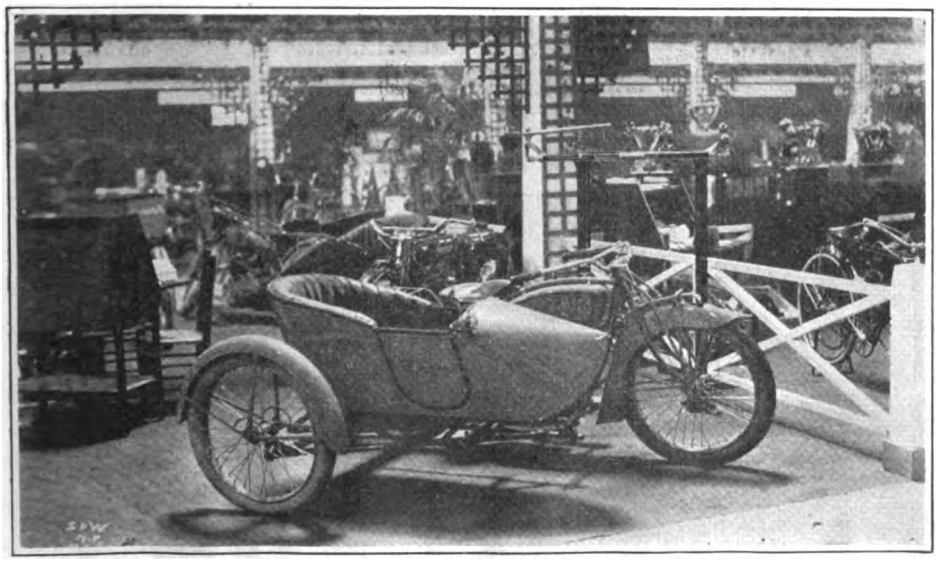
SHOWING FLXIBLE SIDECARS

UNDER the leadership of President Hugo H. Young, who is also the inventor of the sidecars shown, the Flxible Sidecar Company, of Loudonville, O., has a number of able representatives meeting all comers. The chiefs in this group are Clifford Coulter and E. J. Brennan, the latter being Eastern distributor for the Flxible.

Sidecars of this make are shown attached to and finished to correspond exactly with Indian and Harley-Davidson motorcycles. This of course by no means exhausts the list of machines to which the Flxible is adapted, for it can be fitted to any standard make. A military outfit, consisting of a Flxible and R-S combination, fresh from the Mexican border occupies a prominent place at the stand.



Here's the Attractive Cygnet Booth with the Cygnet Limousine De Luxe Which Electrifies the Show Visitors, Holding the Center of the Stage. A Cygnet Passenger Vehicle and a Commercial Type Flank the Limousine



The Members of the Flxible Sidecar Sales Force Keep This Demonstrating Model Swinging Like a Pendulum in Order to Demonstrate Its Flxible Construction

EMPHASIZE GREAT WESTERN RACERS

GREAT WESTERN bicycles under the three different name plates, which the Great Western folk have made famous, comprises the display of the Great Western Mfg. Co., of LaPorte, Ind. Special emphasis is being placed by Salesmanager C. A. Lonn, who is in charge of the display, on the racing models in the Crown, Adlake and America lines. Assisting Lonn is his brother, A. E. Lonn and Messrs. Leng, Winslow and Holland.

LING LOOKS FOR SPOKES

O. LING, who manages the export department for the Herbert F. L. Funke Co., Inc., is looking out for spokes as usual. Ling says that he could export five million spokes within the next few weeks if he could only get them, but only small shipments are available.

MARTIN DROPS IN

C. E. MARTIN, of Banker & Martin, Harley-Davidson exploiters at Plattsburgh, N. Y., steamed into the show "wide open" and made for the Harley-Davidson sanctuary, where he signed up for the coming season. Martin delivered 30 machines and 12 sidecars in 1916 and already has a half dozen of the new models roaming around. He easily expects to get rid of his quota of 50 machines during the coming year.

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PLENTY OF VARIETY IN THIS SEXTET OF BOOTHS

Upper Left, Solar Lamp Display of Badger Brass Manufacturing Company; Right, Frank Mossberg Company and Nathan Mfg. Company Booths. Center Left, Stoll Tandems Are Here Seen. Right, Accessories and Several Makes of Bicycle Comprise City Supply Company Offering. Lower Left, Majestic Saddles Are Attractively Arranged on Racks; Right, Flywheel Magnetos at Quick Action Ignition

READING SADDLES IN EIGHT MODELS

The Reading bicycle in eight different models is shown at the booth of the Reading Cycle Mfg. Co., of Reading, Pa. The leader is the Gent's Racer, listing at $50, and the prices taper down from this price to $25, which is asked for the Boy's Speeder Juvenile.

Keyser Fry, of the Reading factory, has been in attendance at the show throughout the week, and assisting him at the booth are W. L. Kerst, B. F. Frees, J. W. Strashaugh, Harry Adams and John Naregang.

SCHEBLER EXHIBIT GOES ASTRAY

George T. Briggs and B. E. Okay, who always do the Wheeler-Schebler Carburetor Co.'s honors, were quite naturally on hand at the Schebler booth. They were assisted by R. Weston Doeherty, New York representative.

Not even the loss of their express shipment of show material took the smile from Briggs' and Okay's countenances. The deficit in the material was partly made up by a supply from the New York branch. "Nothing new yet" came in answer to the question, and that there is deep significance in that word "yet" is never doubted.

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GENDRON JUVENILE AT $8.50

Something unheard of in the cycle trade heretofore made its bow at the booth of the Gendron Wheel Co., veteran bicycle makers, of Cleveland, O.

The newness is a juvenile bicycle, which sells at the phenomenally low price of $8.50, fitted with pneumatic tires.

The machine is made up in "velocipede" style; that is, the frame, unlike orthodox bicycle construction, is built up of two pieces of half round stock, forming a rigid truss, although to all appearance in its general outline the little bicycle looks like a regular juvenile.

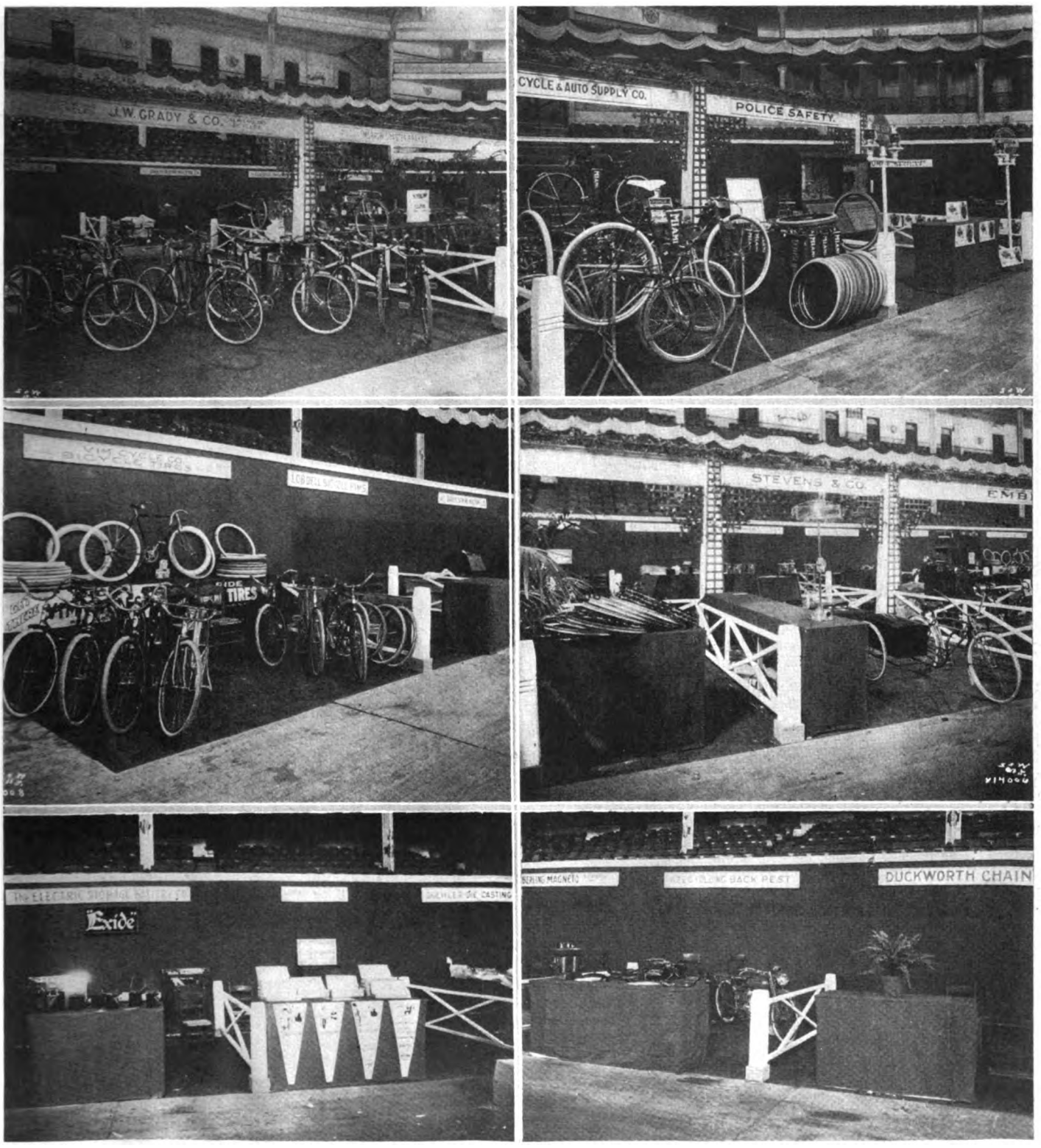
The Gendron display was filled out with a full line of wheels in every conceivable model and size, and the booth was in charge of G. H. Stenzel, eastern representative.

C. R. C. A. SHOW DISPLAY

Quite unexpected, and likewise unheard of in shows of yesteryear, was the exhibit staged by the Century Road Club Association. Sylvain Segal, Centurian, was in charge of the C. A. booth, and was assisted by W. M. Winguist, secretary.

The display of the association was replete with medals, cups, brassards and other cycling trophies.

BICYCLES AND A FEW ACCESSORY STANDS



Top Left, Display of J. W. Grady & Co., Featuring Red Wing Models; Right, Miami Models and Tires at Perlman Exhibit—Police Stand at Right. Center Left, Vim Line of Wheels and Sundries; Right, Rims and the Stevens Bike Sidecar; Below, Exide Batteries and Chainolene—Weed Back Rest and Duckworth Chain

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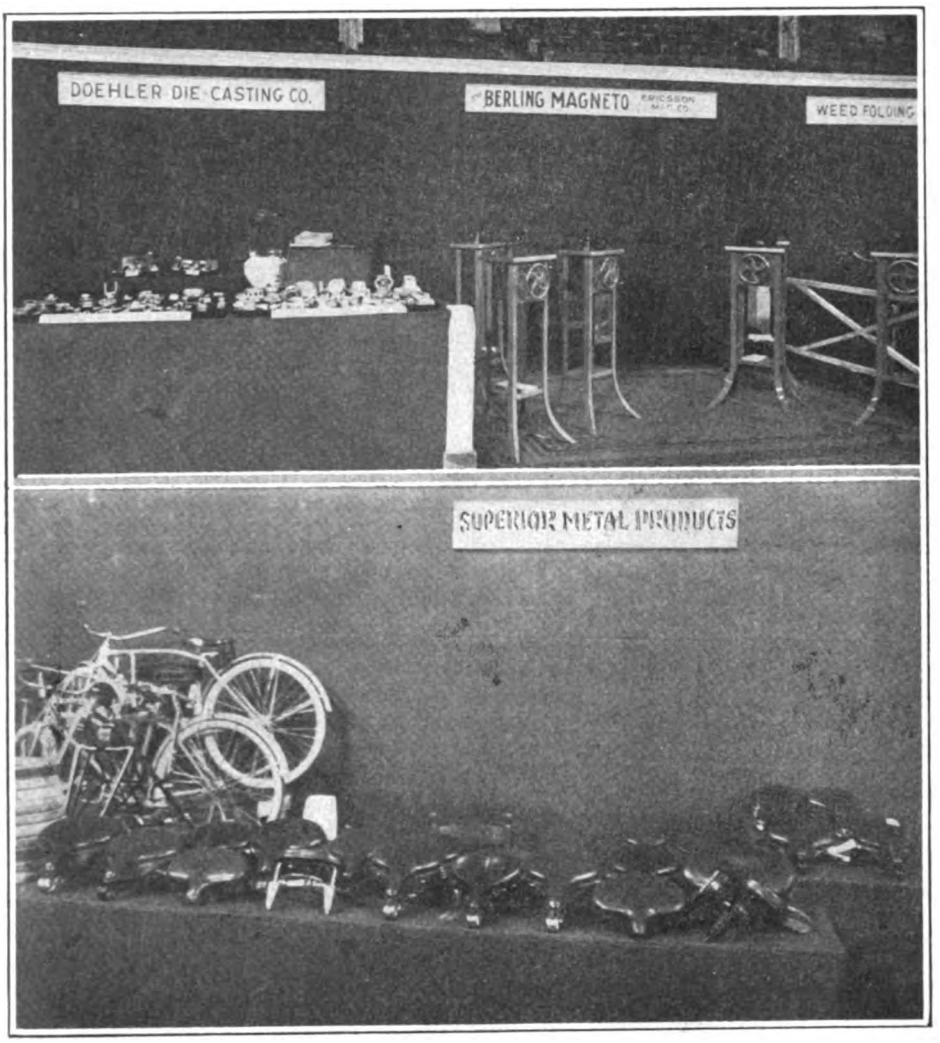
A TRIO OF INTERESTING SHOW BOOTHS



Top Picture, Products of Doehler Die Casting Company and Berling Magneto Display; Below, Line of Bicycle and Motorcycle Saddles Made by Superior Metal Products Co.

SOUVENIRS APLENTY FROM ECLIPSE

THE souvenir hunter finds his haven at the booth of the Eclipse Machine Co., of Elmira, N. Y. For the trade folk, the Eclipse boys have new 1917 diaries and pencils and for the kiddies and the more frivolous of the older folk the toy balloons which spread Eclipse fame from one end of the Garden to the other.

A. C. Rice, sales manager, presides at the booth, assisted by T. N. Biddle, H. P. Farming, G. S. Bush and W. M. Ingalls. President E. J. Dunn, General Manager J. C. Ferguson and L. S. Whittier are also at the show.

SHOWS DUCKWORTH CHAINS

GEORGE H. EMPSALL, assisted by a "silent salesman" in the shape of a full display of Duckworth chains in all their various types and sizes, did the honors at the booth of the Duckworth Chain & Mfg. Co., Springfield, Mass.

The Duckworth exhibit was set off by a trimming of potted ferns, which added greatly to the attractiveness of the booth.

WORKSMAN ARRIVES LATE

THE exhibit of Morris Worksman was one of the latest arrivals. Worksman came to the show with two special commercial outfits, one powered with a Dayton motorbike, which he exhibited under his own name, and the other with a Smith motor wheel, which was on display at the booth of the A. O. Smith Corp.

Worksman divided his time between his store, his own booth at the show, and the A. O. Smith booth, and left in charge at his booth M. Laurie, of his sales staff.

LENG'S BICYCLE EXHIBIT

A FULL line of Monarch bicycles, as well as Storm King and American Scout bicycles are shown by John S. Leng's Son & Co., of New York; bicycle sundries also form a big part of the display.

The bicycle line embraces men's and ladies' models, as well as juveniles, with emphasis placed on the racing machines.

Theodore C. Leng, Lafayette H. Kent, George Hees and R. H. Hance did the honors at the Leng booth.

Another Lineup of Dealers At the Show

BAKER, MURRAY & IMBRIE, INC., formerly the New York Sporting Goods Co., have signed numerous dealers for the Pierce bicycle in their territory. The following is a partial list of retailers who have signed for the Buffalo-made two-wheeler: Geo. Force, Jersey City; E. Lauriti, New York; Zeal Kraus, New York; Stern Bros., New York; I. Feinstein, New York; Baer Bros., New York; H. Sharp, New York; J. F. Blackman, Bronx, N. Y.; Parisian Cycle Co., Bronx, N. Y.; Iseman & Colletta, Bronx, N. Y.; Johnson, Estrick & Johnson, Bronx, N. Y.; M. Rappaport, Bronx, N. Y.; Kings Highway Electric Co., Brooklyn, N. Y.; E. R. Wagenorth, J. Collaiccio, Trotta Brothers, A. Freeman, Andrew Eckel, B. Slotnick, S. Slotnick, Victor Lind, J. Triebus, George Ashley, J. G. Felbinger, Ventrice Brothers, B. Robbins, S. Litman, George Lewis and Bob Brazenor, all of Brooklyn, N. Y.

Also H. R. Williams, Lancaster, Pa.; West End Electric Co., Harrisburg, Pa.; H. Platt, Hazelton, Pa.; L. Martin, Berwick, Pa.; John Rawlings, Scranton, Pa.; North Philadelphia Cycle Co., Philadelphia; Lit Brothers, Philadelphia; Harder Sporting Goods Co., Williamsport, Pa.; George Dengler, Reading, Pa., and C. W. Habecker, Lebanon, Pa.

FROM Providence, R. I., came Swenson, the Indian man, and he made his headquarters at the Hendee exhibit. If you did not know B. A. you would soon recognize him by his handshake if you had any hand left.

MR. AND MRS. M'GRAW, the Excelsiorites from Syracuse, were early visitors at the show. Mrs. McGraw was an interested visitor at the various stands, while her husband was attending to people at the Big X stand.

A. CRESCI, the Harley-Davidsonite from Vineland, N. J., was beaming with smiles. During the past season he sold 48 machines and 9 sidecars and at present he has orders for more than 15 machines for the new series. Cresci makes a specialty of selling his machines to the various city departments.

WILBUR RANKIN, formerly of the Decatur Motorcycle Shop, of Brooklyn, N. Y., was found at the Henderson exhibit. Rankin was well pleased with the amount of business he had done in the past and has now taken Charles Cloud in partnership with him. The new business is now located at 353 Sumpter street, where they handle the Henderson.

CLAYTON SANDRUCK, the veteran Excelsior representative from Baltimore, was at the Excelsior stand. He had sold more than 70 of the series 1917 and has just received his new model and has started on his new selling campaign.

THE Towner boys from Rochester, N. Y., breezed in, and are well satisfied with the Dayton and have signed for another year.

AT the Excelsior stopping place we discovered A. C. Longtin, of Elliott & Longtin, Watertown, N. Y., and Childs Bros., of Amsterdam, N. Y., both Excelsior boosters.

BIDDEFORD, Maine, and W. A. Clark were together at the show, because Clark is putting Biddeford on the motorcycle map and at the same time selling Harley-Davidsons.

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GARDEN SHOW SETS NEW RECORD FOR SPECTACULAR AND INSTRUCTIVE EXHIBITS

(Continued from page 11)

By way of still further emphasizing the extreme lightness of the full nickel finished Columbia racing model, the Westfield Mfg. Co. has rigged up in its booth a platform mounting a nickel plated spring balance which records the 20½ pound weight of the speed model in a most impressive manner. It serves to hold the attention of the crowd in a most satisfactory manner.

Corbin Vibrator

Something of the same sort has been done by the Corbin Screw Corp., which has rigged up a vibrating stand by way of demonstrating the steadiness of the Corbin-Brown speedometer road shocks and motor vibration regardless.

The folks passing the booth of the Great Western Mfg. Co., especially folks of the comfort loving variety, are tempted to spend a few minutes in the restful-looking settees set in between the large southern palms which adorn the booth. The palms work well into the color scheme adopted in the show decorations so that the Great Western booth stands out like a little oasis amid the other booths.

Novel Movie Show

The New Departure folk rely upon the extreme popularity of the "movies" to attract and hold the crowd at the New Departure exhibit. A very clever little moving picture machine has been rigged up in the booth and it not only points out to the spectator the various features of New Departure service, but it also makes plain before its cycle has been completed, the various mechanical features that have won for the New Departure brake, and other New Departure fitments, the enviable name they have made for themselves in the cycle trade.

Those who fail to stop at the historical booth and go over the models which record the progress which has been made in American bicycle construction right up from the beginning of cycling some thirty years ago to the present day, and the fifteen years of progress that have made the American motorcycle the reliable vehicle that it is today, are quite few and far between.

The bicycle display, which was supplied by the Westfield Mfg. Co., pioneer bicycle manufacturers of America, occupied four full booths. The historical motorcycle display, which was loaned by the various motorcycle manufacturers and which is very comprehensive, occupies an equal amount of space.

The Bluecoat's Exhibit

The smokers stop short and cast aside their cigars and cigarettes when the police department booth is reached. The two police officials on duty, however, are not there to correct the disorderly or even to impress them with their august presence. They are there for an altogether different purpose, and a most laudible one. That is to point out to the motorcycle and bicycle riders the benefits accrued from a strict adherance to the "safety first" policy at all times.

The characteristic green lighted street signs and a couple of set pieces behind glass and handsomely illuminated together with a complete line of picture cards and booklets, all bringing home to the observer the safety first idea, serve to make this booth more than ordinarily attractive.

Among the other pleasing displays is that of the H. & F. Mesinger Mfg. Co., in which the set piece is a full white leather saddle suitably mounted on a black plush background, and showing up every one of its many distinctive features. The Mesinger way of demonstrating the easy riding qualities of the air cushion saddle is also noteworthy. A special stand has been rigged up mounting two of the saddles so that the booth visitor can straddle them and try out for himself the feel of the Mesinger product.

Neverleak Booth

The Neverleak booth, that is the booth of the Buffalo Specialty Co., is made distinctive by a colossal tube of the now famous tire fluid set up in lieu of a corner post. The tube stands some ten feet high and can be seen from all parts of the show floor.

Serving as an interest holder at the booth of the Flxible sidecar is a Reading-Standard - Flxible sidecar combination which has just come from the border. While the machine shows that it has had hard usage, as is pointed out by the booth attendants, it has lived through the ordeal and from a mechanical point is as good as the day it left the factories.

Some Attractive Ones

Among the other attractive booths is that of the Eclipse Machine Co., which is set off with ferns, Eclipse pennants and black and gold plush hangings in a most attractive manner; the Okay motor booth, which includes a full white enameled model mounted on a scale in a gold frame and lighted up to make plain not only its light weight, but also its compactness and simplicity; the Thor booth, which is made distinctive by the use of a handsome flashing electric sign calling the attention of the passerby to the pleasures that come of motorcycling; and the booth of the Century Road Club Association, which is just "chock" full of cups, medals, brassards and other cycling trophies as well as with members of this now famous bicycle organization who are just flowing over with cycling enthusiasm.

Dutch Girl Again

No cycle show is complete without a Dutch girl, and that little lady is there in person at the booth of Van Cleef Brothers. As was the case at Chicago, the Dutch idea, significant of the Van Cleef brand name is carried out throughout the whole exhibit, the color scheme being orange and blue, the Dutch national flower, the tulip, being present in abundance.

EASY FOR THE R-S

A Shale-Strewn Grade Offers Little Difficulty to the Powerful Brown Twin

LUCKY NYMPHS!

Ogden Sells Cygnet Limousine to Show Manager

EARLY on Tuesday morning Leadley Ogden, of the Cygnet, closed a deal at the show of which he is mighty proud.

He sold a Cygnet limousine DeLuxe model to Charles T. Earl, a theatrical man, who is traveling the country with a company of "diving Nymphs." The Cygnet outfit will be drawn by an Indian Powerplus machine, which was also sold from the show floor, and will be used for advertising as well as utilitarian purposes.

It is Earl's intention to furnish the machine with a uniformed chauffeur and to provide a life-size cutout picture of it for advertising purposes in the lobbies of the theatre. It will also be featured in the show advertising which, as Ogden points out, cannot fail to prove of benefit to the show at large.

DEALER STAGES RACES

Providence Booster Attracts Enthusiastic Field for Two Road Events

PROVIDENCE, R. I., Dec. 3.—The bicycle races arranged by John Montecalvo, a dealer at 129 Spruce street, for Thanksgiving Day, were not held until Saturday because of rain. There were about 20 entries in each event and some really good racing was shown. The course lay over an ordinary road built of macadam and was in good condition.

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PERSONS INCORPORATES CYCLE CO.

Worcester Manufacturer Forms Silvertown Cycle Mfg. Co. with $500,000 Capital—Deliveries Within 60 Days

WORCESTER, Mass., Dec. 6.—With the incorporation of the Silvertown Cycle Mfg. Co., under Massachusetts laws, and with an authorized capitalization of $500,000, it came to light that Charles A. Persons is back in the bicycle manufacturing business.

The Silvertown company has already secured space in the Bradley building in this city, and will be in a position within the next 60 days to supply a comprehensive line of both high and medium priced bicycles to the trade.

Associated with Persons in his newest venture are several prominent Worcester manufacturers and Boston bankers, whose names, however, will not be disclosed at the present time.

When seen in connection with the matter Persons pointed out that before incorporating—in fact, before mentioning the matter at all to folks in the trade—the parties interested had gone ahead and purchased sufficient material for the production of 20,000 bicycles, and had secured a well-equipped plant for manufacturing purposes, so that the new concern enters the market in the enviable position of being able to make deliveries right from the start.

As for the details of the bicycles which the Silvertown company will manufacture but little is forthcoming. It is stated, however, that among other things a full nickel finished line will characterize the new company's offerings.

JUST ABOUT DEALERS

F. W. SANDRUCK, JR., the Hendersonite from Baltimore, Md., was flitting around with a smile of satisfaction on his face. F. W., Jr., is a new dealer in the Sandruck family of motorcycle dealers. To date he has orders for more than 17 of the new model Henderson.

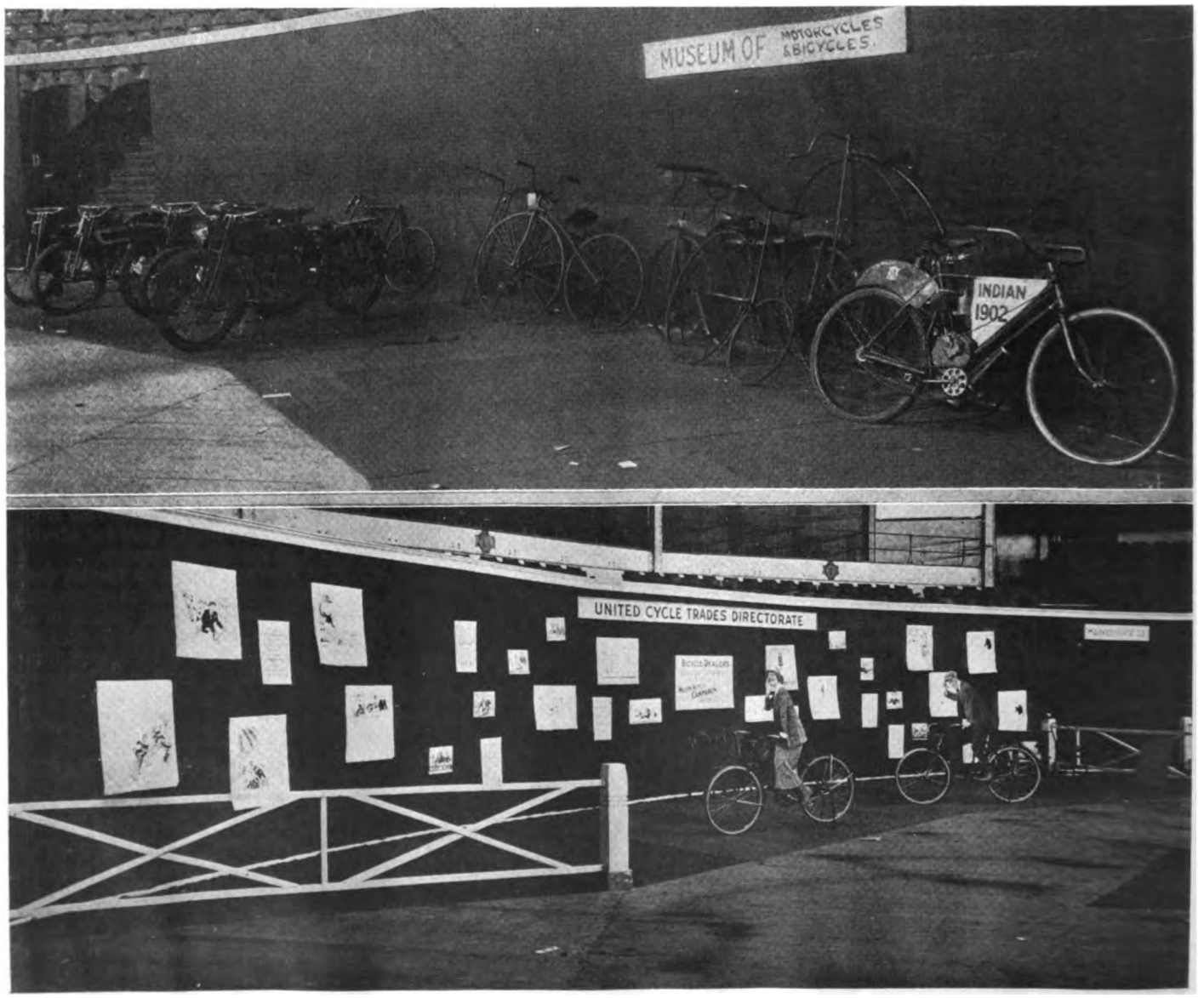
A GATHERING OF bicycle speed boys loomed up in the shape of the Spencer Brothers from the land of the Maple Leaf, Dupuy the Frenchman and Hans Ohr: from San Francisco.

FORD WAS THERE. Not our friend Henry, but just plain W. A. who looks like real money from White Plains, N. Y. W. A. handles the Harley-Davidson and many of them.

FROM WAY UP NORTH, from Portland, Maine, H. G. Adams, the Cleveland and Henderson delegate, dropped in. It's cold up there, says Adams, but not cold enough to chill next season's bright outlook.

MEYER AFFRON let drop that he was trying to devise some schemes whereby he could sell more Harley-Davidsons at Kingston, N. Y. He was immediately ushered in to the "Most Innermost" and E. J. Mueller did some devising for him.

A COUPLE OF INSTRUCTIVE DISPLAYS AT THE GARDEN



The Museum of Motorcycles and Bicycles and the United Cycle Trades Directorate Booths Are Both Popular

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MORE AD SUGGESTIONS FOR DEALERS

A Couple of "Ready-Made" Newspaper Ads Covering Both the Commercial and Pleasure Fields For the Dealer Who Has Not Time to Devote to Copy Preparation

Dollar Saving Tips for Merchants

YOUR Customer, Mrs. Brown, lives *miles* away. She *always* wants some article, and wants it *immediately*

You cannot give her the service she demands with either horse or auto delivery. One's too *slow* and the other's too *costly*.

But Mrs. Brown buys the "fancy" stuff with the "wholesome" profit. You would *like* to serve her but—

Every merchant has reluctantly lost customers of Mrs. Brown's type. But you can *hold her trade* and her good will alike. *How?* Mail or phone a request for a demonstration of the merits of the

"*Best*" Motorcycle

Dealer's Name, Address and Phone Number

FOLLOWING up the quartet of advertising suggestions which were published a couple of weeks ago and still further emphasizing the fact that **Motor Cycle Illustrated** is willing to go a step more than half way in extending the helping hand of real service to the motorcycle dealer, we offer on this page two more newspaper ad suggestions which cannot fail of proving helpful to the dealer who has neither the time nor the necessary training to prepare the sort of ad copy that nets results in the shape of increased sales.

As was explained last time, the matter is prepared to cover any make of motorcycle; to stir up interest in the motorcycle itself and not in any particular make. It is distinctly up to the dealer making use of the ads to hook them into the make of motorcycle which he is selling by substituting the name of his machine for the general name "BEST" which we have used for obvious reasons; also by the use of a small cut of the make of machine he handles if possible.

The ads are a continuation of the two series—one bearing on the commercial motorcycle and the other on the pleasure mount—which were started with the last suggestions and it is suggested that they be run in consecutive issues of the daily or weekly paper which carries your ad. Run this way, they cannot fail of bringing in maximum results.

Don't forget that we stand ready to supply you with an electrotype of any of these ads, properly mortised for the reception of the reading matter you need to hook the ads into your own proposition—name of your machine; your name, address and phone number, etc. We supply you with these electros at cost price plus the necessary postage. Address, Service Department, **Motor Cycle Illustrated**, 21 Park Row, New York City.

The ads are made up to fit single column measure and are about eight inches deep; a size that is sufficient to give a good punch without, however, costing a great deal to run. There is not a reason in the world, however, why the same idea cannot be expressed in a two column ad at about half the depth if the dealer prefers that space to the single column measure. In that case, when you write our Service Department, simply ask for an electro of the little picture you desire, and not the whole ad.

Take a Friend with You on Your Trip

MAN is normally a *sociable* animal. He craves companionship. But he does not need a costly auto to carry a friend or two with him on his motoring trips.

A motorcycle with *sidecar* fills the bill. It will give him *double* the fun at *half* the expense of the four-wheeler.

Yes, the motorcycle's a *family* vehicle. Thousands of families are proving that. *Maximum* fun, *minimum* cost; that's the motorcycle idea.

Drop in and let us explain how the motorcycle will fit into *your* family circle. We are *proud* to demonstrate the 1917

"*Best*" Motorcycle

Dealer's Name, Address and Phone Number

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ARMY ASKS FOR $62,000 FOR MOTORCYCLES

War Department Makes Request for Funds from Congress—Bids Asked on 200 Machines in Addition to 78 for Engineering Corps

WASHINGTON, Dec. 5.—The strongest recognition that has yet come for the motorcycle from the Government came through today in the shape of a request from the War Department to Congress for $620,000 for the purchase of armored motorcycles for army use.

Coincident with the request for funds from Congress, comes a request for bids on from one to two hundred twin, two or three speed machines fitted with tandem attachments issued by the Quartermaster's Department in New York.

It is stated also that the appropriation is intended to cover 78 machines for the engineering corps in addition to the 200 machines embraced in the request for bids, and a large number of motorcycles for use by the signal corps.

The request for bids for the 200 motorcycles cover the following equipment: Prest-O-Lite outfit including head light, tail light, gas tank and necessary copper tubing; warning signals; oil lamps; speedometers and sets of spare parts embracing spark plugs, valves spare tubes and valve stems, tools, pump and oil cans. The specified finish is olive drab.

The bids close on Friday (tomorrow) Dec. 8, and the time of delivery must be stated in the bids. The bids are to hold good until June 30, 1917.

BICYCLE MAKERS MEET

Weighty Matters Discussed at Hotel Astor Gathering

NEW YORK, Dec. 6.—The Bicycle Manufacturers' Association met over the luncheon table at the Hotel Astor this afternoon and indulged in a lengthy discussion of some very important phases of the bicycle trade conditions. Some matters of weight were put through which, however, in the decision of the association members, it would be highly inadvisable to give publicity to at this time.

It was decided the next meeting would be held at the Secor, Toledo, O., on Tuesday, January 16th.

Those present at the meeting were: Charles Lonn, Great Western Mfg. Co.; W. G. Schack, Emblem Mfg. Co.; Keyser Fry, Reading Cycle & Mfg. Co.; J. P. Fogarty, Westfield Mfg. Co.; H. M. Huffman, Davis Sewing Machine Co.; Fred Brown, Pierce Cycle Co.; W. J. Ash and C. R. Miller, of the Miami Cycle & Mfg. Co.; Pete O'Horo, Excelsior Cycle Co., and Col. George Pope, executive secretary of the association.

R. F. D. SITUATION

Department Forces Rural Carriers to Give Up Cycle Agencies

MILWAUKEE, Wis., Dec. 2.—That the Rural Free Delivery situation has taken another twist comes from the Harley-Davidson Motor Co.

It seems that several of their dealers in the rural districts, who also handle a mail route, have been forced to give up the motorcycle agency under the penalty of losing the mail route.

Post office inspectors the country over are warning motorcycle dealers handling the R. F. D. routes that one or the other of the separate lines must be given up and the Harley-Davidson folk point out that with the present Postmaster General in office, and he doubtless will remain for another four years, there is absolutely no relief in sight.

Postmaster General Burleson has always been antagonistic to the motorcycle, having first limited its use on the R. R. D. routes and finally brought things to a point where its use is all but prohibited. This latest course taken by the department is right in line with the policy that has been pursued with reference to the motorcycle since a year ago last June.

TRIANGLE RUN AWARDS

PROVIDENCE, R. I., Dec. 4.—B. A. Swenson, the Indian Motorcycle man, has been distributing prizes the past week to those who participated in the annual Triangle run to Boston and Worcester in October. The prize is a watch fob, bearing a beautiful charm of an original design, while the name of the winner is engraved on the rear.

GOLDSMITH IS DAYTON CHIEF ENGINEER

Former Automobile Designer to Oversee Construction of Dayton Products; Long Experience in Motor Vehicle Industry

DAYTON, O.—F. C. Goldsmith, formerly efficiency engineer for the Haynes Automobile Company, has resigned to accept the position of chief engineer for the Davis Sewing Machine Company, maker of Dayton bicycles and motorcycles.

F. C. Goldsmith

Mr. Goldsmith is a graduate of Purdue University, Lafayette, Ind., and was for several seasons instructor in machine design at that institution. He has been connected with experimental work with automobiles and starting and lighting equipment, as well as the designing end, and has had a fund of experience which fits him ideally for his new post.

Mr. Goldsmith has already added Joe Powers, formerly chief draughtsman for the Haynes company, to his highly efficient staff.

EMPIRE REORGANIZATION

Trenton Tire Firm Changes Name and Recapitalizes

TRENTON, N. J., Dec. 6.—The Empire Rubber & Tire Co., maker of Empire tires, has reorganized under the name of Empire Tire & Rubber Corp., under the laws of New Jersey, and with an authorized capitalization of $6,000,000. The stock is divided as follows: $1,500,000 cumulative seven per cent preferred of $100 par value, and $4,500,000 of common at $10 par value: all of the preferred stock is to be issued, but only $3,000,000 of the common will be offered at the present time.

The entire issue has been underwritten by a syndicate formed for the purpose, and is being offered at the present time to investors through reputable New York brokerage concerns.

ARTLEY SCORES AGAIN

Wins Bakersfield Hill-Climb on Indian; Tice, on H-D in Second Place

LOS ANGELES, Dec. 4.—A good-sized crowd of riders from this city and vicinity attended the hill-climb at Bakersfield yesterday. There was much talent on hand, and spectacular ascents were the order of the day.

Roy Artley, mounting a 1917 Powerplus Indian, went up the 800-foot, 55 per cent grade in 21⅘ seconds, thus making the best time of the day. Ed. Tice, astride a Harley-Davidson, was in second place, his time being 23½ seconds. J. Parks, using a Henderson, made the climb in 27¼ seconds.

HARE AND HOUNDS CHASE

DENVER, Colo., Dec. 4.—One of the main events on the Thanksgiving Day sports program in Colorado Springs, Colo., was a hare and hound chase for motorcycle riders. The event was run over a course starting at the Nevada avenue bridge, in Colorado Springs, taking the Canon City road to Little Fountain and then back to the city limits of Colorado Springs, a distance of 45 miles.

RACE AT STOCK FAIR

DENVER, Colo., Dec. 4.—On the last day of the Stock Show that is to be held in Grand Junction, Colo., December 6 and 7, a 10-mile motorcycle race at the fair grounds will be the main sporting event of the day.

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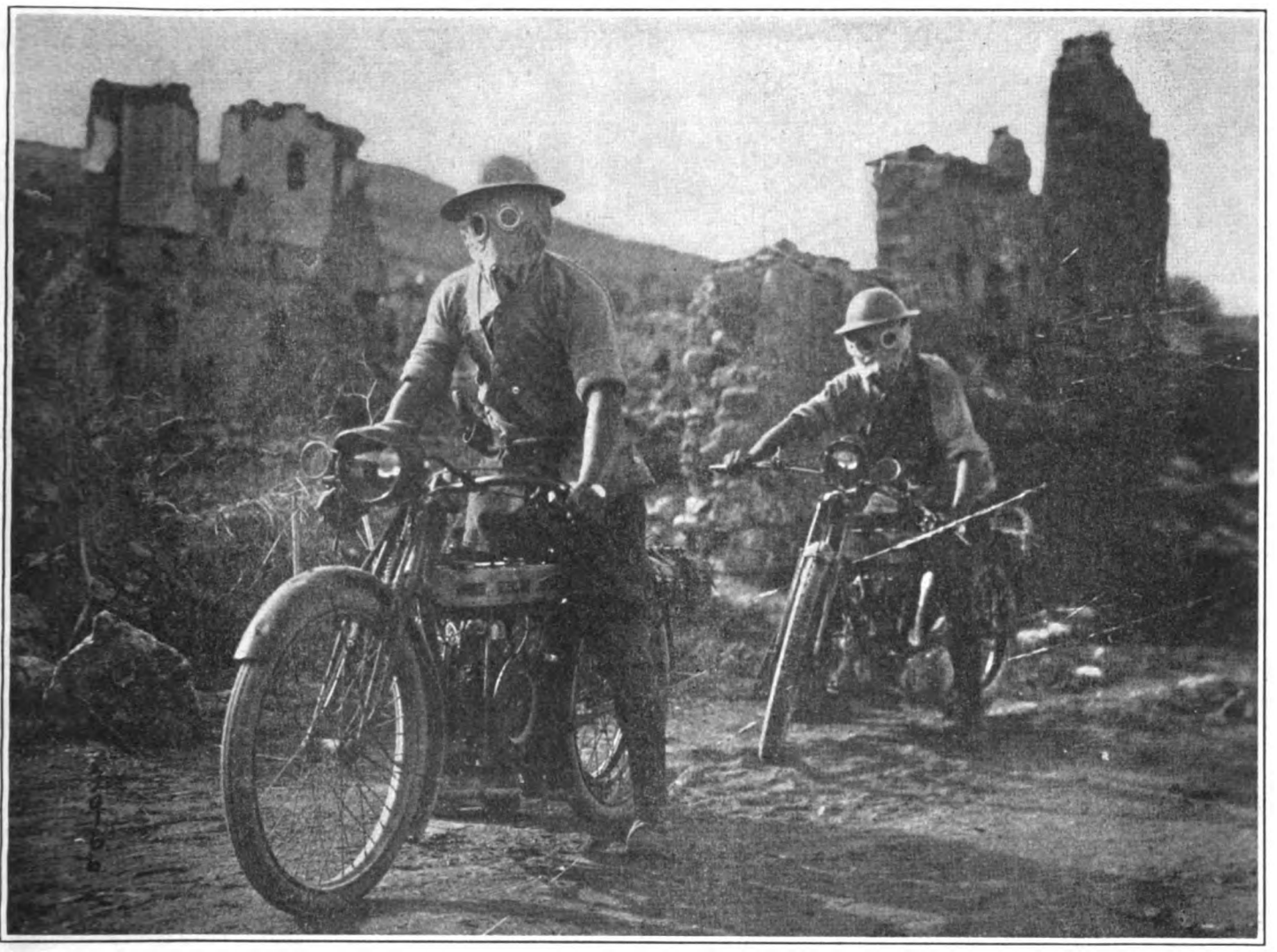
HOW GAS MASKS ARE UTILIZED BY DISPATCH RIDERS IN FRANCE



This Remarkable Photo Shows Two Motorcycle Couriers Attached to the English Forces in Northern France; They Are Often Called Upon to Carry Their Precious Messages Through "Gas Zones," Hence the Weird-Looking Masks

DAVIS TRAVELER

Rosenfield Joins Dayton Staff to Cover Illinois and Indiana

W. S. ROSENFIELD, of Chicago, Ill., is the latest addition to the traveling salesmen for the Davis Sewing Machine Co. Mr. Rosenfield is covering Illinois and Indiana, closing agencies on the Dayton Motor Bicycle and Motorcycle. He reports to the factory that Dayton dealers everywhere are enthusiastic over the prospects for the coming season, both with Dayton Bicycles and with the new line of Dayton Motor Bicycles.

Prompt deliveries are especially pleasing to the Dayton dealers, and many of them find considerable Christmas business in sight already. Mr. Rosenfield was formerly with the A. O. Smith Co.

GROSSMAN DETAILS

How New $320,000 Stock Issue of Brooklyn Concern Is Divided

BROOKLYN, N. Y.—In connection with the reorganization of the Emil Grossman Manufacturing Corporation, with a capitalization of $320,000, M. L. Schwartz, vice-president, points out that 10,000 shares of common stock of no par value have been issued.

As for the rest of it, the capital stock is divided as follows: 1,500 shares of first preferred at a par value of $100 per share and 1,600 shares of second preferred also at a par value of $100 per share.

Emil Grossman remains as president and general manager and L. M. Schwartz becomes vice-president; C. L. Hemple, secretary, and Harman August, treasurer.

TRUMBULL WITH S. K. F.

HARTFORD, Conn., Dec. 2.—Horace N. Trumbull has been appointed advertising manager of the S. K. F. Ball Bearing Company of this city. Trumbull has long been identified with the motor industry and knows the parts business from A to Z.

BERLING JOINS M. & A. M.

NEW YORK, Dec. 2.—The Ericsson Manufacturing Company, makers of Berling magnetos, has joined the Motor and Accessories Manufacturers' Association. The association, which is made up of folk making parts and accessories for automobiles, embraces in its membership a number of folk who are also closely identified with the motorcycle trade.

WINDOW PICTORIALS

Latest Aids from Harley-Davidson to Draw Attention to Sales Windows

MILWAUKEE, Wis., Dec. 2.—The wonderful double transcontinental trip of the Los Angeles cripple, Alfred Le Roy, who although handicapped by the loss of both legs and his left arm encounters little difficulty in piloting his Harley-Davidson sidecar combination, at the spectacular dash of R. L. Bishop and S. C. Hamilton from Pittsburgh to Shadow Lawn with an invitation for President Wilson, both of them likewise on Harley-Davidson machines, are featured in the two window pictorials gotten out this week by the Harley-Davidson Motor Co.

These pictorials are supplied for use in their show windows to Harley-Davidson dealers the country over, new pictures being issued on a regular basis.

MOTORCYCLIST GETS DAMAGES

PROVIDENCE, R. I., Dec. 5.—Peter Mounier, Central Falls, has been awarded a verdict of $1,100 against Charles E. Bassett, an automobile owner. Mr. Mounier, a motorcyclist, claimed damages as the result of a collision between the two machines in which Mounier was injured.

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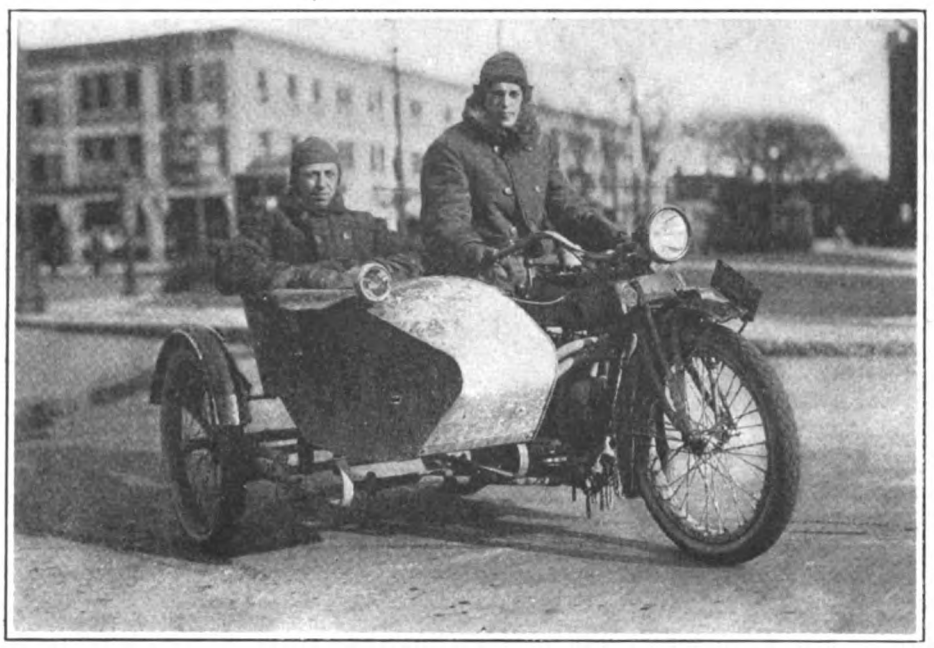
AMATEUR SIDECAR RECORD GOES UP

Messrs. Buck and Pasmore Drive Indian Combination from Springfield, Mass., to Montreal. 584 Miles, in 24 Hours, Thus Beating Recent New Jersey Record—Bad Weather Throughout



Buck and Pasmore Leaving Springfield, Mass., at Start of Trip. Buck Is Driving

WARREN, Mass., Dec. 5.—Using a 1917 Indian Powerplus and sidecar Edgar H. Buck, of Warren, Mass., with Howard S. Pasmore, of Mt. Vernon, N. Y., as passenger and observer, established a new 24-hour road record in a run starting in Springfield, Mass., at 6 p. m. November 28, and ending in Montreal at 5:45 the following evening.

The event was an F. A. M. sanctioned ride, and beats the amateur record established two weeks ago by 39 miles. The run made by Buck and Pasmore was naturally over a straightaway road, the former record having been made over a circuit which the riders rounded approximately four times. Buck's actual running time was 19 hours and 27 minutes, and the distance covered was 584 miles.

Through Adirondacks

The run was made through the Adirondack mountains and over roads covered with ice or mud, the mud being so deep in some places that it was necessary for the driver to get off and steer while the observer climbed out of the sidecar and pushed. Neither man had previous experience in an endurance run of this nature, so neither was properly equipped for the hardships of the trip. They had no protection for their faces, not even being supplied with goggles, the result being that when they struck the sleet and snow storms they suffered intensely from cold. Previous to this run Buck had not driven a sidecar more than 500 miles all told, and Pasmore was almost a total stranger to sidecars.

The riders started from the Hendee plant in Springfield at 6 o'clock on the evening of Tuesday, November 28. At first the running was not bad, except for the traffic they were obliged to go through. When they reached New Haven it began to mist and as they pulled into Bridgeport the mist turned to a steady rain. From that time forth they were confronted by a continuous stretch of wet and slippery roads, and by a rain which made it extremely difficult for them to see where they were going. There was no moonlight whatever, and during the next day there was little sunlight, the sun actually shining for only nine minutes during the entire run.

Heading Northward

At Mt. Vernon, where they arrived at 10:20 p. m., they stopped at Pasmore's home for a lunch, but being nearly two hours ahead of their schedule, the lunch was not ready and they lost 40 minutes before being able to get under way again. From Mt. Vernon to Peekskill they were obliged to run frequently on second or low gear, the roads being muddy and greasy, with frequent hills. Just outside Poughkeepsie they struck one of the worst stretches of road they found anywhere on the trip, the mud being deep and sticky and the road closely resembling a plowed field after a storm. In Poughkeepsie they lost time hunting for gasoline, being obliged to try three garages before finding a man awake.

After leaving Poughkeepsie they began to experience the real hardships of the run. The weather turned colder and the rain began to freeze on their legs, while the roads became more and more slippery. At Albany they spent 35 minutes taking on gasoline and drinking a couple of cups of hot coffee, the latter proving its worth during the run from Albany to Schenectady.

How Time Was Lost

Approaching Saratoga they found the roads entirely coated with ice, a condition which made it necessary for them to almost stop when turning a righthand corner. Another cup of coffee, taken in Saratoga, cost them 18 minutes. In Glens Falls they made an attempt to buy rubber shoes and trousers, but could find no stores open. They succeeded in making the purchases in Lake George Village, where they also took on more gasoline. Making the purchases, and changing to heavy woollen socks, with newspapers wrapped about their legs under the rubber trousers, cost them 35 minutes more. In Elizabethtown, where the sun deigned to shine on them for nine minutes, they lost 25 minutes more in hunting for a garage in order to replenish their gasoline tank.

From Lake George they began the climb up the Adirondacks through roads covered with snow and ice, much of the running being done on second or low gear. Near Keene they struck an especially bad stretch of ice and snow, which stayed with them until they reached Keeseville. From the latter place to Plattsburg they found

(Continued on page 42)

A Sample of the Roads Traversed by Buck and Pasmore

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100 GIRLS OF DAVIS WELFARE CLUB AT THANKSGIVING DINNER

DAYTON, Ohio.—One hundred girl employes of the Davis Sewing Machine Company, who are members of the Welfare Club at the factory, participated in a turkey dinner on Thanksgiving Day in the dining room at the plant. The club was formed about a year ago and has been highly successful in promoting the welfare of the girl workers, chiefly along social and recreational lines.

The Davis company has furnished the Welfare Club with a dining room and equipment, but otherwise the girls have made their organization self-supporting. They now have a neat balance in their treasury, although a piano was recently purchased.

TO STOP SPEEDING

Denver Police Chief Proposes Mile Per Hour Fine as Remedy

DENVER, Colo., Dec. 2.—Owing to increase in violations of the speed limit by motor vehicle drivers, Police Chief Armstrong is advocating an increased fine as an adequate remedy. This fine will be $5 per mile hour over the speed limit.

"This would make fast driving costly," says the Chief, "and the faster the more expensive. It would take the sportiveness out of speeding by those inclined to disregard the rights of others. Only heavy fines that will cripple the pocketbook will be effective."

MILLER VAN SATISFIES

DENVER, Colo., Dec. 2.—The Miller Rubber Company, 1633 Broadway, this city, is getting good service out of an Indian motorcycle and van. The motorcycle is in use by the service department of the concern. The van is built in a round shape in order to better carry tires. The van is painted red to match the motorcycle and on it in gold letters is the name of the rubber company.

GOOD SEASON IN DENVER

DENVER, Colo., Dec. 2.—Business at the different motorcycle stores in this city continues good. The month that has just passed has been a good one for the dealers in spite of the fact that something like four snow storms and some cold weather visited Denver and vicinity in November. The new models have been at the different stores long enough now to make it possible for quite a number of prospects to inspect them and become acquainted with them.

TURKEY SHOOT

Three Pueblo Riders Win Five Birds in Vineland Contest

PUEBLO, Colo., Nov. 27.—Five fat turkeys were won by three Pueblo motorcyclists yesterday at Vineland, Colo., in a turkey shoot staged by Floyd Huntsacker, himself an ardent motorcycle enthusiast. The winners were Clarence Studzinski, three turkeys; O. N. Johnson, Excelsior agent, one turkey, and Damon Royce, one.

Others who rode out on their motorcycles and took part in the contest were: Henry Smith, Bernard Chasteen, Fred Engstrom, William Brommer and V. C. Springer. All belong to the Pueblo Rifle Club, recently organized, and attribute their success to proficiency in marksmanship attained thereby.

PRIZE WINNING BOWLERS

MILWAUKEE, Wis.—Messrs. Fitzgibbon, Viebrink, Stelzner and Zetterlund walked off with four turkeys put up by Walter Davidson for the best showing during Thanksgiving week by members of the Harley-Davidson bowling league.

One of the birds went to the winner on each of the three alleys and the other went to the bowler making the greatest increase in his average.

INDIAN FACTORY GUNNER BAGS A FINE BUCK

SPRINGFIELD, Mass.—Eugene Madden, chief of the Hendee drafting staff, took a day off during the short deer-hunting season in Massachusetts and brought home a 250-pound buck to prove his prowess as a nimrod. Mr. Madden made the trip into the woods, a distance of 60 miles, with his Indian motorcycle and sidecar, and used the latter to transport his deer home.

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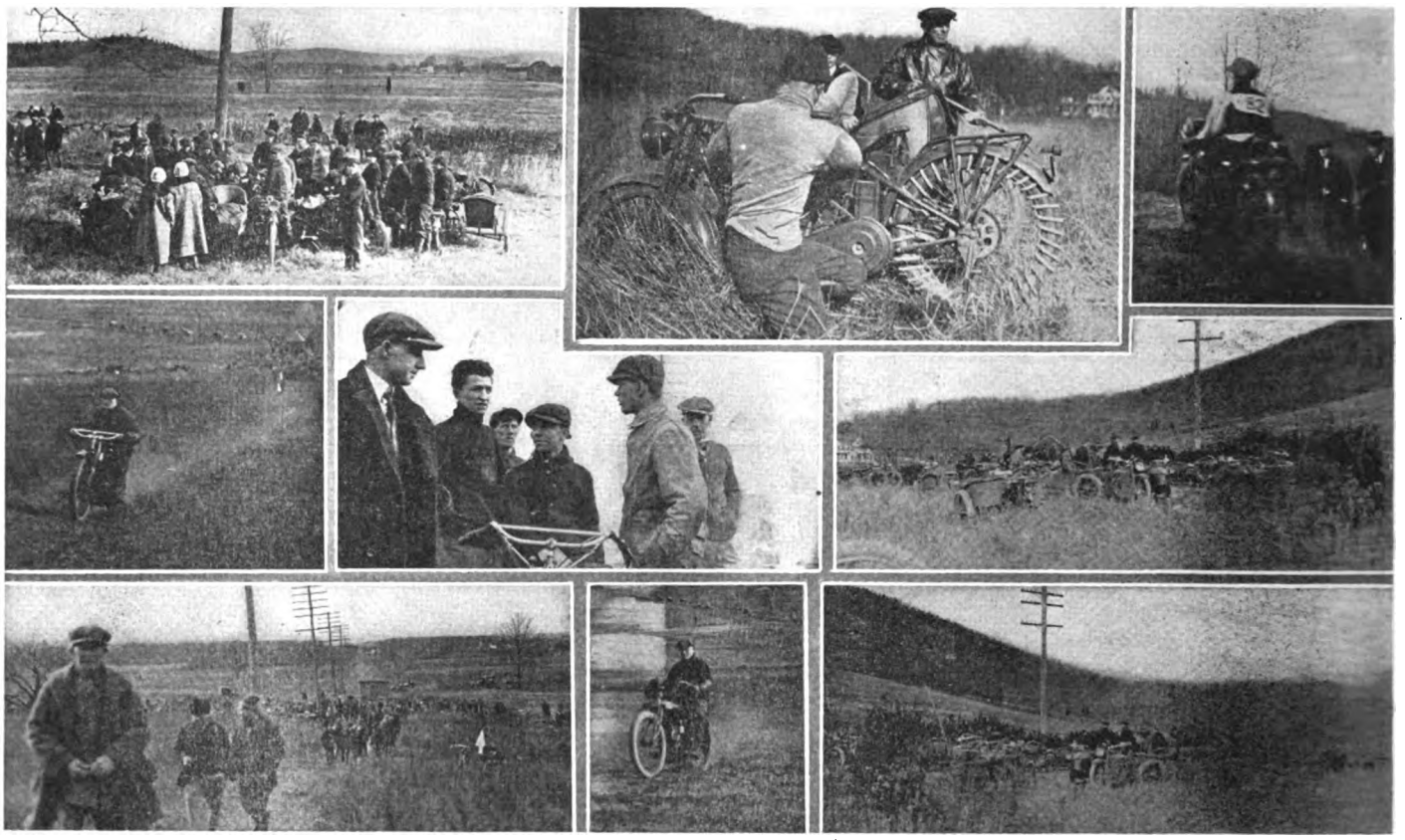
CONSTANT SETS PACE ON JERSEY HILL

Brooklynite Climbs 850 Feet on New Police Model Indian in 21 4/5 Seconds; Terhune, Harley-Davidson, Is Second in 23 Seconds; Snyder Makes Best Sidecar Climb with Indian Outfit

BY E. B. HOLTON



A Conference of Contestants Before the Climb; Havenstrite "Roped Up" for the Ascent; Harry Somers Indian, Going Up; Center Row, Left to Right, Damback, Henderson, Passing the 300-Foot Stake; Steele, Walton, McKinney and Thebaud Talking It Over; a Bunch of Parked Machines; Bottom Row, the Crowd Going Up to View the Events; Snyder Ascending on Indian; Another View of the Parked Machines, with Sidecars Predominating

NEWARK, N. J., Dec. 3.—Amid a roar of exhausts and a cloud of smoke the first annual hill climb of the New Jersey Motorcycle Club was contested today, and when the air had cleared John U. Constant, on one of those new police model Indians, had rocketed his way to victory in the solo class with an ascent in 21 4/5 seconds and Harvey Snyder, also riding the Springfield-made machine in the sidecar class, swept the boards clean with a climb of 777.6 feet.

J. W. Terhune, Harley-Davidson, riding his 1915 motor, was just a shade behind "Conny," snorting to the top in 23 seconds flat and copping second honors.

Harvey Snyder took third in the solo class, mounted on a war-colored Indian, weaving his way through the shifting sand in 26 seconds.

Bush Surprises the Crowd

Carl W. Bush, on a bright new 1917 Harley-Davidson hooked to a little old last year's Rogers, electrified the crowd by a fine climb of 770.3 feet first time out. His passenger, Eddie Druning, showed the rest of the passengers how to give that spinning rear wheel traction, and they were quick to copy.

Carl's second try was not so lengthy. It measured 534.4 feet and was not touched again except by Snyder. Bush and his Harley-Davidson therefore drew the silver medal.

Elmer Havenstrite, 1917 Harley-Davidson, took third honors in the sidecar class with an average of 471.3 feet, just beating out A. J. Terhune, 1917 Harley-Davidson, by 5 feet.

It was estimated that a crowd of 1,000 people lined the sides of the hill, stood at the top or bottom, and yelled for a good climb regardless of machines.

Over 250 motorcycles and 50 autos were parked at the base of the hill, and from the enthusiasm shown hill-climbing has it all over every other form of motorcycle competition.

Constant's Three Climbs

In "Conny's" three respective rides he made the hill in 24.4, 24.8 and 21.8 seconds, showing remarkably consistent riding.

His motor was one of those big valve machines in a rigid frame and with an over-sized Firestone on the rear. His ignition was supplied by a Hendee generator.

Snyder used a spring frame model Indian—Walter Goerke's pet—and pinned his faith to United States "Nobby Treads" and Weed chains for traction. Snyder also used a Hendee generator.

The ball opened with Havenstrite whirling over the summit in 34 4/5, which Walter Goerke immediately bettered by an ascent in 32 flat.

Then came three failures, Holton, Walton and Grimm, all on Indians, "somewhere 'twixt top and bottom;" then Calvin R. Webber, 1917 Indian, meandered to the top in 1 minute 10 seconds.

Then came another string of "almost-made-its"—Weinkop, Indian; Werner, Harley-Davidson; Dombach, 1917 Henderson; Blecher, Harley-Davidson; Les Wintsch, Indian, and Bergfels, Harley-Davidson.

Ralph McKinney, 1915 Harley-Davidson, then shoved her over the top in 59 4/5, followed by four more candidates for the Alibi Club: Snyder, Indian; Young, Indian; Mims, Harley-Davidson, and Somers, Indian, in the order named. Line forms to the right.

"Chet" Charles, Indian, the man who discovered that the hill could be climbed on a motorcycle, tore up to the top in 37⅘, the first man the timers had clocked for ten minutes.

McDonald's Good Showing

Two more failures, Stoner, Excelsior, and Thebaud, Indian; then McDonald, Indian, went up in 31 seconds, the second fastest

(Continued on page 48)

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MICHAELS BEST IN WHEELING HILL-CLIMB

On Ancient Thor, Takes Class A Solo Event and Free-For-All in 38 Seconds—Time Made in Wheeling Club's Fourth Annual Program Not Up to Previous Year's Standard

WHEELING, W. Va., Dec. 1.—Six-tenths of a mile of 15- to 20-per cent grade up Fulton hill and a Thor motorcycle of ancient vintage, coupled with a degree of pluck that enters into the making of a real speed star, won for Dave Michaels the lion's share of the glory attaching to the fourth annual hill-climb of the Wheeling Motorcycle Club yesterday afternoon.

Michaels finished first in the class A solo event and the free-for-all. His time for those events was 38 seconds. The time made in the events yesterday was not up to the standard of the previous meets. This year the club inaugurated a new electric system in checking the riders as they finished, recording their time with absolute accuracy.

The day was ideal for the hill-climb and several hundred enthusiastic motorcyclists gathered for the events. They were started at 2 o'clock and the last event was completed at 5:30 o'clock. During the afternoon the course was kept clear of traffic by local police officers.

Match Race the Big Feature

The stellar event of the afternoon was the match race. Otto Ritz and G. H. Miller were the participants. Ritz won, his time being 40½ seconds.

Near the finish of the first event an accident was narrowly avoided. Carl Glasser was leading the event when two women stepped from the side of the course directly in front of the speeding motorcyclist. To avoid hitting them Glasser stopped his machine. His action caused him to lose the race, but a desperate spurt enabled him to finsh third, one quarter of a second behind the second rider.

The summaries:

Event No. 1—Side cars, 61 cubic inches for club members only. Walter Bowman, Excelsior, first, time, 51 seconds; Walter Woris, Harley-Davidson, second, 59½; Carl Glasser, Harley-Davidson, third, 59¾.

Event No. 2—Side cars, over 61 cubic inches. Bob Newell, Washington, Pa., Harley-Davidson, first, 52 seconds; Earl Braunlich, Harley-Davidson, second, 53 seconds; C. L. Chesire, Harley-Davidson, third, 53½ seconds.

Event No. 3—Solo, class A, 61 cubic inches, for club members only. Dave Michaels, Thor, first, 38 seconds; Elmer Gardner, Excelsior, second, 39 seconds; Walter Bowman, Excelsior, third, 40 seconds; Andy Pastors, Harley-Davidson, fourth, 40 2-5 seconds; Otto Ritz, Harley-Davidson, fifth, 41 2-5 seconds; Robert Campbell, Henderson, sixth, 43 seconds; LeMoyne Pickens, Thor, seventh, 43½ seconds; George Clapper, Harley-Davidson, eighth, 44 seconds.

Event No. 4—Single cylinder 30-50 port. Otto Ritz, Harley-Davidson, first, 39 2-5 and 44 seconds; George H. Miller, Indian, second, 43 and 45 seconds; John Weidner, Excelsior, third, 44 seconds; Walter Johnson, Indian, fourth, 45 seconds.

Event No. 5—Twins over 61 cubic inches. Big valves and special motor. John Simonia, Excelsior, first, 41 seconds; John Weidner, Excelsior, second, 44 seconds; Walter Johnson, Indian, third, 45 seconds.

Event No. 6—Special event. Second gears sealed. Emery Herrold, Indian, first, 47 seconds; Dan Prager, Pope, second, 48 seconds; Walter Worls, Harley-Davidson, third, 49 seconds.

Event No. 7—Free-for-all. Twins. Dave Michaels, Thor, first, 38 seconds; Andy Pastors, Harley-Davidson, and Elmer Gardner, Excelsior, tied for second place with 39½ seconds; Walter Bowman, Excelsior, third, 40 seconds; Otto Ritz, Harley-Davidson, fourth, 41 2-5 seconds; J. P. Wasmuth, Excelsior, fifth, 42 seconds; Robert Campbell, Henderson, sixth, 44 2-5 seconds; LeMoyne Pickens, Thor, seventh, 45 seconds.

Events No. 8—Match race. Otto Ritz, Harley-Davidson, first, 40½ seconds; G. H. Miller, Indian, second, 44½ seconds.

The officials were: Starter at foot of hill, Paul Dangel; assistant to starter, William McCune; referee, J. Landon Bier; instructor, H. A. Brady; timers, Peter Boyd, Harry Bier, Nick Caravasios; flagmen, Ace Hubbard, M. E. Knapp; announcer. Frank Hediger.

ENDURANCE RUN PLANS READY

Frisco Clubsters and Tradesmen Complete Details for Two-Day Contest Between San Francisco and Los Angeles

SAN FRANCISCO, Cal., Nov. 30.—Plans for the endurance run between this city and Los Angeles, slated for December 9, 10 and 11, have been completed by members of the San Francisco M. C., co-operating with manufacturers and jobbers in this section. This run, which is expected to be the biggest ever held on the West Coast, has already a goodly list of entrants. Several thousand dollars in prizes have been offered.

The route is from San Francisco to Gilroy on a 25-mile schedule; thence to Fresno on a 22½-mile schedule. From Fresno to Bakersfield the rate will again be 25 miles per hour, dropping to 22½ from thence to Los Angeles. At each of the cities mentioned there will be a checking station. The actual riding time will be 18 hours, 33 minutes.

Two stops of 45 minutes each for meals are scheduled. The mileage is 447 there and back. Sidecar and tandem entrants will ride on the same schedule as the soloists, and the passenger must enter the same class the the driver. Both amateur and professional classes are provided.

The start will be made at 4 a. m. on December 9. The first man to finish is due at 9:08 a. m. on December 11. Many riders of both classes are already practicing for the big run on various parts of the course.

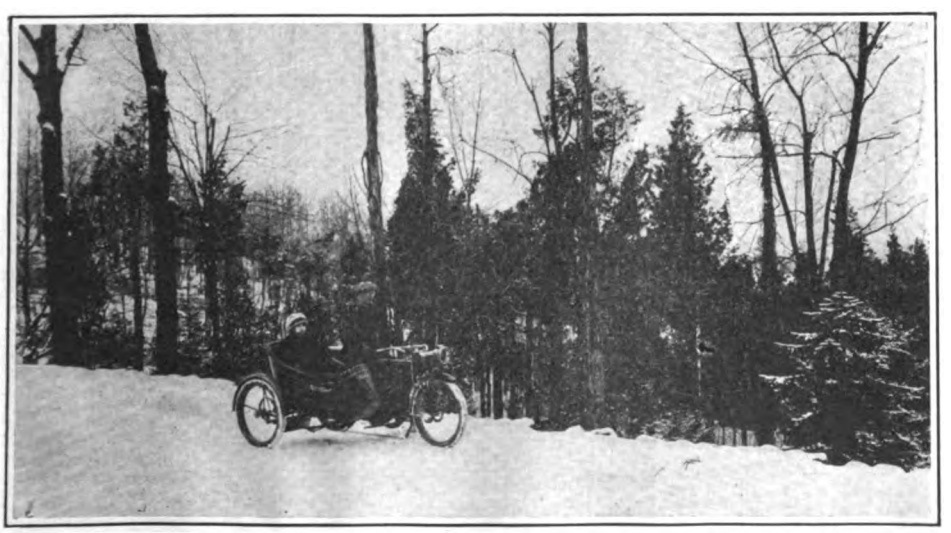
TO HOLD STAG

Chicago Indian Clubsters to Celebrate New Year with Smoker and "Eats"

CHICAGO, Ill., Dec. 3.—The Chicago Indian M. C. is to hold a stag affair at the club house, 235 Racine street, on December 30, to celebrate the New Year. This is in lieu of December 31, as that date falls on a Sunday. The stag will take the form of a smoker, with music and refreshments.

Each member of the club is asked to bring a guest to the stag and by this means to stimulate interest in club life and get more members. The stag is the first of a series of social events planned for the winter.

ENJOYING FIRST SNOWFALL IN MAINE WOODS



Reading Standard Sidecar Combination Driven by M. Kline, Bangor Enthusiast, Passing Through Picturesque Country in Southern Pine Tree State

SPECIALIZING ON GLOVES

DENVER, Colo., Dec. 2.—The Mead Autocycle Company, 1336 Broadway, this city, has a very attractive window display this week consisting of gloves for motorcycle riders. The gloves are fastened to a large board, which is decorated with different colored paper. This sets off the gloves to good advantage and assures that they will be seen.

FRASER FOR HAWAII

SAN FRANCISCO.—J. D. Fraser, of the Appeal Manufacturing & Jobbing Company, handling the Harley-Davidson, is now on his way to Honolulu, where he will remain till the first of the new year. The Appeal people are awaiting another carload of the Milwaukee-built motorcycles, due before the end of the month.

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INDIAN DEALERS MEET AT BRESLIN

Eighty-seven Retailers Are Guests of Hendee Company at Convention—Addresses Are Delivered on Various and Vital Subjects and Co-operative Plans Are Talked Over

NEW YORK, Dec. 6.—In the line of development to a greater degree than ever the co-operation between factory and dealer in all possible directions, the Hendee Mfg. Co. held an Indian dealers' convention today at the Hotel Breslin. The session commenced at 10 a. m. and outside of an hour devoted to an excellent luncheon, continued until late in the afternoon.

That the convention more than amply fulfilled its aims was evidenced by the marked enthusiasm on the part of all who attended. In fact, the Indian dealer, to the last man, left the meeting room primed with business-getting ideas and headed back for the show to talk it over with "the other fellow." Eighty-seven dealers in all attended the convention.

The meeting was opened by General Manager Frank J. Weschler, who presided. He spoke on the object of the convention, pointing out the factory's side as well as that of the dealer. Owing to the absence of Jesse Edwards, the address on installment sales with relation to the Indian Guaranty Co. was not delivered.

An address on co-operation was next dislivered by W. H. Parsons, of *Motorcycling and Bicycling*. His address was to the point and was well received.

Sales Manager E. M. Jackson then spoke about "Our Indian Bicycle." He referred to the influence of the name plate in former seasons in his opening remarks and covered the pedal two-wheeler in all its important phases. Following Mr. Jackson's address, the dealers and Hendee officials sat down to an excellent luncheon.

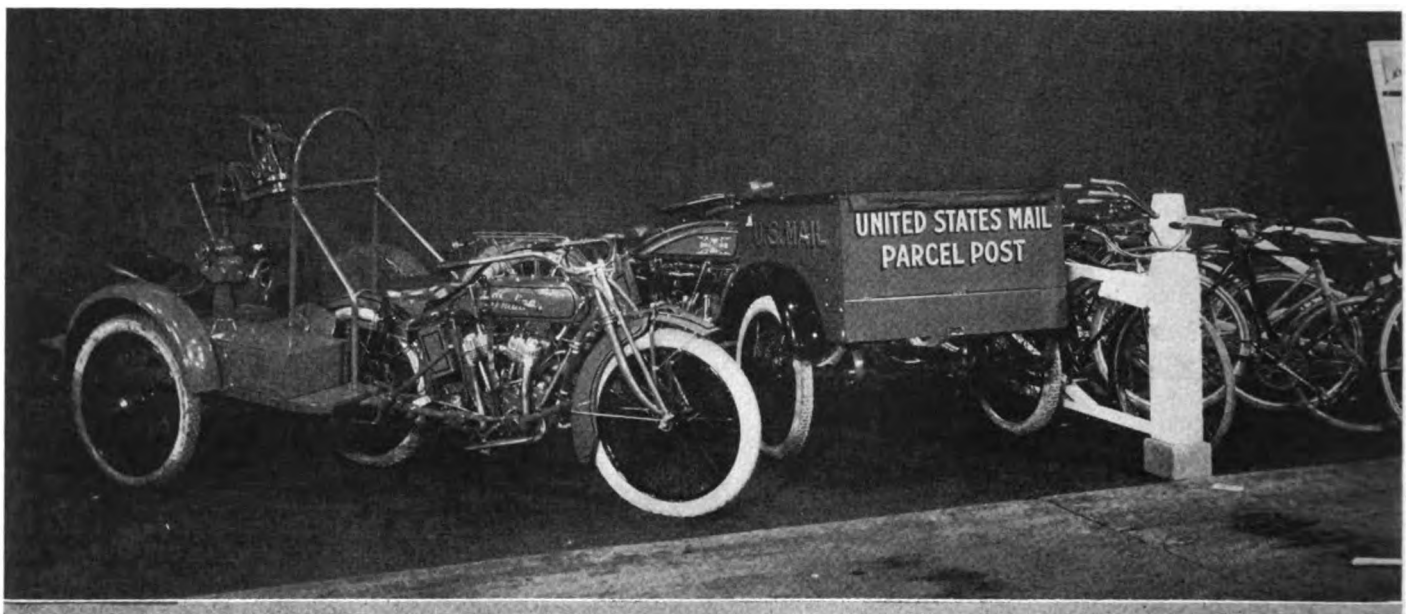
The afternoon session was opened by a talk on magnetos and generators by M. E. Toepel of the Splitdorf Electrical Co. Mr. Toepel's interesting address was followed by that of A. M. Lawson, who spoke on the care of the storage battery.

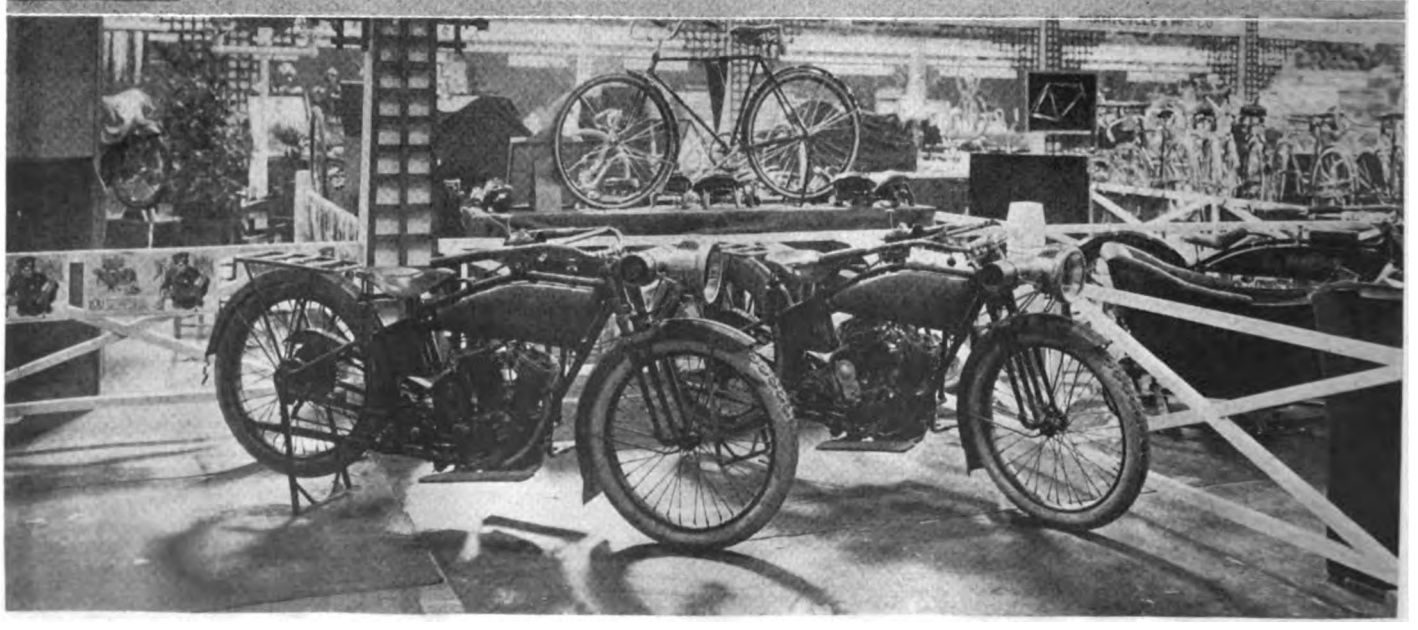
J. B. McNaughton, head of the Dealers' Aid Department, gave a forceful talk on the object of the Indian Dealers' Department. He showed how this department was co-operating with the dealer, and how the scope of co-operation was to be extended to meet all possible conditions.

Advertising Manager J. A. Priest was the next speaker, the subject being "Advertising." He impressed upon his audience the relation between the factory advertising department and the dealers.

(Continued on page 42)

CYGNET GUN CAR AND MAIL VAN; TWO R-S JUST FROM BORDER





Cygnet Outfit Is Adapted to Fire Against Aeroplanes; Reading Standards Belong to 71st N. Y. Machine Gun Company

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DEFENDS "SCARE COPY"

Head of American Chain Co. Says Its Ad. Illustrations Always Point Moral

NEW YORK, Dec. 5.—An interesting point has been raised in connection with the advertising copy of the American Chain Company of New York City and Bridgeport, Conn., Alfred Reeves, general manager of the National Automobile Chamber of Commerce, taking the stand that some of the chain company's advertising illustrations showing accidents resulting from failure to use anti-skid chains are prejudicial to motor car interests.

President Walter B. Lashar of the American Chain Company, which produces the Weed tire chains, sums up the situation in his reply by stating that newspaper reports of motor car accidents, through skidding as well as from other causes, are much more injurious to the interests of the automobile industry than advertising pictures, which at least point a moral while depicting the smashup.

OIL MEN TAKE OVER HYDRAULIC

CLEVELAND, O., Dec. 5.—Announcement is made that the Hydraulic Pressed Steel Company of Cleveland has been taken over by interests closely associated with the Standard Oil Company. It is understood that a new $10,000,000 concern, to include the Hydraulic and one or two other companies, will be launched. The Hydraulic company recently perfected a seamless steel barrel of a type suited to the oil business.

MORE VIM FOR VIM

BUFFALO, Dec. 1.—Just a bit more Vim has been added to the personnel of the Vim Cycle Hardware Company of this city in the shape of a boy, John Henry, Jr., which arrived at the Henry home yesterday. Take it from his daddy, John, Jr., is going to put VIM in capital letters in the Vim business in time to come.

MITCHELL STEPS UP PRESTO LADDER

MILWAUKEE, Wis., Dec. 5.—C. F. Mitchell, former manager of the Prest-O-Lite Company, Inc., 18-20 Martin street, has been promoted to divisions manager with headquarters at Milwaukee, in the recent reorganization of the local company. E. P. Drummond succeeds Mr. Mitchell as Milwaukee manager.

GILLETTE TIRE BREAKS GROUND

EAU CLAIRE, Wis., Dec. 5.—Building operations in connection with the new plant being erected by the Gillette Safety Tire Company are completed and the first shipments of machinery and other equipment are bing installed. Several departments are in operation and the entire plant is expected to be in working order by the first of the year.

NOVEMBER MEMBERSHIPS

WESTBORO, Mass.—A total of 35 affiliated memberships, 35 unaffiliated and 76 renewals is announced by Secretary G. B. Gibson in his F. A. M. membership statement for November, 1916. New York leads the list with eight unaffiliated, five affiliated and 12 renewals. Southern California is second with six, nine and 6, totaling 21 as against New York's 25. Many states show nothing better than a single renewal and no new memberships at all. November is, however, one of the dullest membership months in the year.

MEMBERSHIP WINNERS

WESTBORO, Mass. — Secretary-treasurer J. B. Gibson, of the F. A. M., announces that O. B. Bray, of Los Angeles, Cal., is the winner of the membership contest for the week of November 20-26. Bray sent in 17 applications signed with his name. For the week of November 27-December 2 G. R. Fassberger, of New York, is awarded the prize. He sent in 13 applications.

TWO MORE REGISTER

WESTBORO, Mass.—Two more shops have been added to the long list of F. A. M. registered establishments. They are the West End Motorcycle Shop, of 1401 West Third street, Dayton, O., and Frank Antepara, of Broadway and Thirtieth street, Bayonne, N. J.

AN ILLUSION

"Great Scott! Look at That Long Steep Hill." But at the Bottom They Found a Level Road

TEACHERS STUDY TIRES

Participants in Wisconsin Convention Pay Annual Visit to Federal Plant

CUDAHY, Wis.—A feature of the annual convention of the Wisconsin Teachers' Association, held in Milwaukee recently, was a trip to the plant of the Federal Rubber Co., at Cudahy. Over 200 of the visiting teachers and principals availed themselves of the opportunity to visit the big plant and acquaint themselves with the interesting processes by which Federal tires are produced.

Every department of the Federal plant was visited, and a special exhibit showing the progress of the rubber from the raw material to the finished product received unusual attention. These visits to the Federal plant by the Wisconsin teachers have now been placed on an annual basis, and are regarded as one of the most interesting features of the yearly gatherings.

NEW F. A. M. CIRCULAR

WESTBORO, Mass.—The numerous advantages of membership in the Federation of American Motorcyclists are concisely told in a circular just issued by Secretary-Treasurer G. B. Gibson. The circular is being sent out to members close to expiration and accompanies the regulation renewal blank and literature.

CLAIMS NEW GASOLINE PROCESS

COLUMBUS, Ohio.—Dr. Emrick W. Ritter, a Cleveland chemist serving a term in the Ohio penitentiary for conspiracy, has applied for patents on a new process of manufacturing gasoline from natural gas, which he claims is seven times more efficient and six times less expensive than the present gasoline used.

WHITCOMB'S OUTFIT STOLEN

KANSAS CITY, Mo.—While thefts of motorcycles have not been numerous of late, several outfits have disappeared, and among them was an Indian sidecar combination owned by C. E. Whitcomb, president of the Kansas City M. C. Whitcomb's outfit was stolen from in front of his place of business.

WILL HOLD STAG PARTY

WHEELING, W. Va., Members of the Wheeling M. C. will hold a stag party in the clubrooms Tuesday evening, December 11, and a feature of the program will be an address by President J. Langdon Dier, on "How to get the best out of your motorcycle."

CROCKER EXPECTING CARLOAD

KANSAS CITY, Mo.—Al. Crocker, manager of the Indian Motorcycle Sales Co., announces that he has six of the new Indian models out on the road, and that he is anxiously looking forward to the arrival of a carload of the 1917 machines.

EXCELSIOR ON DISPLAY

LOWELL, Mass.—The Lowell Cycle Shop, local Excelsior dealers, have one of the new models on display in the window on Gorham street, which is being thoroughly looked over by the boys.

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Bulletins From California

BENTE GETS SERIES 18

SAN FRANCISCO.—Fred H. Bente, handling the Excelsior, is now showing the Series 18 three-speed "Big X." The machine is the first to arrive in this city and is the center of much interest in its new drab coat. The new Excelsior lightweight demonstrator is expected very soon.

IN FOR ENDURANCE RUN

SAN FRANCISCO.—Among the crack riders who have come to this city for the San Francisco-Los Angeles endurance run are Frank Carslake and Ray Creviston. E. G. Baker is already on hand, as well as a number of Pacific Coast speedsters.

NO MORE RUNS THIS SEASON

SAN FRANCISCO.—By reason of inclement weather, the official run of the San Francisco M. C. to Pescadero was called off. The runs committee has declared that no further runs will be held this season. Six perfect score members attended every run during the season and will receive gold medals. They are Mr. and Mrs. Green, financial and recording secretaries; O. Meyer, president; W. L. Hunt, vice-president; E. J. Moore, captain, and E. L. Howard.

MEYER IS BENEDICT

SAN FRANCISCO. — President O. Meyer, of the San Francisco M. C., and Miss Virginia Payson, of this city, were married on November 25. Mrs. Meyer has been the president's tandem passenger on all official runs of 1916 and is well known to the club members.

R-S DEMONSTRATOR ARRIVES

SAN FRANCISCO.—Hopkins & Alzina have received their first 1917 Reading Standard demonstrator. A carload of big brown twins is now on the way out from Reading and will be received the first of the month.

BAKER IN 'FRISCO

SAN FRANCISCO.—Erwin G. Baker, the transcontinentalist and "Three Flag" record-holder, has just arrived here to participate in the forthcoming San Francisco-Los Angeles endurance run. He is making his headquarters with the local wigwam.

COCHRAN IS MANAGER

SAN FRANCISCO.—Neil Cochran, well known in motorcycle circles here, is now managing the newly-created motorcycle department of the Weinstock-Nichols Company in Oakland. The Cleveland motorcycle is represented.

THINGS HUM WITH MEADARIS

LOS ANGELES.—H. D. Medearis, proprietor of the Valley Cycle Garage at Escondido, agent for Harley-Davidson motorcycles and Emblem bicycles, is having an active fall season in his repair shop, and is expecting an improved demand for new machines as soon as deliveries become possible. Among advertising activities which have helped with this trade he has obtained good results from the use of special slides in moving picture theatres and distribution of Goodyear cycle caps bearing his name.

MORGANSON ON HENDERSON

SAN JOSE.—Henderson agent Hunt, of San Jose, last week sold one of the 1917 Henderson models to County Speed Officer Morganson, of Gilroy, who is one of the best known motorcycle riders in that part of the state.

SAHAGIN FOR HIMSELF

LOS ANGELES.—Lem Sahagan, formerly in the Henderson repair shop, who, as a rider, made the remarkable desert trip a little over a year ago, and also won a place in the Capistrano hill climb, has gone into business for himself. With H. McClelland, also formerly with the Henderson, Lem has opened a well equipped machine shop right in the heart of motorcycle row, at 919 So. Main street. They handle nothing but repairs, and specialize in magnetos, electric lights and generators, as well as general repairs. In less than a week they have enough work on hand and coming in to keep them busy.

LOS ANGELES TRACK MEET

LOS ANGELES.—The presence of well-known riders who have been in all the big meets this summer has renewed racing enthusiasm in Los Angeles. Los Angeles M. C. has appointed A. F. Van Order, Geo. Rubsch, Wells Bennett and Don Johns a committee to work out plans for a big meet at Exposition Park about the last of January.

REED MAKES RECORD SALE

LOS ANGELES.—L. E. Reed, of the Goudy-Hoffer Co., Excelsior distributors, smashed all records for amount of a single sale this week. He sold to James Cunard, an expert moving picture camera man, a 1917 Excelsior three-speed machine, with electric lighting outfit and Stewart speedometer, and a Cygnet rear car, for $445 cash. Cunard also bought a second-hand two-speed machine for his brother, as a gift. Cunard has a contract to take 300 feet of scenic feature film at points from San Diego to Portland, and has chosen his outfit as the most practicable method of getting over the ground.

BERRY SELLS THORS QUICKLY

LOS ANGELES.—T. E. Berry almost thinks he dreamed he had seven Thor twelves last week. They came in, were uncrated, and the next thing Berry knew he was looking as some figures in his bank book and Sammy Hamilton was saying, "Hey, Berry, here's a fellow wants to buy my machine. Can't I make him wait for the next lot to come in?" Berry sells bicycles while he waits for the power machines to come and do the quick disappearing act.

Our Canadian News Letter

PUT IN HOME TRAINER

Vancouver Dealers Have One to Develop Racers for Next Season

VANCOUVER, B. C.—Haskins & Elliott have installed a bicycle home trainer in their store and the cyclists of Vancouver are to be encouraged to make use of the machine during the coming rainy season.

The intention is to develop racing riders so that a number of road races can be held next spring and summer. Roller races are to be staged every Saturday afternoon during the coming four months and valuable prizes will be put up.

DEALERS MEET

Hamilton Association Members Open Season with Banquet

HAMILTON, Ont.—The Hamilton Bicycle and Motorcycle Dealers' Association got away to a good start for a winter of activity on Tuesday evening, December 5, when a banquet was held at the New Commercial Hotel. Practically all of the 17 bicycle stores in the city were represented. The assembly was addressed by A. E. Humphrey of the Humphrey Bicycle & Motor Company, the Toronto jobbers.

The Hamilton association has decided to co-operate with the manufacturing interests for the holding of a special spring bicycle campaign next March or April. Window-dressing and tidy-store competitions will again be held and the dealers are already at work on various other features of the "push."

BOTH USE HENDERSONS

TORONTO, Ont.—Constable Ellis, who patrols the western half of the 40-mile concrete highway between Toronto and Hamilton, has provided himself with a Henderson motorcycle. Constable Hunter, who looks after the other half of the new model boulevard, purchased a Henderson several weeks ago, so that the popular roadway is now patrolled from end to end by Henderson-equipped cops.

HARRIS IN TRANSPORT SERVICE

TORONTO, Ont.—Toronto's bicycling fraternity has received the surprising information that "Stoker" Harris, a well-known bicycle racing man of these parts, is now serving with the Imperial Mechanical Transport in Egypt. Harris is the captain of a soldiers' football team which is playing various matches in the valley of the Nile.

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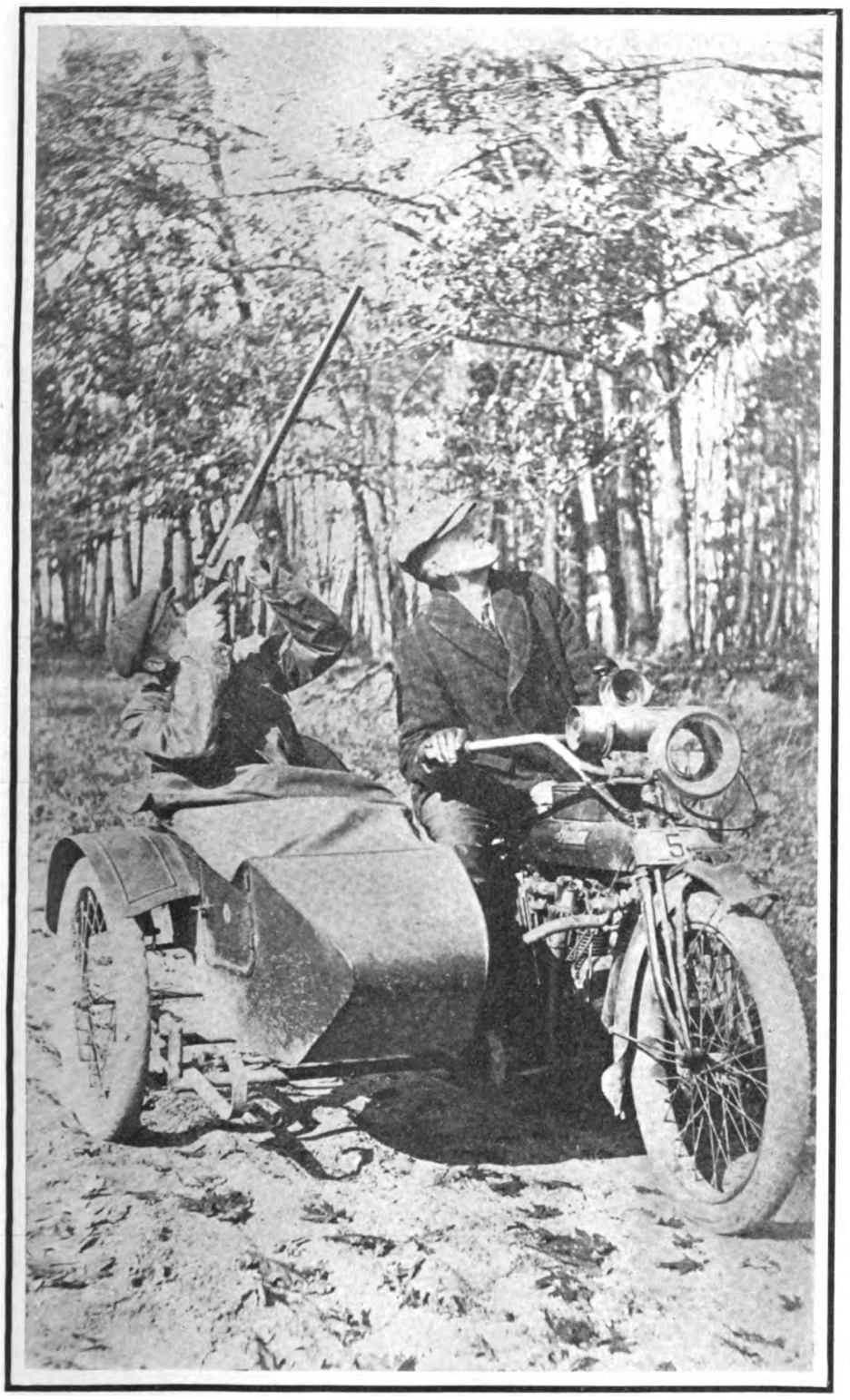
Bagging a Squirrel en Route



HERE'S a seasonable picture of more than passing interest. In addition to depicting a most attractive phase of motorcycle sportsmanship, and one which is rapidly growing in popularity throughout the country, the photograph presents George M. Johnson (in the saddle) and D. B. Pangburn, both of New Haven, Conn., and both regular and clever contributors to **Motor Cycle Illustrated.**

These writers, who are happily as facile with the pen as they are in tooling a sidecar combination through the woods, or in plugging a big twin over mountain roads, will continue to greet you throughout the coming year in these pages. If you have not kept in touch with their articles, you have overlooked some of the best motorcycle literature that is being produced in this country. Now is a good time to get acquainted.

A Few Spare Links

BY E. B. HOLTON

CHINNING the other day, we got round to balance, and the opinion of the crowd was that the foot-boards on modern motorcycles have much to do with your keeping "right-side up with care" in rough going.

In the "stone age" of the sport you rode with your feet on the pedals abaft the motor, with the result that the front wheel had nothing to hold it down; it danced all over the road and sooner or later you answered the call of Old Man Gravity.

Nowadays with your feet and legs thrust forward, your weight helps in keeping that bucking wheel steadier, and you tumble less often.

You need weight forward. The English solve the problem by using a semi-racing type of handle-bar, called the Tourist Trophy, and the riding position is such that your body is supported in a measure by your arms, which goes toward holding the front end down.

Over here, in the Land of the Free, we'd be pinched by the first motor-cop who saw us, for the pose would add 25 miles an hour to our speed in his estimation were we to use a drop-down bar.

Gee whiz! Here it is December. 'Spose some of you fellows are thinking of putting the ole bus in "dry dock" for the winter, now that the days are shorter and colder, and the scenery has taken on its faded winter hue.

Don't! Why man, be bigger than the weather. Get out your heavy clothes, gloves and cap and ride just as long as the roads are open.

Wait 'til the snows come before you give up riding, and then, even then, when the snow blocks traffic, get out and buck the drift.

There's lots of good riding this side of New Year's and after it, too, for the hardier motorcyclists.

Any of you lads who recall Art LaRoe, Indian rider from Perth Amboy, who had a liking for number "13" in road competitions, may be surprised to learn that he is "somewhere in France" with the Red Cross.

His address is Hospital Auxiliare No. 10, Bretigny-sur-Orge, Seine, Oise, France. Drop him a line and make him feel good to hear from the old bunch.

A local rider pulled a clever stunt this week. He was hit by an auto, and his motorcycle was damaged amidships, especially around the gear-shifts.

It will be a court case, so the foxy motorcyclist has had six photos of his damaged machine taken, and these will be his evidence, the automobilist claiming that the motorcyclist ran head-on into him. The pictures will show the truth in the matter.

Meanwhile, the motorcyclist will have his mount put back into riding condition, as he needs it in his daily work.

Remember it, if you should have a smash-up, the photographs may save you dollars in court.

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AMATEUR SIDECAR RECORD GOES UP

(Continued from page 36f)

the going reasonably fair, considering what they had been up against, but from Plattsburg to Chasy the road was full of potholes.

At Rouse's Point the road was extremely slippery and full of sharp turns, in rounding one of which they skidded clear around and landed against a pile of rocks. Here also they were obliged to stop for their admission papers to Canada, a proceeding which used up 30 minutes of time. Then they crossed into Canada.

At Lacolle, Que., they encountered a new difficulty, as the Canadian inspector decided he did not like their looks and at first refused to let them enter. Thirty-five minutes of spirited argument, however, finally convinced him that they really were engaged in an endurance run and had no ulterior motives in mind, and their Canadian papers were reluctantly handed to them.

From Lacolle to within a few miles of Montreal things went well, but within five miles of the city they struck a plank road full of holes, and with the holes full of water.

The chilling water splashed continually from the front wheel to Buck's leg, and from there to the spark plugs. This necessitated frequent stops while the heat from the engine dried the plugs. Crawling along in this manner, they ultimately struck better roads just outside the city and were able to proceed again at some speed.

Reaching the Victoria Bridge into Montreal they were stopped by guards who looked them over and made a casual search of the sidecar, a proceeding which was repeated at the other end of the bridge, where the search was slightly more rigid than the first. Nothing suspicious being found, they were allowed to enter the city, reaching the store of the Arlington Bicycle Company at 4:07 o'clock.

On their arrival they were wet through, and the cold and hardships of the run made it necessary for them to rest before proceeding. They had already established a record, having made 568 miles, but were unwilling to stop until they had gone farther toward riding out the full 24 hours. After a rest of 45 minutes, they again started out, making a swing out in the vicinity of Mt. Royal, returning at 5:45 o'clock with 16 more miles to their credit, making their total of 584 miles in 24 hours of running time.

Their checkers for the run were as follows: November 28, W. G. McCann, Hendee Manufacturing Company, 6 p. m.; J. N. Boyd, F. A. M. Garage, New Haven, 7:57 p. m.; D. Levine, auto supplies, Mt. Vernon, 10:20 p. m.; Michael Gilday, U. C. L. Co., Yonkers, 10:56; Jack Smith, Poughkeepsie Buick Co., Poughkeepsie, 1:30 a. m.; F. E. Reed, Waldorf Lunch, Albany, 4:05 a. m.; Walter B. Thomas, Reservation Lunch, Saratoga, 6:17 a. m.; A. Ginsberg, merchant, Lake George, 7:33 a. m.; Prime Garage, Elizabethtown, 10:27 a. m.; John C. Agnew, Plattsburg, 12:25 p. m.; Elijah S. Landry, deputy collector and inspector, Rouses Point, 1:30 p. m.; Andy Nolin, customs officer, Lacolle, 2:12 p. m.; R. A. Cudmore, Arlington Bicycle Company, Montreal, 4:07 p. m.; Thomas Bentley, Arlington Bicycle Company, Montreal, 5:45 p. m.

VITALIC DINNER

Novel Course Dinner Enjoyed by Continental Rubber Folks

ERIE, Pa., Dec. 2.—Something novel in the way of a course dinner was indulged in by members of the Vitalic Club on Thanksgiving Eve, November 29.

The dinner was served in four courses, each course being served at a different house. The first course was given at the home of Mr. and Mrs. H. J. Bryant, the second at the home of Mr. and Mrs. W. J. Surre. The third course was taken at the home of the Misses Horn, while Mr. and Mrs. C. Strickland played hosts for the gathering at the final course of the dinner.

The next undertaking of the Vitalic Club, which is made up entirely of the members of the office force of the Continental Rubber Works, will be a Christmas party, for which plans are already well under way.

MOTOR CYCLE ILLUSTRATED

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INDIAN DEALERS GATHER AT BRESLIN

(Continued from page 38)

collectively and individually, and spoke of plans to this end for the season. He was followed by George W. Sherman, who spoke on the means to be used in seeking prospects.

The various addresses were followed by a general talk by a number of dealers, from whom valuable pointers were obtained.

Following is a list of those present:

General Manager Frank J. Weschler, Sales Manager E. M. Jackson, Advertising Manager J. A. Priest, J. B. McNaughton, Dealers' Aid Department; George W. Sherman, M. Sidell, Messrs. McDowell, Snyder, Wilson, Bernard and Noyes, and W. H. Parsons of *Motorcycling and Bicycling*.

Dealers who attended were:

H. Clark Saunders, New Brunswick, N. J.; R. J. Scovill, Glens Falls, N. Y.; Charles F. Jackson, Manchester, N. H.; J. Ralph McCook, Lewistown, Pa.; George Nemzer, Brooklyn, N. Y.; Martin F. Murray, Glen Cove, L. I.; H. Wilburn, Mt. Hope, W. Va.; J. L. Albin, East Port, L. I.; Eugene Stern, New York City; A. E. Palmer, Port Jervis, N. Y.; H. Raoul, New York City; Oliver Berckhemer, Bronx, N. Y.; Wesley T, House, Wheeling, W. Va.; Howard G. Ramsey, Uxbridge, Mass.; Amos Shirley, New York City.

William H. Fonda, Amsterdam, N. Y.; W. C. Wiswell, Lynn, Mass.; Thomas A. Purseglove, Northampton, Mass.; F. A. Trowbridge, Morristown, N. J.; Edward A. Lutz, Pawtucket, R. I.; C. V. Pendelton, Jr., Norwich, Conn.; Thomas L. Briggs, Chester, Pa.; George S. Maslen, Philadelphia, Pa.; C. C. Albistron, Camden, N. J.; E. O. Weeber, Albany, N. Y.; P. S. Coulter, Homestead, Pa.; John Empfield, Philadelphia, Pa.; L. Zeisel, Plainfield, N. J.; R. W. Pellett, Danielson, Conn.; William H. Loft, Gloversville, N. Y.; J. C. Foley, Bronx, N. Y.

Calvin C. Webber, representing Baker, Murray & Imbrie, Inc., New York City; Flory Bros., Lancaster, Pa.; J. F. Kilham, Beverly, Mass.; Charles H. Behrens, Kingston, N. Y.; William Stiff, Bridgeport, Conn.; E. H. Brunelle, Troy, N. Y.; Charles E. Hadheld, New Britain, Conn.; G. W. Jocelyn, Holyoke, Mass.; The Olmstead Co., Inc., Syracuse, N. Y.; John Jaggard, Collingswood, N. J.; Joseph Sofferman, New York City; Frank Wahl, Summit, N. J.; John Sykes, Trenton, N. J.; Frank W. Henderson and W. Scott, Philadelphia, Pa.; Albert Boller, Union Hill, N. J.

John Steele, Paterson, N. J.; B. A. Swenson, Providence, R. I.; John Rawlings, Scranton, Pa.; A. W. Wagenhurst, Allentown, Pa.; Joseph Glanz, Hartford, Conn.; P. B. Rutan, Elmira, N. Y.; Irving E. Sweazy, Bound Brook, N. J.; Leroy H. Osborn, Wainscott, N. Y.; F. R. Skillman, Basking Ridge, N J.; Howard A. French & Co., Washington, D. C.; George O. Murphy, Westerly, R. I.; George W. Rankin, Jersey City, N. J.; Shelton Sturges, New Haven, Conn.; A. G. Schmidt, Pittsburgh, Pa.; Otto W. Payne, Baldwin, L. I.; Howard A. Ross, Harrisburg, Pa.; John McDowell, Medham, Mass.; Matthew Lamberg, Bridgeport, Conn.

James A. Brink, Carbondale, Pa.; Ned Morris, Jamaica, N. Y.; Henry L. Clark, Hudson, Mass.; M. J. Beilawa, Herkimer, N. Y.; H. A. French, Baltimore, Md.; William B. Lyons, Bloomfield, N. J.; Louis J. Tetley, Red Bank, N. J.; M. J. Madden, South Manchester, Conn.; Wilbur F. Asman, Torrington, Conn.; F. P. Rouetti, Westfield, Mass.; H. O. Ulrich, Lawrence, Mass.; L. A. T. Peterson, Waterbury, Conn.

H. L. Thomas, New Bedford, Mass.; Joseph Howard, of Baker, Murray & Imbrie, Inc., New York City; Claude E. Crout, Mattapan, Mass.; Victor Haubuer, Spring Valley, N. Y.; George W. Lewis, Stockholm, N. J.; W. P. Woodward, Hudson, N. Y.; Ernest Broadbent, Attleboro, Mass.; J. H. Missink, Wilmington, Del.

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Bicycle Section

HOFFMAN-NUNZIATA TEAM WINS

U. S. I. Combination Prove Best Sprinters in B. V. W. Team Race—Buffalo Team Takes Second Honors

NEWARK, N. J., Dec. 3.—There was plenty of action, spills galore and interesting doings in connection with the two-hour race of the Bay View Wheelmen, which was run yesterday at the half-mile trotting track at Weequahic Park. Twenty-eight teams started in the race out of a field of 32 teams that were entered for the event, which was postponed from Thanksgiving Day.

"Long Bob" Spears, the Australian cyclist, started the big field away and from the very start of the race the excitement ran high. The team of C. Duerr and F. Herbst were lapped shortly after a spill in which the latter was jarred up somewhat. William Purdue and Joe O'Leary and Larry Seufert and Gus Ziebarth were lapped in the tenth mile. Others were very weary before the first half-hour had been covered.

During the running of the first hour three sprints for extra prizes were staged at 15, 30 and 45 minutes. Harry Hoffman won the first and third sprints and William Keller the second. In the first hour the leaders had covered 20½ miles, with George Brindle holding the lead.

In the last hour seven sprints were run on the so-called Berlin style of finish and points were scored as follows: Winner, 1; second, 3; third, 4; fourth, 5; fifth, 6; sixth, 7; seventh, 8, and eighth, 9. All teams finishing outside of eighth place were credited with 11 points. The team scoring the lowest number of points were declared the winners.

Winner's Low Score

In the seven sprints the team of Jerry Nunziata, Brooklyn, and Harry Hoffman, San Francisco, riding under the Unione Sportiva Italiana colors, scored the lowest number of points. Nunziata and Hoffman had 24 points to 32 for Andrew Ciaciuch and Al Krushel, the Buffalo team; 46 for Robert Benwell and Eugene O'Mara of the Bay View Wheelmen; 47 for Fred Taylor, Newark, and J. J. Marquard, New York; 48 for Amateur Champion John L. Staehle and Ed Bryon, the Australian, both of the Bay View Club; 50 for Chris Dotterweich and G. Taylor, National Turn Verein, and 54 for the team of Henry Werner and William Weimer, Bay View Wheelmen.

Ciaciuch Wins First Sprint

Ciaciuch won the first sprint from Tommy Fitzsimmons, Werner and Dotterweich. Fred Taylor won the second from Nunziata, Benwell and Keller. Ciaciuch won the third from Staehle, Hoffman and Werner. The fourth went to Hoffman, who beat Dotterweich, Ciaciuch and Benwell. In the fifth sprint Werner beat Staehle, Hoffman and Benwell, and in the sixth sprint Fred Taylor won from Ciaciuch, Dotterweich and Hoffman. The final sprint was won by Nunziata from Larry Smith, Ciaciuch and Fred Taylor. The total distance was 40½ miles.

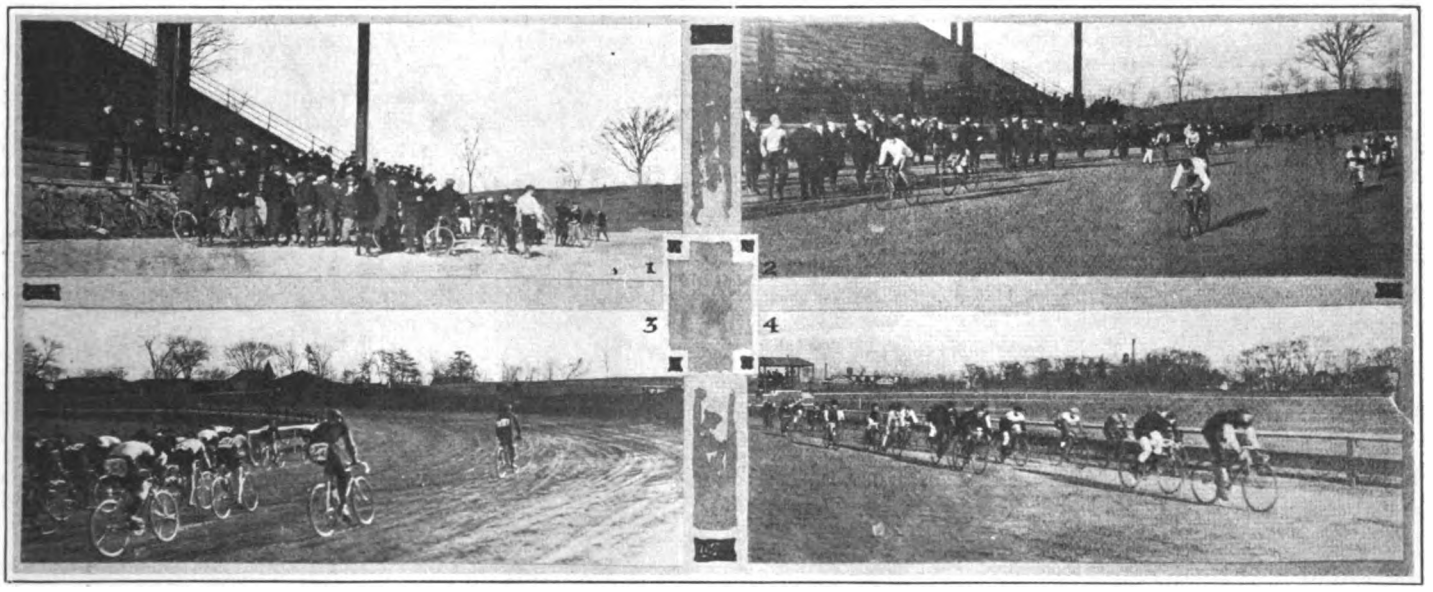
After the final sprint protests galore were filed with the officials over the riding of the Hoffman-Nunziata and the Krushel-Ciaciuch teams. The rules forbid changing in the last two laps of a sprint or making pickups on any other part of the track but the home stretch. Hoffman and Nunziata changed in the turn in the last sprint and Ciaciuch relieved Krushel in the last lap on account of Krushel puncturing. The two teams, along with that of Smith and Knoller, were disqualified in the last sprint, but the disqualification was later rescinded. In the Brassard race, run before the start of the team event, Charles Osterreiter dethroned George Brindle, the "Brassard King."

Spills a-Plenty

Several spills featured the race. In one smash, near the 15-mile mark, eight riders went down in a heap, but none of them were badly hurt. The home stretch, where the changes were made, also saw a few spills, but most of the injuries were suffered by the bicycles, the riders seemingly having better luck. The finish of the first eleven teams in the sprints and the points scored in each sprint follows:

Pts.	Team.	Sprint 1	2	3	4	5	6	7	Pts.
1	Hoffman-Nunziata	6	3	4	1	4	5	1	—24
2	Ciaciuch-Krushel	1	8	1	4	11	3	4	—32
3	Benwell-O'Mara	11	4	6	5	5	9	6	—46
4	F. Taylor-Marquard	7	1	11	11	11	1	5	—47
5	Staehle-Byron	11	9	3	6	3	7	9	—48
6	Dotterweich-G. Taylor	5	11	8	3	11	4	8	—50
7	Weimer-Werner	4	11	5	11	1	11	11	—54
8	Beck-Fitzsimmons	3	7	11	8	6	11	11	—57
	White-Paetz	9	11	9	7	8	6	7	—57
10	Schneider-Keller	11	5	7	9	9	8	11	—60
11	Horvarth-Bailey	8	6	11	11	11	11	11	—69

PICTORIAL INCIDENTS IN THE B. V. W. TWO-HOUR TEAM RACE



1—Group of Trainers and Handlers. 2—Hoffman Winning One of the Special Sprints. 3—Rounding One of the Turns. 4—The Big Field Near the Finish

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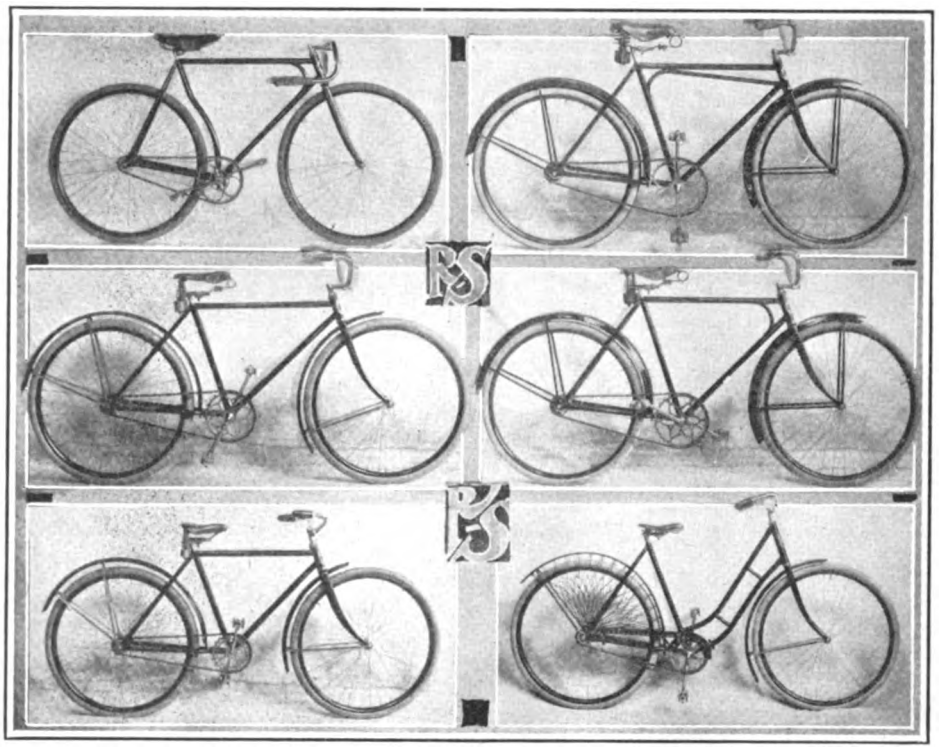
R-S BICYCLES IN ELEVEN MODELS

Pennsylvania Firm Opens Twenty-First Manufacturing Season with Full Line of High-Grade Machines Which Range in Price from $50 to $25



Top left, the R-S Racer Model; at Right, the Roadster; Center at Left, the Tourist Type; at Right, the R-S Special; Bottom at Left, the Speeder, a Boy's Model; at Right, the Ladies' Mount Corresponding to the Roadster

READING, Pa., Dec. 3.—Ever since the first Reading Standard bicycle appeared on the market twenty years ago, the maker has offered high-class R-S bicycles with most careful attention to finish and workmanship. The twenty-first season, that of 1917, is no exception to the rule and the Reading Cycle Manufacturing Company today offers a line of eleven bicycles of top-notch grade, ranging from $50 for the Racer to $25 for the Speeder Juvenile.

While the list prices of the Reading Standard line for 1917 have been advanced from those of the past season in some cases, the increase has been very slight and by no means in proportion to the extras that the rider gets. No machine has advanced over $5 and any standard coaster brake and a full set of guards is included in the new figures. In the past, the coaster brake was listed at $5 extra, for example, so that with the increased prices of raw material and advance in equipment rates, the firm is giving better value for really no advance in price.

Eleven in Line

There are eleven models offered by the Reading Cycle Manufacturing Company for the new season. These are: R-S Race, $50; R-S Road Racer, $50; R-S Flyer, $46; Roadster, $40; R-S Special, $35; Tourist, $30; Ladies' Roadster, $40; Ladies' Special, $35; Ladies' Tourist, $30; Speeder Juvenile, $25; Girls' Speeder Juvenile, $25.

The R-S Racer with its short wheelbase, listing at $50, is continued in the main from last season, during which it proved very popular. Like its 1916 predecessor, it has the best of equipment and liberal options. The bend in the seat mast tube brings the rear wheel directly under the rider, making for easy sprinting. Many well-known pro. riders have won on Reading Standard machines at six-day races in Madison Square Garden and on foreign tracks as well.

Road Racer

The R-S Road Racer, also listed at $50, is fitted with the same high-grade two-piece sleeve contained hanger fitted to the Racer. This hanger has been thoroughly tested out and is equal to the highest grade hanger on the market today. The Road Racer is a quality road machine and is fitted with guards and coaster brake unless specified otherwise.

At $46, the R-S Flyer will, no doubt, prove as popular as in 1916, the year it made its debut. It is regularly enameled in with either green or red head, but an option of blue with white head, or carmine with gold stripes is offered. Both the men's and ladies' Roadsters, priced at $40, have one-piece hangers and have high-class saddle, tire and other equipment. These models proved popular last season.

Special and Tourist

The Reading Standard Special, for men and ladies, has a truss head frame, known for years as characteristic of R-S construction. The list is $35 for either model. The Tourist is a new $30 model, having regular diamond frame and one-piece hanger.

In the juvenile line are the boys' and girls' Juvenile Speeder models, each priced at $25. They have 17-inch frame with 26-inch wheels. The cranks are 5½ inches in length. Thus one model only is necessary, as the regular 28-inch wheels are made in 19-inch frames.

Efficient Factory

The Reading Cycle Manufacturing Company occupies a factory building which is well adapted to the needs of high-class cycle production. There are over 30,000 square feet of floor space, all of which is in use. The capacity for 1917 is figured at 20,000 machines. All R-S frames are dip-brazed. Any excess metal is removed by an electro-deplating process, which has a capacity of 300 frames per day. All cranks are machined, as well as fork crowns and drop forgings.

Direct Representation

The firm handles its dealers direct in the following states: Pennsylvania, Ohio, Michigan, New York and New Jersey. For Montana, Idaho, Utah, Wyoming, Colorado, Arizona and New Mexico, trade is handled through L. O. Scott, the Western representative, whose headquarters are at Denver, Colo. In addition, the following firms distribute the territories mentioned:

Hub Cycle Company, Boston, Mass.—all of New England; G. H. Griess, Philadelphia, Pa.—Philadelphia County; W. H. Grover, Norfolk, Va.—North Carolina; Henry Keidel & Co., Baltimore, Md.—Maryland, Virginia, West Virginia, Delaware and District of Columbia; Walthour & Hood, Atlanta, Ga.—South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana and Tennessee; R. L. Leacock Sporting Goods Co., St. Louis, Mo.—Missouri, Texas, Oklahoma, Arkansas, Kansas, Illinois and Kentucky, Pacific Motor Supply Co., San Francisco, Cal.—California; Ballou & Wright, Portland, Ore.—Oregon and Washington.

NEW G. W. AGENTS

America, Adlake and Crown Bicycles Appeal to Dealers at the Show

LA PORTE, Ind., Dec. 4.—Among the many new agencies placed with the Great Western Mfg. Co., of this city, during the recent Chicago Cycle Show were the following: C. A. Clarke & Son, Hamilton, O., Adlake; New England House Furnishing, Minneapolis, Adlake; E. L. Lawson, Auburn, N. Y., America, and C. F. Sauer & Co., New Orleans, La., America.

The Crown bicycles will be handled by the following: Crowley-Milner Co., Detroit, Mich.; E. C. Van Loon, Streator, Ill.; Daniel P. Savage, Gary, Ind.; F. A. Dunklee, Fort Wayne, Ind.; W. J. Tuebner & Co., Dayton, O.; S. L. Clark & Co., Middletown, O.; Sandusky Bicycle Co., Sandusky, O.; F. A. Copley, Fostoria, O.; Chris Morler, Boise, Idaho; Heagy Bros., Carlisle, Pa., and B. E. Andre, Charleston, W. Va. In addition a number of Chicago agencies were placed at the Coliseum.

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EMIL FRIOL IS A WAR VICTIM

Famous French Cycle Sprinter Meets His Death as a Dispatch Bearer at the French Front; Had Visited America Twice

ONE more famous racing cyclist has been killed in the European war. The latest one to give up his life for his country is Emil Friol, the French sprinter, who received fatal injuries in a collision between a motorcycle which he was using and an automobile, near Amiens, France, about November 17. Friol, who was a motorcycle dispatch bearer, was at first reported killed by a bomb, but later reports proved that was erroneous.

The dead cyclist was born at Lyons, France, in 1881, and started racing at the age of 18 years. Friol confined most of his early racing to the provincial race meets, but about 1902 he went to Paris to compete against the best of the world's stars. In 1904 he won the sprint championship of France and he won the same race in 1906, 1907, 1910 and 1913. The world's sprint championship was accounted for by Friol in 1907 and again in 1910.

Friol had many other classic races to his credit. He won the Grand Prize of Paris in 1907, 1909 and 1910; the Grand Prize of the Republic in 1908, and the Grand Prize of the U.V.F., a race named after the controlling French body, the Union Velocipedique de France, in 1908, 1910 and 1911. He also accounted for the winter championship at the Velodrome d'Hiver, Paris, during the winters of 1909-10 and 1910-11. In 1910 Friol won the championship of France, the Grand Prize of Paris, the world's title and the Grand Prize of the U. V. F., being the only rider to win all four races in one season.

Friol has visited America on two occasions. One year he came to ride match races at Madison Square Garden in connection with the annual six-day race, and again in 1912, when he competed in the world's titular races in Newark. He met Frank Kramer, the American champion, in a series of match races at the Newark track the same year, Kramer winning the series. The unfortunate cyclist was well liked in this country and the news of his death was a shock to his many friends.

TEAM RACE FOR PARISIANS

A team race, run along American lines, was staged at the Velodrome d'Hiver, Paris, Sunday, November 19, and the winning combination was made up of Thorwald Ellegaard, the Dane, and Henry Contenet, the old-time French paced performer. The event was run over the 100-kilometer (62½ miles) route and was called the "Race of 400 Laps" (the track is one of 250 meters). Philip Thys, the Belgian, and Juseret finished second and Charles Deruyter and Mantelet third. The winner's time was 2 hours 30 minutes and 5 4/5 seconds. Fourteen teams started, one being made up of "Woody" Hedspath and Henry Martin, but the team quit early.

BIG SCHMELZER ADDITION

KANSAS CITY, Mo., Dec. 4.—The Schmelzer Arms Co. has under construction a large addition to its already extensive headquarters at 1224 Grant avenue. The new building will give the company 17,500 additional square feet of floor space. T. A. Taylor, manager of the bicycle department, states that arrangements have been made to devote about 3,200 square feet of the additional space on the ground floor to a retail bicycle department.

FRANK CALVIN KILLED

One-Time Racing Cyclist Meets Death in Automobile Race

UNIONTOWN, Pa., Dec. 3.—While competing in the Universal Trophy race at the opening of the Uniontown Speedway yesterday afternoon Frank Galvin, a former racing cyclist, lost control of his racing car and crashed into the press stand and received injuries that later resulted in his death. In the crash Galvin's mechanician, Gaston Weigel, and Hughie Hughes, another racing driver, were killed.

Galvin hailed from New Milford, Conn., and was a familiar figure about eastern cycle tracks. He started in the six-day race at Madison Square Garden, New York City, in 1902 with Eddie Root and they finished sixth. He has also ridden in other six-day races in Madison Square Garden with Walter Bardgett, George Wiley, Arthur MacDonald and Norman Anderson. Galvin rode his last six-day race in New York with George Wiley in 1911, when they were put out through accidents on the fifth day. As an automobile racer Galvin had more or less success. He finished second in the recent Harkness Trophy at the Sheepshead Bay Speedway and was well placed in other races this season.

WALTER RUTT STILL WINS

Walter Rutt, the German champion cyclist, is still winning races in Germany. At a recent race meet at the Treptow, Berlin, track, Rutt defeated Willie Lorenz, Hahn, Abraham, Wiegandt and Arend in the order named in an 1,800-meter scratch race. Rutt also finished fifth in the handicap from the honor mark, Neiderkrone being the winner.

TEAM RACE CALLED OFF

WOODMERE, L. I., Dec. 1.—Owing to inclement weather the two-hour bicycle team race, which was scheduled to by run by the Woodmere A. C. yesterday, was called off.

BENSON VISITS MANY AGENTS ON TRIP

A. O. Smith Sales Manager Hits High Spots and Finds Much Optimism on Journey to New York Show

NEW YORK.—Following the Chicago Show, J. A. Benson, sales manager of the A. O. Smith Corp., spent a busy day at the factory and then packed his grip and hustled for Detroit on a flying business trip. From Detroit he worked southward, hitting the high spots along the line and finally arriving in New York early this week. When seen at the New York Show, Sales Manager Benson reported that he had been highly successful in lining up Smith Motor Wheel agents on his way from Detroit to the metropolis.

Mr. Benson is optimistic over the business outlook for 1917, and states that every mail is bringing to the factory orders for Smith Motor Wheels and Flyers, as well as inquiries concerning those products.

Among the recent important agencies closed by Mr. Benson is one with C. J. Peterson, pioneer bicycle man of Minneapolis, Minn., who will handle the Smith Motor Wheel for the next season. Peterson also signed up a substantial contract for the Smith Flyers in his territory.

J. Menard, 2209 Central avenue, will handle the Smith Motor Wheel and Flyer on the east side in Minneapolis, working in conjunction with Peterson.

Another agent who has just signed up with Benson is C. Cuzaroff, of St. Paul.

DOING SCOUT DUTY WITH THE CYCLEMOTOR

Cycling Brigades of the Boy Scouts Make Good Use of the Little Power Plant in Their Manoeuvres

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XMAS SALES SUGGESTIONS FOR DEALERS

Current Number of "Million Bicycles Bulletin" Urges Retailers to Make the Most of Holiday Opportunities and Offers Timely Suggestions

NEW YORK, Dec. 4.—One of the most potent influences that has been set at work for the enlivenment of holiday cycle business is the Christmas number of the *"Million Bicycles Bulletin,"* which is just off the press and ready for distribution to dealers. This snappy periodical is published by the United Cycle Trade Directorate, and is as attractive along pictorial lines as it is constructive in its text matter. It presents the Christmas bicycle trade proposition in an impressive manner, and points out to the dealer the fact that the pedal two-wheeler is one of the most attractive articles that can be offered to holiday buyers.

A Christmas Opener

The Christmas number of the *Bulletin* opens with an interesting and constructive article under the heading "Get Ready for Big Christmas Business." This feature treats at some length of the importance of the holiday bicycle market, and then proceeds to give specific sales instructions for dealers throughout the country.

It has been the aim of the United Cycle Trade Directorate to make the *"Million Bicycles Bulletin"* helpful without making it "dry" reading, and this has been accomplished in the current number. Every paragraph of the paper is suggestive of the strong and healthy spirit of optimism which the Directorate is endeavoring to communicate to dealers throughout the land, and this atmosphere of enthusiasm, backed up by practical and informative material, has enabled the publishers to turn out a valuable addition to the literature of the Million Bicycles movement.

Another feature of the *Bulletin* which is deserving of careful attention from dealers is an offer of $50 by the Directorate for the best Christmas window display of bicycles, and $50 for the most effective Christmas bicycle ad that appears in a newspaper. The dealer who wishes to enter the window display contest is requested to have a clear photograph taken of his window and forward it at once to Charles F. Olin, of Bristol, Conn., secretary of the Directorate.

Emphasis is placed upon the necessity for writing the name and address of the contestant plainly on the back of the photograph. Any window display made during the month of December is eligible to the contest, and dealers may send in as many photographs of December window displays as they wish.

In the newspaper advertisement contest, copies of the complete newspaper containing the ad should be forwarded to Secretary Olin as soon as possible. Both contests will close on December 31, and all window display photos and newspaper advertising should be mailed so as to reach Secretary Olin not later than January 10, when the material in each contest will be turned over to a committee of competent judges.

Special Electrotypes

Special electrotypes, putting across the Christmas bicycle idea in attractive form, are also ready for distribution to the dealers, and several of them are reproduced in the *Bulletin*. These are intended for use in local newspapers, and are made in suitable sizes. Dealers who wish to avail themselves of the opportunity to use these cuts are invited to communicate with Secretary Olin.

Considerable space is devoted to the subject of bicycle races, and emphasis is placed upon the importance of working up interest along these lines on a national basis. Numerous encouraging letters are published from dealers throughout the country who have co-operated in the bicycle race movement during the past season.

To Explain Big Plans

It is announced, by the way, that the December number of the *"Million Bicycles Bulletin"* will outline in full the extensive plans which have been worked out by the Directorate for furthering the interests of bicycle dealers during the coming season. Backed by the hard-working enthusiasts who make up the Directorate, and with funds either in hand or assured for the near future, the present bicycle movement promises to outdo anything of the kind ever launched in this country.

Needless to say, all announcements concerning the national selling plans are of the utmost importance to bicycle dealers, and they are urged by Secretary Olin to make a point of obtaining and carefully reading every issue of the *"Million Bicycles Bulletin."*

One of the Xmas Ad Electrotypes Prepared for Dealers

ANOTHER XMAS BOOSTER

One of a Series of Attractive Electrotypes Arranged for Dealers by the New Departure Mfg. Co.

INDOOR BIKE RACES

Naval Reserve Will Stage Varied Program in Rochester Armory, Dec. 9

ROCHESTER, N. Y., Dec. 4.—The first of a series of indoor bicycle races at the Armory will be held on the evening of December 9 under the auspices of the Naval Reserves. The program will consist of scratch races at one and three miles, and a five-mile handicap. The floor of the Armory has been put in shape for the cyclists, who will be permitted to use the track every evening between six and seven-thirty. About a dozen riders have been "working out" at the Armory for the past week.

Entry blanks have been placed with all the dealer, and the promoters are looking forward to a strong field. A number of track teams from the high schools, and from the Y. M. C. A. are booked to compete. The meet will be held under N. C. A. & A. A. U. rules.

NEW NEWARK CYCLE CLUB

NEWARK, N. J., Dec. 7.—A new bicycle club has been organized in this city. The Arrows is the name by which the new club will be known and the following officers have been elected: President, John Rooney; secretary, William J. Fagan, and Howard Ball treasurer. Many interesting features are being arranged for the winter and next season.

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NEW DEPARTURE SALES HELPS

Well-Known Coaster Brake Concern Issues New Series of Folders and Other Business-Bringing Literature to Dealers

BRISTOL, Conn.—Following its policy of helping live dealers to sell bicycles in a practical way, The New Departure Mfg. Co., maker of the well-known New Departure coaster brake, hubs, etc., is again offering specially-prepared folders, signs and lantern slides. These are for the use of dealers in stimulating sales of bicycles for Christmas gifts.

The folders are printed in colors, with attractive illustrations on all pages, and talks right up for the bicycle from start to finish.

Dealers who used the same service supplied by The New Departure Company last year sold more bicycles than they thought it possible to sell at the Christmas season. In fact, a great many dealers who were skeptical of the New Departure claim that good business could be secured at Christmas time found that by newspaper advertising, window displays, and the use of the folders and posters good business could be stirred up.

The New Departure printing department is working with double force getting out this material to dealers who have written in for it this year—not hundreds of them, but thousands of them. It is not too late for you to send in your request. This material is furnished free by The New Departure Company, and every dealer who is willing to try out the possibilities of Christmas sales in his city should certainly send for these selling helps.

BUBP BEST JUNIOR

Takes First Prize in Reading B. C. Ten-Mile Road Race

READING, Pa., Dec. 1.—Forty-six junior cyclists competed in the ten-mile bicycle road race of the Reading Bicycle Club, which was held over the Reading to Temple route yesterday. The roads were in a very muddy condition due to the hard rains, but despite that handicap the riders made good time.

Ralph Bubp, from the middle mark, won the race in 25 minutes and 8 seconds, and he received a gold watch for his efforts. Raymond Levan finished second; James Dick, third, and Elmer Hart, a scratch man, finished in fourth place only four seconds back of the winner. Hiester Dick, Herman Nein, Carl Body, William Lutz, Raymond Huber and Warren Rubright finished as named, all of them receiving prizes. The officials were: A. A. Fink, referee; Albert Rhode, starter; James Mayo, A. E. Keeport and George L. Gring, judges. A large crowd assembled at the line and cheered the efforts of the riders.

SELLING BICYCLES ALSO

ROCHESTER, N. Y., Dec. 4.—The Wagner-Dolph Co., Inc., Cleveland and Harley-Davidson distributors for Rochester and vicinity, has taken on the new line of Harley-Davidson bicycles, and has launched an energetic campaign. The company has also signed up to handle the Cleveland lightweight for another year.

Up to the present time the firm has delivered nine of the new olive drab Harley-Davidson twins, and has booked a considerable number of orders for delivery in the near future.

CYCOMO BICYCLES

Saufley Supply Co. Launches New Line With Six Models; CycomoTires Also

KANSAS CITY, Mo., Dec. 4.—The Saufley Supply Co. has recently placed a new line of bicycles in its salesroom under its trade name, "Cycomo." The line embraces six models which will retail from $32.50 to $42.50. The company will also distribute these bicycles throughout the southwestern territory.

The Saufley Company recently closed negotiations for the manufacture of a new bicycle tire to be known as the Cycomo Vacuum Tread. This tire will retail at $2.75.

COMMERCIAL BICYCLES IN DEMAND

COLUMBUS, O.—One of the beneficial features of the bicycle trade in central Ohio territory is the buying on the part of solicitors and collectors. Laborers are also buying well, but recently the tendency has been towards more buying by house-to-house canvassers and collectors. The bicycle business has been especially active during the past few months according to dealers.

A WICHITA, KAS., FIRM MOVES

WICHITA, Kas., Dec. 4.—An indication of the growth of the bicycle business in this city was seen in the move made by the Ellis Bicycle Company. This hustling firm has moved from 133 N. Lawrence avenue and the new quarters will give them three times the room they had in their old location. A big stock of bicycles and accessories will be carried.

Motorcycle News Continued

HAMILTON TAKES STAND AGAINST SPEEDING

Well-Known Pittsburg Dealer Withdraws Support From Motorcycle Racing Following Fatal Accident in 200-Mile Sidecar Race

PITTSBURGH, Pa.—Speaking of the accident which resulted in the death of Harold Glacken, in a 200-mile road race held at Pittsburgh Nov. 26, S. C. Hamilton, local Harley-Davidson agent, states that he is fully convinced that the speed game is not worth what it coses. Glacken was occupying a sidecar with L. Keys in the saddle, and the contesting team was composed of C. Coulter and a young man named Sills, with an Indian outfit. Near Bedford, Pa., the sidecar combination operated by Keys and Glacken turned turtle while making a turn at high speed, and Glacken was instantly killed. Keys was hurt, but not seriously. Glacken had been in the employ of Agent Hamilton for nine years.

Sentiment against high speed work, on either road or track, is spreading rapidly in this section, and there is a growing tendency to consider the motorcycle more as a pleasant and economical service vehicle than as a mere road-burner. This policy will have Agent Hamilton's unqualified support hereafter.

NEAT ANNOUNCEMENT CARD

BROOKLYN, N. Y.—An attractive card announcing the opening of their Reading Standard distributing agency and inviting an inspection has been sent out by Nickerson & Schroeder, Inc., of 1078 Bedford avenue. The story is told in a few words, in a manner which is both artistic and pleasing.

THORS FOR WESTERN SUPPLY

DENVER, Colo., Dec. 2.—The Western Supplies Company, 1448-52 Larimer street, this city, have just received quite a large shipment of 1917 Thors. The Western Supply people are urging motorcycle folks to call and see the new machines and state that they will find the store "right there with the Thor efficiency and service," as in past seasons.

AD. CAMPAIGN FOR FOX

DENVER, Colo., Dec. 2.—Peter Fox, 321 Main street, Grand Junction, Colo., is conducting a newspaper advertising campaign in the smaller towns and cities in his part of the State. In these ads. he is featuring the Indian motorcycles and bicycles. Fox is also planning on establishing a subagency in Montrose, Colo., soon.

THANKSGIVING RUN WINNERS

PROVIDENCE, R. I.—The annual Thanksgiving run of the Providence M. C, from this city to Westerly and return drew a creditable field, and competition was keen among the experienced roadsters. The best score went to Fred Wilbur, Jr., of Woonsocket, and Edward A. Swenson, Providence, was second. Henry Lazzelle, of Davisville, finished in third place, and W. J. Warnock, of East Greenwich, R. I., received the fourth award. The first three mentioned were mounted on Powerplus Indians, and the fourth rider was mounted on a 1913 Indian twin. The run was directed by B. A. Swenson, local Indian man, who conducts this affair annually, as well as a number of others.

WHEN MATTING WEARS

AFTER rubber matting on the sidecar floor has become spotted and frayed from use it could be restored to its original brightness by painting it with a lead-colored paint, then varnishing it. By doing this the matting will look like new and can be kept clean much easier than before painting it.

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CONSTANT SETS PACE ON NEW JERSEY HILL

(Continued from page 36h)

initial try, followed by the pride of Paterson, Orie Steele, also on an Indian, in 34 flat, while Stevens, Harley-Davidson, rose in 32 4/5.

Three more tried and failed: Kluczek and Buchanan, R-S, and "Babe" Buttlar, Harley-Davidson, who found out that this hill was no place for a short-coupled single-geared racing mount.

That makes the first round of solo riders.

Next time up Havenstrite speeded up and crossed the summit in 30; Georke made it in 33 4/5; Constant, 24 4/5, two-fifths slower than first climb; Eckhardt broke into the elite by an ascent in 38; Bergfels passed his hoodoo spot and arrived safely in 37 2/5; McKinney used his eyes to good advantage and was clocked in 38 1/5, having found the "groove;" Snyder put his mount up in 30 flt; Somers in 31; MacDonald rode it in 32; "Young" Steele by an ascent in 28 4/5 moved up into second fastest notch; Terhune came along in 32 1/5 and the second string had been contested.

All contestants who failed twice were barred from a third trial, which thinned the ranks of the contestants and speeded up matters a lot.

It was during the third and final climb that the boys began to give her all they had, and as a result the crowd was treated to a series of wonderful sand-riding exhibitions and were showered with dirt and stones from the weaving hind-wheels.

Some one had been experimenting and found that the hill could be climbed on second, and as a result "Conny" reeled one off in 21 4/5 that will stand as the record for the hill. Terhune, rocking like a ship in a gale, followed in his wake with a 23-second ride, while Snyder was clocked in 26 seconds.

Other riders made good times, but we have kept that sidecar bunch waiting long enough.

Spear, Thor, started off with a 401-foot climb, immediately bettered by Havenstrite, Harley-Davidson, who rolled up 450.4 feet. This was not bettered by the next six drivers; then Bush, Harley-Davidson, started up and kept going higher and higher. Past the 500-foot mark, then the 600-foot—Gee Whiz! past the 700-foot peg, and then when he was within hailing distance of the 800-foot mark the motor said "Enuff." The tape read 770.3 feet. *Some* climb! Great joy in the Harley-Davidson ranks!

Two more tries that were tame by comparison were made by Terhune, Harley-Davidson, and Ker Henderson. Then Snyder, Indian, started and kept going. On he went always with that mark of Bush's before him. Higher and higher he went, then "chug" she said and the measurers read the figures, 772.8 feet.

Joy went over to the Indian camp then, for Snyder had passed Bush by 2.5 feet.

On the next try the field was reduced to 10 contestants and the best distances were: Bush, 534.4; Havenstrite, 492 and Snyder 777.6 feet.

Two trials were counted and the average taken for the final results.

Darkness put a stop to the ambitious climbers at the right moment and everyone rode home happy for a day of real clean sportsmanship and cleancut motorcycle competition.

The officials were: W. M. Walden, starter; A. R. Mackey, clerk of course; T. K. Lee, John Steele, Jr., S. D. Goodman, timers; Art Wintsch, scorer, and E. B. Holton, a little bit of every old job.

HOW THE SOLO RIDERS FARED IN THE N. J. M. C. HILL CLIMB

	Trials		
	1st	2nd	3rd
Elmer Havenstrite, '17 H.-D.	.34 4/5	.30	f
Walter Goerke, '16 Indian...	.32	.33 4/5	.30 4/5
E. B. Holton, '16 Indian....	f	f	w
John Walton, '16 Indian....	f	f	w
Frank Grimm, '16 Indian...	f	f	w
C. R. Webber, '17 Indian...1.10		f	.42 4/5
J. U. Constant, '17 Indian..	.24 2/5	.24 4/5	.21 4/5
W. Weinkop, '16 Indian...	f	f	w
J. B. Werner, '16 H.-D.....	f	f	w
C. L. Eckhardt, '15 H.-D...	f	.38	.40
Chas. Dombach, '17 Hend..	f	f	w
C. Blecher, '16 H.-D.....	f	f	w
L. W. Wintsch, '16 Indian..	f	f	w
Wm. Bergfels, '16 H.-D....	f	.37 2/5	f
R. McKinney, '15 H.-D....	.59 4/5	.38 1/5	f

	Trials		
	1st	2nd	3rd
Harvey Snyder, '16 Indian.	f	.30	.26
C. L. Young, '16 Indian....	f	f	w
Geo. Mims, '16 H.-D.....	f	f	w
Harry Somers, '16 Indian...	f	.31	.32
"Chet" Charles, '16 Indian..	.37 4/5	f	.37 2/5
Merril Stoner, '15 Excelsior.	f	w	w
L. B. Thebaud, '16 Indian..	f	f	w
E. C. McDonald, '16 Indian.	.31	.32	f
Orrie Steele, '16 Indian....	.34	.28 4/5	.28
J. W. Terhune, '15 H.-D...	f	.32 1/5	.23
Ortie Stevens, '15 H.-D....	.32 4/5	f	.37 1/5
Watson Kluczek, '16 R.-S..	f	1.01	f
Wm. Buchanan, '16 R.-S...	f	f	w
"Babe" Buttlar, '15 H.-D...	f	f	w

THESE SIDECARISTS COULD NOT TOP THE HILL, BUT THEY TRAVELED SOME

	Sidecar.	Distance in ft.		Average
Wm. R. Spear, '17 Thor,	Rogers	401	415	408
E. Havenstrite, '17 H.-D.	H.-D.	450.4	492	471.3
J. B. Werner, '16 H.-D....	H.-D.	400	w	...
John Steele, '16 Indian ..	Indian	440.8	438.5	439.65
Mart Netzler, '16 Ex....	Rogers	368.0	357.0	362.5
F. Schlagenheft, '17 H.-D..	H.-D.	407.6	300.0	358.6
C. L. Eckhardt, '15 H.-D..	H.-D.	402.8	414.0	408.4
H. Venagri, '16 H.-D.....	H.-D.	340.0	385.3	363.15
Carl W. Bush, '17 H.-D..	Rogers	770.3	534.4	652.35
A. J. Terhune, '17 H.-D...	H.-D.	475.4	456.8	466.1
Walter Ker, '17 Hend....	Rogers	376.0	w	...
Harvey Snyder, '16 Ind...	Indian	772.8	777.6	775.2

f failed. w withdrew. Time given in seconds.

FORCE IS INCREASED

READING, Pa.—In order to take care of the increased demands now being made upon it, the Reading Standard Co. has made considerable additions to its working force. It is stated that practically enough material is now on hand for the year's requirements, and judging by the present indications, the company will experience no difficulty in making regular deliveries. Eighty per cent of the maximum output of the factory has already been contracted for.

Production will naturally be strongest on the electrically-equipped and regular twin models of this popular line.

KLUCZEK REPORTS ACTIVITY

NEWARK, N. J.—The Kluczek garage, 47 William street, local agent for the Reading-Standard line, has received the initial shipment of machines and has already lined up six buyers for the 1917 models with many names on the list of live prospects.

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The New Departure Coaster Brake

"The Brake that Brought the Bike Back"
Let it help swell your Christmas sales.

This is the Big Christmas for Bicycles

Never before was money so plentiful.

Never before has so much money been spent in holiday buying as will be spent this year.

Never before have the grown-ups gotten so far away from cheap and worthless toys to buy gifts of real worth for their children.

This means you can sell Bicycles this Christmas.

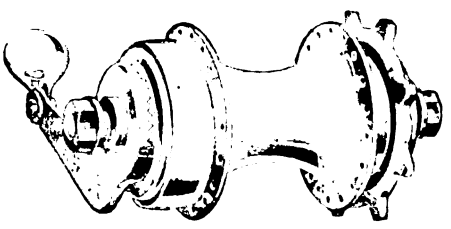
The more you put it up to the boys and girls that they can now own the Bicycle they have wanted so long

The more you talk Bicycles and the good they do, to the parents of these children, the more you can sell.

This is Certainly the Big Christmas for Bicycles

Leave nothing undone to get your share of this business: Advertise—Trim up your store, your store windows—See that you have plenty of New Departure equipped Bicycles in stock to meet the demand—Write us for timely literature and suggestions that will swell your Christmas sales.

The **NEW DEPARTURE MFG. CO., Bristol, Conn., U. S. A.**



Rightly used, it's good for life-long service.

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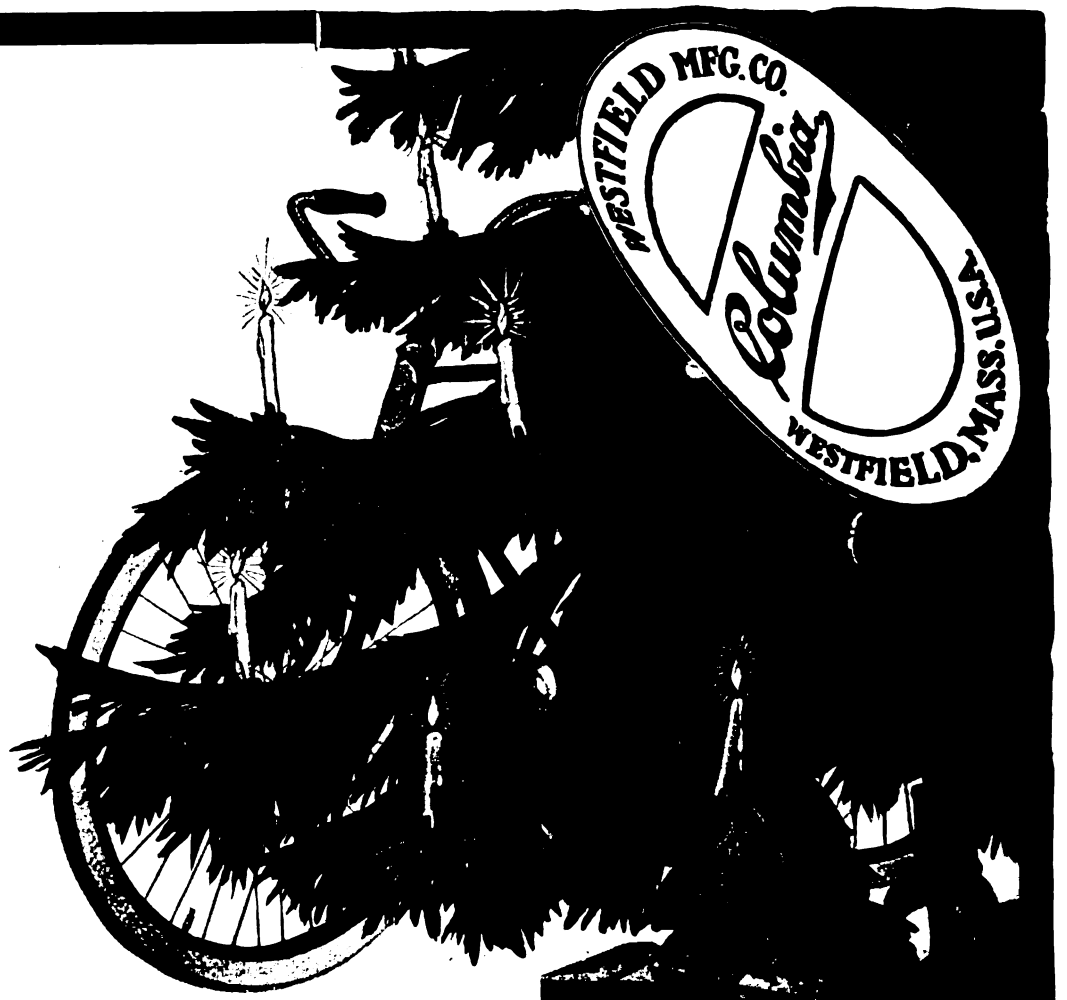

Columbia

A certain number of Columbia bicycles are going to be sold within the next few weeks to meet the usual Christmas demand.

This is no speculation, but a sound, practical conclusion based on the experience of thirty-nine years.

This year, with the greatly increased interest in bicycling, the world-wide prestige of the Columbia itself and the nation-wide advertising it has received, the demand is going to be greater than ever before.

Dealers the country over have already begun to feel the effect. They are selling more Columbias than in past years and we are manufacturing more.

Our facilities place us in a position to fill your orders immediately with a complete line of these famous bicycles. With a wide range of attractive prices there is a model for every purpose: Motobike, Juvenile, Chainless, Daily Service, Superb and others.

Christmas, Columbia and the cash register are closely related. Work the combination now. Telegraph your order at once.

Westfield Manufacturing Company

Successors to the Pope Mfg. Co.

11 Lozier Ave **Westfield, Mass.**

Largest Manufacturers of High-grade Bicycles in the World

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Varied Activities of the Dealers

DE LUXE HEADQUARTERS FOR R-S

Nickerson & Schroeder, Inc., Complete Place in Brooklyn and Establish Up-To-Date Shop; Fixed Work Rates; Agents Signed Up

BROOKLYN, N. Y., Dec. 1.—Nickerson & Schroeder, Inc., distributors of the Reading Standard for New York, Connecticut and New Jersey, have put the finishing touches to their headquarters at 1078 Bedford avenue. The establishment is situated on a corner, having a frontage of 38 feet and a length of 85 feet. Of the length, 10 feet is partitioned off as offices, the remainder being for the show room.

Large plate glass windows are fitted on both front and side of the show room, giving ample lighting under all circumstances. The show floor is of hardwood, a brass mat being laid down from the office door to the main entrance. In the basement is located a modern repair shop, which includes an enameling outfit and a forge.

Nickerson & Schroeder, Inc., announce that they will undertake repairs at cost price plus 10 per cent., and will specialize in re-enameling and nickeling. The time rate, as stated by General Manager Schroeder will be 60 cents per hour. Only expert repairmen are employed.

To date the following local agents have been signed for the R-S by the firm: F. W. Anderson, Albany; Joe Jonaschek, Bronx; George E. Denton, Ossining; Child Brothers, Amsterdam; Lewis & Fry, Schenectady; Cole & Brown, Johnstown; Kraus & Heil, Syracuse; J. Nelson, 112 Fourth Place, Brooklyn, New York; Andrew Lardino, Jersey City, N. J.; Jos. F. Coupe, Utica, N. Y., and Sidney Hurvin, Jamaica, N. Y.

In the new headquarters, the company has a complete stock of accessories and supplies for motorcycles, in addition to the new models of the Henderson and Excelsior. James Sechlietner, formerly a salesman for the Wagner Dolph Co., Inc., has joined the sales staff of Merkle & Spacher, and Merritt M. Mitchell has charge of the repair end of the company's business.

NEW WANDERSEE STORE

Detroit Harley-Davidson Man to Erect Another on Woodward Avenue

DETROIT, Mich.—William F. Wandersee, Harley-Davidson distributor in this city, is building another store to give better service to patrons and dealers. The new place is to be at the corner of Woodward avenue and Boulevard. It will be devoted exclusively to motorcycles.

The size of the new structure is 30 x 100 feet, one story in height. It will be fireproof. The cost is to be $8,000. Wandersee sold more than 300 Harley-Davidsons last season and so far has disposed of 35 new ones. His bicycle sales exceeded 300 wheels.

LOCATED IN NEW STORE

Merkle & Spacher Are in Larger Headquarters As Result of Recent Fire

ROCHESTER, N. Y., Dec. 4.—The Merkle & Spacher Co., Inc., Henderson and Excelsior dealers in this territory, are now settled in their new store at 162 Clinton avenue north, where they located after the $5,000 fire which gutted their old store at 189 Clinton avenue.

FIRST SHIPMENT SOLD OUT

COLUMBUS, O.—John H. Beebe, manager of the Columbus branch of the Sykes Motor Co., central Ohio distributors for the Indian, reports that the first shipment of the new models has been sold out, and that business is now being lined up to take care of the second carload of machines which is expected daily. Manager Beebe reports unusual interest in the new opposed motor twin.

OKLAHOMA TRIP FOR WEED

KANSAS CITY, Mo.—R. A. Weed, of the Saufley Supply Co., will leave this city in a few days for an extended business trip through Oklahoma. Mr. Weed states that Oklahoma business has increased steadily of late, and that the trip he is now planning promises to be the most successful one of the kind he has ever made.

"BOB" SELLS 17

Brooklyn Harley-Davidson Man Delivers Them, Also Eight Sidecars

BROOKLYN, N. Y., Dec. 3.—Bob Brazenor, the live wire Harley-Davidson man in this city, has just sold and delivered his seventeenth Harley-Davidson of 1917 model. The day before Thanksgiving, "Bob" had six customers waiting to ride off on their mounts as soon as the machines were taken out of the crate.

In addition to the machines, "Bob" has sold eight sidecars to date. A picked staff from his stores at 1157 Bedford avenue and 494 Jamaica avenue are at the Harley-Davidson booth in the Madison Square Garden show.

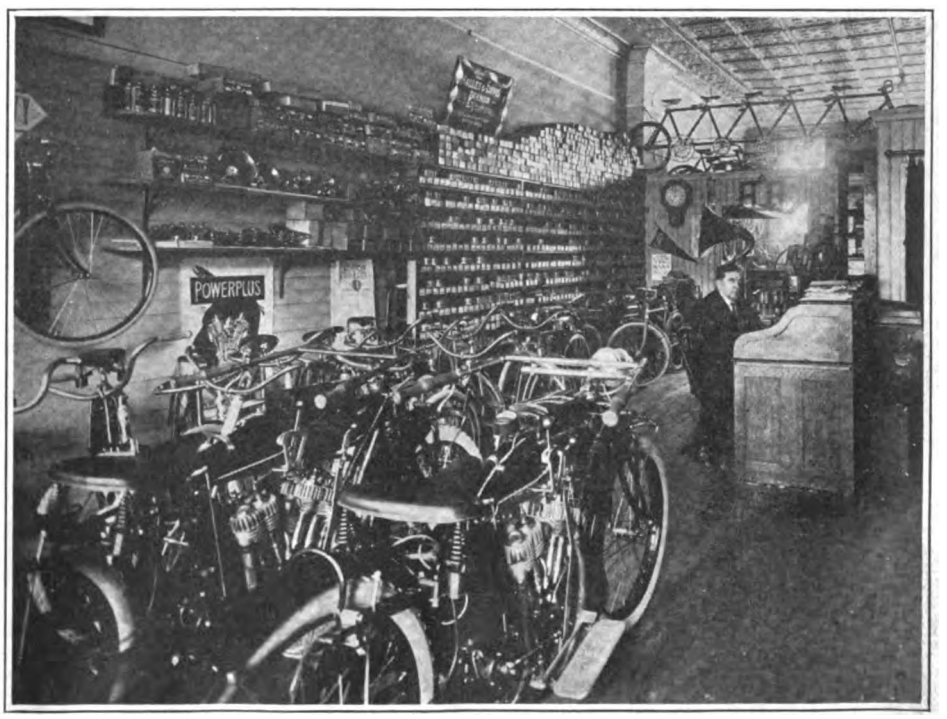
TO HANDLE HENDERSON ONLY

KANSAS CITY, Mo., Dec. 1.—Newby Brothers, well-known motorcycle and bicycle dealers in this city, announce that on and after January 1, 1917, they will handle the Henderson four-cylinder motorcycle exclusively. Until that date, the Flying Merkel and Thor representations now held will be continued.

ROCHOW BACK IN THE GAME

ROCHESTER, N. Y., Dec. 4.—Arthur J. Rochow, formerly traveling representative for the Excelsior, and more recently with the Vim Motor Truck Co., has taken up the duty of manager for the Merkle & Spacher Co., Inc., Excelsior and Henderson agency in Rochester.

NEAT INDIAN HEADQUARTERS IN MILFORD, MASS.



Interior of Salesroom of Trask Brothers, Veteran Cycle Dealers—A Complete Line of Powerplus and Other Hendee Accessories Is Carried

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THESE F. A. M. ATTORNEYS ARE ALWAYS AT YOUR CALL

ALABAMA
Anniston—Hon. Hugh Walker, c/o Merrill & Walker.
Birmingham—James Esdale, 506 1st National Bank Bldg.
Gadsden—R. F. Lusk.

CALIFORNIA
Bakersfield—T. F. Light
Los Angeles—Dave Smith
Sacramento—Charles C. Holl
San Francisco—Martin Uldall, 1303 Humboldt Bank Bldg.
San Jose, Cal.—F. R. Estes, Bank of San Jose Bldg.

CONNECTICUT
Hartford—Richard S. Dening
New Haven—Charles J. Martin

DISTRICT OF COLUMBIA
Washington—J. S. G. Gallagher, 115 8th St. N. W.

GEORGIA
Atlanta—Mason & Johnson

ILLINOIS
Champaign—B. L. Kirk, 507 1st National Bank Bldg.
Chicago—Wm. M. Johnson, 819 Ashland Block
Quincy—John F. Wheelock, Brown Bldg.
Rockford, Ill.—Thomas E. Gill
Springfield—S. A. Wight
Streator—Lloyd Painter

INDIANA
Indianapolis—Victor R. Jose, 202 Indiana Trust Bldg.
Marion—Thomas E. Pickrell, 2nd Fl. Farmers Trust Bldg..
Valparaiso—Frank P. Parks

IOWA
Sioux City—E. Y. Smith
Burlington—E. P. Felker, 411 Iowa State Bank Bldg.
Mason City—W. R. Hayes

KANSAS
Council Grove—Edwin Anderson
Emporia—Hon. W. W. Parker
Hutchinson—Martin Alemore
Larned—Roscoe E. Peterson
Pratt—E. R. Barnes
Wichita—P. D. Gardiner, 615 Bracon Bldg.

KENTUCKY
Hopkinsville—Alvan H. Clark
Shreveport—Edwin P. Mills

MARYLAND
Baltimore—D. C. Joseph, 112 E. Lexington St.

MASSACHUSETTS
Lowell—Geo. H. Allard, Jr., 326 Hildreth Bldg.
Worcester—Charles F. Campbell, 314 Main St.
Uxbridge—S. B. Taft
Pittsfield—Thomas Cassidy, 7 North St.
Boston—Arthur W. Blakemore, 40 Central St.

MICHIGAN
Battle Creek—J. H. Mustard, Post Bldg.
Bay City—Charles A. Higgs, Bay City
Detroit—Welsh, Crane & Kahn

MINNESOTA
Minneapolis—John G. Priebe, 2900 Humboldt Ave.
Two Harbors—John Dwan

MISSOURI
St. Louis—John C. Higlon, Central National Bank Bldg.

NEBRASKA
Lincoln—Harry R. Ankeny
Omaha—John W. Cooper

NEW JERSEY
Newark—Roy F. Anthony
New Brunswick—Chester R. Hohman, National Bank Bldg.
Lambertville—Walter F. Hayhurst
Haledon—Charles K. Barton, Paterson Savings Inst. Bldg.
Flemington—H. L. Stout

NEW MEXICO
Albuquerque—W. A. Keleher, Room 3, Cromwell Bldg.

NEW YORK
Brooklyn and Queens—Joseph P. Maguire, 375 Fulton St.
Cortland—John T. Gardner, 19 Main St.
New York—(Manhattan and Bronx Dist.), Clarence M. Davis, 2 Rector St.
Yonkers—Hon. Tracy P. Madden
Fort Plains—Thomas J. Moyer
Gloversville—R. Douglas Boyd
Jamestown—Geo. M. Blackmon, 432 Wellman Bldg.
Little Falls—Abram Zoller
Rochester—Geo. Y. Webster

NORTH DAKOTA
Fargo—Pfeffer & Pfeffer
Bottineau—Bowen & Adams
Bismarck—I. C. Davis
Grand Forks—Louis A. Chance

OHIO
Cleveland—Spear, Mills, Knight & Godfrey, American Trust Bldg.
Dayton—Irwin L. Holderman
Fostoria—C. R. Wade
Lima—Melvin Light, 56½ Public Sq.
Cincinnati—Richard C. Swing
Tiffin—Walter C. Rhorbacker

OKLAHOMA
Oklahoma City—Robert Everest, Lee Bldg.

OREGON
Portland—C. J. Wengerin, 516 Fenton Bldg.
Salem—McNary Brothers

PENNSYLVANIA
Erie—John R. Haughney
Harrisburg—G. R. Bernett, 11 N. 2nd St.
Reading—Thomas K. Leidey, 528 Washington St.

SOUTH CAROLINA
Columbia—F. Wm. Coppelmann
Charleston—Thomas S. McMillan

SOUTH DAKOTA
Deadwood—John H. Rogers, Lead, S. D.
Sioux Falls—M. Freeman

TEXAS
Carlisle—G. Whitter
Houston—John C. Williams, Paul Bldg.
San Antonia—W. Semmaney, 14 French Bldg.

VERMONT
Brattleboro—C. B. Hughes

VIRGINIA
Roanoke—Moss A. Plunkett, 308 Terry Bldg.

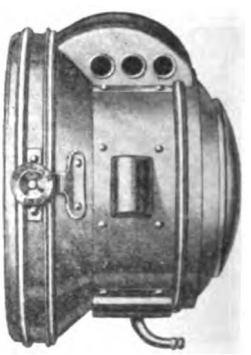
WEST VIRGINIA
Wheeling—H. W. Douglass, 1008 Schmulback Bldg.

WISCONSIN
Milwaukee—Lee F. Nohl, 709 Caswell Bldg.

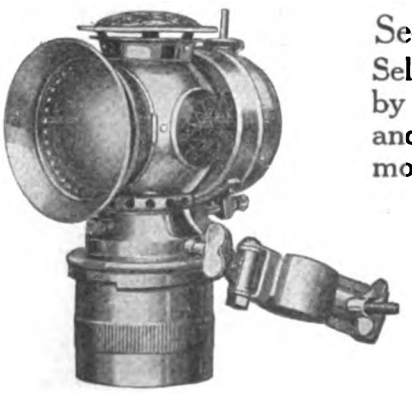
SOLAR
Gas, Oil and Electric
LAMPS

No. E. M. 2 H. Electric

Unapproached in material, design, finish and durability. Originated, made and sold by American brains, money and workmen—as good value as U. S. A. gold dollars.


No. 156. Gas.

Honest Goods Fairly Priced
Fully guaranteed by responsible makers. Complete line for every purpose.


Model S Gas Cycle.

See the New 1917 Models
Selected as regular equipment by Harley-Davidson, Excelsior and other leading makers of motorcycles.

Solar Lamps
are made for those who want the best. Catalogues on request. On sale by leading jobbers.

Two Million Gas Cycle Lamps
Sold in past 20 years against international competition proves their sterling worth.

THE BADGER BRASS MFG. CO. KENOSHA WISCONSIN

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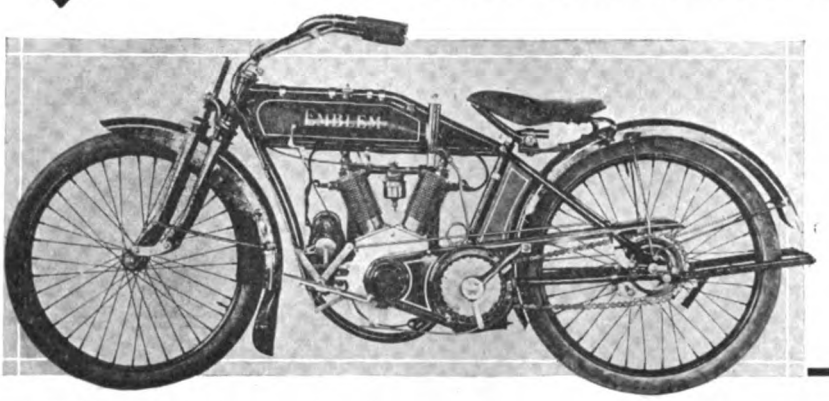
MODERATE IN WEIGHT IN POWER IN PRICE

EMBLEM

One Model Only.

The EMBLEM for 1917 is **the most satisfactory investment for** either dealer or rider, ever put **before the motorcycle public.**

Medium in weight, powered **sufficiently to meet any need—5-7** H.P.—sold at the hitherto unheard-of price of **$175—complete in** every minute detail, with every **improvement, refinement and comfort—assuring feature of the heavier and more expensive mounts,** the EMBLEM Medium Weight **Motorcycle is absolutely a revelation in what can be accomplished in MODERATE motorcycle construction.**



If you visit the SHOW, bear in mind it is of paramount importance that you visit our booth.

EMBLEM MFG. CO.

Angola, N. Y.

2 Atherton Elements that Make the Bike "Go"

Atherton Service

Is something more than a mere promise to help. It embraces plans that have been tried, have made good, and are making good. It means a service that starts at the factory, gathers momentum as it passes through the selling and advertising branches of the business, and strikes with full force at the public through you.

There isn't an Atherton dealer who isn't enthusiastic about it because they know from the results they are getting that it is a sure-as-fate service.

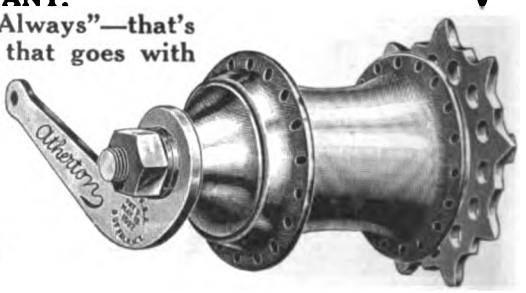
SERVICE

Atherton Braking

Is the very essence of simplicity and certainty. Examine an Atherton Brake and you will be struck at once by its remarkably small number of parts. Yet it has two driving contacts—two separate bids against slippage.

And as for safety, there never was a hill that could get past the three braking surfaces of the Atherton, each holding the wheel true to the wheel of the rider—ON THE INSTANT.

"Safety Always"—that's the pledge that goes with every Atherton-equipped Wheel.



Buffalo Metal Goods Co.

Buffalo, N. Y.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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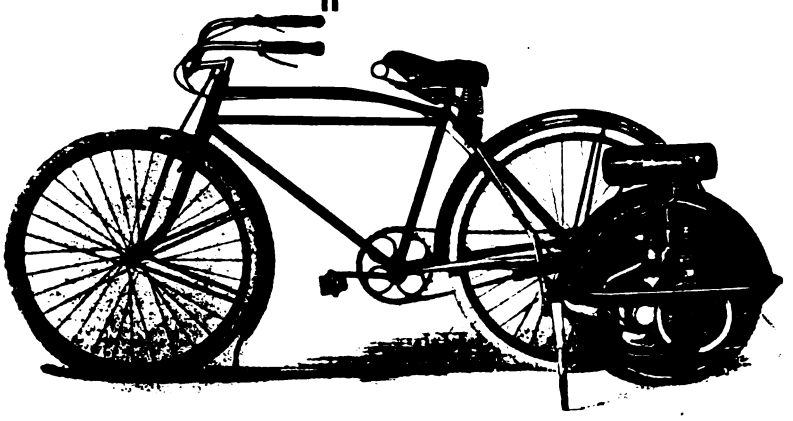
ANOTHER "WALK-AWAY"

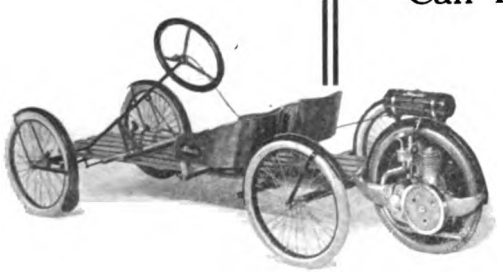


THE SMITH LINE easily won first place in dealer estimation at the Chicago Show. New York will be another Smith "walk-away."

Smith Motor Wheel $60.00

Opportunities for big Smith Motor Wheel business from the word "go" was the feeling among dealers at the Chicago Show. The eagerness with which they placed their orders is evidence. **Everywhere** Smith dealers are getting after holiday business—and they're bringing home the bacon, too.

Improvements make the Smith Motor Wheel an even better seller than before; and the Flyer, the lightest, most economical two-passenger motor-vehicle, is being welcomed with delight by both grown-ups and young folks. Right in your town there are customers ready to buy before Christmas, if you are only equipped to sell. And the cream of big holiday business in horns, lamps, handlebars and new **bicycles** will come to the dealer who sells Smith Motor Wheels and Flyers. Handle Smiths and these extra profits are yours.



"Can I secure the Smith line for next season?" is the question with most dealers, and not "Can I sell 'em?" because with demonstration Smith Motor Wheels sell themselves from Maine to California. For Smith representation see us at spaces 76-77, New York Show. If you can't attend, don't delay, but write for our profit proposition today.

Smith Flyer $125.00

Motor Wheel Division

A. O. SMITH CORPORATION

MILWAUKEE, WISCONSIN

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Useful Rig for Cleaning Carbon from Pistons

PISTONS for quite a number of motors are inclined to be thin and are consequently easily put out of round when handled for removing carbon. When distorted in this manner, they will not fit properly in the cylinder. Any distortion, however, will be slight, and can easily be corrected by light tapping on the piston when it shows signs of bulging.

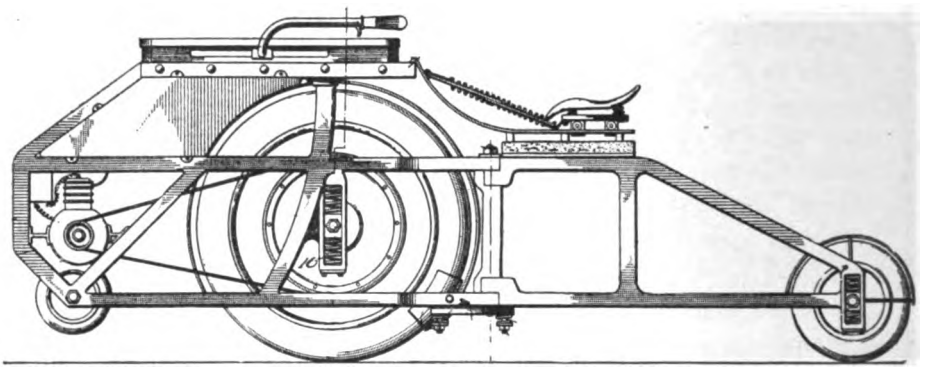
If the piston after removal from the cylinder and connecting-rod is held in some fixture, the distortion will not occur and much time and work will be saved. One such fixture can be readily made from a block of even-grained wood bored to slightly over the diameter of the piston and slightly less than its length. The block should be at least 5 x 5 x 8 inches for the piston of a 7 or 8 horsepower motor, the hole being bored centrally.

For a 3¼-inch piston, bore the hole on one of the 5 x 5 sides to a diameter of 3 5/16 inches: The depth should be ⅛ inch less than the length of the piston, to prevent wearing away the upper surface of the wood when using the scraper. Next bore a ⅜-inch hole from the opposite side. It is desirable that the bottom of the hole is parallel to the top surface of the block.

To clean the piston, insert it in the hole carefully, and then proceed with the scraping. When the head of the piston is cleaned, insert a rod through the lower hole and gently push the piston upwards until the top piston ring projects. The gum and carbon can then be cleaned out or loosened by kerosene and afterward removed. A further pushing out of the piston will enable the operator to get at the next ring.

Care should be taken not to hammer on the rod when the piston is being pushed upward in the hole, as this may cause a crack in the piston head. If the piston will not go with a steady pressure into the hole, use a half-round smooth file to enlarge the hole slightly. The expansion of the rings will keep the piston snug in the hole if it is not too large.

NOVEL TYPE OF MOTOR WHEEL INVENTED BY MESECKE



HOBOKEN, N. J., Nov. 24.—A novel invention in the motor vehicle line is the subject of a patent recently granted to Johannes Mesecke, formerly of Havelberg, Germany, but now in this city. The motor wheel, as it is called, uses a single tractor wheel.

The tractor or combined steering and driving wheel is carried in pedestals in a movable frame, springs being interposed to take care of shocks. The movement of this frame is in a horizontal plane under control of a pair of handlebars. The wheel is bevel driven from a jointed shaft extending rearward from the motor.

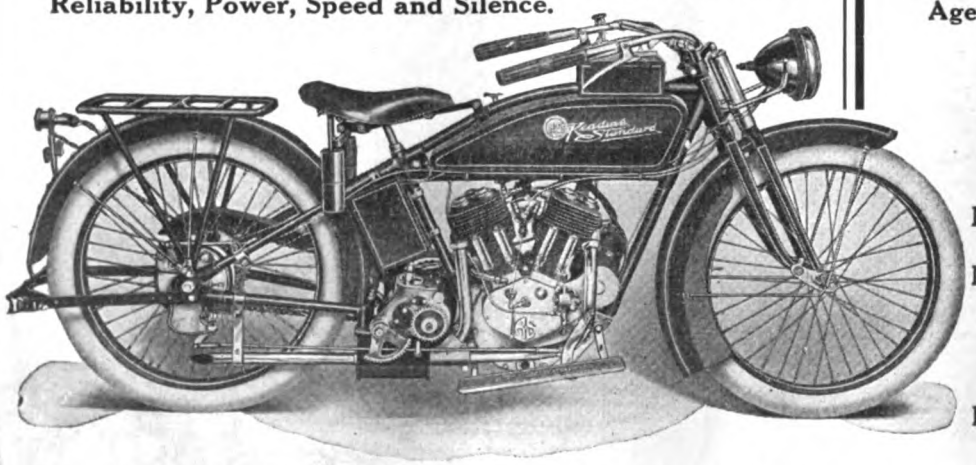
An idler wheel is fitted to the forward lowest part of the main frame, while there is a hinged connection at the rear for a trailer wheel, also pedestal and spring mounted. Mr. Mesecke can be addressed, care of s. s. *President Lincoln,* Hoboken, N. J., for further information.

Reading Standard

Did you see it at the New York Show?

"THE WORLD'S MASTER MOTORCYCLE"

It's the top notcher in Safety, Simplicity, Economy, Reliability, Power, Speed and Silence.



AGENTS

The 1917 R-S has more visible and prominent selling points than any other motorcycle on the market. In quality, design and workmanship it is unsurpassable.

Write for catalog and Agent's proposition.

Three Models for 1917

Model 17 T, 12 H. P., Twin Cylinder . . . $275

Model 17 T E, 12 H. P., Twin Cylinder (Equipped with Bosch Electric Lighting System) $315

Model 17 S, 6 H. P., Single Cylinder . . . $240

READING STANDARD CO., 501 Water St., READING, PA.

NICKERSON & SCHROEDER, Inc., 1078 Bedford Ave., Brooklyn, N. Y.
(Distributers for Greater New York, Eastern N. Y. State, Conn. and part N. J.)

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Hornlite Spotlight

LIGHTING·SYSTEMS

At the Show, the two outstanding features of the Hawthorne exhibit —"The House of Bright Ideas"— will be the HORNLITE and the SPOTLIGHT.

The HORNLITE has most emphatically "taken hold" in the motorcycle field. Six big manufacturers have already adopted this self-contained horn and lamp for their 1917 electrically equipped models, Indian, Henderson, Dayton, Thor, Pope and R-S.

The features which recommend themselves to the buyer are the graceful lines of the HORNLITE, the generous size and the deep, rich tones of the horn, which has the entire body of the lamp for its diaphragm. Then, too, there is the focusing device and the switch, which makes the HORNLITE the most convenient, the best looking and most efficient combination equipment on the market.

A real spotlight, that can be directed to the right, to the left, up or down as desired. It enables the rider to follow every twist and turn of the road, to spot road-signs, in fact, actual use will demonstrate the thousand-and-one conveniences made possible by the "OLD SOL" SPOTLIGHT.

Specifications are:

6 inch door and body. All parts black enameled. 6 v. 15 c. p. bulb. Silver-plated reflector. Hole with eyelet for insertion of six-foot cable in lamp and battery end of cable provided with copper terminal. On and off switch at rear of handle. This lamp is equipped with 3-inch mirror for rear view. List price complete, $5.00.

Dealers — don't miss our booth at the SHOW. We've some very interesting "OLD SOL" innovations to show you.

HAWTHORNE MFG. CO., Bridgeport, Conn.

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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USES SIDECAR RIG TO DELIVER REELS

Atlantan Finds Indian Combination Unsurpassed in Getting Movie Films to Express Office for Catching Through Train

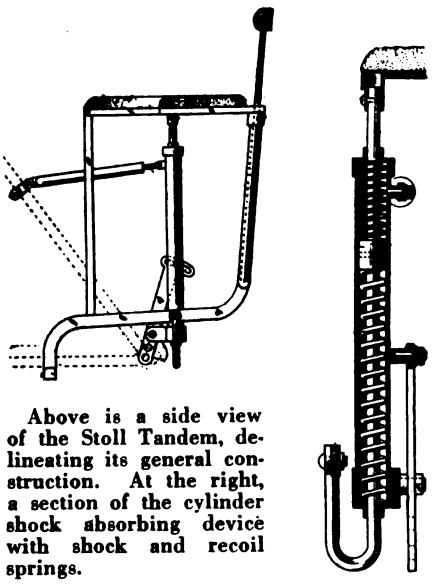
ATLANTA, Ga.—That the motorcycle is an important adjunct to the successful distribution of motion picture reels is demonstrated by H. J. Glenn, of this city. The reels must be sent from local theatres immediately they are run through to the express office in time to catch the train from Atlanta to Birmingham, otherwise, the audiences in the latter city will miss the favorite "thriller." Here's where Glenn and his Indian sidecar outfit come in.

Glenn gets the reels packed at his local theatre and has to drive a mile to the railroad station, and get the reels expressed in time for a certain train. He has 20 minutes in all to do this. Incidentally, he has done it so regularly that the entire circuit is pleased. Glenn took to the Indian rig after trying cabs, messenger boys and other alleged means of quick delivery, and now would not change for any money.

STOLL TANDEM SEAT

FRANK M. STOLL, of the Stoll Manufacturing Company, of Denver, Colo., has been granted a patent on a shock-absorbing motorcycle rear seat or tandem attachment, in which readers will recognize the elements of the well-known Stoll tandem. The seat is supported on plungers having pistons whose movement is governed by spiral springs. The springs work within cylinders which are pivoted to sector guides, the latter being secured to the frame of the motorcycle. A footrest, whose position is adjustable to the weight and build of the rider, is part of the invention.

There is a separate plunger, piston and cylinder on each side of the tandem, suitably connected to ensure the proper working of the parts with relation to one another. The patent is No. 1,205,489 and was granted November 21, 1916, although Mr. Stoll made his application in October, 1912.



Above is a side view of the Stoll Tandem, delineating its general construction. At the right, a section of the cylinder shock absorbing device with shock and recoil springs.

What to Tell the Purchaser of a New Machine

ONE of the things that should be impressed on the purchaser of a new machine is that speeding should not be attempted until after at least 500 to 600 miles have been run. In fact, a speed not to exceed 25 to 28 miles per hour should not be exceeded during this period, for the bearings must be given a chance to be run in.

Quite a little metal gets rubbed off the bearings of a new motor and falls into the crankcase. For this reason, it is advisable to drain off the oil in the crankcase after the first 1,000 miles and replace it with fresh oil, for the old lubricant contains particles of metal from the bearings and these will cut the shafts and bushings if circulated again and again.

100% INCREASE, SAYS PETERS

ALLENTOWN, pa.—A. A. Peters, who for the past two years has handled the Reading Standard line in Allentown, reports that he sold 14 machines during his first year in business and increased his sales last year by more than 100 per cent. Peters has already booked orders for 12 of the 1917 R. S. machines and asserts that he will reach the 50 mark for the coming season.

The Motor Car Equipment Co.

New York Boston Newark

Manufacturer and Distributer of

Automobile Accessories, Shop Equipment, Tools and Hardware

Announces

the addition to its lines of

Bicycles
Motorcycle and Bicycle Accessories

Distributer for

Electra Bicycle Tires

Distributer in New Hampshire, Vermont and all Atlantic Seaboard States for
EXCELSIOR AND DE LUXE BICYCLES, ERO MOTORCYCLE AND BICYCLE ACCESSORIES

Distributer in Connecticut, Rhode Island, Northern New Jersey, Southeastern New York and Long Island for
KOKOMO BICYCLE TIRES

Territory open to Agencies for

Excelsior and De Luxe Bicycles **Electra Bicycle Tires** **Kokomo Bicycle Tires**

Catalog mailed upon receipt of request at either of the following addresses:

New York
21 West 62nd St.

Boston, Mass.
180 Massachusetts Ave.

Newark, N. J.
21 Halsey St.

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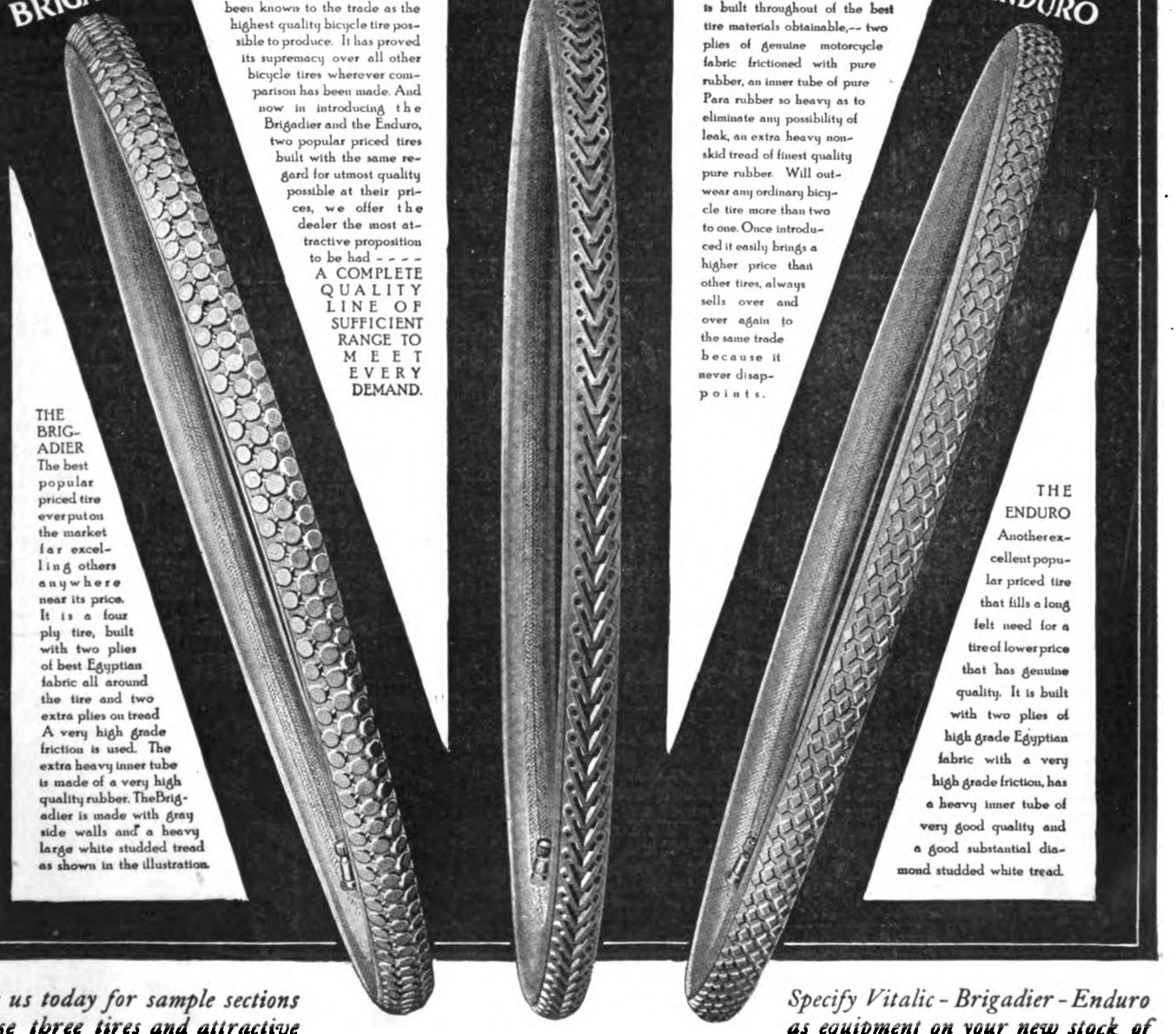
THE COUNSEL OF THE DEALER—

The counsel of the dealer is important. Your trade depends upon your judgment. Your stock of goods must at all times be complete. The Vitalic-Brigadier-Enduro tire line enables you to supply the demands of every customer that comes into your store -- from the one who wants the best regardless of price to the one who wants a good tire at a popular price. This "Tire Preparedness" should interest you.

BRIGADIER

VITALIC

ENDURO



For years the Vitalic tire has been known to the trade as the highest quality bicycle tire possible to produce. It has proved its supremacy over all other bicycle tires wherever comparison has been made. And now in introducing the Brigadier and the Enduro, two popular priced tires built with the same regard for utmost quality possible at their prices, we offer the dealer the most attractive proposition to be had - - - -

A COMPLETE QUALITY LINE OF SUFFICIENT RANGE TO MEET EVERY DEMAND.

THE VITALIC

is built throughout of the best tire materials obtainable,-- two plies of genuine motorcycle fabric frictioned with pure rubber, an inner tube of pure Para rubber so heavy as to eliminate any possibility of leak, an extra heavy non-skid tread of finest quality pure rubber. Will outwear any ordinary bicycle tire more than two to one. Once introduced it easily brings a higher price than other tires, always sells over and over again to the same trade because it never disappoints.

THE BRIGADIER

The best popular priced tire ever put on the market far excelling others anywhere near its price. It is a four ply tire, built with two plies of best Egyptian fabric all around the tire and two extra plies on tread A very high grade friction is used. The extra heavy inner tube is made of a very high quality rubber. The Brigadier is made with gray side walls and a heavy large white studded tread as shown in the illustration.

THE ENDURO

Another excellent popular priced tire that fills a long felt need for a tire of lower price that has genuine quality. It is built with two plies of high grade Egyptian fabric with a very high grade friction, has a heavy inner tube of very good quality and a good substantial diamond studded white tread.

Write us today for sample sections of these three tires and attractive display material and dealer helps. Your jobber will show you the tires

1718 Plum St., Erie, Pa.
CONTINENTAL RUBBER WORKS

Specify Vitalic - Brigadier - Enduro as equipment on your new stock of Bicycles. Every manufacturer can get this line.

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Answers to Questions

USE RUNNING START

HAVING an Excelsior of 1914 model I desire to fit it to a motor sled similar to that shown in the October 19 issue, but would like some further information. Please tell me how to start the motor after it is in place on the sled.

E. W. GAYLORD.

Geneva, N. Y.

The fitting on your motor to the sled is readily done by following the directions given in the original article. The bracket R will take the front axle after having the movable parts of the Excelsior fork taken out. You will locate the bracket E (see Motor Snowster article) after putting the motorcycle in position in the sled frame. A careful reading over of the instructions will make this clear.

Since you have pedal gear fitted, it is obvious that the machine will have to be pushed off similarly to making a running mount on a solo motorcycle. A compression release should be fitted to your motor sled, preferably to the bracket E, so that the driver can start with his hand on the lever.

WILL NOT RETARD SLED

I AM about to build a Motor Snowster similar to that described in the issue of October 19. I would like to inquire if you have listed any riders who have built such a power sled and to find out how they may overcome the riding of the drive wheel on the ridge in the roads between the wheel or sleigh tracks.

It is my opinion that this ridge would have a tendency to overturn the sled or cause more or less damage.

Gloversville, N. Y. C. KING.

A clearance of 14-15 inches from the runners is allowed for in the design of this sled, and a track of 36 inches. Any machine with a 36-inch track should be able to run on the "ridge" between the ruts on a road, while if the ruts are very deep and close together, the obvious thing is to straddle them with the sleds of the "Snowster," keeping the drive wheel on as packed a surface as possible. Light or moderately-packed snow unmixed with dirt should not hold back the sled, even if it came up to the main frame.

At the present time we have not heard from any riders who have built such a power sled.

Many-Sided Shop Tool

ONE of the many tools which the repair shop can use to advantage is the scraper. By this is meant the scraper made from a three-cornered file, for in many cases the patent scrapers are difficult to work motorcycle bearings with on account of their size. It is easy to make and costs very little.

The file-scraper, to give it a distinctive name, is made from a triangular file, the end of the file first having been broken off to give a new surface for grinding, etc. The grinding should leave the end of the file with three distinct faces corresponding to those of the file surface, with the edges very sharp and kept sharp at all times.

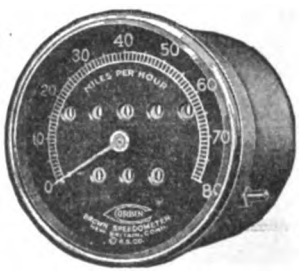
As a three-cornered file is made narrow in the face, the scraper made from it will work well in even the smallest bearing for the main or cam shaft, and the use of a special scraper is not needed. The file-scraper comes in handy for dressing down flat surfaces, which is not the case with the regular bearing scraper.

The file-scraper can be used to clean off shafts or spindles by gentle scraping, thus doing away with the emery paper often used, and at the same time not injuring the surface of the shaft. It can be used to enlarge oil grooves and to take off burrs from anything but the hardest metal pieces.

FOX CHANGES LOCATION

GRAND JUNCTION, Colo.—Peter Fox, local Indian and Cygnet agent, announces that he has just sold two 1917 Indian and Cygnet combinations to the New Method Laundry of Grand Junction. Fox also reports that he has changed his location from Main street to 124-128 South Fourteenth street.

Worthy of Your Consideration



The CORBIN-BROWN SPEEDOMETER

This instrument's reputation is backed by many seasons of exceptionally satisfactory service. When purchasing a speedometer or specifying equipment it would be worth your while to give it a thorough investigation. The demand for it becomes greater every year. This would not be the case had not the Corbin-Brown made good. In every instance where it has been subjected to a rigorous test the Corbin-Brown has proved itself to be an accurate, durable, dependable speedometer.

Specify it.
Catalog on request

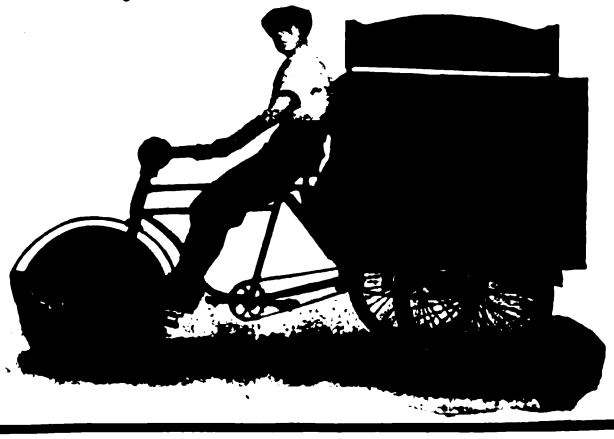
THE CORBIN SCREW CORPORATION
The American Hardware Corporation, Successor
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin Duplex Coaster Brakes for Bicycles

Merchants' Bicycle Delivery Van

This is the most practical delivery van because it costs least to buy and nothing to use. With it the small merchant can GUARANTEE immediate deliveries—one of his most important assets. Light, roomy and a first-class advertisement for the merchant. Can be supplied with Dayton Motobike or Smith Motor Wheel.

Get Our Proposition Today

M. WORKSMAN
16 Vesey St. New York City



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THE FLXIBLE SIDE CAR CO. LOUDONVILLE. OHIO. U.S.A.
TRADE FLXI MARK

This Fatal Accident

is an Eloquent Argument for the Flxible Sidecar

The fatal ending to the road race told of here would have been avoided had the contestants all used the FLXIBLE. It was principally due to the *rigidity* of the sidecar which broke loose from the motorcycle that caused the terrible catastrophe.

Coulter, driving the Indian Flxible Combination, says: "The course was a rough one. We went over boulders, down steep, sliding hills at breakneck speed. The FLXIBLE swung along, *giving* to every bump, and springing straight again afterward. *Not a nut or bolt was loosened.*

(From Motorcycling and Bicycling)

ROAD RACE ENDS FATALLY

PITTSBURGH, Nov. 27.—Harold Glacken, 18 years old, employed by S. C. Hamilton, local ——— distributor, was killed yesterday in a match sidecar race to Bedford and return, between the ——— and the ———.

Lawrence Keys, with Glacken as passenger, drove the ——— outfit, while Clifford Coulter piloted the Indian Flxible sidecar combination. At Irwin, after covering about 20 miles, the ——— had frame trouble and transferred the motor and sidecar to the frame of another machine, losing much valuable time. Five miles from Bedford, after making up most of the lost time, the outfit overturned on a bad curve, throwing Keys about 25 feet, and pinning Glacken under the machine, killing him instantly. Keys was painfully but not seriously injured.

Coulter finished in the fast time of 5 hours 20 minutes, covering the 200 miles over the mountains.

How different the story of the unfortunate victims! Note that they had to change the entire motor and sidecar from one motorcycle frame to another.

THINK—riders! Why trust your safety and that of others to a sidecar that has absolutely *no* compensating action for the terrible shocks of the road—when, at the same price, you can get a truly scientific sidecar, the FLXIBLE?

Write for full information.

The Flxible Sidecar Company

Loudonville, Ohio

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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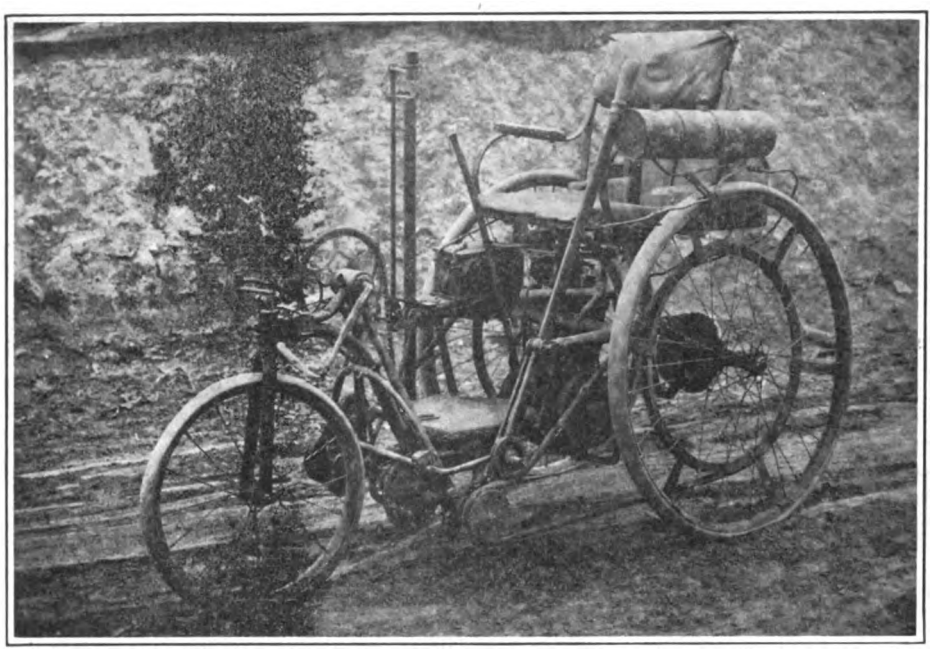
MOTOR TRICYCLE DESIGNED FOR CRIPPLES



Lunford's Motor Tricycle—Idler Handler at Left of Seat, Steering Arm at Right. Note Starting Gear of Pedal Type on Front Frame

MARBLE, N. C.—Sam J. Lunford, of this city, is the inventor of a novel motor driven tricycle, designed for those who can only use their hands and arms for controlling, cranking, etc. He has obtained a patent, No. 1,200,379 on the machine.

The Lunford tricycle consists of an ordinary tricycle with a motor located under the seat and slightly forward of the center line. This motor drives a countershaft under the footboard by chain, with final drive by round belt to each rear wheel. A jockey pulley operated by a hand lever at the left side gives the free engine position.

The motor is cranked by a pedal gearing to the countershaft, the pedal arm and sprocket being located in front of the passenger. Steering is made by a small tired wheel in front of the machine, the movement being controlled by a handle in the right hand.

About Carbon and the Oxygen Process of Removal.

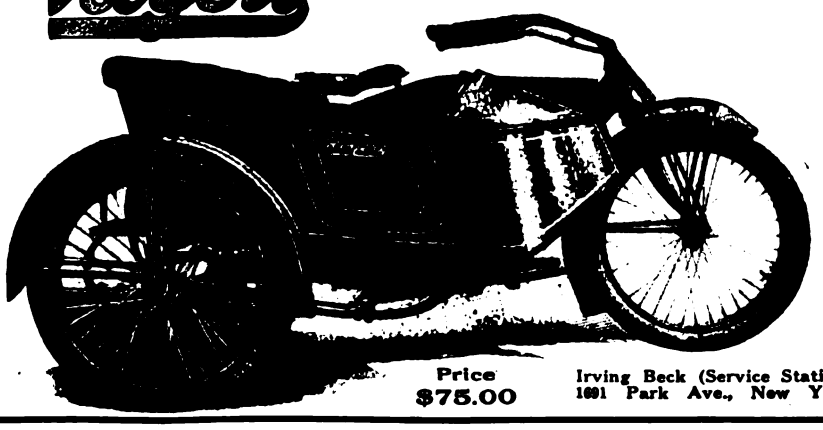
CARBON and carbonization are subjects which offer opportunity for prolonged and varied discussion. We are apt to class as carbon all of the black mass which forms on the walls of the combustion chamber and the top of the piston, whereas, as a matter of fact, at least a third of this, and in some cases as much as half, is not carbon at all but plain ordinary road dirt. The dirt is sucked in as dust through the carbureter air intake to be glued to the wall by the gummy oil deposit and carbon.

When we take the motor down and scrape the carbon from the surfaces in the good old fashioned way, naturally the road dirt or silica is removed with it. But is this so with the oxygen method?

I must confess that I do not know whether the heat generated when the carbon is burned in the presence of the oxygen is sufficient to consume the silica or not; but it is a point I should like to have cleared up before I resort to oxygen.

If not, I would not recommend the process to anyone, for it is obvious that this deposit of silica, which is nothing more than sand and grit, being very fine, will work down between the piston and the cylinder walls and act as an abrasive and induce rapid wear.

Rogers **Model H—The Universal Sidecar**



The one universal sidecar that fits any standard motorcycle and can be quickly transferred from one make to another by changing only a few inexpensive connections.

The all steel car that is the accepted leader of American sidecars.

No matter what motorcycle you use or sell, the ROGERS Model H will fit it.

Write today for circular of this and new special models.

Price $75.00

Irving Beck (Service Station) 1691 Park Ave., New York

ROGERS MANUFACTURING CO.
337 West Madison St., Chicago

Your Help Problem Solved!

It matters not whether you are a

Manufacturer, Jobber or Dealer

whether you need help in the shop, in the store, in the factory or on the road. You can get just the kind of a man you are looking for by advertising in the classified columns of

MOTOR CYCLE ILLUSTRATED

ACT QUICKLY AND YOU WILL GET QUICK RESULTS!

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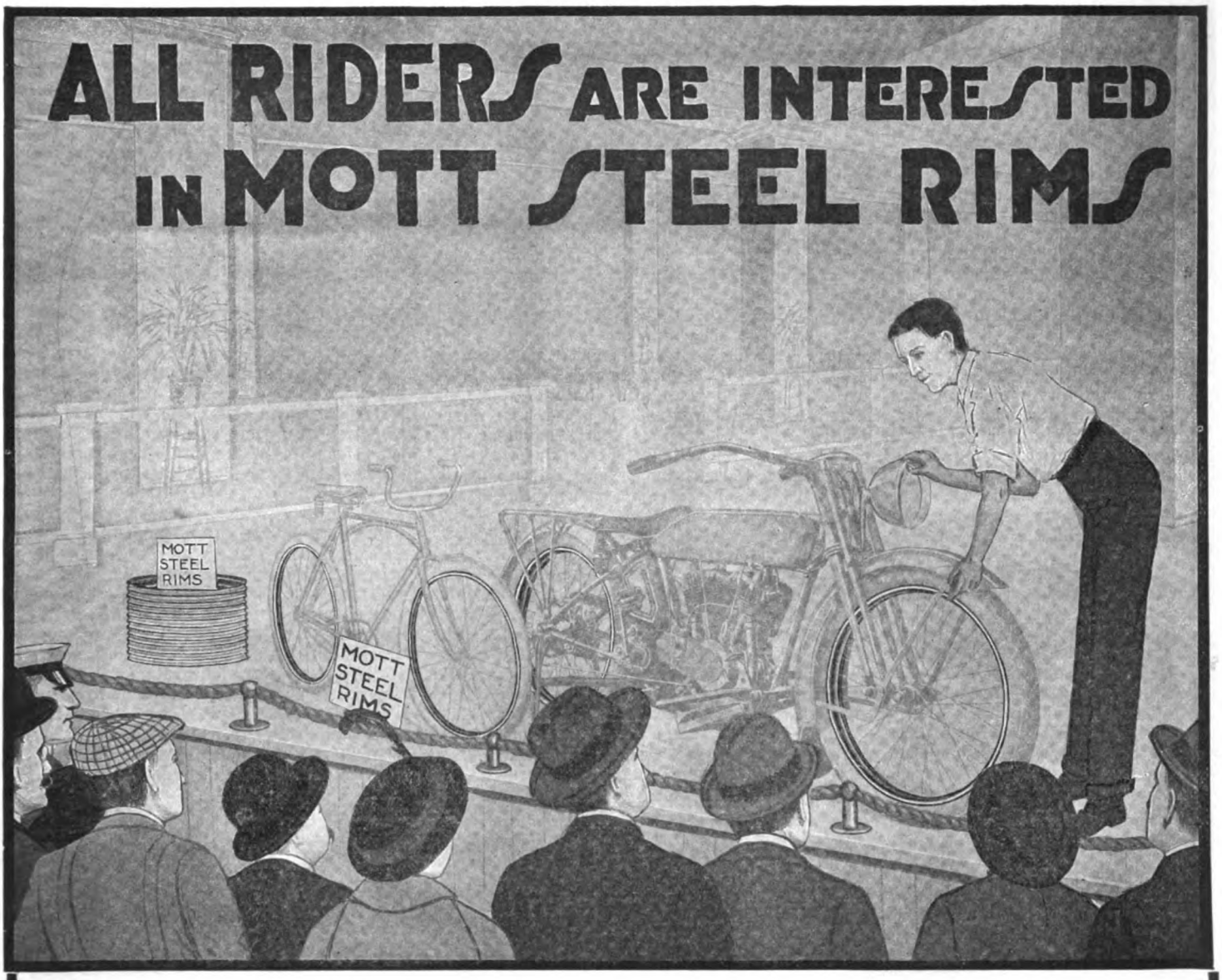

MOTT STEEL RIMS

are attracting more attention each year on account of their strength, lightness in weight and unusual service.

They do not warp, split or crack and weigh no more than rims of any other kind.

Can be enameled to match any of the usual bicycle colors.

Be sure to insist on having Mott Steel Rims.

Mott Wheel Works

UTICA - - - - - NEW YORK

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Pleasure Trips as Sales Aids

How Touring Information and Interesting Photographs Can Be Employed by a Live Dealer to Convert Prospects Into Customers

By IRA R. ALEXANDER.

DENVER, Col.—When a motorcycle dealer is on a vacation trip with his motorcycle he should not forget his business entirely as there is a vast amount of material in the trip that can be used in furthering motorcycle sales. This is the view held by a number of Denver dealers and it has been found to work out with good results.

An example is in the trip recently taken by W. W. Whiting, Harley-Davidson distributor of this city. His trip covered over a thousand miles, and he visited all parts of the state. This gave Whiting a good opportunity to get acquainted with the road conditions of the state, and puts him in a position to advise motorcycle owners and prospective owners as to best motoring routes and the like.

Road Information of Value

This fact alone can be worked into sales talks and by it a prospect's interest can be secured. Other dealers here see the advantage of such an aid and make it a point to keep posted on roads and road conditions throughout the state. The fact that a dealer is posted on the subject of best touring routes and kindred subjects is the means of drawing people to that man's store for information, and, of course, it is bound to better the dealer's business in the long run. In fact, it is a business asset of the first class and is therefore worth widespread adoption.

Whiting took his camera with him on his trip and secured a large number of pictures. Many of these pictures he has framed and hang on the walls of his salesroom, where they attract attention from those coming into the store. They ask questions about them and in this way their interest in motorcycling is increased, and if they do not already have a machine, a way to a future sale is paved. The Mead Autocycle company store, handling Excelsior, as well as that of Boyd & Williams, Indian agents, have on their walls photographs of scenes along different motor routes.

Photos Help Sales Arguments

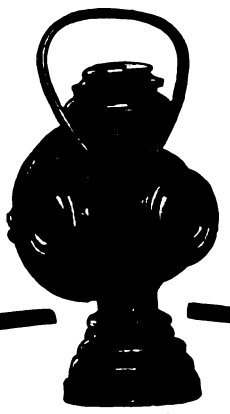
In showing these pictures taken on pleasure trips to those visiting the store and telling some interesting story about them, a dealer is aiding his cause. Those that see the pictures and hear the stories about the photographs, have their interest in motorcycles increased just that much. It gives the prospect a new angle from which to view the value of owning a motorcycle. In mixing the mechanical qualities of a motorcycle with the pleasure trip talk, a dealer has a very good combination that is bound to increase his sales very materially.

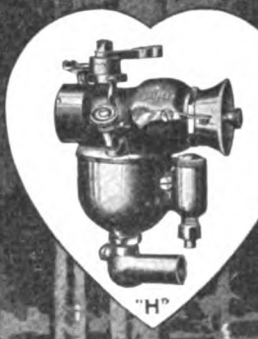
A dealer should also see that he has pictures taken while on winter trips in order that he may show what his machine is capable of doing when it has winter weather to combat. This will aid in boosting the motorcycle for winter motoring and will increase the winter sales of that machine.

Linking Pleasure With Business

If a dealer sees that a prospect is losing interest in what he is saying about the motorcycle he is trying to sell he can, in a great many cases, rekindle that interest by resorting to other lines of talk such as showing photographs of a pleasure trip he has taken, and telling interesting incidents about the trip and the part the motorcycle played in it. In this method he can also work in, from time to time, the different points relative to the mechanical qualities of the motorcycle that were demonstrated on the trip.

A motorcycle dealer, whenever he makes a trip out of the city in which he does business, should never fail to carry his business with him—in his mind, and be always on the alert to find things that will aid him in making future sales. He should always have a camera with him as many interesting pictures can be taken home that are of great use in illustrating sale talks. There are many ways in which a live motorcycle dealer can bring in different parts of his pleasure trips as an aid to him in making sales. It has been proven to be a successful aid and is one that is well worth trying.


Rear View
(Patented)
Have you seen the
LARGE OIL LAMP
For
MOTOR CYCLES
Burns 20 Hours
The Neverout
Has special bracket for handle bar
Write Today for Complete Description
ROSE MFG. COMPANY
933 Arch St. Philadelphia, U. S. A.

The SCHEBLER CARBURETOR
America's Standard
Supreme through Merit
THE HEART OF THE MOTORCYCLE

"H"
WE EQUIP
THOR
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MERKEL
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BRANCHES AND SERVICE STATIONS
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No Line is Complete

without RED WING BICYCLES

Model No. 50

There is a class of buyers who are influenced only by PRICE. There is another class influenced only by QUALITY. There is a third class influenced by LOOKS.

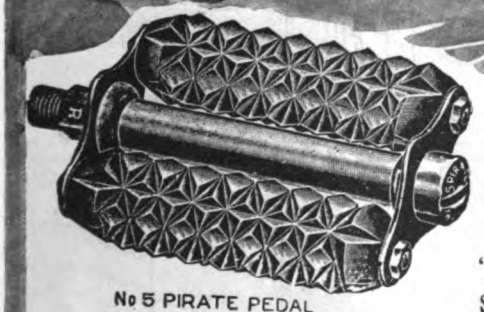
The RED WING line of bicycles is so complete that you can please every prospect through his pocket-book. So high in quality that the most seasoned rider or the keenest judge of mechanical perfection is favorably impressed. So up-to-the-minute in style and finish as to warm the cockles of any boy's heart.

Any Red Wing at any price will get any prospect on all three counts —Price, Quality, Looks.

J. W. GRADY & CO.

WORCESTER, MASS.

STANDARD



No 5 PIRATE PEDAL

"WATCH YOUR STEP!"

Safety demands that you be surefooted.

Whether you ride a motorcycle or the simpler bicycle, sure-footedness is guaranteed by the use of STANDARD pedals.

STANDARD pedals are made in a variety of types for both vehicles; but whatever the type, that confidence-inspiring sense of security clings to the pedal with the STANDARD name-plate.

Learn to judge the two-wheeler you ride by its pedal equipment. You can bank on its quality if the pedals are STANDARD.

The Standard Co. *Torrington Connecticut*

No. 4 STANDARD RAT TRAP PEDAL

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MACLEAN BRACKET ABSORBS VIBRATION

Novel Handlebar Device Invented by Australian Assimilates All Shocks From Road Inequalities and Is Adaptable to Any Machine

NEW YORK, Oct. 14.—An ingenious and highly practical device for absorbing handlebar vibration is that of J. P. MacLean, of Hamilton, N. S. W., Australia, which has just been introduced into this country. This device is a spring bracket, adapted to any standard model of motorcycle, and fitting between the fork stem and the regular handlebars. It has not only had severe and long tests abroad, but has been tried out with success on a Cleveland lightweight for several weeks by C. W. Waughop, Eastern Cleveland representative.

The MacLean spring handle bracket, as it is termed, consists of a T-shaped lower portion at whose center is attached the end of the fork stem. At each extremity is attached a flat H-shaped piece forming part of a spring construction. To right and left of each H-shaped piece are slidably fitted half-round members, the springs being held between lugs and end plates. There are two springs, one at each end of the T-shaped lower portion, and the upper end of the front spring is attached by a special linkage which pivots on the portion of the lower member clamping the stem.

The upper end of the rear spring, which sets approximately vertical when in action, is attached to a forging which carries the clamp for the handlebars. The forward part of this forging attaches by side links to the upper end of the front spring. The result is that the handlebar is floating under the action of the springs, but only in a vertical plane, all movement horizontally being eliminated. The springs are tapered and so fitted as to give a cushion effect when in action.

MacLean Bracket on Cleveland Lightweight

The handlebars remain motionless at all times. When a road shock is transmitted to the forward part of the motorcycle, the front spring of the MacLean device elongates while the rear one telescopes, thus cushioning the shock. When the front wheel drops into a depression, on the other hand, the rear spring elongates and the front one telescopes. Between the two springs, no jar is left on the bars at any point.

The illustration shows the MacLean apparatus on Waughop's machine. It will be seen that the device is by no means unsightly and in no way affects the position of the handlebars. Information on this handle bracket can be had from C. W. Waughop, care of the Audobon Motorcycle Garage, 4192 Broadway, New York, or from the inventor.

Handling Small Steel Parts With a Horseshoe Magnet

WHERE small parts like cotter pins have to be handled when assembling a machine, a horseshoe magnet will be found of value in saving time and temper. A small magnet, such as can be purchased at a toy store, will do the trick and will not cost more than 5 or 10 cents.

When the pole ends are inserted in the box of cotters, several will adhere and one or more of these can be pulled off the poles much more readily than when rummaging with the fingers in the box. Brass parts, of course, will not respond to the pull of the magnet, nor will aluminum pieces.

"NORMA"
BALL BEARINGS
(Patented)

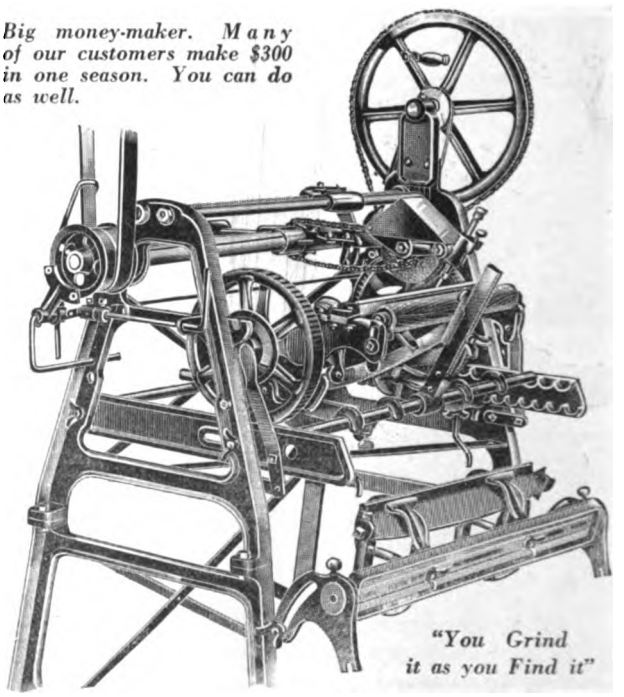
In the world of ignition apparatus, "NORMA" stands for bearing service. Therefore, when you adopt "NORMA"-equipped magnetos, you will introduce into your equipment an element of dependability that will add to the serviceability and saleability of your product.

Are Your Magnetos "NORMA"-Equipped?

BALL, ROLLER, THRUST, COMBINATION BEARINGS
THE NORMA COMPANY OF AMERICA
1790 BROADWAY NEW YORK

"IDEAL" LAWNMOWER GRINDER

Big money-maker. Many of our customers make $300 in one season. You can do as well.



Grinds all makes of Mowers perfectly in 15 minutes without removing wheels, ratchets or reel-knife, BETTER, QUICKER and EASIER than it can be done by hand. Has perfect Skate Sharpener Attachment. Run by hand or power. Nearly 10,000 in use. Price, only $40. Sold on easy-payment terms. Also makers of the "Peerless" Horsemower Grinder. WRITE TODAY for catalog and full information.

The Root-Heath Mfg. Co., Plymouth, Ohio

A good deed often means a good deal—Please mention MOTOR CYCLE ILLUSTRATED.

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MIAMI-MADE BICYCLES

are sure trade winners

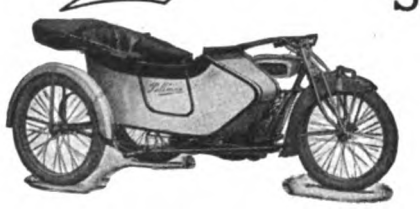
RACYCLE, HUDSON, MIAMI, FLYING MERKEL

Send Today for Catalogs and Proposition

Miami Cycle & Mfg. Co., Middletown, O., U.S.A.

Pullman

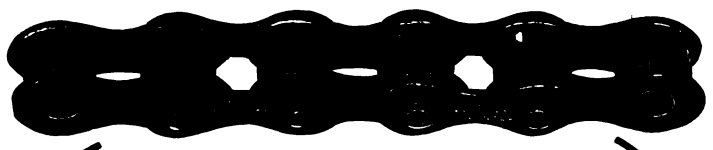
THE HARRY SVENSGAARD SALES CORP. DETROIT



This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1916!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan



QUALITY UNCHAINGEABLE

The high cost of raw materials and labor has no effect on the quality of "The Coventry" Chain. The rider still gets for his dollar a foot of the strongest chain in the world. A chain with the largest diameter rivets. A chain with the largest all-around efficiency.

HERBERT F. L. FUNKE CO. 112 Broad St. New York

THE COVENTRY

WHAT DO YOU KNOW ABOUT BENTONS?

Do you know, for instance, that Bentons are Case-Hardened Spark Plugs? That they give case-hardened service, and are guaranteed against defects in material or workmanship? That the best dealers sell Bentons and the best riders use them? That our very instructive booklet "Spark Plugs—How to make them give perfect service" is ready for mailing?

L. F. BENTON COMPANY Vergennes, Vermont

REAL READING SERVICE STANDARD IMPROVED BICYCLES

have stood the test of criticism and service value and weathered the business storms through 21 lean and fat years and now offer exceptional value to the Motorcycle dealer who needs the Bicycle for boosting his business. Profit by the suggestion, Mr. Dealer, and write us at once, enclosing business card for free tire repair outfit.

READING CYCLE MFG. CO., Reading, Pa.

Riders can get tire tool repair outfit for 5c. to cover cost of mailing.

F-N TANDEMS

are unequalled for comfort.

Five full inches of free spring movement keeps the rider floating all the time.

Price, $11.00 Each

Your dealer stocks it

FENTRESS-NEWTON MFG. CO.

Detroit Michigan

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad. to the classified department—THE BIG RESULT GETTER.

MOTOR CYCLE ILLUSTRATED 13 PARK ROW NEW YORK

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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ANDREWS INCREASES FORCE FOR 1917

Ontario Harley-Davidson Distributor Takes More Men for Service Station; McBride Has Firestone and Rogers Sidecar

TORONTO, Ont.—With a view to developing the Harley-Davidson service station plan, Walter Andrews, Ontario distributor for this make of motorcycle, has decided to make a substantial increase to his sales and repair shop staffs and he has already secured the services of several more workmen. Arthur Andrews, brother of the company's representative, will also go to the factory on January 1 for one month's special training, while a factory efficiency man will come to Toronto to supervise the arrangement of several local details.

Percy A. McBride, Toronto, Rogers sidecar distributor in Canada, has arranged with the Firestone Tire & Rubber Company, whom he also represents in local territory, for the placing of Firestone tires as standard equipment on Rogers sidecars imported into Canada. One option is permitted, namely, Dunlop tires, which are made in Toronto.

The Humphrey Bicycle & Motor Company, Toronto, Canadian jobbers, have added the Mesinger saddle line for 1917, an order having been placed for the goods at the Chicago show by A. E. Humphrey.

Herb Kipp, Canadian traveling representative for the Indian, is expected to return to Toronto about December 15 after an extensive western tour.

WHY CASH IS PLENTIFUL

Cycle Dealers in Moose Jaw Find Closing of Bars Has Helped Sales

MOOSE JAW, Sask.—The abolition of bars in the Province of Saskatchewan is given as the reason why the motorcycle and bicycle business of the Province took such a brace during the past six months, according to an opinion given by Stanley Wilkins, the hustling Moose Jaw agent for Indian motorcycles and C. C. M. bicycles.

Wilkins explains that he has made a great number of cash sales and he is firmly convinced that the closing of the bars has given many people a chance to save money. A number of young men have paid cash for machines, he declares, who did not have the wad to load the proverbial shot-gun a year ago.

TAKES SIXTH HENDERSON

TORONTO, Ontario.—The Toronto Police Department has ordered its sixth Henderson motorcycle from Percy A. McBride, Canadian distributor. The new mount is intended to replace a 1916 model which was wrecked during an exciting chase of a speeding automobilist. The new machine is a 1917 three-speed model.

JOINS IMPERIAL OIL CO.

TORONTO, Ont.—Blount Burtschaell, the former Atlanta, Ga., motordrome and dirt track racer, has joined the Toronto sales force of the Imperial Oil Company. This company constitutes the Standard Oil interests in Canada.

PORTER SOLD 27 R-S IN FIRST SEASON

Toronto Representative Took Orders for Sidecars on All But One of These Reading-Standard Machines; First Model Arrives

TORONTO, Ont.—W. J. Porter, the Toronto motorcycle dealer who formerly handled nothing but English models, has just started his second year's activities as Toronto sales representative for the Reading Standard. The first of the 1917 models has arrived and Porter is hustling. He got away to a late start last season, but disposed of twenty-seven new Reading Standards without difficulty. It is interesting to note that in twenty-six of these sales, Porter also took an order for either a Pullman or Rogers sidecar.

Porter has sold the second Reading Standard to the Ruud Mfg. Co., Toronto, for use in the delivery of hot water heaters. He also secured a repeat order for one Reading Standard from the T. Eaton Co., Ltd., the largest departmental store in Canada. This machine is to be used by a city traveler.

Porter has obtained possession of the next-door premises on Brunswick avenue, which were formerly occupied by the Toronto Motorcycle Club. This gives him exactly double the original floor space.

Special Delivery!

For quick deliveries this Stevens Side Car is just the thing. Light construction, but tough—carries 100 pounds. Not unwieldy—only 26 inches wide over all.

Well hung and well sprung—equipped with non-skid, studded tires.

Easy to detach, leaving bicycle for other use.

Hamper furnished in wicker or enameled wood, with lid.

PRICE, complete with fittings for attaching..... $20

Get discounts from your jobber

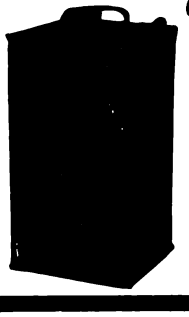
STEVENS & CO., 375 B'way, New York

Manufacturers of Accessories

HARRIS

TRADE MARK REG. U.S. PAT. OFF.

A Little Goes a Long Way



OILS AND GREASES

And Every Drop Counts

Friction's Deadliest Enemy

Better lubrication, smaller upkeep expense, less wear on the motor results from the use of Harris Oil.

We produce a special oil for Motorcycles. Ask your dealer or write.

A. W. HARRIS OIL CO.

326 S. Water St., Providence, R. I.

Branch: 143 No. Wabash Ave., Chicago, Ill.

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.

Cleveland Ohio

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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The choice of the experienced rider is

Prest-O-Lite ***The Only Practical Light for Motorcycles***

The best road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc.

The World's Largest Makers of Dissolved Acetylene

U. S. Main Office and Factory, 246 Speedway, Indianapolis, Ind.
Canadian Office and Factory, Merritton, Ontario

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y

"THE CHAIN OF EVENTS"

There are many important racing and Endurance Events during the season. Count the number of winners who use

Duckworth

It is indeed the "chain of events." Your motorcycle will know its true power when it is fitted with Duckworth Chains—not before.

DUCKWORTH CHAIN & MFG. CO.
SPRINGFIELD MASS.

Two-thirds actual size.

***Brilliant* Burners**

THE PERFECT HEADLIGHT

have opened a new era in gas lighting by combining **Electric Brilliancy** with **Prest-O-Lite Reliability.** They are guaranteed to give three times the light of the ordinary burner. The thousands in use demonstrate their practicability. Price $2 per set.

DEALERS: Full details and our proposition will be sent on request

The Monosmith Brothers Co.
Spencer, Ohio, U. S. A.

The H. M. Kipp Co., Ltd., Toronto, Distributor for Canada

MASCO

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

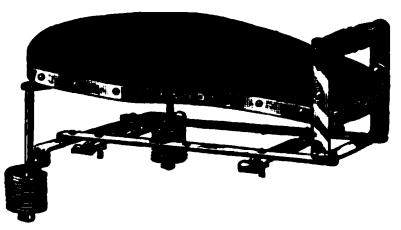
CATALOG SENT ON REQUEST
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.



No. 422 tandem to be used on rigid carriers, the price includes one pair footrests.

Retail Price

$6.50

Complete

WALD MANUFACTURING CO.

Dept. F SHEBOYGAN, WIS.

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LESTER L. SARGENT, Patent Lawyer

N.W. Cor 9th & G Sts., Washington, D. C.

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your mind of the help problem

If you need a man in the shop, salesroom, or on the road, don't delay longer. Insert an ad. in the classified section of Motor Cycle Illustrated.

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CLEVELAND
Large Stock of Machines and Parts
Distributors for New York and Connecticut.
Dealers, write us for 1917 agency proposition.
AUDUBON MOTORCYCLE GARAGE
4182 Broadway, New York

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
289 W. 126th St. New York
'Phone, 3352 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2059 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 3086 Chelsea

HARLEY-DAVIDSON SALES CO.
Distributor
Harley-Davidson Motorcycles and Bicycles
New York 533 West 110th St.
Bronx Branch Webster Ave. at 165th St.

INDIAN
HARLEM DISTRIBUTER
Harlem Motorcycle Garage. Rogers Sidecars in Stock to Fit All Make Machines.
1691 PARK AVE. Tel. Harlem 2337

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 450 Tel. Col. 549

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
959 Brook Ave., Tel. Melrose 9762
Oliver Berchheimer, Prop. V. C. Peluzzaro, Mgr.

H. RAOUL
Indian Motorcycle Agency
Uptown Indian Bicycle Distributor
Full Stock of Parts for All Models
Cor. Broadway and 178th St.
Repairs Storage

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
NEW 1917 INDIAN
NOW BEING SHOWN
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

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"BOB" BRAZENOR
Brooklyn Distributor
HARLEY-DAVIDSON MOTORCYCLES
1157 Bedford Ave. 594 Jamaica Ave.
Tel. Decatur 1754 Tel. Cypress 4700
Brooklyn, N. Y.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1080-1082 Bedford Avenue
Phone Bedford 5297 Brooklyn, N. Y.

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
Tel. 3000 East N. Y.

Distributor
EXCELSIOR MOTORCYCLE
Smith Motor Wheels—Iver Johnson Bicycles
A. H. PATTERSON
1147 Bedford Ave., Cor. Madison St., Brooklyn

THOR MOTORCYCLES
Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN
1631 Bedford Ave. Brooklyn, N. Y.

WINGER BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributers for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

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TIRES & SUPPLIES
INDIAN & EXCELSIOR MOTOR CYCLES
IVER JOHNSON & PIERCE BICYCLES
Phone Astoria 1869 Zeisel & Feit, Props.
884 JACKSON AVE., LONG ISLAND CITY, N. Y.

INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
20 MAIN ST. FLUSHING, N. Y.
Phone 498J Flush.

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Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given. Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
F. A. M. Shop. College Point.

THE KOCH-RUHLE CO.
18 North Washington Street, Jamaica, L. I.
Harley-Davidson Distributors for Long Island, Exclusive of Brooklyn
REPAIRS AND REAL SERVICE

NEW JERSEY

KLUCZEK CYCLE GARAGE
DISTRIBUTORS
READING STANDARD & DAYTON MOTORCYCLES
EMBLEM & JEFFERSON PARTS
47 William Street NEWARK, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycle. Drop us a line if interested in second-hand machines.
102 Van Houton St., Paterson, N. J.

INDIAN
MOTORCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

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Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
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Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
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Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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Literature furnished on request.
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on motorcycles in dead storage at legal rate of interest. No loans outside New York City and vicinity.
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NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
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Get our catalog "C" describing all supplies for your machine at money saving prices.
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GOOD YALE PARTS FOR SALE—Frame, wheels, tanks, clutch, engine parts, Schebler carbureter, speedometer. Wm. Lauterbach, Mendota, Ill.

FOR SALE—Will sell for cash, two Smith Motor Wheels, $35 and $45, both in good running condition. Also one Excelsior Twin for $65 cash, in good condition. B. R. Bement, Orleans, Vt.

FOR SALE—1917 3-speed Excelsior twin, fine condition. Run about 1,500 miles. Will sell for $160. Ship C. O. D. subject to examination on deposit of $25. Bargain. F. E. Berndt, 564 So. Logan, Denver, Colo.

MOTOR SLEDS TO ORDER—Will fit your machine; $5 and up. Blue prints showing all types for $1, which will be refunded if order placed. A. P. Strogonoff & Co., Schenectady, N. Y.

MAKE ME AN OFFER—Two Fisk steam vulcanizers for Auto-Buggy and Bicycle Tires, each with Gas Burner and Steam Gauge; 17 different moulds, 6 air bags. Cost originally over $250. Otto L. Endres, 513-515 Varick St., Utica, N. Y.

FOR SALE—1916 electrical equipped, 3-speed H.-D. motorcycle, in excellent condition; Stewart speedometer. Price $200. Chas. Grindrod, Belleville, Ill.; 204 S. Jackson St.

FOR SALE—3-speed Harley-Davidson; extra fast motor; racing air-valve; new frame; new tires; motor just overhauled. Bargain price for immediate sale $175. Address H. Topping, Firestone Tire & Rubber Co., 1871 Broadway, New York.

FOR SALE—1916 Three-Speed Reading Standard, fully equipped; rarest bargain ever offered; price on application, factory guarantee with machine; run 1,500 miles, perfect condition. F. L. Zimmermann, Jr., 1340 Oakland St., Shreveport, La.

RACING MACHINES FOR SALE—Indian ball bearing motor, single, with Pope overhead valves; motor only $50; machine complete, $80. One single pocket valve Harley, short coupled, big tanks, spring forks and clutch, just back from factory, latest equipment, used by Ray Weishaar last season, $100; send $25 deposit. Machines shipped for inspection. I guarantee these machines to be as fast as any. Speck Warner, Ellsworth, Kans.

ALMOST NEW TWIN EXCELSIOR, Smith Motor Wheel, 4-cylinder Henderson, Pierce bicycle, Single H-D at $25, Pope $20. Bargains. Stamp. Howell, 217 Chestnut, Evansville, Ind.

FOR SALE—1915 Sears De Luxe 9 horse power, and Majestic sidecar, fully equipped. Write for particulars. Good bargain. Frank Gutzwiller, 113 Granger St., Rutland, Vt.

FOR SALE—One 1914 two-speed, Harley-Davidson motorcycle, in first class running order, guaranteed; just overhauled and re-enameled at the factory. Price, $175. Terms, $25 down and balance C. O. D. L. T. Lorz, Harvey, N. Dak.

FOR SALE—One 1916 6 h.p. 3-speed twin Thor, brand new, $190; one 1916 12 h.p. 3-speed twin Thor, brand new, $215. Newby Bros., 2400 Grand Ave., Kansas City, Mo.

FOR SALE—1916 Powerplus Indian, three-speed guaranteed. Prest-O-Lite headlight, tail light, Long horn, watch, speedometer, air cushion saddle, Stoll Dreamy tandem, base plate, spare parts. Best offer over two hundred and ten. Wallace Stuart, 10 Warren St., New York City.

HELP WANTED

SALESMAN WANTED—A motorcycle accessories and repair parts house in New York City has vacancy for traveling salesman. Good opportunity for right party. Chance for repairman or motorcycle dealer having salesman's ability. C. M., care of MOTOR CYCLE ILLUSTRATED.

POSITION WANTED

WANTED—Position with motorcycle dealer as demonstrator and call on prospects; know motorcycle business well, all makes; repairing and selling; would consider road position. J. D. Winstead, Rocky Mount, N. C.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—Power lathe for motorcycle repair shop. F. C. Fenske, 141 West First, Oswego, N. Y.

STOLEN

STOLEN—Excelsior 15.3 Model, No. 75648, Ohio State license No. 9925. Had 6,400 miles registered. Had dent in tool box where kick starter hit it. Muffler was badly dented. The Bowden wire for brake had piano wire instead stranded. Firestone tires with red tubes; home made clutch cover. $25.00 reward for information leading to return of machine. Wm. T. Bott, 4855 Guernsey St., Bellair, Ohio.

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Baker, Murray & Imbrie INC. NEWS

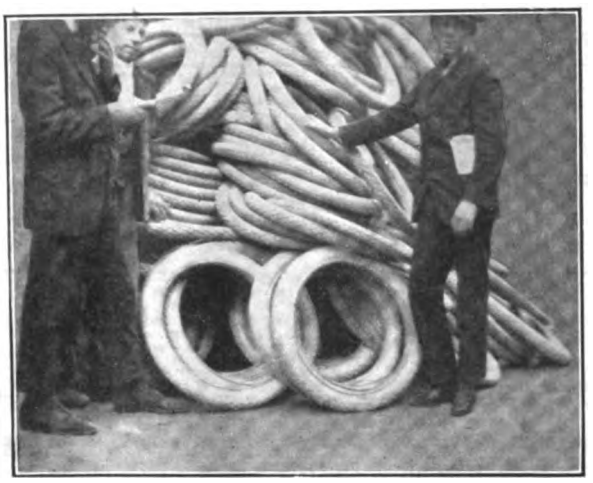
So Many Things Happen on Warren Street

that once every other week we're going to cover a page of expensive white paper telling you all about them.

They're the sort of things in which you have a natural purse-interest and to follow this page carefully is to be in on the latest profit-making opportunities in the bicycle and sporting-goods line.

If the Baker, Murray and Imbrie News brings to you now and then some bit of first-hand information that means a quick turnover and a handsome profit for you—if it keeps you in intimate touch with the doings of a house that has stood at the head of the line for a great many years—if finally it reflects the purpose and spirit of the men back of the Baker, Murray and Imbrie organization—it will have done all that those responsible for its existence desire.

2300 Goodyear Seconds Will Go Fast



Unloading Two Carloads of Goodyears at 10 Warren Street

THESE serviceable Goodyear Motorcycle Seconds are sure-fire sellers, every one of them. You can't keep them any longer than we can—once the wise riders in your locality know you are offering them.

We are able to offer these Seconds to you at such liberal terms that you can sell them at a man-sized profit. These are the sizes:

29 x 2¾ 28 x 2¾
28 x 2½

You'll Welcome Our Wholesale Sports Goods Department

You know what we've done with bicycles. Use our bicycle wholesale department as a standard by which to judge our new wholesale sporting-goods department. For that's the standard we've set up for ourselves.

It's with your store's interest first in mind that we've put in charge of the new department those who have had years of experience in all the ins and outs of the wholesaling of sporting goods.

This experience will work for the profit of wholesaler and retailer alike. The new department's heads know the retailer's viewpoint and give the best that's in them to serving you intelligently.

Ask our salesman for the full story next time he calls—or write.

When You're in the Movie Mood, Here Are Catchy Victor Slides

You know from your own experience that you're usually in a receptive mood when you're at the movies. Things appeal to you then just as they appeal to your customers. No one has ever figured out how many sales are made on the screen, but their number must easily equal that of Mary Pickford's admirers.

All of which leads up to the fact that we have a number of Victor Moving Picture slides that you Victor dealers can use to great profit in your favorite theatres.

Why You Should Order Abbey & Imbrie Fishing Tackle for a Full Season's Needs

In the past it has been the policy of Abbey & Imbrie to accept re-orders within a reasonable time at the prices quoted for the original order. For 1917, however, we have been obliged to withdraw the price guarantee because we ourselves are so subject to market fluctuations that we are unable to control prices to the trade.

We urge, in the interest of protecting your 1917 profits and retail prices, that your 1917 orders be placed *in full* early, so that we, in turn, can protect *you*.

The far-seeing dealer will act upon the suggestion—and the results will show in his earnings.

The *quality* of "Fishing Tackle That's Fit For Fishing" does not fluctuate—whether the market goes up or down.

Don't Overlook This Pierce Point!

A high-grade bicycle at a lower price than any other on the market—that's the nut-shell story of the Pierce one-piece hanger bicycle.

You don't need to know anything more about it, do you? There's your market—bigger this coming year than ever before, if the word of those on the inside of bicycle history means anything. And there's your Pierce product perfectly priced.

Unusual Discounts on Fisk Tires

There's a limit to the quantities of Fisk First Quality Tires that we're offering at less than the usual dealers' discounts. You know the Fisk story, and what's more, your customers know it. So that means getting in your orders to-day if you want to pile up to-morrow's profits.

Here are the goods:

Fisk Premier, 28x1¼, 1⅜, 1½ assorted treads.
Fisk 66 Smooth Tread, 28x1¼, 1⅜, 1½.
Fisk Extra Heavy Corrugated, 28x1¾.
Fisk 88-H Raised Tread, 28x1½.
Fisk Victor Thorn Proof, 28x1⅜ assorted treads.
Fisk Victor Corrugated, 28x1⅜, 1½, 1⅝.
Fisk Victor Non-Skid, 28x1⅜, 1½.

And with these are some fully guaranteed 1916 special brands and a lot of selected seconds of good value.

OPERATING DIVISIONS
New York Sporting Goods Co. F. A. Baker & Co. Abbey & Imbrie

10-15-17 WARREN STREET

NEW YORK CITY

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Harley-Davidson Vans

—*Permanent Business Builders*

Economy of operation has made Harley-Davidson delivery vans familiar sights on the streets of America's most progressive cities and towns.

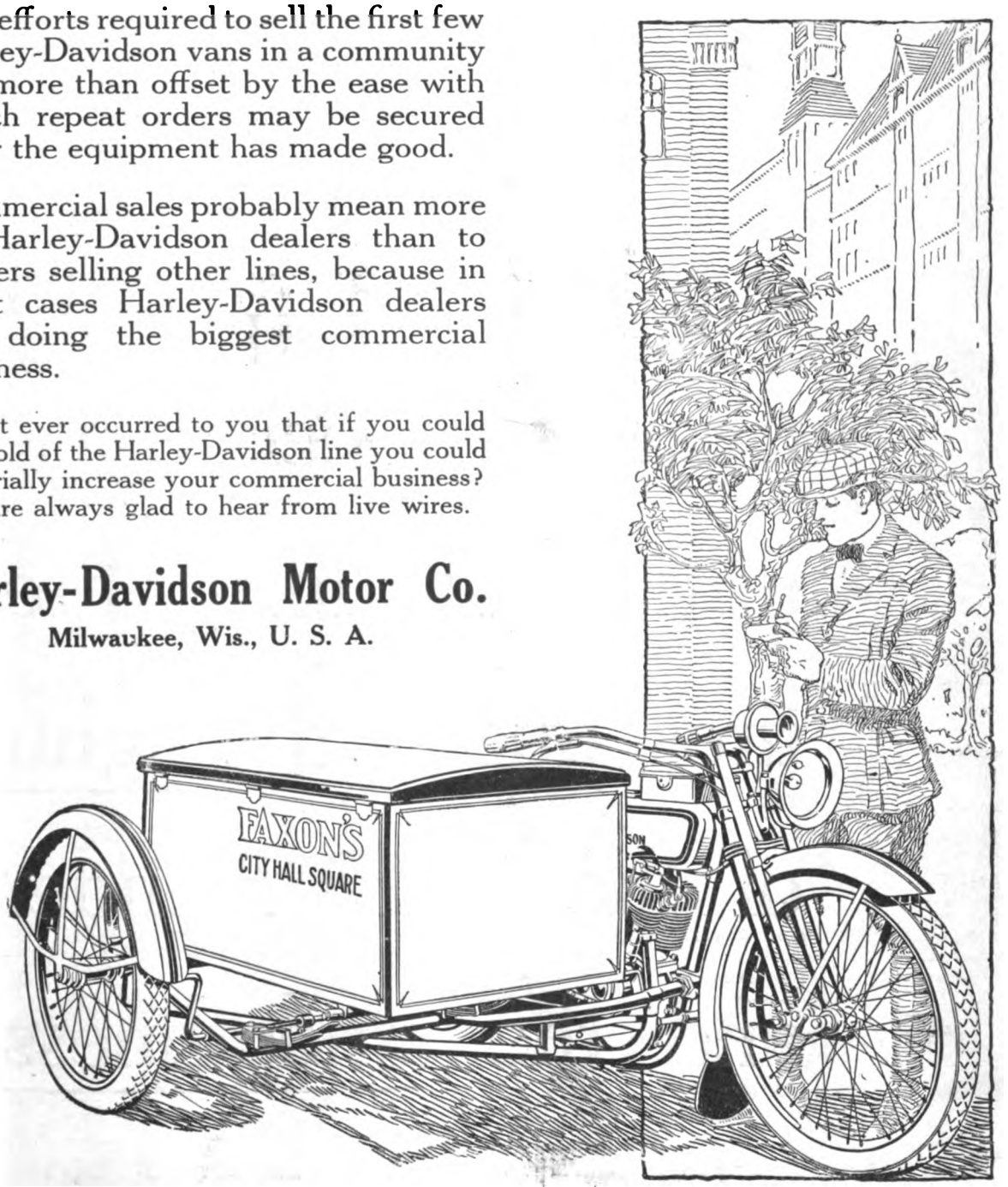
The efforts required to sell the first few Harley-Davidson vans in a community are more than offset by the ease with which repeat orders may be secured after the equipment has made good.

Commercial sales probably mean more to Harley-Davidson dealers than to dealers selling other lines, because in most cases Harley-Davidson dealers are doing the biggest commercial business.

Has it ever occurred to you that if you could get hold of the Harley-Davidson line you could materially increase your commercial business? We are always glad to hear from live wires.

Harley-Davidson Motor Co.

Milwaukee, Wis., U. S. A.



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HENDERSON

Less Weight Means

A big advantage which riders appreciate is the unusually long life of tires, due to the lightness of the 1917 Henderson and the smoothness of four-cylinder power.

A good deed often means a good deal—Please mention MOTOR CYCLE ILLUSTRATED.

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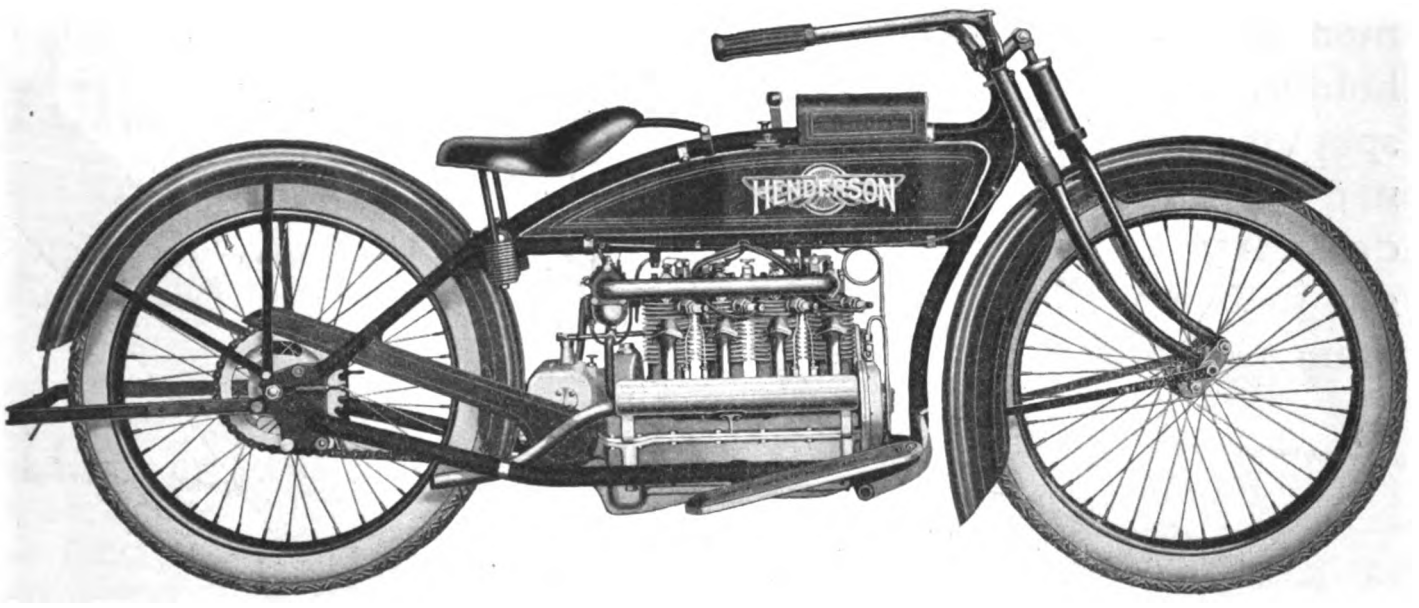
HENDERSON

Better Tire Service



25 to 50 pounds less weight than any other American motorcycle with motor of equal piston displacement.

HENDERSON MOTORCYCLE CO., Detroit

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Take Cleveland fo

Cleveland, one of the largest cities in the world, depends, to a considerable extent, for the maintenance of its lighting efficiency upon the MASTER THOR.

The East Ohio Gas Company has 49 THORS in 24-hour-a-day service. Forty-nine messengers of speed always on tap to carry the "turn on" men across town to give light and heat to the householder. Forty-nine utterly reliable steeds to carry inspectors over short-cut lots, rolling land, muddy meadows, to the outlying country to regulate the supply of gas in the wells to meet the varrying demands of a great city.

The THOR cooperative policy is the strongest, most considerate of the dealer's requirements and most broad-gauge of any motorcycle manufacturer. That is one of the big reasons why THOR dealers stick to the Master THOR year after year—and more representative merchandisers are daily flocking to the THOR standard. Write for our proposition.

Aurora Automatic M

(Oldest Motorcycle M

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nstance One Company Uses 49 Thors

Speed and certainty of getting there were the two main essentials that received consideration in the selection of the THOR by the East Ohio Gas Company officials. Certainty of service demanded a machine that would stand up under the gruelling use and abuse of such hard, constant service and the THOR met that demand by its simplicity, its powerful action and durable construction. And as for speed—well, all the traffic cops of Cleveland have their eyes out for "those gas company fellers that ye can't hear comin' and can't hardly see goin'."

Tomorrow, another gas company, another electric light corporation, another telephone company in another city will call for the THOR. Will YOU be ready to supply them?

nery Co. Chicago Ill.

rs in the World)

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1917 Indian Climbs to Another Victory!

Speed and power predominate in hill climbing contests—to win you MUST HAVE power and speed—this is the answer to the Indian victories in ALL of the principal hill climbing events of the 1917 season.

The latest Indian victory at the Yonkers, N. Y., hill climbing contest further demonstrates that the stock powerplus motor has NO EQUAL—its power and speed is supreme—it stands ALONE—Master of them all!

Indian Powerplus Wins Yonkers, N. Y., Hill Climb—

Over winding roads of soft, wet clay and rocks, made more difficult by an uneven car track crossing, John U. Constant drove his 1917 Indian Powerplus up the 1000 foot, 15% grade Yonkers Hill in 16 seconds, winning the event. Folliett, also on a 1917 Indian Powerplus, finished second. Time 16¼ seconds.

Wallace Stuart, on a 1917 Indian Powerplus with side car attached, was the winner in the side car class, making the climb in 39¾ seconds.

Indian Powerplus First in New Jersey Motorcycle Club's Hill Climb

John U. Constant, astride a 1917 Indian Powerplus, ascended the 851 foot hill selected for this event in 21 4-5 seconds, winning first place.

In the side car class, Harvey Snyder with a 1917 Indian Powerplus and side car, was awarded first prize for greatest distance—ascending this most obstinate hill 777.6 feet.

Indian Powerplus Makes Best Time at Bakersfield, Cal., Hill Climb

A 1917 Indian Powerplus Carried Roy Artley up the 800 foot, 55% grade hill at Bakersfield, Cal., in 21 4-5 seconds—the fastest time of the contest.

JUST AS INDIAN HAS MOUNTED SUCCESSFULLY THESE DEFYING HILLS, SO HAVE INDIAN SALES BEEN GOING UP—FAR EXCEEDING THE SALES OF ANY PREVIOUS YEAR FOR THE SAME PERIOD OF TIME. THIS IS NOT MERELY INDIAN "LUCK," BUT RATHER INDIAN QUALITY—INDIAN SUPERIORITY—INDIAN LEADERSHIP!

Indian

Hendee Manufacturing Company

(Largest Motorcycle Manufacturers in the World)

SPRINGFIELD, MASS.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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BLUE STREAKS

These Tires Save You Competition

Blue Streak Bicycle Tires are sold direct to dealers.

They are sold at one price—whether you buy ten pairs or a thousand pairs.

No jobbers can buy them from us any cheaper than you can yourself.

No mail-order house can buy Blue Streaks from us at *any* price.

Think of the competition this saves you.

If you are the smallest dealer in the world, your profit on every Blue Streak Tire you sell is just as large as that of the dealer who sells thousands of pairs a year.

These are the things Goodyear is doing to protect the dealer.

One price—one brand—one policy—one guaranty to all.

Don't you see the advantage in pushing these well-known, serviceable, fair-priced Blue Streak Bicycle Tires?

The Goodyear Tire & Rubber Co., Akron, Ohio

GOODYEAR
AKRON

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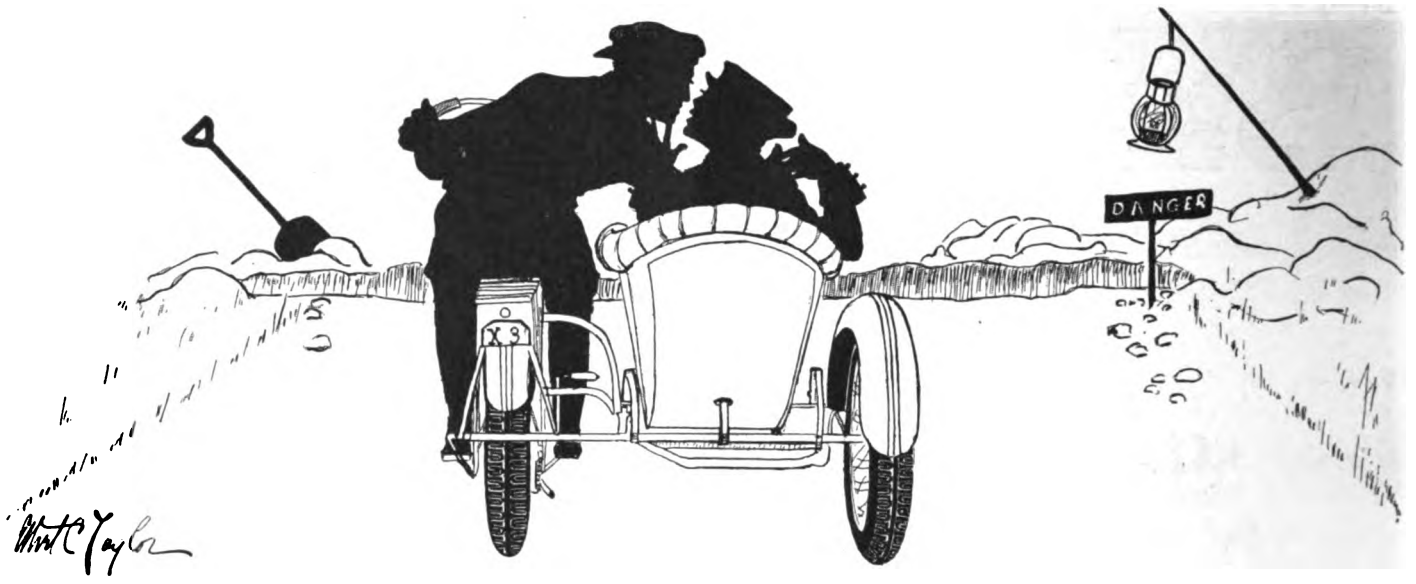

Be Careful!

Don't neglect your opportunity, Mr. M. C. Dealer.

Have your new 1917 models come equipped with United States 'Usco' Tread Motorcycle Tires.

They are big, strong and full of satisfaction. The riders are wise. You should have them in stock.

UNITED STATES TIRE COMPANY

1790 Broadway - - New York

UNITED STATES RUBBER COMPANY AND ASSOCIATED COMPANIES — US — RUBBER SYSTEM

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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MOTORCYCLE ILLUSTRATED
For the Trade and the Rider
13 PARK ROW
NEW YORK

Volume 12 December 14, 1916 Number 24

FEW SURVIVE SAN FRANCISCO-LOS ANGELES DOUBLE ENDURANCE GRIND OF 867 MILES

Los Angeles Squad Rides to Frisco and Back, While Golden Gate Boys Make Run to Southern Metropolis and Return; Seven of Frisco Party Complete Round Trip on Time Out of 36 Starters and Same Number of Los Angeles Entrants Bring Home Clean Scores

GOLD WATCHES AND $1,000 IN OTHER AWARDS FOR THE HIGH SCORE MEN

SAN FRANCISCO, Dec. 12 (By telegraph).—California added a remarkable chapter to the annals of motorcycle competition in this country December 9-10 when the 867-mile double endurance run between this city and Los Angeles sent squads of seasoned roadsters, of both solo and sidecar divisions, plugging through fog and over mountain passes. The contest was featured equally by the nerve and daring of riders, the stamina of machines (quite a few of which were fresh from the crates), and the number of spills and hairbreadth escapes.

The double run was started simultaneously from San Francisco and Los Angeles at midnight December 9, the participants from this city riding to Los Angeles and back, 867 miles, while the starters from Los Angeles made the dash to this city and back home, covering the same route. There was a lay-over of twelve hours at the turning points.

OF thirty-six entrants who started from San Francisco seven finished on time, as follows: C. Joyce, of Hollister, with Indian, 1,000 points; H. F. Manchester, of San Jose, and F. M. Gattrell, Harley-Davidson side-car combination, 1,000; Dudley Perkins and T. S. Hale, Harley-Davidson side-car, 1,000; Frank Karslake, Harley-Davidson, 1,000; Erwin G. Baker, of Indianapolis, with Indian, 1,000; F. H. King, of San Francisco, Excelsior, 975; E. House, of San Jose, Indian, 754. C. Joyce was the only amateur to finish the run at this end.

Jinx Gets Several Riders

Eleven out of the twelve riders from Los Angeles checked in with clean scores in this city for the first half of their journey. Fletcher, on an Indian, was in a mixup with an automobile here a few hundred feet from the checking station, after making a perfect run. He suffered a dislocated shoulder and a lacerated arm. Four members of the firm of House & Showater, San Jose Indian agents, were also injured. Carl Showater and Mike Slaghts were hurt at Morgan Hill on the return trip from Los Angeles, and at latest reports Showater was still unconscious.

Ben Torres lost his side-car wheel at San Felipe and was slightly hurt. E. House, after checking in here, rode to San Jose, and on the way fell asleep on his machine and struck a telegraph pole. He sustained quite serious injuries. Roy Artley, of Los Angeles, checked in at San Francisco with his Indian and then filled his tanks, changed his rear wheel and started his motor, which promptly caught fire from gasoline which had been spilled in the haste of replenishing the tanks. Artley extinguished the blaze and was out on the road again in twenty minutes from the time he checked in at the San Francisco control.

The San Francisco riders who failed to reach Los Angeles were Gerrick, Henderson; Westfall, Henderson; Cromie, Henderson; Campbell, Indian; Mahlstedt, Indian; Angwin, Henderson; Haldeen, Henderson.

THE RETURNS FROM LOS ANGELES

LOS ANGELES, Dec. 12 (By Telegraph).—The Los Angeles riders who returned to this city with perfect scores from their run to San Francisco were as follows: Gilmore, Excelsior; Ed Tice, Harley-Davidson; Bedell, Harley-Davidson; Ludlow, Henderson; Sagahin, Henderson; Bennett, Excelsior, and Ray Smith, Excelsior.

Bruschi, Harley-Davidson, went out on the return run, and Artley, Indian; Gilfilland, Harley-Davidson, and Leonette, Excelsior, were also put out of the running.

Twenty-one riders from San Francisco checked in here, and all but Leonard, an Indian rider, started back.

There were troubles in great variety to account for the retirement of the Los Angeles boys who failed to go through. Bruschi, Harley-Davidson, wore out his brake lining by dragging his brake unknowingly, and when he struck a turn at speed in Tejon Pass, going north, he dropped over the embankment and fell 30 feet with his side-car outfit and passenger. Bruschi and his partner stopped at the 30-foot drop, but the motorcycle went down another 100 feet. It was pulled back with a rope and went into Bakersfield under its own power.

Fletcher's Game Work

Roy Artley was trailed by the jinx all the way to San Francisco, having minor troubles, and in the Golden Gate city he topped off the program by having his machine catch fire. On the way back to Los Angeles Artley was hit by an automobile near Tulare and was forced to quit.

Gilfillan, with Harley-Davidson side-car, broke his motorcycle frame north of Tulare and went out. Fletcher, with an Indian just out of the crate, made an easy job of it until within half an hour of San Francisco, when he struck a tow-line between two automobiles and was thrown. While he was pinned under his machine, Bedell, mounting a Harley-Davidson, ran into him.

Fletcher and Bedell were fifty minutes ahead of schedule, so the former was taken to a hospital and hurriedly "patched up." In the meantime his machine underwent repairs, and as soon as he got out of the

(Continued on page 18)

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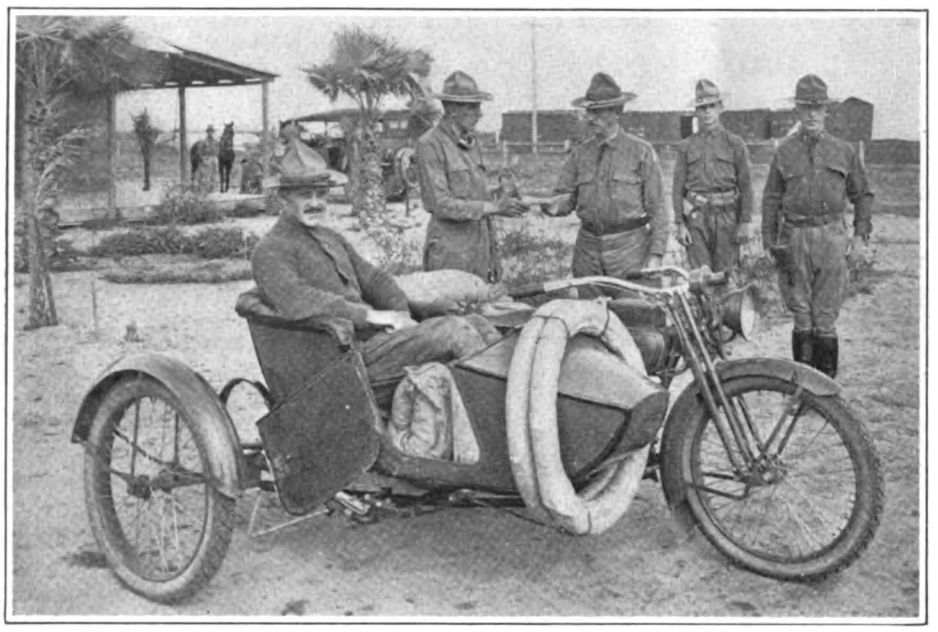
DRESSER DESCRIBES HIS ARMY TRIP

Military Courier and His Partner Traversed Uncharted Roads, a Lot of Bad Ones That Were Charted and Suffered a Bit From Cold and Lack of Proper Sleep; Army Men Impressed



Dresser Receiving General O'Ryan's Message to Governor Whitman at Camp McAllen; Edwards Is Seen Seated in the Sidecar

NEW YORK, Dec. 8.—Dan LeRoy Dresser and Corporal Harvey Edwards, the army despatch riders, completed their run from Camp McAllen, Texas, to Albany, N. Y., yesterday, arriving at the New York State capitol at 1 p. m. As Governor Whitman was not in town, Corporal Edwards remained over till this afternoon to deliver Major General J. F. O'Ryan's message, while Dresser drove his Harley-Davidson back to New York. The outfit was placed at the stand of the Harley-Davidson Motor Company, in Madison Square Garden immediately.

As related in **Motor Cycle Illustrated** last week, Dresser and Edwards arrived at the Garden at 7 p. m., on December 6, having covered 2,895 miles. The total mileage from start to the capitol at Albany was 2,956 miles, the time taken being 15 days, 15 hours, including all stops. The trip was completed with only one puncture and without mechanical trouble of any nature.

Dresser and Edwards carried the regulation pack in the sidecar, in addition to a spare tire and inner tubes. A sleeping bag was made up for the sidecar passenger, who rode in a reclining position practically all the time. Dresser and Edwards alternated in driving throughout, the man in the sidecar sleeping while his mate drove. They ate where they could and kept on traveling, stopping indoors but one night—at Old Washington, O.—and that in a hotel.

Dresser describes the stretch from Rio Grande City to Laredo, Tex., as unadulterated Sheol. The highway traversed is known as the Mexican Trail and is mostly ruts in the adobe mud, ranging as much as two feet deep. The Trail is well intersected with bayous and fords, and as it had rained for several days prior to the start, only low gear travel was possible. For four miles, in one place, an average of two miles per hour only was possible.

Part of the delay on the Mexican Trail was due to Edwards getting two gallons of kerosene instead of gasoline from a Mexican store by the wayside. The motor balked entirely the next morning after filling the tank with the kerosene, but was finally got going with some of the regular fuel obtained from a military camp nearby.

From Laredo to San Antonio there was more adobe mud, of varying depth, and the going through the rest of Texas was described by Dresser as pretty poor. To Oklahoma City, traveling was indescribable. Dresser stated, in fact, that his outfit pursued a storm all the way to Zanesville, O., being about twelve hours behind it. As it was a heavy downpour, the state of the dirt roads can be imagined.

Going on to Kansas City from Arkansas City, the roads were fair but rutty, and from then on to Louisiana, Mo., the going was slightly better. At Louisiana the Mississippi was crossed under the following circumstances: The last boat having gone, Dresser had to have recourse to a launch, and a skiff to carry the sidecar and its crew. Three times the crossing was essayed and three times the crafts turned back, as the launch took in too much water for safety. Finally, another skiff was procured and hitched to the opposite side of the launch, when the crossing was made safely.

From Louisiana to Indianapolis there was more mud-plugging. Indianapolis was left at 2 a. m. and Columbus reached at 11 a. m., this being one of the fastest stretches of the trip. As far as Zanesville, the going improved, but shortly after leaving this city, the couriers ran into a cloudburst and had to stop at Old Washington, O., being cold, hungry and soaked through.

From Wheeling, W. Va., to Cambridge, the road was under construction, and the

(Continued on next page)

Dresser, in Saddle, and Edwards Receiving the "Congrats" of the Crowd on Arriving at Madison Square Garden December 6; Note Dresser's Headgear

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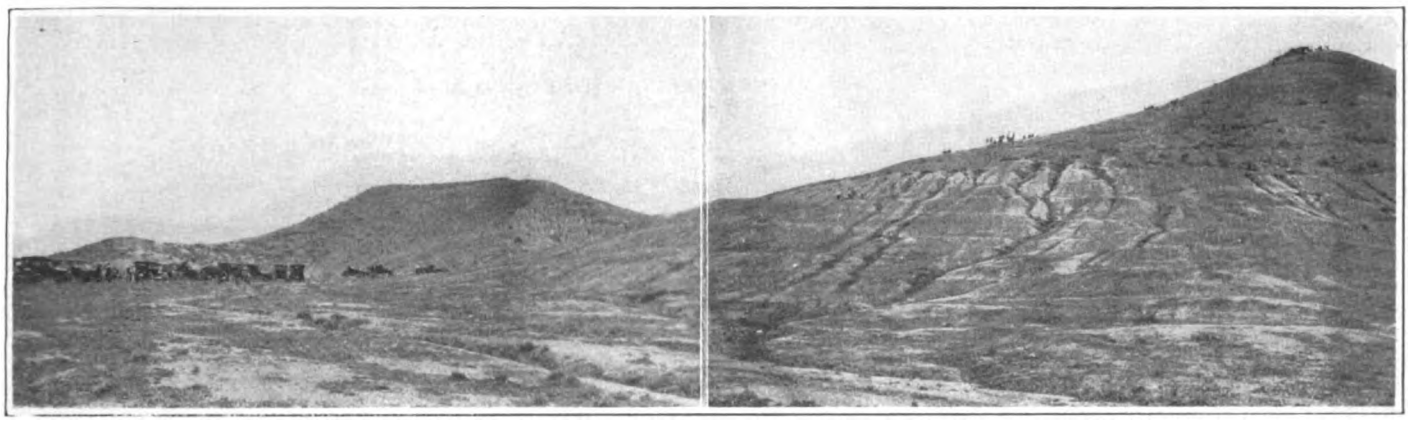
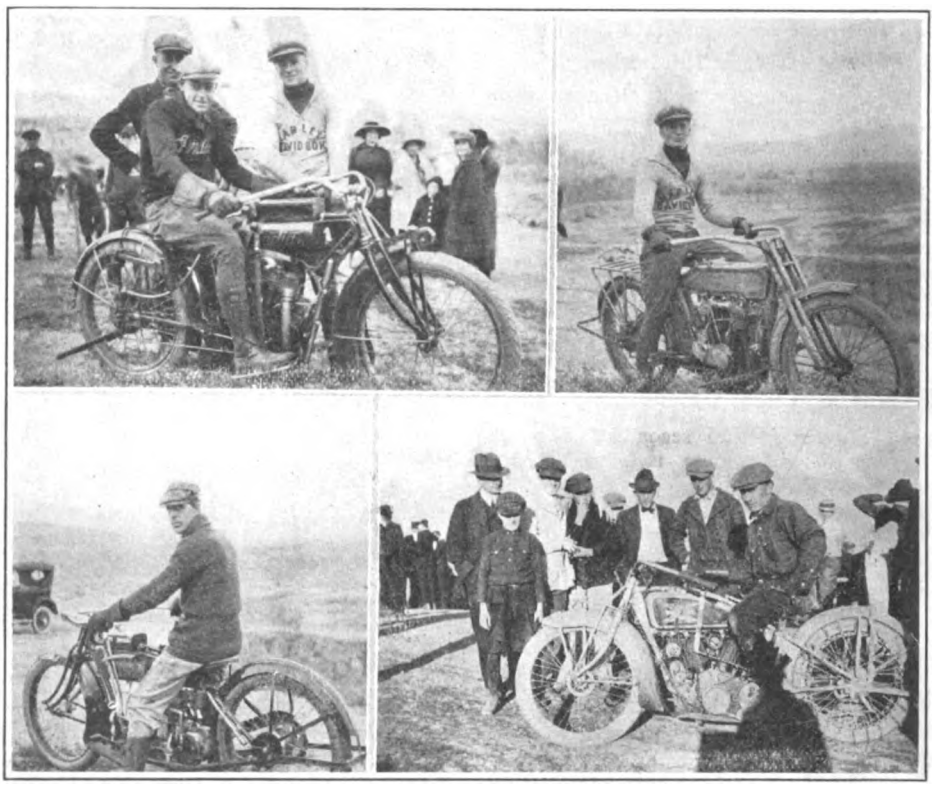
BAKERSFIELD HILL "SOME SKY-TICKLER"

List of Entries for Climb Was Small but Classy and the Grade Itself Was—Well, Take a Slant at It in the Panoramic Photo; the Four Top Scorers Pictured





The Panoramic View Above Shows the Scene of the Climb; at the Right Are Artley, on His Indian, and Tice, with His Harley-Davidson; Below Them Are Bill Parks, Henderson, and Gilmore, Excelsior. The Men Are Named in the Order in Which They Finished

BAKERSFIELD, Cal., Dec. 12.—If you don't believe the Bakersfield boys know how to pick a grade for a hill-climb just look at the panoramic picture on this page. It tells the story. Eight miles out of Bakersfield the Kern river has dug out of the plain a mighty canyon, and for a few miles the roadway skirts along the summit of the cliff, which is the southern wall of this canyon. At one point the cliff is broken into a steep slope, and here the club's hill-climb was staged.

As was stated in last week's issue of **Motor Cycle Illustrated,** the best climb of the day was made by Roy Artley, on his Indian, with Ed Tice a close second on a Harley-Davidson. Bill Parks was third on a Henderson and Bert Gilmore, Excelsior, fourth.

The course was 800 feet long. The first 200 feet was a gradually ascending slope, but after that came a 55 per cent. grade that continued to the summit.

DRESSER DESCRIBES ARMY MOTORCYCLE TRIP

(Continued from page 10)

despatch carriers were advised to ride through the construction. They did, and scarcely average 5 miles per hour as a result. Finally, the National Pike was entered upon and travel was fast to Hagerstown, Md. There was one bad stretch between Waynesboro, Pa., and Gettysburg, but from then on to the finish at Albany, really good roads were the rule.

One spill marked the trip. This was in Oklahoma, with Edwards driving. The outfit dropped into a mudhole and Dresser was awakened from his peaceful slumbers in the car by being slung into the soppy adobe. Two rabbits were run down in Illinois and the bunnies were collected and traded for a breakfast in the next town.

METROPOLITAN ASSOCIATION FORMED

Score of Dealers Attend Show Meeting and Vote to Combine—Constitution Committee Appointed

NEW YORK, Dec. 11.—An even score of dealers attended the meeting of the Motorcycle Dealers' Cooperative Association which was held in the Concert Hall of the Madison Square Garden last night and voted to join the body which is made up of motorcycle dealers of the Metropolitan district.

Carl Bush, the Newark Harley-Davidson dealer, acted as temporary chairman and the meeting was addressed by O. A. Adams, of the Cyclemotor Corp., of Rochester, who told of the success attending the formation of the Rochester Motorcycle Dealers' Association; W. H. Parsons, of *Motorcycling and Bicycling*, who pointed out some of the benefits accruing to the Chicago dealers through the agency of co-operative effort, and E. J. Mueller, of the Harley-Davidson Motor Co., who told how the Milwaukee Dealers' Association had made for better business conditions in that city.

Having voted to support the movement, the assemblage elected A. H. Patterson, Brooklyn Excelsior distributor, Gus Rotholz, New York Indian and Excelsior dealer, and E. F. Hallock of **Motor Cycle Illustrated,** a committee of three to draw up a constitution and by-laws and inaugurate a rapid fire membership campaign.

The dealers represented at the meeting were: A. H. Patterson, Excelsior, Brooklyn; Charles Krebs, Henderson and Pope,

(Continued on page 27)

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"CONNIE" REPEATS ON YONKERS GRADE

Tops Rough and Slippery Incline in 16 Seconds on First Try—Mrs. Terhune Performs Best Among Lightweight Pilots and Wally Stuart Bests Dan Dresser in Run Off of Sidecar Tie

YONKERS, N. Y., Dec. 10.—John U. Constant, of Brooklyn, treated those of us who were unfortunate enough to miss the New Jersey Hill Climb last week to another little exhibition of his ability to "get up in the world" when he topped the Roberts avenue hill today in sixteen seconds flat. Of course he rode an Indian. Special? Well, specially fast.

"Frenchy" Folliot—his front initial is M. —also on an Indian made the second best showing in the solo division when he whizzed up the 1,000 feet of incline under a head of steam that carried him cross the tape in 16¼ seconds.

Folliot also made the third best time at 16¾ seconds and tied for fourth at 17 seconds. But as only the lowest time of the three tries counts, the rest of his remarkably consistent score goes into the discard.

Terhune Gets Third Place

As a consequence, third place goes to J. W. Terhune, the Hackensack Harley-Davidson dealer who scorched up the boulder-bestrewn and clay-bedabbled incline in 17 seconds flat while Art Herrington on a Harley-Davidson, E. C. MacDonald, similarly mounted, and Harvey Snyder on an Indian tied for fourth position at 17¼ seconds.

The sidecar contest provided much sport. "Wally" Stuart on an Indian tied with "Soldier" Dan Dresser at 26¼ seconds and as a consequence the duo figured for a fourth try. In the run-off, Stuart bettered his time to 26 seconds flat, while Dresser, through some unfortunate circumstance fell off to 28¾ seconds. The soldier, however, fits into second place with his 26¼ score with Orrie Steele, the Paterson wonder, in third berth with a showing just a second slower.

Lightweights Draw "Shemales"

The lightweight division, although slower and considerably less spectacular than either of the others, furnished some keen and clean sport—sport that was all the keener and likewise all the cleaner for the fact that it drew forth a couple of "shemale" competitors.

Yea Bo, and 'twas a suffragette that won the event, too, for Mrs. J. W. Terhune chugged up to the top on a little two-stroke Cleveland in just 38 seconds, clipping one and three-quarter seconds from the score of "Wally" Stuart, who made the climb on an Indian Featherweight and lays claim to second honors.

Third place went to Miss Adeline Van Buren, who although newly initiated to lightweight riding after "transcontinenting" on a Powerplus, topped the incline on the Featherweight in 41 seconds flat. Harry Raoul, on a Cleveland, with a score of 43 and C. W. Waughop, also on a Cleveland with one of 44½, finished out the lightweight division.

The day broke cold, but clear, and those of us who had them went right in for that preparedness stuff by donning our chamois shirts and macks against the chill of the day. The contest had been called for ten o'clock but the fellows who got to Yonkers at that hour—and there were mighty few of them—instituted a practice period which strung along till two o'clock before the start was made.

By that time such of the loose boulders

1. Mrs. J. W. Terhune, Who Won the Lightweight Climb on a Cleveland. 2. "Soldier" Dan Dresser. 3. Sladsky, Indian, at the Finish Line. 4. Art Herrington, Harley-Davidson, Smiles. 5. Shaughnessy, the "Wig Wagger," Wirelessing the Top for Time. 6. La Fosse and Barnard, Excelsior

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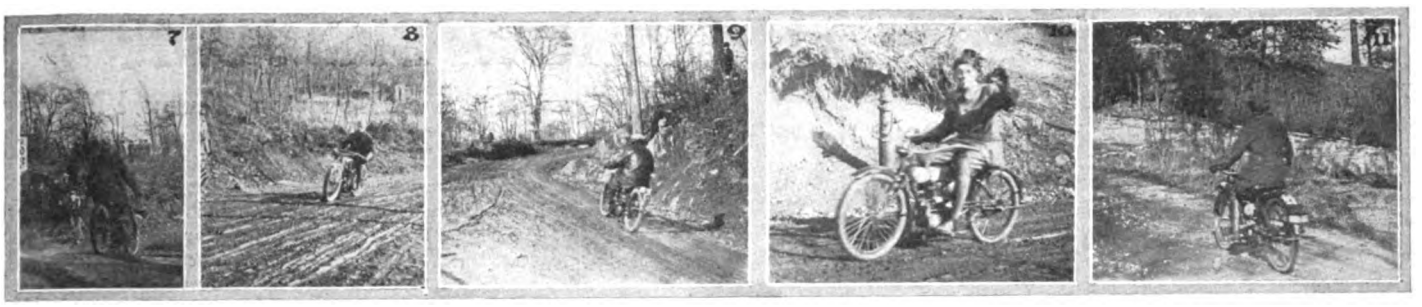

7. "Connie," the Winner, Half Way Up. 8. La Fosse, Excelsior, Nearing the Top. 9. The Sharp Curve at the Finish. 10. Waughop, Cleveland, Doing It in 44 Flat. 11. Mrs. Terhune Starting on Her Winning Try

as Promoter George Ellis and the "Missus" had not succeeded in clearing away from the lower stretch between the hours of eight and ten in the morning—a hard job for a cold morning and typical of Ellis' unselfish devotion to the sport—had been cast aside by the chainshod rear wheels of the snorting machines and much of the wetness and "skittishness" of the upper clay stretch had been dried out by a combination of sun, breeze and incessant passage of tires.

Lightweights First

The lightweight division started the affair, Stuart making his lowest score on his second try. With all of the others finished and Miss Van Buren's score of 41 flat standing next to that of Stuart, teammanager Waughop in charge of the Cleveland operations, took a desperate chance and sent Mrs. Terhune to the top on "high" and his strategy coupled with uncommon riding ability which the girlie herself possessed won the day for Cleveland in the lightweight division with a score of 38 seconds. In her other trys, Mrs. Terhune used low gear.

Sidecars Provide Sport

The sidecar boys were next to face the starter and right off the reel Dan Dresser nonchalantly slipped to the top in 26¼. And had the scoring been on the basis of consistency 'twould have been Dresser's day, for the soldier boy repeated on his second try and on the third dropped behind only to the extent of half a second. For a while it looked as though the soldier was going to walk off with the sidecar honors, for the closest approach to his mark was 27¾ made by Orrie Steele on an Indian on his first try.

When Stuart managed to tie the score on his third time up and finally managed to beat it by a quarter of a second on the runoff, enthusiasm was keyed to a high pitch.

Event Drew a Multitude

The solos which bounded up the short lower bebouldered incline threatening every minute to skid into the ditch or throw the daring pilot, then "aviated" across the car tracks which interrupted the continuity of the incline to land on the soft clay of the upper grade with the chain shod rear wheel doing the buzz saw act to the road surface, furnished a thrill that was worth traveling miles to see. And the crowds turned out in fine style to see the sport, fully 800 people lining the course while a conservative estimate puts the number of motorcycles parked on the bordering streets at 200.

HOW SOLO RIDERS FARED

Rider and Machine	Seconds
J. U. Constant, Indian	16
M. Folliot, Indian	16¼
J. W. Terhune, Harley-Davidson	17
Art Herrington, Harley-Davidson	17¼
E. C. MacDonald, Harley-Davidson	17¼
Harvey Snyder, Indian	17½
J. Wasko, Harley-Davidson	17¾
"Babe" Buttlar, Harley-Davidson	18¼
A. La Fosse, Excelsior	19
Calvin R. Webber, Indian	19¼
J. McCann, Harley-Davidson	19¼
W. H. Bergfels, Jr., Harley-Davidson	19¼
R. Callahan, Thor	20
J. Lindner, Harley-Davidson	21
Miss Adeline Van Buren, Indian	22
F. Sladsky, Indian	22½

THE SIDECAR SCORES

Wallace Stuart, Indian	26
Dan Dresser, Harley-Davidson	26¼
Orrie Steele, Indian	27¼
Harry Raoul, Indian	28¼
Harvey Snyder, Indian	29
H. S. Bracken, Harley-Davidson	31½

LIGHTWEIGHT DIVISION

Mrs. J. W. Terhune, Cleveland	38
Wallace Stuart, Indian	39¾
Miss Adeline Van Buren, Indian	41
Harry Raoul, Cleveland	43
C. W. Waughop, Cleveland	44½

Even as Dresser was consistent in the sidecar division, so was Frenchy Folliot throughout his three trys which were timed at 16¾, 16¼ and 17 seconds respectively. Likewise Terhune, who came in for third honors, went up once at 17½ and twice at 17 seconds flat.

"Connie," on the other hand, was particularly fortunate in making his record on his intial try, for a plug fouled on his second attempt and he stalled just before crossing the finish tape, while on his third comeup the same negative agency worked to slow his time to 26½ seconds.

Hats Off to Miss Van Buren

The participation of Miss Van Buren in the solo event added a degree of interest that is uncommon and the crowd marveled as the slight, seemingly frail girl, clad in regulation leather togs wriggled up the incline and aviated 'cross the car tracks with the best of them.

During the running of the event there were two spills which marred the sport and chilled the spectators to the marrow. Most of them are wondering yet how Babe Buttlar managed to escape unhurt when his machine dropped on top of him just as he reached the take off on the lower incline—but Babe came through with merely a few scratches and came up the hill in good style a couple of minutes later amid the cheers of the crowd.

La Fosse on the Excelsior furnished the other spill which occurred in the soft stuff on a sharp right turn just after he had crossed the tape in 19 seconds flat. The rider was unhurt, but the impact put some of the motor vitals out of commission and the only Excelsior which was looked for to provide some keen competition with La Fosse and Irving Barnard in the saddle was out of the running.

Trade Folks Galore

The event brought forth an unprecedented number of trade folk. Some of those whose presence was noted are: E. M. Jackson, Indian; E. J. Mueller, Harley-Davidson; Art Herrington, Harley-Davidson; Irving Barnard, Excelsior, and Ben Goldstein, E. J. Willis Co.

The following dealers were in the ranks: Carl Bush, Newark, Harley-Davidson; John Steele, Paterson, Indian; W. D. Hanna, Yonkers, Indian; Stern Bros., Indian; New York; Tom Sixsmith, Excelsior, New York; Bob Brazenor, Harley-Davidson, New York; J. W. Terhune, Harley-Davidson and Cleveland, Hackensack; G. E. Wood, Harley-Davidson, New York; Chas. Drude and John Cobban, Jr., Henderson, New York; Harry Raoul, Indian, New York; John Lever, Cleveland, New York; Wallace Stuart and Calvin Webber of Baker, Murray and Imbrie, New York Indian distributors, and E. C. MacDonald, manager of Wood's new Bronx branch.

The Officials

The affair was promoted simply for the love of the sport by State F. A. M. Commissioner George A. Ellis. Mrs. Ellis acted as checker at the starting line; W. D. Hanna officiated as starter. The timer was Vice-Commissioner Dieterich, assisted by E. J. Mueller, and the scorer, E. F. Devlin. Jack Shaughnessy of Co. A. 9th Inf., N. Y. N. G., acted as signal man with the assistance of two members of the Crotona M. C., who had learned their art at the military training camp at Plattsburgh.

The best times of the contenders in all three divisions are shown in the accompanying table.

(Continued on page 23)

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GOODYEAR SALES SHOW BIG JUMP

Gross Business Increased from $36,000,000 to $63,000,000 as Shown by Reports at Annual Meeting of Stockholders; Net Earnings $7,000,000; Doubling Size of Factory

AKRON, O.—All reports submitted at the annual meeting of the Goodyear Tire & Rubber Co., held Dec. 4, at the general offices of the company in Akron, bear out the statement that 1916 was the best year in the history of the concern, the gross business jumping from $36,000,000 to $63,000,000, showing an increase of 80 per cent. over 1915. Emphasis was placed upon the fact that the Goodyear Company had no "war babies," and that the remarkable growth referred to was brought about through domestic and peaceful foreign business. The net earnings of the company, incidentally, jumped from $5,000,000 to $7,000,000.

President Seiberling's Report

President F. A. Seiberling closed his report to the stockholders by saying: "It will be of interest to stockholders to know that with 59,000 customers' accounts on the books of the company, the net loss of collections has been less than one-tenth of one per cent.

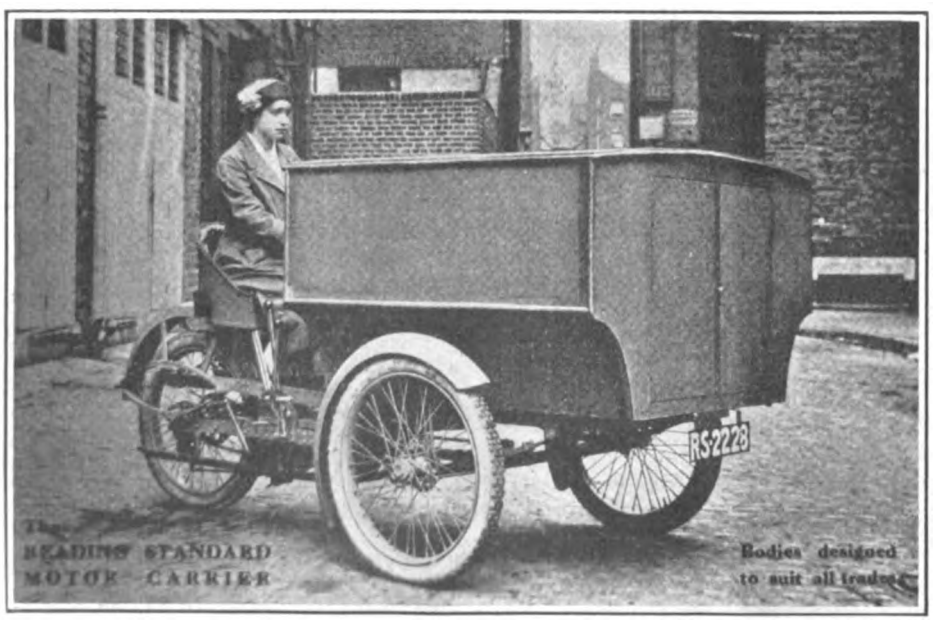
"We are pleased to state that prospects for increase in both volume and profits for the coming year are encouraging, and that the policy of the company to manufacture only products of high quality, and the fair treatment to all customers, is exerting a widespread and highly beneficial influence."

Factory Expansion

President Seiberling stated that the company actually had turned down some orders this year, because the capacity of the factory had been reached. Buildings are now under way, however, which will practically double the size of the factory, and the company is also back of a plan to build 1,000 houses in the Goodyear section of the city for the use of Goodyear workmen.

All the directors were re-elected, as follows: F. A. Seiberling, C. W. Seiberling, G. M. Stadleman, F. H. Adams, P. W. Litchfield, H. B. Manton and J. P. Lunis. The directors in turn re-elected the officers: F. A. Seiberling, president; C. W. Seiberling, vice-president; G. M. Stadleman, vice-president and sales manager; P. W. Litchfield, vice-president and factory manager; A. F. Osterlow, secretary; F. H. Adams, treasurer; W. E. Palmer, assistant secretary and assistant treasurer, and H. J. Blackburn, second assistant treasurer.

FAIR PILOT FOR READING STANDARD VAN IN LONDON



This Outfit Has Been Giving Good Service in the English Capital for Months Past; the Girl Replaced a Male Driver Who Was Called to the Colors

TWO MODELS OF CENTURY ANNOUNCED

New Firm Heralds Single-Cylinder and Opposed Motor Machines, Both of Two-Stroke Type, for Delivery March 1

CHICAGO, Ill.—A single cylinder two-stroke lightweight and an opposed motor model in the same class, also working on the two-stroke cycle, are announced by Vice-President Will Lanning, of the First Mortgage & Bonding Company, of this city. The machines will be known as the Century. Deliveries are promised for March 1.

The single cylinder model, listing at $100 and weighing about 100 pounds, is closely identical with a machine announced just before the Chicago Show of 1915 by Russell & Osborne of Chicago. It was, however, never put upon the market. The present motor is rated at 2½ horsepower, with a maximum speed of over 35 miles per hour. Its dimensions are: Bore 2⅝ inches, stroke 3 inches. The wheelbase on this and on the opposed motor model is 52 inches. Both models have flywheel magnetos. The single cylinder machine has pedals and belt drive.

The opposed motor model, listing at $150 and weighing about 130 pounds, has a lever starter, the motor being given several revolutions when the rider draws the lever back by hand. The clutch lever is at the left. Final drive is by chain. A luggage carrier is fitted to this model and long footboards are included.

The First Mortgage & Bonding Company state that the plan of manufacture is to be one of assembling exclusively. Negotiations for several factory sites are now under way. Vice-President Lanning says that the machine has been under tests for a year and that the firm is satisfied it will do all that is claimed for it.

ARGENTINA VICTORY

Harley-Davidson Riders Get First and Second in Spring Race

MILWAUKEE, Wis.—In a despatch to the Harley-Davidson Motor Company, Dartiguelongue y Compania, Buenos Aires, Argentina representatives, state that first and second places in the Spring competition for 200 kilometres (125 miles) were obtained by riders of Harley-Davidson mounts. First place was obtained by R. Blanco, while the second man was Arnoldo Bernasconi.

"GARDEN" IS SOLD

NEW YORK, N. Y., Dec. 13.—Madison Square Garden, the famous amusement building, was sold at public auction last Friday. The New York Life Insurance Co., holders of the first mortgage of $2,300,000, bought in the property for $2,000,000. In all probability the insurance company will dispose of the property to other parties, but for the present it will still continue to be used for various sporting and amusement events.

GOODYEAR TIRE NEWS OUT AGAIN

AKRON, O.—The *Goodyear Tire News* for October and November is now being distributed. The issue is featured by a map showing the scope of Goodyear distributing centers throughout the world, and there is the usual lineup of helpful pointers for motorcyclists as well as automobilists. An instructive department for the dealer is conducted under the title of "Practical Vulcanizing Hints," and the issue throughout is well worth reading.

CHARTER FOR U. S. RUBBER CO.

DOVER, Del.—Among recent charters filed is one for the United States Rubber Co., which will deal in rubber goods of all kinds. The capitalization is $100,000. Those behind the new company are: Henry B. Hubbard, John D. Carberry, both of Brooklyn, N. Y., and George May, of Pelham, N. C.

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FAIRBANK BECOMES DISTRICT MANAGER

Former Assistant Advertising Manager of Firestone Co. Takes Charge of Eastern Territory; Now Visiting Branches

AKRON, O., Dec. 4.—Announcement has just been made by the Firestone Tire & Rubber Co. of the appointment of L. G. Fairbank as Eastern District Manager. Mr. Fairbank has been assistant advertising manager for the Firestone Company for the past three years, and his friends are legion through the trade from coast to coast. He succeeds D. C. Swander as district manager, the latter going to Boston as head of the local branch there.

The object of the district manager plan, as first put into operation by the Firestone Company last spring, is to provide better service by bringing the field organization and the home office into closer touch. Being thoroughly conversant with the broad advertising and sales policy of the company, and having been a keen student of the requirements of tire users for years past, Mr. Fairbank is admirably fitted to make the most of the attractive opportunities in the eastern territory.

Mr. Fairbank is now making a tour of the Firestone branches in the eastern district and discussing local conditions with the various managers with a view of seeking better business methods.

"The Firestone organization is growing so rapidly that we feel the necessity of this final arrangement," said Mr. Fairbank in commenting upon his new work. "To give some idea of the big increase in our business, I need only to mention the fact that Firestone sales have increased from $25,000,000 to more than $33,000,000 in 1916. Before the spring riding season opens our production of pneumatic tires will be 20,000 per day.

L. G. Fairbank

A STORY OF PROFITS

Light Car Dealer States That He Gets Only 15 Per Cent Commission

NEW YORK, Dec. 11.—An interesting sidelight, or a toplight, perhaps, on the motorcycle vs. light car situation, which has been the subject of considerable discussion among motorcycle dealers of late, is found in the statement of a certain light car agent that 15 per cent. is the biggest discount allowed by the manufacturer of the product he handles. Anything above that is on a proviso basis, which is seldom very liberal, and which usually prescribes that a large number of machines be disposed of.

E. J. Mueller, assistant sales manager of the Harley-Davidson Motor Co., recently discussed the situation with a dealer who handles both motorcycles and Ford cars. This dealer stated that he makes bigger profits on motorcycles than on light cars, and that he can afford to allow $25 more on a used motorcycle turned in in connection with a sale than he can allow on a Ford car received under similar conditions.

FORD SUCCEEDS HARROP

NEW BRITAIN, Conn.—N. B. Ford, who for ten years traveled for the Corbin Screw Corpn. from their Chicago office, having his headquarters in Kansas City, and who left some two years ago to become connected with the Ford Chain Block & Mfg. Company, of Philadelphia, has reentered the employ of the Corbin Screw Corpn. as salesman, with headquarters in New Britain, and covering the territory formerly traveled by A. H. Harrop.

IT WAS GOODYEAR-SHOD

AKRON, O.—A Goodyear representative writes from South America that on a recent business trip to the small town of Parana, Brizil, he discovered a Smith Motor Wheel busily boosting a bicycle up the street in the same manner we are accustomed to see it perform in this country. A little later he had an opportunity to examine the outfit and found that the tire on the outfit was a Goodyear.

MOTOR CYCLE ILLUSTRATED

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NEW ELECTROTYPES

Harley-Davidson Advertising Department Revises Catalog.

MILWAUKEE, Wis., Dec. 11.—A revised catalog of 1917 advertising electrotypes has just been sent out by the Harley-Davidson Motor Company to its dealers.

The Milwaukee factory furnishes a complete assortment of made-up advertisements for its dealers, ranging in size from the single column to the 5-inch space. These electrotypes are furnished free of charge, the company merely requesting that the dealer in turn send clippings showing the use of the electrotypes in an advertisement or other printed matter.

Dealers in small towns find a distinct advantage in using factory electrotypes, due to the fact that they embody the latest styles of type faces, and give the dealers' advertisements prominence that could not be obtained in any other way.

MANY FOREIGN ORDERS

Smith Motor Wheels and Flyers Take Well with Foreign Dealers

MILWAUKEE, Wis., Dec. 12.—The A. O. Smith Co., makers of the Smith Motor Wheel and Smith Flyer, report that the foreign business of the company has developed at a rapid rate. The Australian representative has a standing order for ten of the company's motor wheels and a number of Flyers each month. During November 88 Smith Motor Wheels were shipped to Java, and an order for 30 has been received from Amsterdam, Holland, which is proving an excellent field. Orders for 25 each have been received from China and Japan, while 40 went to Cuba along with ten Flyers.

Paris, France, is proving a good field as well. Fifty motor wheels were sent to the Gay City recently. Other foreign orders include shipments to Morocco, Guatemala, British Guiana, Panama, Africa and some of the South American countries. Korea and the Philippine Islands claim their Smith Motor Wheel riders also.

AJAX ABSORBS RACINE COMPANY

RACINE, Wis., Dec. 12.—Negotiations have been practically completed for the absorbing of the Racine Rubber Co., manufacturers of tires exclusively, by the Ajax Rubber Co. The capital stock of the Ajax Rubber Co. is expected to be increased from $5,000,000 to $10,000,000, and part of the new stocks will be offered in exchange for the Racine Rubber Co. assets, which are given at $2,250,000 net.

TIRE PRICES MAY GO UP

NEW YORK, Dec. 11.—The rising price of cotton is causing talk among some tire manufacturers that an advance in the price of tires will be necessary to meet the increased cost of cotton fabric used in tire-making. Egyptian fabric was recently quoted by one tire man as selling for over $1 a pound, or nearly double the price of a year ago. Sea Island fabric has made about the same advance in price since this time last season. On the basis of these advances it is asserted by some tiremakers that an increase in the price of tires of not less than 12½ per cent. is justified.

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FULTON EXPANSION

Milwaukee Accessory Maker Takes Over Output of C. & E. Co.

MILWAUKEE, Wis., Dec. 11.—The Fulton Co., of 726 National avenue, has expanded and taken over the entire output of the manufacturing plant of the C. & E. Mfg. Co., of Marshalltown, Ia.

The Fulton company manufactures exhaust whistles and cut out mufflers and other accessories for motorcycles. S. A. Fulton, president of the concern, has just started on his annual eastern trip which he will extend over a period of several months.

WEED CAPITAL INCREASE

Stockholders' Meeting Called to Vote on Big Capital Increase.

BRIDGEPORT, Conn., Dec. 11.—A meeting of the stockholders of the American Chain Co., which manufactures Weed chains, has been called for December 22 to vote on increasing the capital stock to $10,000,000.

The company is capitalized at present at $4,000,000 and it is proposed to make the increase by issuing 30,000 new shares of common and preferred stock, making the total of 50,000 shares of each.

BAY TRACK TROUBLES

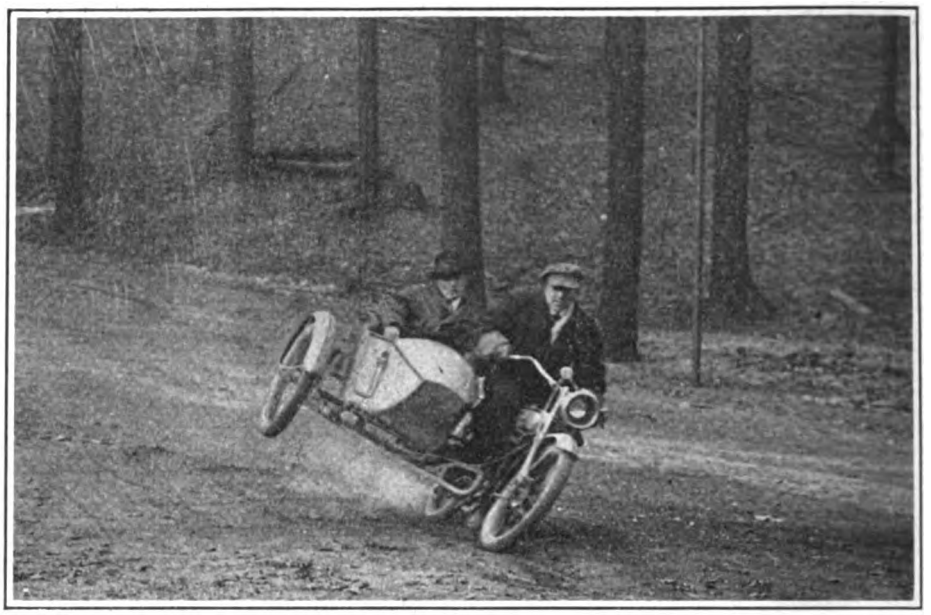
Jockey Club Starts Suit to Foreclose Sheepshead Mortgage.

NEW YORK, Dec. 12.—That the Sheepshead Bay Speedway, on which was held the largest motorcycle race meet of the East during the past season, is in financial difficulties came to light with the filing of a suit for foreclosure for the $2,040,000 mortgage which is held by the Coney Island Jockey Club.

The mortgage was originally executed on April 14, 1916, by James C. Nichols, who conveyed the property to the Sheepshead Bay Speedway Corp. One of the provisions of the mortgage makes the entire principal due should default be made in payment of either interest or part of the principal for 20 days. In filing the suit the Jockey Club maintains that interest amounting to $51,000, due October 1, 1916, is still unpaid.

The suit was started last week in Brooklyn.

DON'T TRY THIS UNLESS YOUR NERVES ARE GOOD



A Harley-Davidson Rider Demonstrating That It Is Possible to Give a Sidecar Passenger Some of the Sensations of an Aeroplanist

TRADE ACCEPTANCES NEW TRADE FACTOR

Newest Form of Negotiable Paper Fostered by Preferred Discount Rates; Used by Harley-Davidson

MILWAUKEE, Wis., Dec. 11.—The fact that trade acceptances are daily being taken up by progressive manufacturing and jobbing concerns throughout the country, and the fact that federal reserve banks are offering preferred discount rates on all trade acceptance paper turned in by merchants is of interest to the two wheeler trade at large.

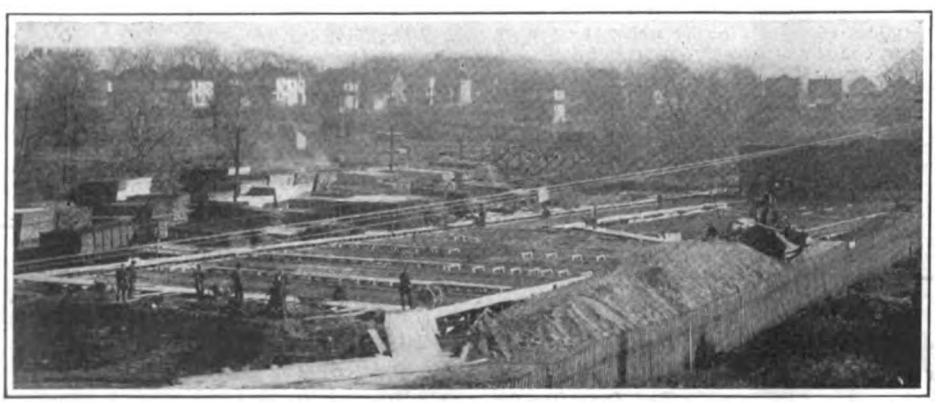
This new form of negotiable paper is being used in connection with the bicycle end of the Harley-Davidson business, and according to the accounting department, is making a big hit with the trade.

One of the Chicago newspapers, on the subject of trade acceptance discount says:

"The federal reserve bank of Chicago yesterday announced the establishment of a discount rate of 3½ per cent. on trade acceptances having a maturity within ninety days, to encourage loaning on acceptances on the sale of merchandise. The rate is preferential to the extent that on other discounts this rate applies only to paper maturing within fifteen days.

"A trade acceptance, as defined in the regulations of the federal reserve board, is 'a bill of exchange drawn by the seller on the purchaser of goods sold and accepted by such purchaser. To be eligible for purchase the bill must have arisen out of an actual commercial transaction, domestic or foreign; that is, it must be a bill which has been issued or drawn for agricultural, industrial, or commercial purposes or the proceeds of which have been used or are to be used for the purpose of producing, purchasing, carrying, or marketing goods in one or more of the steps of the process of production, manufacture or distribution. It must have a maturity at time of purchase of not more than ninety days, exclusive of days of grace.'"

START WORK ON NEW DAVIS DROP FORGE PLANT



Dayton Company Has Foundation Under Way for $25,000 Building, 80 by 350 feet, Which Will Also House the Die Sinking Department

GIRL HEADS STANDARD

Former President of Perfection Spring Leads Merged Interests.

CLEVELAND, Dec. 9.—As an aftermath of the merger of the Standard Welding Co. and the Perfection Spring Co. under the name Standard Motor Parts Co., which finally was consummated on Wednesday, December 6, Christian Girl, president of the Perfection Spring Co., has been elected to the presidency of the new concern.

F. W. Prentise was elected first vice-president and E. W. Farr second vice-president, while T. E. Borton, a Cleveland banker, assumes the post of treasurer. These officers, together with C. C. Bolton and Arnold S. Goss, comprise the Board of Directors. D. A. Connelly, long associated with President Girl, has been appointed secretary, but not a director.

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BRANCH OFFICE MANAGERS CONFER

Forty-six of Them at Firestone Factory to Plan Closer Co-operation Between Headquarters and Field Forces

AKRON, O., Dec. 12.—In order to permit of a liberal exchange of ideas, the discussion of business methods and the establishment of closer contact between the home office and the field force, the branch office managers of the Firestone Tire & Rubber Co. gathered at the factory in this city today in a convention which will continue through December 14. This conference is the first of its kind ever held, and office managers from 46 branches are in attendance.

In addition, the traveling auditors and the officials at the home office are co-operating in the program.

In calling this conference the Firestone company is following out its policy of bringing each division of its field forces into direct contact with the home office force each year, with a view of promoting the efficiency of all departments. Several weeks ago more than 500 Firestone representatives and salesmen, from all parts of the world, attended the tenth annual sales convention, the greatest in the history of the Firestone organization.

The business sessions of the present convention are being held in the new $300,000 clubhouse recently dedicated for the use of the company's employees by President H. S. Firestone. An elaborate social program is being carried through by the Branch Organization Department of the home office for the entertainment of the visitors, and a special feature will be a dinner in their honor at the Portage Country Club, with President Firestone as host. Two other banquets and a theater party are on the list of "big doings" for the convention.

AUDUBON NOW JOBBER

New York Cleveland Agent Takes on Various Lines for Distribution

NEW YORK, Dec. 12.—The Audubon Motorcycle Garage which handles the Indian and the Cleveland, the latter as distributor for Eastern New York state and Connecticut, is branching out into the jobbing business and will incorporate within the next few weeks under the name Audubon Motor Equipment Co.

The concern closed at the New York show with the Bean Tool & Sales Co. to handle its full line of chain tools, vulcanizers and valve grinders throughout the eastern states as well as with the Splitdorf folk for distribution of the new Cyclelite and the Reeps Mfg. Co. to handle the Weed folding back rest. Chainolene lubricant will also be handled.

The concern contemplates traveling four salesmen and has just made arrangements to distribute Cleveland parts to dealers throughout its territory, having installed a stock of parts to the value of $5,000.

THIS BARON RIDES

Dutch Notable With Long Name Buys Harley-Davidson

MILWAUKEE, Wis., Dec. 9.—Among the recent notables added to the sport of motorcycling is Frans Georg Rudolph Johannes, Baron Sloettot Everlo of Hilversum, Noord-Holland, who has purchased an electrically-equipped Harley-Davidson from J. W. ten Dam, the Hilversum dealer.

PUBLICATION FOR INDIAN RIDERS

SPRINGFIELD, Mass.—The Hendee Manufacturing Company has inaugurated a policy of issuing a house organ especially for the riders of Indian motorcycles, the first issue of the new publication having made its appearance last week. The organ is a summary of all recent happenings of especial interest to Indian riders and contains many short and pithy items. It will be issued from time to time during the year, an introductory paragraph calling attention to the fact that it is neither a weekly nor a monthly, but an "occasionally" publication.

BAILEY FLYER HAS NOVEL FEATURES

New Machine Has Hand-Lever Starter, Automatic Gear Shift and Shaft Drive; Deliveries About March 1

CHICAGO, Ill.—Marked by a power plant with opposed cylinder motor, hand-lever starter, automatic gear shift and shaft drive, the Bailey Flyer is now about to be put upon the market in this city by the Bailey Flyer Auto Cycle Company. In the main, this machine resembles the first model bearing the same name which was introduced on the Pacific Coast several seasons ago.

While the Bailey Flyer has a low center of gravity, it has nevertheless a clearance of eight inches at the lowest point. The motor has a bore of 3 21/64 and a stroke of 3½ inches, the horsepower rating being given as between 16 and 20. It is fitted with a Schebler carbureter and Bosch magneto.

A leaf spring fork with scroll end is fitted. The brake is of the external contracting type, it being operated along with the clutch by a foot lever. A three-speed gearset is fitted with an automatic shift from a hand lever at the right. Starting is by means of a long lever operated by hand. Shaft drive with bevel gear is used.

The company announces that the machine has been thoroughly tested and that deliveries will be made on March 1. The First Mortgage & Bonding Company, of this city, is financing the Bailey Flyer concern.

AN AUSPICIOUS START

Weinstock-Nichols Co. Finds Dealers Flocking in to Handle the Cleveland

LOS ANGELES, Cal.—Weinstock-Nichols Co. has been so strongly impressed with the merits of the motorcycle industry, by the interest dealers are taking in the Cleveland campaign, that they have decided to lay in a strong line of accessories. The first announcement of this was made by Manager J. H. Dielmann in a conversation with the representative of **Motor Cycle Illustrated.** Dielmann will leave Los Angeles Jan. 2 to attend the New York Automobile show, and look up lines of motorcycle accessories in New York and Chicago.

The interest shown by prospective agents is indicated by the number of applications on file representing 26 towns in the southern territory alone on Dec. 6. One inquiry from Arizona is from a dealer who wants 100 machines. He is in a mining district where the miners pay 50 cents a day to ride in automobiles to and from their work, distances averaging two to five miles.

Smallest wages paid here are $5.60 a day. Two agencies have already been placed in Arizona, Moore & Cody, Phoenix, and Wickelman Motor Sales Co., Wickelman, who are building a new store to handle Cleveland sales to employes of the Ray Consolidated Mines near Wickelman and Hayden.

The Weinstock-Nichols Co. has located its retail salesroom in Los Angeles at 323 W. Eighth St.

WHEN CHAMPION MET CHAMPION

One of the Champion Spark Plug Company's Advertising Cars Met the Red Sox After the Recent Series and a "Mutual Congratulation" Party Resulted

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FEW SURVIVE LOS ANGELES-FRISCO DOUBLE ENDURANCE

(Continued from page 9)

hospital he returned to his mount and checked in on time to the second. Fletcher made the run back to Los Angeles on the repaired machine and is believed to have a perfect score. The other participants in the run are unanimous in saying that Fletcher's performance is one of the gamest on the motorcycle sport record.

The cold weather was a serious drawback at some points along the route. Erwin Baker was delayed 15 minutes to fix a puncture on the Ridge Route. His fingers were so numb that he was unable to work to advantage. Many of the riders tied sheepskin in funnel-shaped guards around their handlebars to keep the biting wind off their hands and arms.

Ludlow Reaches Frisco First

Ludlow, Henderson, was the first rider to reach Los Angeles at the finish, and was also the first to check in at San Francisco. Sahagin, Henderson, went through without a spill and rode every river ford without trouble. He went over the Ridge Route without a light, having broken his lamp bracket.

Bedell, Harley-Davidson, tore off two chains and came in on the third. Aside from his chain experiences and his spill with Fletcher in San Francisco, Bedell returned in good shape and with his score clean.

Ed Tice, Harley-Davidson, collided with Smith, Excelsior, and injured one of his knees, but managed to keep a perfect score. Tice also reports that he struck a jackrabbit in Pacheco pass. "Some speed!" ejaculated Tice on his return.

Gilmore, Excelsior, had some trouble owing to the extra heavy oil supplied to him at Bakersfield, and on the return trip he put a hand out of commission while working the pump. However, he managed to finish with a perfect score.

How Others Fared

Smith and Bennett, on Excelsiors, finished with their mounts in fine shape. Leonette, Excelsior, spilled north of Bakersfield on the way back from San Francisco. Cromie, Henderson, came in on three cylinders, in spite of the Ridge Route grades, and towed an unknown Indian part of the way. Leonard, Indian, was towed in and was disqualified.

Those who were late in Los Angeles: Turney, Indian, 4 minutes; Kruger, Thor, 1 hour; Vetter, Harley-Davidson, 25 minutes; Manchester and Gattrell, Harley-Davidson side-car, 2 minutes; Macer and Casselli, Indian side-car, 66 minutes; Chapman, Harley-Davidson, 20 minutes; Menesco, Indian, 23 minutes.

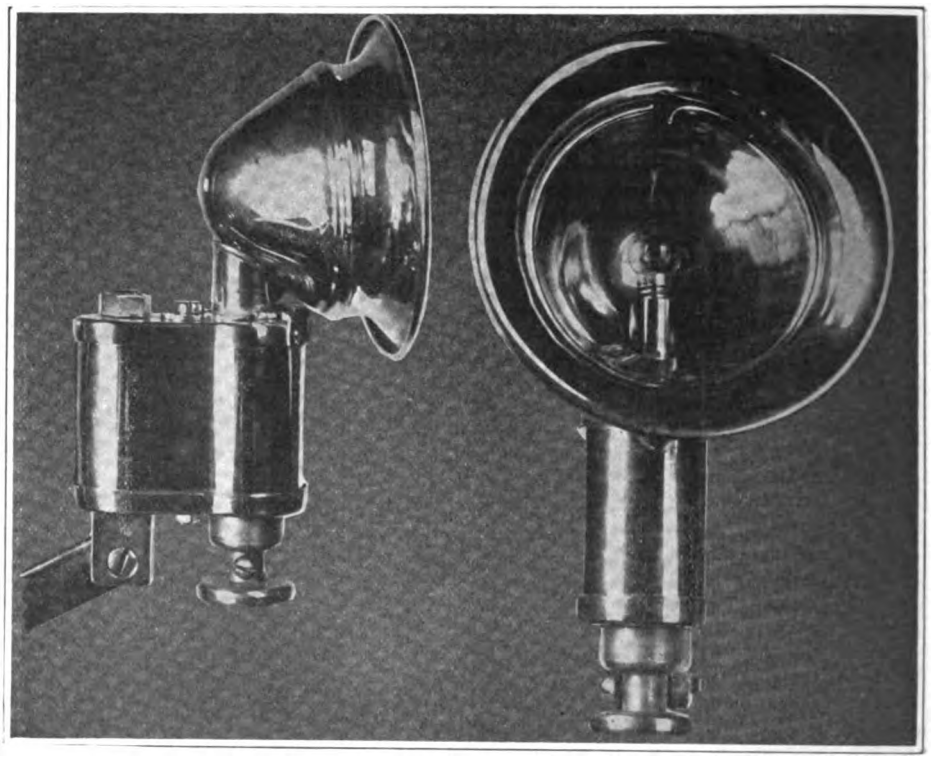
Most of the time was lost by riders in getting through the city streets. Some of them also missed the pilots and came in over Cahuenga Pass, a route unfamiliar to the riders.

Erwin G. Baker, the Indian veteran, who doubtless has more endurance runs to his credit than any other rider in the country, asserts that the big double contest was the most severe ever staged. The difficulties were increased by the fog and low temperature in the mountain passes, by the rough roads and bad turns and also by the fact that a good many of the machines had just arrived from the factories and had not been tuned up.

All in all, the machines showed wonderful stability, and the tires gave little trouble. With few exceptions, the boys had no chain mishaps. Several lamp brackets were broken, which necessitated dangerous riding with poor lighting or else none at all.

Prizes to the value of about $1,000 will be awarded to the high score men, and in addition the Motorcycle and Allied Trades Association will give two handsome gold watches, one for the high man in the San Francisco squad and the other for the best finisher in the Los Angeles list.

TWO ANGLES OF THE NEW SPLITDORF CYCLELITE



Here Are Both Side and Front Views of the Little Dynamo Electric Lighting System Which the Newark Manufacturer Is Putting Out for Lightweight Motorcycle and Bicycle Use and Which Sells for $6.50

M. AND A. T. A. DIRECTORS' MEETING

Sanction Work of Dealers' Committee and Appropriate $600 to Start Its Work—Show Committee Appointed

NEW YORK, Dec. 11.—The appointment of a new Show Committee to handle the details of the national exhibitions at both Chicago and New York; the sanctioning of the program submitted by the Dealers' Betterment Committee, and the appropriation of $600 from the treasury to carry on the work of the committee for the next 60 days; the decision to change the name of the committee to simply Dealers' Committee; and the decision to call off the special meeting of the members of the association which was called for the Hotel Prince George on the same afternoon, were some of the principal things accomplished at the meeting of the Motorcycle and Allied Trades Association over the luncheon table at the Prince George, on Thursday of Show week.

Among Those Present

Those present at the meeting were T. W. Henderson, Henderson Motorcycle Co.; Frank J. Weschler, Hendee Mfg. Co.; Arthur Davidson, Harley-Davidson Motor Co.; E. Theurer, Reading-Standard Co.; L. G. Fairbank, Firestone Tire & Rubber Co.; George T. Briggs, Wheeler Schebler Carburetor Co., and E. F. Hallock, secretary.

It was decided, in view of the close proximity of the annual meeting of the association, which is to occur at the Hotel Astor, New York, on Wednesday, January 10, that it would be for the best interests of the association to postpone the meeting called for the Prince George Hotel until that time.

It was further decided to call the annual meeting at 12:30 o'clock and to hold a luncheon at the Astor at that time for the members, and A. H. Bartch, of the Bosch Magneto Co., and Daniel R. Walls, of the Splitdorf Electrical Co., were appointed a committee of two to arrange the details of the luncheon.

Messrs. Weschler Arthur Davidson and Huffman were appointed to act with President Henderson, ex-officio, as a show committee for the Motorcycle and Allied Trades Association, the full committee to comprise seven members, one each to be appointed by the Bicycle Manufacturers' Association, the Cycle Parts and Accessories Association, and the Cycle Jobbers' Association of America.

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The secretary was instructed to notify the secretaries of these respective associations of the action taken and ask them to appoint, at their next meetings, committeemen to serve with the Motorcycle and Allied Trades Show Committee.

Messrs. H. A. Haws, chairman, and T. R. Thomas, secretary, of the Dealers' Betterment Committee, appeared before the board of directors to outline the campaign to be inaugurated by that committee and to ask for their approval and an appropriation to cover the expenses of setting the campaign in motion.

Funds for Campaign

The plans as outlined were approved with minor changes only, and it was moved and seconded that the committee be authorized to spend up to $600 within the next 60 days in putting this campaign in motion.

It was decided to hold a directors' meeting at the Hotel Astor on Tuesday, January 9, at 12:30 p. m., at luncheon.

Following the receipt of a recommendation from the United Cycle Trade Directorate as to the composition of the show committee, the directors of the M. and A. T. A. again met and decided to revise the committee to conform with the recommendations made by the cycle body.

The New Committee

The committee now comprises Frank J. Weschler, Arthur Davidson and T. W. Henderson, ex-officio, representing the M. and A. T. A.; Louis Schwab, representing the United Cycle Trade Directorate; Frank Chase, representing the Cycle Parts and Accessories Association; Horace Huffman, representing the Bicycle Manufacturers' Association and John Henry, representing the Cycle Jobbers' Association of America.

OBERT'S RECORD

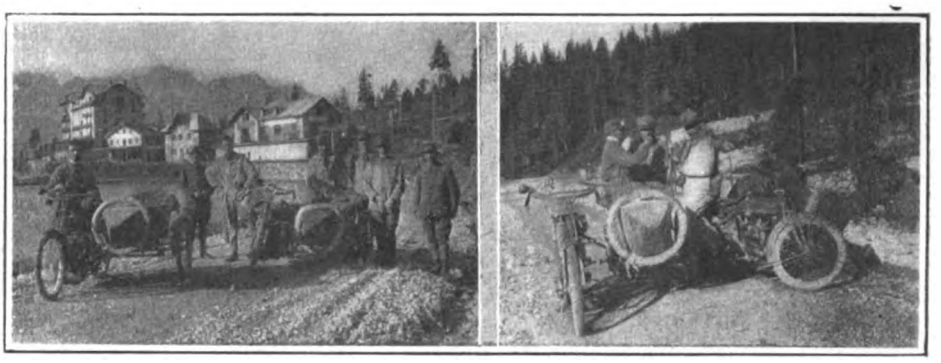
Takes Cleveland from Angel City to Frisco at 25 M. P. H.

SAN FRANCISCO—Carl A. Obert put the Cleveland before California riders in a convincing and spectacular way by a ride to San Francisco from Los Angeles, at the time when the forthcoming endurance run between those two cities was occupying the attention of every dealer and rider. His time actually cuts the one way figure set for the boys who will compete in the big round trip contest. Obert made the run of close to 500 miles in 16 hrs. 55 min., at an average speed of 25.3 miles per hour.

AHAMO CLUB CELEBRATES

OMAHA, Neb.—The recently organized Ahamo M. C. celebrated the opening of its beautiful clubrooms December 1. Over a hundred members were there to assist in the "house warming," and welcome their friends. One of the features that delight members and prospective members is the promised initiation exercises in the near future.

ITALIAN COMBINATIONS IN ARMY TRIALS



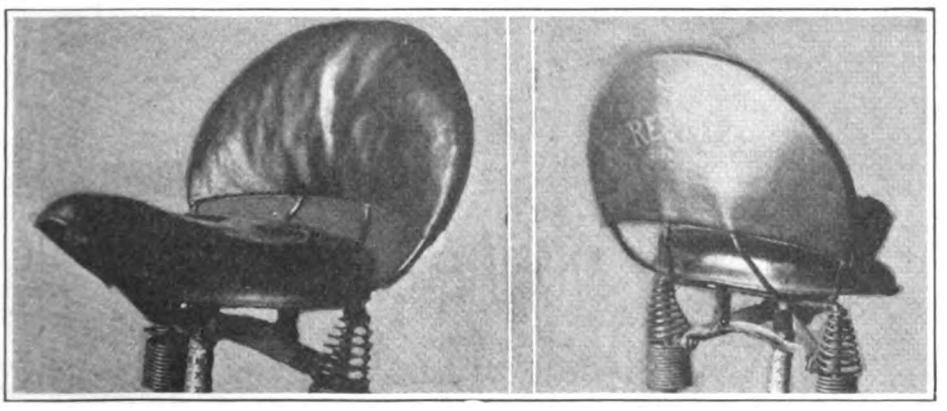
FROM Milan, Italy, come the accompanying photos of sidecar combinations undergoing tests for army service through the mountainous section of the Italian battlefront. The pictures show two Stucchi outfits of 6 h. p., and during the trials they were obliged to carry heavy ballast in addition to the driver and passenger. The pilots are two well-known motorcycle racing men, Malvisi and Ciai.

Quite a few American motorcycles are being used in the Italian army, writes the contributor, Gerald F. Head, of Milan, and in most cases they are employed with sidecars.

Among the makes represented are Indians, Excelsiors, Reading Standards and Harley-Davidsons. The latter make has just been placed with enterprising new agents, and is undergoing military tests. The Indian machine gun combination is also to be given official trials in the near future.

The Indian Light Twin has aroused a great deal of interest in Milan, according to Mr. Head, in view of the fact that the horizontal motor is in favor there. Interest is also stimulated through the progressiveness of Italian engineers, Italy being in advance of any European country (England excepted) with reference to motorcycle developments. There is already a popular horizontal twin machine of Italian design on the market there.

THE RESTEZY, LATEST IN BACK RESTS



WILKINSBURG, Pa.—Charles A. Hoehn, of this city, is the inventor of the Resteszy back rest shown in the photographs herewith. This rest has a crescent shaped frame, heavily padded, the frame having four arms forming a lower frame attaching to the under portion of the motorcycle saddle supporting the back.

The form of the rest is such that it fits the back of the rider, yet does not interfere with his movement in any way. The Resteszy is adaptable to any standard make of saddle now on the market. Mr. Hoehn's address is 217 Rose street, this city.

R-S DEALERS

Vogel Gives Out List of Agents Who Attended Show

PUBLICITY Manager, Charles Vogel, of the Reading Standard, announces that the following Reading Standard agents visited the booth at the New York show:

Mr. and Mrs. Wm. G. Schaeffer, Penn. Cycle and Motor Co., Reading, Pa.; Michael Ferraco, Sloatsburg, N. Y.; W. G. Rhodes, Philadelphia, Pa.; Geo. M. Miller, West Point, N. Y.; Andrew Lardino, Jersey City, N. J.; W. J. Kluczek, Newark, N. J.; Joe Mechanikin, Maryland Cycle Co., Baltimore, Md.; S. Mechanikin, Baltimore Cycle Co., Baltimore, Md.; E. C. Schroeder, Nickerson & Schroeder, Inc., Brooklyn, N. Y.; L. H. Guterman, Brooklyn, N. Y.; J. Jonoschek, Bronx, N. Y. City; H. G. Anderson, Albany, N. Y.; F. A. Armstrong, Paterson, N. J.; Luigi Berardo, Agent for Italy, New York City; and H. Christensen, P. Anderson, Aalnstrup, Denmark.

KOKOMO REORGANIZATION

Name to Be Changed to Kokomo Tire Co. and Capital Increased

KOKOMO, Ind., Dec. 12.—Plans are nearing completion for the recapitalization of the Kokomo Rubber Co.; they include a reincorporation under New York State laws and a change of name to Kokomo Tire Co.

It is planned to recapitalize with an issue of 100,000 shares of stock of no par value and a syndicate has been formed which is to underwrite 25,000 shares of the new issue.

D. C. Spraker, who founded the business more than ten years ago, will probably be president with Milton Kraus, vice-president; G. W. Landon, secretary and D. L. Spraker treasurer and general manager.

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LUNCHEON AND CONVENTION OF INDIAN DEALERS DURING NEW YORK SHOW

This Big Pow-Wow Was Staged in the Hotel Breslin and Was Featured By Sales Talks and a General "Get-Together" Spirit

STAGE SET FOR ELLIS' "MIDNIGHT FROLIC"

New Year's Eve Run from New York to Poughkeepsie Being Promoted by F. A. M. State Commissioner—Entries Out

NEW YORK, Dec. 11.—George A. Ellis, who spends his spare moments when he is not engaged as one of the star motorcycle salesmen with Baker, Murray & Imlbrie, Inc., New York Indian distributors, in living up to his title of F. A. M. State Commissioner for New York, has just about finished his arrangements for a "midnight frolic" which he has planned for New Year's eve, December 31.

Ellis' event will take the form of a run from New York to Poughkeepsie and return, and it is his intention to make it an annual affair, calling it the "F. A. M. Midnight Run."

The run is scheduled to leave Columbus Circle, weather conditions regardless, at midnight on the last day of the year. The starting place at the circle will be designated by a reversible electric sign placed so that it can be read by all folks approaching the rendezvous. Being a sanctioned affair, as a matter of course it is open only to F. A. M. members in good standing, and this rule will be strictly enforced.

Ellis got in a lot of good work at the New York show and says that he has won over not only the support of practically all the local dealers, but also has been promised the hearty co-operation of several of the largest motorcycle manufacturers. He has also received prize donations from various accessory folk and dealers.

The prize list will be kept secret until after the completion of the run, when the winner will be given his choice, and so on down the line until the prize list is exhausted.

A schedule of 20 miles an hour will be maintained by the heavyweight machines, both solos and sidecars, while the lightweight machines will negotiate the distance at an average of 15 miles an hour.

According to this schedule, it will take five hours for the lightweight rider to reach

NEW HARLEY-DAVIDSON BRANCH IN THE BRONX

This Up-to-date Corner Store Has Just Been Opened by the Harley-Davidson Sales Co., of New York, to Handle Sales in the Bustling Bronx Section

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the turning point, where an hour will be spent at luncheon and another five to make the return trip. The heavyweight rider will cover the course in three hours and 45 minutes each way. A very simple means of keeping the rider posted as to his schedule has been adopted, full particulars of which will be given later.

Entry blanks for the event are now out and can be had from George A. Ellis, care Baker, Murray & Imbrie, 10 Warren street, New York City, or from any of the Metropolitan motorcycle dealers. The fee is $1, and the entries close at midnight December 30th.

STUDY ROAD-BUILDING

Conference Is Called to Consider Uniform Highway Engineering

NEW YORK, Dec. 12.—A conference of interest to all motorcyclists has been called for Dec. 29 at the Automobile Club of New York City. As a result of the conference it is expected that some uniform program of road instruction systems will be made available for use in colleges and universities throughout the country.

At the present time instruction in highway engineering, as is given in a few institutions of learning, is of as many kinds as there are department heads to determine its character. The purpose of the conference, which has been called by Arthur H. Blanchard, professor of Highway Engineering at Columbia University is to systematize the study.

The movement has the backing of the Society for the Promotion of Engineering Education, the American Association for the Advancement of Science, the National Automobile Chamber of Commerce, and the Automobile Club of America and the National Highway Association.

N. J. LICENSE LAW

Non-Residents Must Register Machines Before Using Jersey Roads.

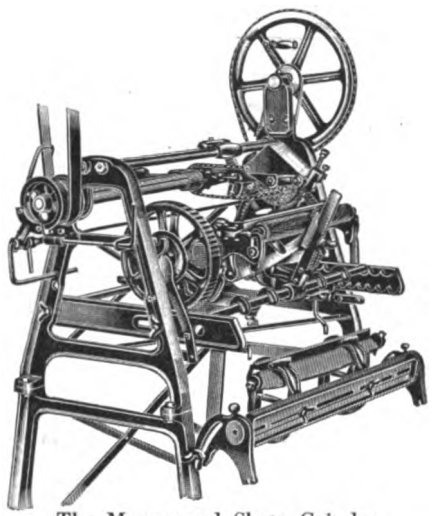
TRENTON, N. J., Dec. 9.—The United States Supreme Court has upheld New Jersey's motor vehicle law requiring nonresidents to register their machines before venturing on its roads, and once more Jersey becomes a State outside the Union, insofar as motor vehicles are concerned.

The decision was given in the appeal of Frank J. Kane from the decision of the New Jersey courts, which held legal his conviction for violation of the law in driving within the State without a New Jersey license. The appeal was backed by both the National Automobile Chamber of Commerce and the American Automobile Association. As a test case, it establishes a precedent which no doubt will have far reaching results in time to come.

FOR THE DEALER

Lawn Mower and Skate Grinders as Profit Producers

IN line with its policy of extending cooperation to dealers and emphasizing its service policy, **Motor Cycle Illustrated** departs for the nonce from its hardfast rule of carrying two-wheeler news exclusively in its columns to bring to the attention of its dealer readers a tool that dovetails uncommonly well into the motorcycle and bicycle dealers business and which undoubtedly can be made the source of a fair amount of revenue and the means



The Mower and Skate Grinder

of offsetting the dullness of the slack winter months.

For that reason we beg to call your attention to the Ideal lawn mower grinder which is manufactured by the Root-Heath Mfg. Co., Plymouth, Ohio.

By means of the Ideal grinder any person can sharpen a lawn mower accurately in one-half the time required by the old method. It will grind any desired clearance behind the cutting edge and a fine sharp edge is obtained.

The Ideal grinder is 30 inches wide, and will take in any mower with 24-inch blades. It is unnecessary to remove the reel knife, wheels, or ratchets. In fact, "You grind it as you find it."

The grinder can be operated either by hand or power. It is furnished with a first-class skate sharpener attachment for grinding skates concave, so that it will pay for itself both winter and summer.

In addition to the Ideal grinder the company also makes the Peerless horse mower grinder for sharpening horse and pony mowers. Descriptive matter and prices on application.

Some Newsy Bulletins from Frisco

SEND SIDECARS TO MANILA

SAN FRANCISCO.—The Pacific Motor Supply Co., Indian distributors, shipped two 1917 sidecars to Manila this week. The Indian store is very busy for this time of the year, having disposed of the entire carload of machines which arrived recently. Another carload was shipped the middle of October, and is expected to arrive within a few days.

SPECIAL FINISH ON THESE MOUNTS

SAN FRANCISCO. — The Motorcycle Sales Co., Henderson agents received several orders for 1917 machines this week. Three brothers have ordered new model Hendersons, which they wish enameled in cream color instead of the regulation Henderson blue. These machines are to have all the latest accessories, and the initials of the owners will be placed on the gasoline tanks.

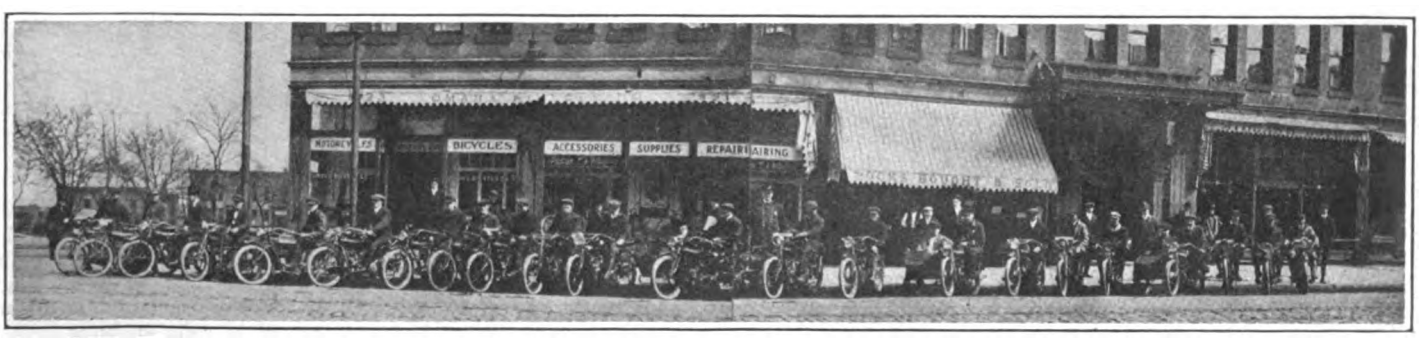
1917 EXCELSIOR ON DISPLAY

SAN FRANCISCO.—The new 1917 Excelsior, which arrived in town recently, is on display in the window of the Edwin F. Merry store in Van Ness avenue. The big olive drab machine is attracting considerable attention. Mr. Merry has recently fitted up attractive display windows showing his line of bicycles and motorcycles.

RACES ON NEW YEAR'S DAY

SAN FRANCISCO.—Plans have been completed by some of the San Francisco motorcycle dealers for motorcycle races to be held in Tanforan Park New Year's Day. As many of the best riders are on the coast the races are expected to create much interest in motorcycle circles. Substantial prizes are offered, and the races are open to amateurs and professionals.

PATRONS OF THE OMAHA (NEB.) BICYCLE CO. READY FOR A RUN



Sam F. and C. F. Boord Are the Proprietors of This Hustling Firm, Which Handles Both Motorcycles and Bicycles of Indian Make, and It Is Part of Their Policy to Promote Social Runs. The Riders Above Made a Trip to Fremont

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PREST-O-LITE WINS

Damages of $3,541.45 Are Allowed in Tank Refilling Suit in New Jersey

NEWARK, N. J., Dec. 8.—The sum of $3,541.45 damages has been awarded to the Prest-O-Lite Co. by the United States District Court for the District of New Jersey as a result of proceedings against Camille Bournonville and Ida Bournonville, of Newark, growing out of their refilling and sale of Prest-O-Lite tanks and the substitution of refilled tanks for Prest-O-Lite tanks.

This judgment is the largest one which has been given to the Prest-O-Lite Co., in the course of its litigation against refillers and dealers, and is the result of a lengthy process of accounting by the Special Master appointed by the Court for that purpose.

A RED-BLOODED CLUB

KANSAS CITY, Mo., Dec. 6.—The Kansas City Motorcycle Club is still enjoying spins about the country every Sunday. The weather conditions have made this possible and the riders of course prefer outdoor meetings on the road to indoor meetings. The club is rapidly increasing its membership. It is planned to make a Sunday run to Paola, Kas., in the near future.

REPORT ON TIME SALES

KANSAS CITY, Mo., Dec. 6.—In making a recent investigation as to the standing of the motorcycle installment business in Kansas and adjacent territory, a representative of **Motor Cycle Illustrated** found that one Kansas City firm sold forty-two machines during the summer months, of which thirty-six were time sales. The firm had only one loss, of sixty-five dollars, out of the entire thirty-six time sales.

CIRCUIT IS DELAYED

KANSAS CITY, Mo., Dec. 6.—It was recently announced in a dispatch from Coffeyville, Kas., that the race circuit which was to be formed in that section of the country has been dropped for the time being. The proposition will get under way again early in the spring.

HANSON MAY OPEN STORE

KANSAS CITY, Mo., Dec. 6.—Albert Hanson, who has lately been clearing up the business of his father, the late Charles Hanson, in the old stand, 1421 Grand avenue, now occupied by the Indian Motorcycle Sales Company, has recently sold such office fixtures as were not included in the sale to the Indian Motorcycle Sales Company. Mr. Hanson will continue to make his headquarters there for the present, however. It has been rumored that Mr. Hanson will open a cycle store for himself, as soon as the old business is straightened out, but he refuses to confirm or deny the report.

BOOSTS XMAS SALES IN MOVIES

KANSAS CITY, Mo., Dec. 6.—W. Bell, agent for the Pope motorcycles and the Cleveland lightweight at Kansas City, has been doing some seasonable advertising of a nifty character, using the moving picture shows as a medium.

AFTER CHRISTMAS SALES

DENVER, Colo., Dec. 8..—T. G. Potter, 17 East Kiowa street, Colorado Springs, has taken the agency for the Smith Flyer and Motor Wheel. The Smith Flyer is attracting a good deal of attention in Mr. Potter's city and he is pushing the sale of it as a suitable Christmas gift for the "little fellow at home."

A CRITICAL MOMENT FOR THE NIMROD

DURING the hunting season just past more than ever before the motorcycle has been used as an adjunct to the sportsman's equipment. The machine's ability to make its way over the roughest of country roads, and even to penetrate far into the woods, has made it exceptionally useful to the nimrods. The Indian motorcycle shown above was used throughout the hunting season to make long trips into the woods, often carrying camping equipment, as well as the usual touring kits, and has also brought back deer and other game aplenty.

FIRST MACHINE

From Harley-Davidson Works Had Big Mileage, Says Letter

ONE of the objects of interest at the Harley-Davidson exhibit in the Madison Square Garden was the reproduction of a letter relating to the first Harley-Davidson motorcycle ever turned out. The letter was from Steven J. Sparough, a repairman for the Thomas B. Jeffry Company, automobile maker, at Kenosha, Wis. It stated that up to March 30, 1912, he had driven the machine 32,000 miles, making its total mileage 83,000 since leaving the Milwaukee factory.

The machine is described as a 3¼ horsepower belt model single, with 26.94 cubic inches piston displacement. The letter gives the names and mileages of the owners prior to its purchase by Sparough.

ENLIVENING WINTER TRADE

DENVER, Colo., Dec. 8.—The Western Supplies Company, 1448-52 Larimer street, this city, has been enlivening business at its store this week by offering casings and inner tubes at attractive prices. They are urging motorcyclists to buy what they need right now. The concern also announces that every machine on its salesroom floor has been sharply reduced for quick selling.

DEALERS PLANNING HILL-CLIMB

DENVER, Colo., Dec. 8.—The motorcycle dealers and riders of Colorado Springs, Colo., are making plans to hold a hill-climbing contest soon. The races held in that city on Thanksgiving met with such success that those interested have been lead to arrange for future events in which the motorcycle is the main actor. Interest in the motorcycle is high in Colorado Springs.

LINING UP SUB-AGENTS

DENVER, Colo., Dec. 8.—Walter W. Whiting, Colorado distributor for the Harley-Davidson, announces that he has recently appointed a number of sub-agents in different Colorado cities and towns. One of the most recent of these is George W. Spriesterbach, of Alamosa.

RUBBER PLANT IN WICHITA

KANSAS CITY, Mo., Dec. 7.—The Midcontinent Tire Manufacturing Company is erecting a $65,000 plant at Wichita, Kan. The first unit will be a two-story building 280x60 feet, and constructed of re-enforced concrete so that additions can readily be made later on.

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FLYING BITS FROM THE YONKERS HILL-CLIMB

(Continued from page 13)

SOLDIER "DAN" DRESSER was there ready for the fray, looking fine and fit after his record-breaking dash from McAllen, Texas, to Albany, N. Y.

THE MISSES VAN BUREN, the "Transcontinenetal twins" were on deck and took a shot at the hill, just to keep their hands in. Miss Adeline rode in the lightweight and solo class and acquitted herself nobly. She had never ridden a lightweight until today, and made climbs that hovered round the 40 second mark.

SALESMANAGER E. M. JACKSON, of the Hendee Mfg. Co., said that it was the first hill-climb that he has attended since 1912. He wore the smile that won't come off after Stuart's 26-second-drive in the sidecar class and it broadened to a grin when "Conny" went over the top in 16 flat with Folliot on another red one just a quarter second behind.

ART HERRINGTON, Harley-Davidson, was riding under the handicap of the number "13," but it did not affect his speed much.

IRVING BARNARD, Excelsior, was around through the crowd with his little green cap from Chicago. He did not take a ride up the hill because La Fosse spilled just after crossing the finish line first time up, putting the only machine "hors de contest."

GREAT ANTICS on the part of the sidecar passengers in their effort to give the spinning rear wheel traction added amusement and interest. Some of them hung on by the skin of their teeth, but they sure did help their drivers.

TWO MEN who had learned signalling at Plattsburg kept the officials at either end of the hill in touch with each other and their work was more than important in keeping the course open.

"BABE" BUTTLAR, Harley-Davidson, spilled at the jump-up to the car-tracks, making the second and last tumble recorded for the day.

THE HILL MEASURED approximately 1,000 feet in length and started with a right curve up a rock-strewn road over a trolley track that made 'em aviate at speed; then up a long clay surfaced road with a sharp right turn just beyond the finish line.

THE JUDGES' stand was an old wagon, but it suited the purpose well.

THOSE LITTLE Clevelands sure do have a "sassy bark" when they are not muffled down.

WELL, WE HAVE now had our first defeat at the gentle art of motorcycling from a woman, boys; guess we'll have to watch our laurels from now on.

LIGHTWEIGHT MOTORCYCLES and ladies break into the competition at the same time. Mrs. Terhune, Cleveland, and the Misses Van Buren on Indians were the stellar attractions.

E. M. JACKSON took a flyer at the hill along with Harvey Snyder. Of course, he rode an Indian outfit.

LOT OF SHORT-COUPLED stuff on the hill and say how those jackrabbits did hop around in the grease before the hill dried out.

E. J. MUELLER, Harley-Davidson, assisted J. O. E. Deiterich in timing the boys—and girls, we almost forgot our manners.

GREAT EXCITEMENT when the news spread that Stuart, Indian, and Dresser, Harley-Davidson, were tied at 26 and a quarter in the sidecar class.

IT SURE was pretty work rounding that upper turn after passing the finish-line, but most of the riders made it with ease.

THE HILL was very greasy in the morning before the bunch got to practising and smoothing the ruts out. It got better the more the boys rode, and an Army truck which gamboled around helped some.

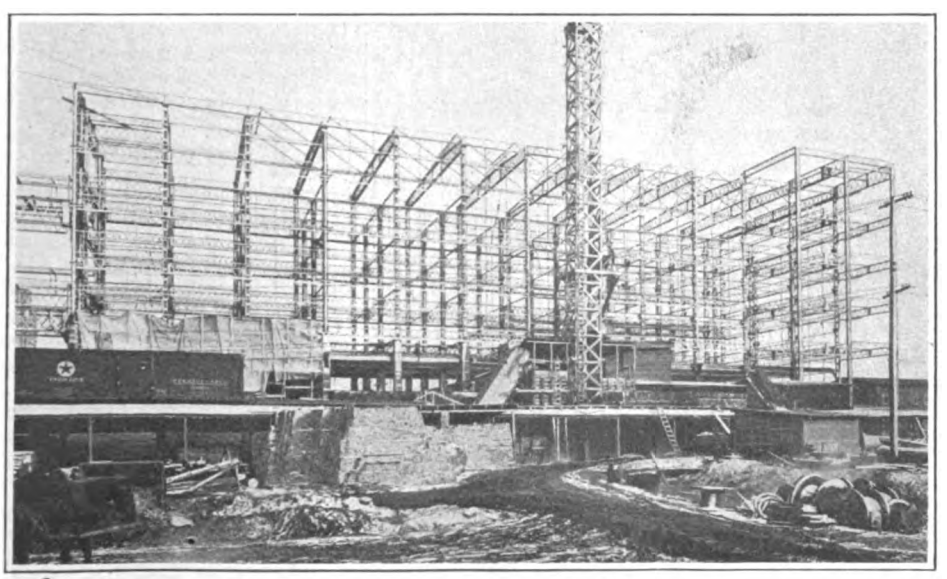
KIND OF slow in getting the entries in, but when things did begin, the climbs were run off in record time. It took about two hours and a half to hold the competitions, with 30 odd riders contesting.

QUITE A few of the fellows had to do some tall dodging to get home without lights, for the motor cops were out in full force.

PRETTY GOOD team—Geo. Ellis and the "missus." Did you see her over at the table taking entries and handling the cash?

MOTORCYCLISTS round this neck 'o woods are going mad over the hill-climb as a sporting event. Look out, boys, that we don't run off too many and sicken of them.

ONE ANGLE OF FIRESTONE FACTORY EXPANSION



Besides the New Building Shown Above, the Firestone Folks are Putting Up Another Big Structure and Adding a Story to the Main Factory

ARMY EXPERIMENTS

Earl Armstrong Reports on Motorcycle Doings at Fort Sill, Okla.

OF all the equipment in the possession of the army at the present time, it is doubtful if anything is receiving a more severe grilling in the line of experiments than is the motorcycle. The machine is yet comparatively new in army work and the full extent of its possibilities is still undetermined. The machine has demonstrated its abilities along several lines of military service and the army experimenters are now endeavoring to discover new fields in which it will prove of special value.

The principal proving point where these experiments are being made at present is in the School of Musketry in Fort Sill, Okla., where the work is in charge of Capt. O. P. Robinson, of the experimental department. According to reports brought back from Fort Sill by Earl Armstrong, of the Hendee Mfg. Co.'s staff, who has been stationed in the School of Musketry aiding the experimental work on the Indian motorcycles, several new possibilities have been discovered for this new war machine.

Much attention has been paid to the motorcycle machine gun, which has been developed by the Indian manufacturers and a number of which, mounting several types of guns, are in use on the border. This gun has been found to be particularly effective in cases where rapid work is demanded. Its specialty is considered by the army experimenters to be a running fight such as would be occasioned by a charge on a town or up a hill, where these guns would be used to clear the way for the infantry troops and unmounted machine gun companies following.

In work of this nature the motorcycle caisson has been found much more effective for auxiliary service than that of the ammunition truck.

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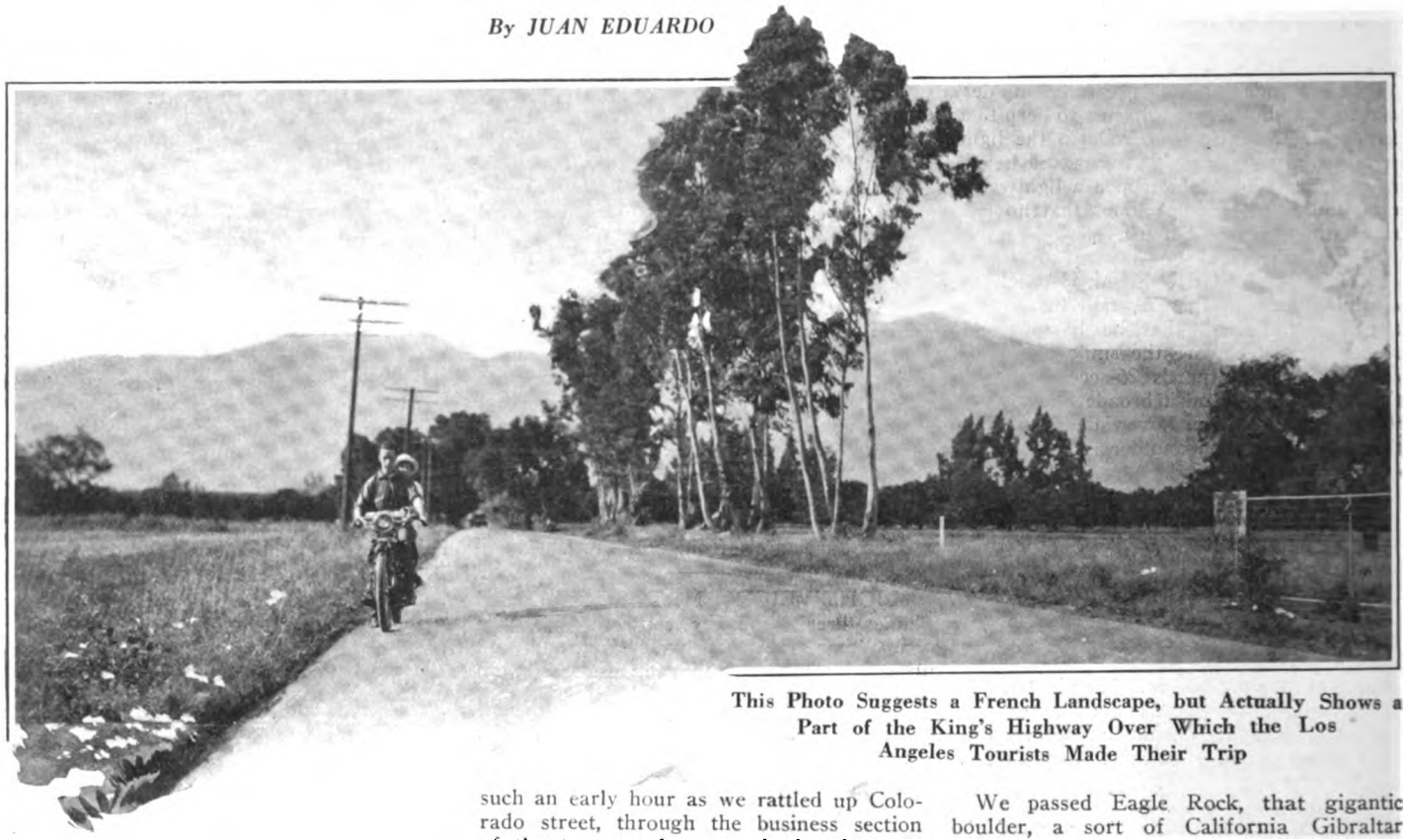
A Sunday Ramble Over El Camino Real

Think of a Roller Coaster 230 Miles Long Through Fifty-seven Varieties of Scenery, With a Motorcycle Doing the Rolling! Some Trip, What? Yessiree, and the Accompanying Article Tells All About It

By JUAN EDUARDO



This Photo Suggests a French Landscape, but Actually Shows a Part of the King's Highway Over Which the Los Angeles Tourists Made Their Trip

SUNDAY, that much anticipated day of rest and pleasure, dawned one of those typical Southern California Summer mornings. It was cool and cloudy, with the fog hanging low, making rain seem almost a certainty. It was one of those mornings when Eastern Tourists in downtown hotels of Los Angeles come out of a night's hibernation, take a look at the sky, and then skurry back after their raincoats or umbrellas, while the Californian chuckles at the visitor secure in the knowledge that there will be no rain for several months, and that the sun will be shining within a couple of hours.

It was the sort of a morning when one arises so bubbling over with the joy of life that the rhythmic reverberation of a well-tuned motor is grand opera to the motorcyclist's ear.

Our motor moted with the first stroke of the starter, and with our lunch strapped to the handlebars, and our bathing suits inside the lamp, we were off up the balmy palm-fringed Calle, out Granada to the Huntington Drive, and were off to Pasadena.

The city of millionaires nestled at the foot of the sky-towering Sierra Madre Range of mountains was not astir at such an early hour as we rattled up Colorado street, through the business section of the town, and out again by the continuation of the same street. A friendly Mexican directed us in Spanish to the San Fernando Boulevard. We sailed over the long Arroyo Seco Bridge, climbed a hill into the clouds on the other side, and then coasted down a long grade to find ourselves in a beautiful valley, where the sun was shining brightly.

Typical Scenery Along El Camino Real Near Camarillo, Ventura County, Cal. You Can't Beat It, Even in the Movies

We passed Eagle Rock, that gigantic boulder, a sort of California Gibraltar reared against the mountainside, and so called because of nature's having embossed a huge American Eagle with outstretched wings against its side.

The road through the town of Eagle Rock and on to Glendale is like a floor, except in several short stretches where the pavement has warped from the adobe manufacturing effect of the sun, and has caused its surface to wrinkle up like the skin of a winter apple. These stretches, short though they are, certainly set one's bones vibrating. The effect is much the same as could be derived if one's motorcycle were equipped with square wheels.

We soon left Glendale by an avenue fringed with palms and eucalyptus, and assured as to our road by a road-sign engraved with an arrow, and "San Francisco 497 miles," we were now really on our way. We began to shake civilization behind at the rate of about forty miles per hour.

The twenty-four miles between Glendale and San Fernando is only a joyride. The road is so smooth it shines; all dangerous curves and cross-roads are posted, so that one may tour along at about whatever speed suits his fancy, with ample opportunity to crane his neck for a view of

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the scenery. As to scenery, there's plenty of it—two ranges of mountains, the low-lying Verdugos, and sky-towering Sierra Madres just to the east, and the beautiful Malibu Hills to the west, while the road winds along through miles of oranges, lemons, and olives. The clouds were still hanging low over the eastern mountains as our faithful motor purred us into the beautiful San Fernando valley, but even as we toured, the clouds began to rise higher and disappear. They grew thinner, and by the time we reached the city of San Fernando the sun was shining to the extent of removing our jackets.

Perfect California Climate

It is difficult to conceive of a more perfect combination of good roads, climate, and scenery, and generally ideal motoring conditions, than are to be found in Southern California.

From San Fernando we diverted our course westward about a mile to the historic old mission San Fernando, the fifth of the series of missions founded by Padre Junipero Serra, and established September 8, 1797. The buildings are the poorest preserved of all the early California Missions. The main building was destroyed by earthquake in 1812, and the other buildings are now abandoned to doves and linnets. We lingered only long enough to meditate a bit over its history, and then toured on.

Mission San Fernando, One of the Points of Historical and Romantic Interest Visited by the Tourists on Their Jaunt Over the Famous Highway

Returning to El Camino Real, our next twenty miles of road into Surrey was over a surface of glistening smoothness, and through some of the finest of mountain scenery. In the vicinity of the Newhall Tunnel, that great bore that eliminated one of the most blood-curdling mountain passes of Southern California highways, the beauty of the mountains simply surpasses all description. This fact is attested to by the large number of motion picture concerns that have located near the tunnel. They are simply taking advantage of the natural scenery, and the ideal atmospheric and climatic conditions.

Through the Tunnel

Passing through the tunnel is a rather weird sensation. It is lined with concrete, and as one enters the reverberations from the motor are echoed back and forth between the walls in a din that is almost deafening. The spot of light at the other end appears about the size of a dime, and in absolute darkness one can only steer for the opening, and trust to luck that he is not going to scrape his ears on the walls.

Once through the tunnel the road starts down-grade. The declivity is hair-raising. We found it easy to push out the clutch and coast the rest of the six miles into Surrey at a speed limited only by the brakes.

Leaving Surrey we had eight miles of concrete highway to the approach of a pass winding upward between two ranges of mountains. We feared that our concrete road was too good to last, and soon realized it when about a mile farther on it came to an abrupt end in an arroyo, where whatever natural road had ever existed had been washed away.

"Ocho millas esta aqui" (eight miles of this) shouted a Mexican who came trudging up out of the arroyo as we wobbled through the sand near to foundering. We were so busy keeping on the machine that we hadn't even time to thank the Mexican, but kept right on at a speed of nearly thirty miles per hour, sidewise part of the time, nearly stern first some of the time, but for the most part ahead.

We found our course to be as the Mexican had said. It was fully eight miles before we got out of the wash and onto good road again, and it seemed five times as far before we got there. A fairly good gravel road afforded us welcome relief once out of the arroyo, and it seemed like a boulevard compared with the eight miles of bottomless sand and rocks that we had come through.

A few miles over the gravel road brought us into the Ojai Valley (pronounced Oh-high), a beautiful long slender valley nestled between the Santa Clara and Bonaventura Ranges of mountains. The Santa Clara Mountains are beautiful in their barrenness. They are, for the most part, great heaps of barren jagged rocks, that from a distance look like exaggerated ant hills. Practically the entire Ojai Valley is given over to horticultural pursuits. For forty miles we followed the gravel road between the mountains and through apparently endless orchards of peaches and apricots. The peaches were not yet ripe, but the apricots were near to dropping from the trees.

At Piru we stocked up on gasoline, inquired the road to Santa Paula, and were off again. This time into the Santa Clara Valley, our road following the Santa Clara River. Some five miles down the river valley we stopped alongside a eucalyptus forest, and walked to the river bank for our lunch.

Selecting a nice grassy spot at the water's edge, beneath a huge ponciana tree, we were almost in the act of sitting down when there was a loud buzz, and a hornet whizzed up out of the grass. This was only a sample of what was to follow. The grass began to fairly ooze hornets, and they began to come out like smoke from a volcano. We never even hesitated, but "beat it" down the river bank as fast as we could go, with a dozen or more of the warm-tailed insects trailing us. Thereafter we were more careful about resting places.

Can You Blame Her?

We had scarcely gone a hundred yards when up jumped a skunk almost from under my feet, and high-tailed it off into the woods. Anita had never seen one before. "Oh, what a beautiful little animal!" she exclaimed. Then the wind blew our way and she changed her mind.

Except for a few big red-winged ants and a couple of harmless long-tailed lizzards, we succeeded in finding another grassy spot, and eating our lunch without further molestation from the wild creatures of the woods. A half-dozen or more big naked-headed vultures wheeled and soared overhead, and lost no time after we had departed getting on the job to pick over our lunch papers, and gobbling the remains of everything eatable that we had left behind.

The remainder of our road into Santa Paula was profanity provoking. It was full of ruts, sand, arroyos, and what not. In fact there was everything in the way of qualities that go to make a bad road bad. The country around Santa Paula is beautiful in the extreme, but the road was so bad that we didn't have much opportunity to be gawking around looking at the scenery. We recall that there were mountains on both sides of the valley, and that the country between is practically given over to the culture of olives.

We Enter Santa Paula

Santa Paula was indeed welcome when we arrived there. It is a quaint little Spanish town, where about three-fourths of the population speak Spanish and the rest speak Portuguese.

From Santa Paula on to the sea coast at Ventura one travels through more olive country. There is also a great deal of land given over to the cultivation of grapes and beans. The beans are in the vast majority. They are just the plain old navy beans, the sort that are in such demand just at present by the armies of the world that California ranchers who had a few acres of beans have gotten rich. Our road got better as we neared the ocean, and rounding a curve we suddenly came face to face with the Blue Pacific. A turn to the right and a couple more miles took us into Ventura

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with its forests of oil-wells and intermingled odors of sea air and crude oil.

Ventura, not many years ago, was just a little Spanish adobe settlement, which was founded by the zealous padres for the purpose of foisting religion onto the Indians. It was the original Sleepy Hollow of the Pacific Coast, until one day a Mexican, who chanced to dig his well a bit deeper than usual, pumped up crude oil instead of the sweet water that he was seeking. Ventura grew like a mushroom, and in a few months the whole surrounding country was festooned with oil wells. Some of the oil wells are out in the ocean, as much as half a mile from the shore.

Then for a Refreshing Dip

We hunted up a bathhouse and, donning our bathing suits, proceeded to deposit the dust of the Ojai and Santa Clara Valleys in the Pacific Ocean. We spent half an hour in the water, then returned to the machine, ate an egg sandwich apiece, loaded up on some of Ventura's prize gasoline, and were gone again. Out over a rutty dirty road that was heavy with dust we roared along, right at the edge of the surf, for nearly five miles. Then our road took a turn up a canyon and back into the bean country again. There were miles of beans along on both sides of the road, and looking off across the fields there were beans and then more beans, just as far as the eye could reach. Our road, which had been awfully rutty and dusty, gradually got better as we toured inland, and a few miles further on we came to pavement again. It was boulevard, just as smooth as a road ever gets, where we could open up, and a mile a minute seemed like no speed at all.

A Queer Spill

Camarillo was our first stop, and there we stopped so suddenly that we almost came to grief. In the heart of the town we were passing an automobile when it ran over a board, and in some peculiar manner the board was thrown violently from under the wheels. It struck our front wheel, jammed under the mud-guard, and the wheel immediately ceased to go around. The tread of our tire whistled on the pavement, and we did a beautiful half-moon act into a shallow ditch at the side of the road, but came to a stop with the machine still on its wheels, and ourselves still with it. A deal of rubber had disappeared from the tread where it had slid, and the mud-guard was badly bent. We hammered it back as best we could, and after breaking a path from the swarm of town yokels that had gathered from—no one knows where—we were on our way again.

Nothing But Boulevard Ahead

We now had that satisfied feeling that comes f knowing that the rest of our trip home was all boulevard, and that our bad road troubles were over. The eighty or ninety miles that now lay before us seemed like a lesser distance than two miles back in the Ojai Valley.

The mile-posts now seemed to run to greet us, as our road now led us through mile after mile of fine pasture land. Cattle, sheep, and goats seem to be the principal products of the rugged country between Camarillo and the Conejo Pass (pronounced Ko-nay-ho—it is the Spanish word for rabbit.) We were greatly amused at a sign in front of a ranch which read—"Odorless Goats for Sale." Judging from our past olfactory experiences in touring by other goat ranches we were inclined to believe that "odorless goats" are in the same category as wifeless matrimony—in other words, there "Ain't no such animal."

Our road gradually led into barren rugged country, which continued to get wilder as we neared the Conejo Pass. Great barren, rocky mountains towered up on all sides, and our road began to turn and twist higher and higher. Up, up, up we went for miles; around hairpin bends and S curves. It was a case of pump oil and "give her the gun." We eventually got to the summit, where we could get a bird's-eye view of miles of rugged mountainous country. Then the trip down and there our joy began. With clutch out and brakes working, we had five miles of coasting through some of the most beautiful country we ever hope to see.

In the Valley Again

Once over the pass we were in the San Fernando Valley again, and into a country that is given over almost entirely to the raising of bees. The valley is fairly level and well wooded with huge oak trees. The abundance of sage and flowers provides the best of food for the bees, and the sage is said to produce an especially fine grade of honey.

The sixty miles from the foot of the pass home we traversed at the rate of about sixty miles per hour. We also had the good fortune to run by a motor cop at that speed, but he was busy taking inventory of an automobilist he had overhauled.

The sun was almost down as we roared up out of the San Fernando Valley, over the Malibu Mountains, through the Cahuenga Pass, and into Hollywood.

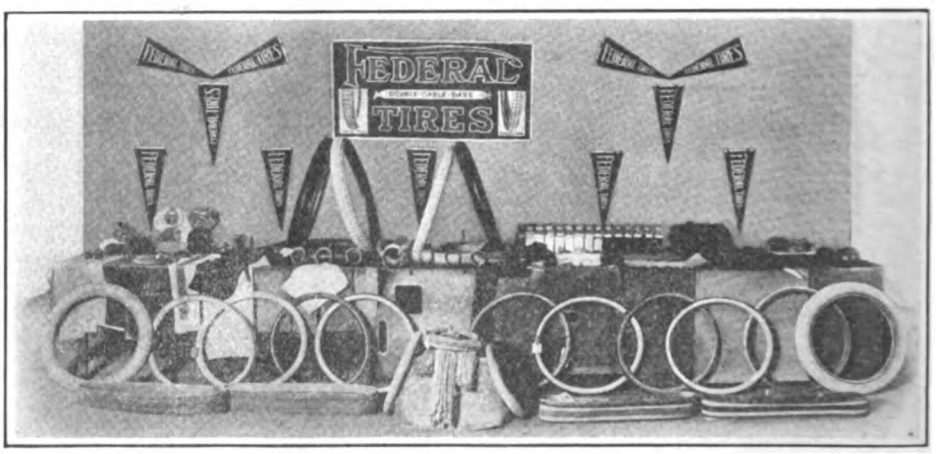
Several miles of riding through congested traffic took us out of the city and we were off on the home stretch by the Mission Road. Eight miles more of boulevard through the dusk of the evening, and we were at the door of our own little bungalow again.

Appetites Were O. K.

After a bath apiece, clean clothes, and then for that pork roast that we had put away in the ice chest. That's one of the best things about a long day's tour—the coming home to a good supper at the finish. We were a little tired, of course, the same as one would expect to be after any day's sport.

We had covered 230 miles, crossed five mountain ranges, and had gained an intimate knowledge of a large portion of our State. We had enjoyed every minute of it, and our machine, aside from being somewhat dusty, had no complaint. The cost of the trip was almost too trivial to mention. What vehicle other than the motorcycle has man devised by which the same results can be accomplished as efficiently?

COMPREHENSIVE DISPLAY OF FEDERAL PRODUCTS



This Layout Was Arranged for the Benefit of a Big Delegation of Wisconsin Teachers That Visited the Federal Plant at Cudahy Recently

Effective Means of Starting Stubborn Nuts

WHEN a nut becomes stubborn and cannot be turned even after a soaking in kerosene, the usual way is to put extra leverage on the wrench by means of a piece of pipe. While this is effective in most cases, the nut comes off with its corners damaged and in course of time will need the services of a Stillson wrench to remove or replace it.

A better way is to use two wrenches, one being the regular monkey wrench and the other a Stillson or plain jaw affair. Set up the jaws of the monkey wrench on the nut, but over the bolt-end instead of perpendicular to the bolt. Clamp the Stillson over the nut and the movable jaw of the monkey wrench, so that the handles of the wrenches are at right angles to each other. Pressure on the handles of both wrenches will now start the nut without chewing off the corners and distorting or breaking off the bolt end.

Wet Sawdust for Fighting Gasoline Fires

FOR the small garage fire which happens once and awhile through carelessness, a good extinguisher is wet sawdust. The idea in putting out any gasoline fire is to smother it without chance of spreading the flame or doing any damage to the machinery in the neighborhood.

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SIX EARN TITLE OF "MOTORCYCLE EXPERT"

Just Half a Dozen of 200 Contestants in "What Do You Know About Motorcycles?" Contest Send Correct Answers to Full Dozen Pictures—New Contest Coming

WELL, here's the final word on the "What Do You Know About Motorcycles?" contest. It pulled well over a thousand answers during the twelve weeks it was run and the lists show that there were over 200 separate competitors. And judging by the letters that have come to the Contest Editor's desk during the past week about every one of the 200 is sorry that the contest is over.

The contest returned just half a dozen "Motorcycle Experts." The C. E. congratulates them, each and every one, on their keenness and bed-rock knowledge of the ins and outs of the various makes of motorcycles. And just in part payment for helping him earn his salary for the past three or four months—well, we've seen to it that Marjorie outside who tends to the "subs" will lay off sending you a bill for a full twelve months after her usual date.

There were just two contestants who came through with correct answers on all save one of the pictures while nine were perfect on ten out of the dozen. The appended list shows just where you stand at the end of the contest, provided you answered at least six of the dozen.

Just a parting shot at that "bunch from Newark." Here this morning, just before going to press they slipped through a list of 120 answers to the Harley-Davidson picture published last week—and we promptly ruled them out. Two weeks is too long to get in an answer from Newark. Besides which looks like that list was paraded around the New York show.

As a matter of fact, ruling them out does not affect the scores materially, for none of the Newark competitors except Ellie Holton was anywhere near the top; we allowed Holton's answer because he whispered it to us on the show floor before the last issue was out.

Watch for the new contest beginning next week. It's going to be a winner and interesting.

CORRECT HENDERSON ANSWERS

Anderson, John.....Palmer, N. Y.
Ashley, W. G.....Olympia, Wash.
Bagwell, Frank.....Newark, N. J.
Barnes, Florence...Brooklyn, N. Y.
Bauchelle, Jr., W. M..Newark, N. J.
Bush, Chas. E.....Newark, N. J.
Campbell, T. E.
Mammoth Springs, Ark.
Cunningham, Peter...Newark, N. J.
Dillow, D.....Lincoln, Nebr.
Eckhart, Clark.....Newark, N. J.
Gorfin, I. S.....Hartford, Ct.
Hedler, Frank P....Brooklyn, N. Y.
Hetland, A. S.....Newark, Ill.
Hill, H. C.....Newark, N. J.
Hollenbeck, Charles.Cortland, N. Y.
Hoyer, Paul.....Dover, N. J.
Hysler, M. A.....Springfield, Ill.
Johnston, R. N.....Newark, N. J.
Mackey, A. R.....Newark, N. J.
Mason, H. W.....Newark, N. J.
McCoy, R. G.....Circleville, O.
Misner, H. B.....Newark, N. J.
Netzler, M.....Newark, N. J.
Olson, Harold T.....Elsie, Neb.
Pugsley, J. E.....Irvington, N. J.
Reinhart, Chas. L....Newark, N. J.
Riticher, Henry J.....Wauseon, O.
Salo, O. J.....Red Lodge, Mont.
Sanchez, Marti E....Havana, Cuba
Schlanger, M. H...New York, N. Y.
Siet, Henry E.....Newark, N. J.
Stevens, P. W.....Newark, N. Y.
Stoner, M. M.....Newark, N. J.
Thomas, A. H.....Newark, N. J.
Walden, W. M.....Newark, N. J.
Wansleben, Thos. O..Riverside, Md.
Wells, J. W.....Columbus, O.
Yakie, Aug.....Port Arthur, Tex.
Yonge, Laurie.....Ocala, Fla.

CORRECT ON HARLEY-DAVIDSON

Barnes, Florence...Brooklyn, N. Y.
Campbell, T. E.
Mammoth Spring, Ark.
Carlson, Glen E.....Saybrook, Pa.
Coddington, L. H.Peekamose, N. Y.
Darnell, R. C.....Detroit, Mich.
Edwards, W. J..New Brunswick, N.J.
Forrie, Jennie....Port Jervis, N. Y.
Gorfin, I. S.....Hartford, Conn.
Gulesian, E. R.....Princeton, Ind.
Hetland, A. S.....Newark, Ill.
Hill, J. Harry.....Seaford, Del.
Holton, E. B.....Newark, N. J.
Hoyer, Paul.....Dover, N. J.
Johnson, Gustaf..Washington, D. C.
"Krazy Duck".....Chicago, Ill.
Latterman, T.....Park Ridge, N. J.
Leathe, W.....Larchmont, N. Y.
Mader, H. J.....Park Ridge, N. J.
Marti, E. Sanchez...Havana, Cuba
Minardi, A. T.....Norwalk, O.
Moore, Grant R...Monticello, N. Y.
Mulliner, Millicent H...Chicago, Ill.
Olson, Harold T.....Elsie, Neb.
Pugsley, J. E.....Irvington, N. J.
Riticher, Henry J....Wauseon, O.
Safford, Elwin.....Corry, Pa.
Schlanger, M. H...New York, N. Y.
Smith, Carl....Chattanooga, Tenn.
"Speedy Villa"....Danbury, Conn.
Wansleben, Thos. O..Riverdale, N. J.
Wells, J. W.....Columbus, O.
Williams, Chas. B..Pittsfield, Mass.
Yonge, Laurie.....Ocala, Fla.

"MOTORCYCLE EXPERTS"

Campbell, T. E.
Mammoth Spring, Ark.
Moore, Grant R...Monticello, N. Y.
Safford, Elwin.....Corry, Pa.
Wansleben, T. O....Riverdale, Md.
Williams, Chas. B...Pittsfield, Mass.
Yonge, Laurie.....Ocala, Fla.

MISSED ON ONE PICTURE

Carlson, Glen E.....Saybrook, Pa.
Coddington, L. H..Peekamose, N. Y.

MISSED ON TWO PICTURES

Edwards, W. J..New Brunswick, N.J.
Holton, E. B.....Newark, N. J.
Hoyer, Paul.....Dover, N. J.
Mader, O. J.....Park Ridge, N. J.
Mulliner, Miss Millicent.Chicago, Ill.
Riticher, H. J.....Wauseon, Ill.
Salo, O. J.....Red Lodge, Mont.
Wells, J. W.....Columbus, Ohio
Yakie, August...Port Arthur, Tex.

MISSED ON THREE PICTURES

Darnell, R. C.....Detroit, Mich.
Forrie, Jennie....Port Jervis, N. Y.
Gorfin, I. S.....Hartford, Conn.
Hysler, M. A.....Springfield, Ill.

MISSED ON FOUR PICTURES

Brown, R. D.....Detroit, Mich.
Charles, C. A.....Newark, N. J.
Hetland, A. S.....Newark, Ill.
"Krazy Duck".....Chicago, Ill.
Leathe, W.....Larchmont, N. Y.
Stevens, P. W.....Newark, N. J.

MISSED ON FIVE PICTURES

Burdick, Russell.....Detroit, Mich.
Fehr, J. Fred.....Naperville, Ill.
Hill, J. Harry.....Seaford, Del.
Marti, E. Sanchez...Havana, Cuba
Olson, Harold T.....Elsie, Neb.
Schlanger, M.....New York, N. Y.
Spear, W. R.....Newark, N. J.

MISSED ON SIX PICTURES

Bagwell, Frank.....Newark, N. J.
Bush, Carl W.....Newark, N. J.
Carlisle, A.....David City, Neb.
Goerke, Walter.....Newark, N. J.
Silsby, G. W.....Littleton, N. H.

METROPOLITAN DEALERS' ASSOCIATION

(Continued from page 11)

Newark; Oliver Berckhemer, Indian, Bronx; S. Hurvin, R-S and Henderson, Jamaica; Stern Bros., Indian and Henderson, New York; Horn & McCracken, Harley-Davidson, College Point; Koch-Ruhle Co., Harley-Davidson, Jamaica; Harley-Davidson Sales Co., Harley-Davidson, New York and Bronx; Morton D. Lantz, Harley-Davidson, Jersey City; John Steele, Indian, Paterson; Gene Coughlin, Henderson and Cleveland, Bronx; Nickerson & Schroeder, Inc., Reading-Standard, Brooklyn; Baker, Murray & Imbrie, Inc., Indian, New York; Ben Ruderman, Thor, Brooklyn; Ford Motorcycle Co., Henderson, White Plains; H. C. Hendricks, Excelsior, Brooklyn; Carl W. Bush Co., Harley-Davidson, Newark; Henderson Motorcycle Co., Henderson, New York.

Before adjourning the dealers adopted a resolution inviting the co-operation of other dealers in the metropolitan district in the movement.

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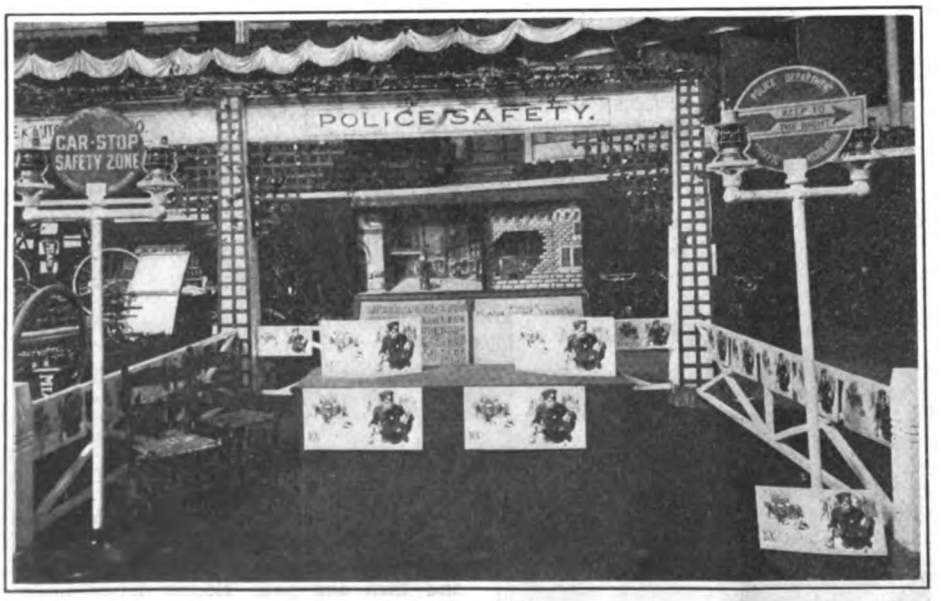
Loading Up a Freight Car with Pope Motorcycles Consigned to Melchior, Armstrong & Dessau, of New York, for Shipment to Norway, Sweden and Denmark

Fred Fritz, a Ranch Owner of San Jose, Cal., Finds That His Harley-Davidson Is Useful in Performing Many Tasks Around the Ranch That Formerly Were Done by Horse



How the New York Police Cooperated with the New York Show Committee and Staged a Safety First Exhibit at the Garden Which Held the Attention of Riders

FINE ROADS FOR DENVER

Ten-Mile Concrete Highway to Golden Will Be Ready in Spring

DENVER, Colo., Dec. 8.—By the first of next July the concrete road connecting Denver with Golden, a distance of about 10 miles, will have been completed, and motorcyclists will have an unrivaled speedway, which will enable them to make the Mountain Park trip at any time of the year. The first 4.8 miles of the highway will be laid this winter, 2 miles of which is already completed. The first half of the road will cost in the neighborhood of $70,000. On January first the State Highway Commission will let the contract for the other half, and the entire job will be pushed through in time for the summer tourist travel.

Another development expected as a result of the building of the concrete road from Denver to Golden is in the way of motorcycle endurance and mountain climbing contests. From Denver to Morrison up Bear Creek to Evergreen, across to Bergen Park, and back by way of Oenessee and Lookout Mountain to Denver, will make a sixty-five mile drive. When it is considered that about forty miles of this will be on grades running as high as 6 per cent, the opportunity for contests is easily seen.

TAKE 600 INDIANS

Italian Dealers Respond to Stimulating Influence of Andrews' Visit

SPRINGFIELD, Mass., Dec. 11.—Orders for some 600 Powerplus Indians have been received from Italy according to an announcement made by Salesmanager E. M. Jackson of the Hendee Mfg. Co., today.

The orders come from regular agents, the biggest requisition coming from Milan, where Assistant Export Manager Andrews of the Hendee company is at the present time looking after the Indian interests. It is stated that none of the machines are for war service.

SARXE MOVES QUARTERS

LANSDALE, Pa.—C. M. Sarxe has moved his headquarters from 19 East 3rd street where he has held forth for the past severeal years to larger quarters in the Moyer building on Walnut near Main street.

Sarxe has again signed up with the Harley-Davidson folk for the 1917 season and in addition to the motorcycle line has taken on the Harley-Davidson bicycle for the coming year.

MARVEL ACCESSORIES EXPANDS

CLEVELAND, O., Dec. 11.—The Marvel Accessories Mfg. Co., which manufactures vulcanizers and other appurtenances for motorcycles, has increased its capital stock to $100,000.

Coincident with the capital increase the company has broken ground for a new factory building which will afford greatly enlarged manufacturing facilities.

GORDON TIRES FROM CANTON

CANTON, O., Dec. 11.—The Gordon Tire & Rubber Co., of this city, has been incorporated with an authorized capitalization of $12,000. C. W. Keplinger heads the new concern.

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Letters to Dan Deeler, Esq.

SAY, DAN:—Here's a matter I've wanted to call to your attention for some time.

It concerns photographs and how to make them pay returns. It's quite a problem, too, when you get into it. For example,—

A photograph of a dealer's store may be a reg'lar old goshwalloper of a publicity-getter.

Or it may be one of those little jokers that would be better left out of the deck altogether.

It all depends on whether the camera-man did his thinking in a lignum vitae dome or a good old-fashioned noodle.

A case in point: I am lamping at this precise moment a most remarkable photo of a motorcycle agency,—almost.

The chief features in it are a delivery automobile and an electric light pole. The auto and the pole look quite well, thank you.

But you have to give the picture the triple-O in order to discover the motorcycle store. It's there, but it's all-fired bashful.

The dealer's window was too far from the camera to show well, and several motorcycles on the sidewalk are hiding behind the car and the aforementioned pole.

There's no percentage in that kind of a picture, Dan. From your angle your store is the biggest thing on the map. That's the way you ought to feel about it. Don't let anyone belittle it.

When you have a picture taken, see that the camera does full justice to your place. If the photographer is a second-rater, aim him at the next county and get a reg'lar feller to make the photo for you.

Your business, and ours, is to sell motorcycles. Let the automobile men and the electric lighting men do their own advertising. That's fair enough, isn't it?

The trade journals welcome good pictures of dealers' stores. They're durned scarce, that's why. Eight out of ten photos received have some kind of a little joker in them.

When a really bright and attractive photo of a dealer's place comes to hand, the Editor declares a five-minute recess and throws up his hat,—if he owns one. He may even go out and buy himself a cigar.

All because he knows he is going to be able to brighten his pages and at the same time help a deserving dealer and boost the motorcycle game generally.

Now, under those conditions isn't it worth while for dealers to strive for good pictures? No doubt of it. And isn't it just about as easy to get a good photo as a poor one? Nearly always.

What's needed? Why, a neat window display, clean windows, a clean sidewalk, with several motorcycles in sight perhaps, and only the actual staff of the store in or about the doorway.

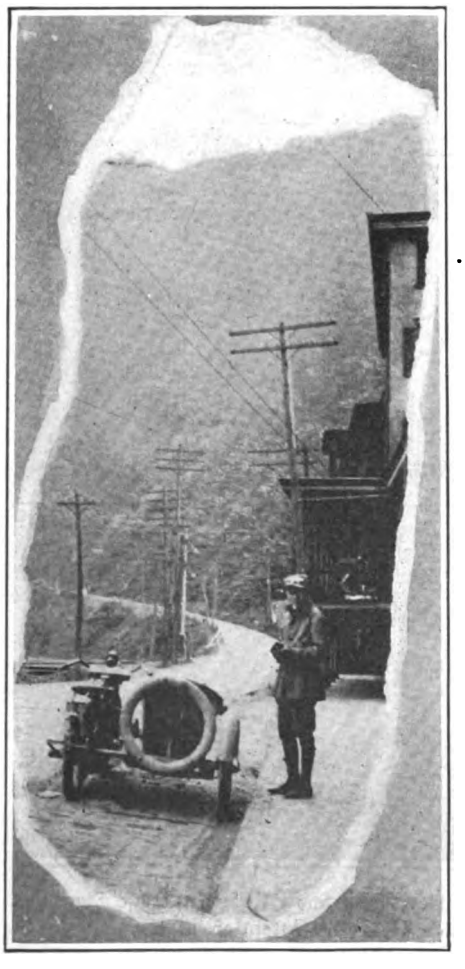
There are no ironclad rules, however. The main requirement is to show that you are running a *motorcycle* store, or a *bicycle* store, or both, as the case may be; and that your place is clean and business-like.

* * * * *

And here's another matter that I think we ought to get together on, Dan, at just about this time.

While we are telling Mr. Man-With-the-Money all about the 1917 motorcycles why not aim some special sidecar literature at the Lady-Who-Married-Him?

Seems like a logical thing to do, doesn't it? She's the one who has to be interested in eight cases out of ten before a sidecar sale can be closed.



If for any reason she should veto the sidecar proposition, Mr. Man-With-the-Money wouldn't buy the car—*and he might not even buy the motorcycle!*

That's something to think about. Seems rather foolish to overlook the lady in the case when it's a double-barreled certainty that her say-so can usually make or mar a sidecar sale.

Some of the fair ones (political stuff) have a hunch that they might not be comfortable in a sidecar, that they might be cramped for room, and mussed up, or otherwise embarrassed.

If they are toddling around with ideas tucked away under their side-combs it means that they are in need of some detailed information, does it not? It does. And who is going to give it?

Mr. Man-With-The-Money may try to explain matters, but maybe he's not a good explainer—even if he is married. He may not know much about sidecar comforts and joys himself, and besides he's chiefly interested in the motorcycle.

If the job of making a sidecar enthusiast out of the Missus is left to him he may not deliver the goods. Perhaps he'll decide that a solo motorcycle was really all he wanted, after all—and call it a day. In that case—bing! goes a sale.

So you see the only safe procedure is for the dealer himself to tell the Missus about sidecars. It's his business to do so anyway.

If it isn't possible to have personal interviews at first, why not get out a neat and instructive form letter talking sidecars, and addressed to the lady in the case, and mail it with some of the factory booklets on sidecars?

When you begin to talk motorcycle to Mr. Man-With-the-Money it's about time to say something about sidecars to the Lady-Who-Married-Him. The thought of buying a motorcycle and a sidecar at the same time won't scare him off—not after the Lady-Who-etc. gets interested.

1917 is going to be a big sidecar year, and the whole industry is going to be better because of it. The more sidecars we sell the more ladies we will have with us on the road, and the more ladies we have the higher will be the plane of the sport and the trade.

So don't leave your sidecar sales to chance. And don't leave it all up to Hubby. Tell him about the sidecar proposition, of course, but make a point also of interesting the Missus.

Suppose he hasn't a Missus? Well, that's different. The only thing to do in that case is watch where he goes on Wednesday and Sunday nights with his hair all slicked up and cologne on his coat lapel—and then slip your sidecar letter under that girl's front door.

Yours for More Shekels,

DON.

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COLD WEATHER CONDITIONS IN CHICAGO

Temperature Drop Causes Rush to Buy Winter Riding Togs with Stocks Low Because of Market Conditions—How Dealers View Commercial and Used Machine Fields

CHICAGO, Dec. 11.—Cold weather has finally arrived in this vicinity, the mild, open weather which had been in evidence having been too good to last. The principal effect of the change in conditions has been a big demand for winter clothing, and caps, gauntlets, heavy coats, leggings and other equipment for the motorcyclist have been in splendid demand. In fact, stores which handle this class of goods and specialize to a certain extent along this line have been having all that they could do, and stocks of heavy garments designed for the use of the motorcyclist have been rapidly depleted.

The number of motorcycles in commercial or municipal use, which will be kept going all winter, is so great that the market for winter clothing designed for the protection of the driver is greater than ever before, and the dealers are enthusiastic over this part of the line.

Goods Are Scarce

The most significant thing in connection with the motorcycle outfitting business right now is the difficulty of obtaining goods, or, more accurately, goods at a figure which will be attractive when converted into terms of retail prices. The rapid increase in the cost of leather, and the actual scarcity of many items of leather goods, have combined to send prices soaring, and some of the dealers question the advisability of putting in a stock of this kind of goods on account of the necessity of raising the ante to the riders. An example of the situation is afforded by the fact that one of the big wholesalers on Michigan avenue, who had a contract for the delivery of 125 dozen leather puttees, was offered a bonus of $2 a dozen to release the manufacturer from the contract. This he declined to do, figuring that he has more of a profit in the goods than would be represented by $250.

The Edwards-Crist Mfg. Company, Indian headquarters, is showing a "windshield" gauntlet which is attached to the handle-bar. It is simply a fingerless, thumbless glove, which is fastened to the handlebar by a stout band of steel, so that it cannot be lost or easily detached by anyone of predatory instincts. It was intended to feature this in sheepskin, with the fleece turned in, but it has been impossible to get it in this material. The device is taking unusually well.

The Question of Discounts

The custom of giving special discounts to commercial buyers is frowned on in a good many quarters, and is the big obstacle to the development of the business by some of the principle members of the Chicago trade. They see no reason why they should give the commercial house which is in the market for a delivery outfit an "inside" price, yet they say this is being done, and is the prime reason why more dealers do not go after it.

As the dealer is expected to be liberal when it comes to taking care of machines sold for commercial use, it is pointed out that the service item is a big one, and that if the price has been shaded to begin with, the dealer is sure to come out at the small end of the horn.

Now that the off-season is here, when motorcycle men can philosophize regarding conditions about which they may show more or less feeling in warm weather, considerable sentiment is developing in favor of co-operative work among the dealers on the subject of clubs. There are comparatively few really live clubs in the city at present, and yet there is a big field, but it is regarded as inevitable that the dealers support them. Unless some commercial interest is backing the project, it is hard to keep it afloat. On the other hand, many dealers have not the time individually to maintain clubs, even though they appreciate the advantage which would accrue through having a live organization to handle runs and other social events. They would be glad to give their share to the maintenance of some one charged with the organization and operation of a club, and feel that everybody would share the benefits.

Most motorcycle dealers have considerable stocks of second-hand machines on their floors at present. Some of them regard them as Sinbad the Sailor regarded the Little Old Man of the Sea; others look on them as good property, out of which they will get real profits.

Money in Used Mounts

"The dealer who doesn't make money on his second-hand machines," declared one of the most successful Chicago motorcycle men, "is not a merchant, but a representative of the back-woods trading interests. We make just as much if not more money on our second-hand machines as we do on new ones. There isn't enough profit in the sale of new machines to warrant the dealer in handling the second-hand ones without any margin, though that is done in a good many cases. We get enough margin on old motorcycles to take care of the cost of overhauling, overhead and selling expenses, and a reasonable profit."

In this connection the second-hand business is important, a dealer remarked recently, in that it leads to business on new motorcycles. For instance, he explained, he has found that, roughly, 80 per cent of those who buy used motorcycles are taking up motorcycling for the first time; only 20 per cent. go to old riders. On the other hand, 75 per cent. of his new machines are sold to old riders, and only 25 per cent. to those just entering the field.

Cultivating Prospects

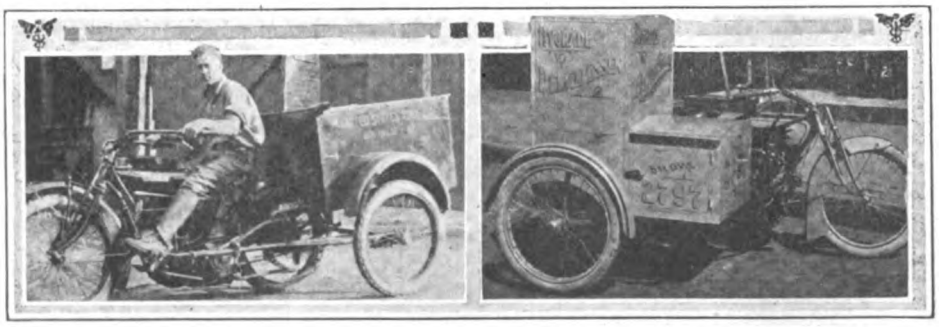
Consequently, when a second-hand machine is sold, it usually means a prospect for a new machine a little later on, which is all the more reason for giving attention to that department of the business.

A good many dealers make a point of having riders who expect to buy for delivery next spring place their orders now and turn in their machines as part payment. There is a mutual advantage in this. First, it takes care of the rider's storage problem, and second, it gives the dealer something to work on during the cold weather. He is able to keep his men together and by spring he has a good stock of used machines that are ready for the market.

H. F. Fuerst, in charge of Cook county sales of Thor machines for the Aurora Automatic Machinery Company, has just returned from a swing through Indiana

(Continued on page 39)

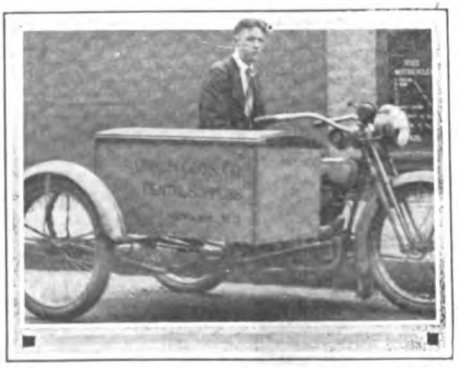
COMMERCIAL OUTFITS USED IN NEWARK, N. J.



THE photo directly above shows an Indian-Cygnet combination which is giving excellent service to the Newark branch of the United States Tire Co. The outfit was supplied by Walter Goerke.

An Emblem, with special van, used by a delicatessen dealer in the New Jersey metropolis, appears in the upper picture at the right, and the remaining illustration depicts a Harley-Davidson sidevan combination used by the Osmun-Cook Co., the largest dental supply house in New Jersey.

Newark dealers report rapidly growing interest in motorcycle van outfits among big firms.



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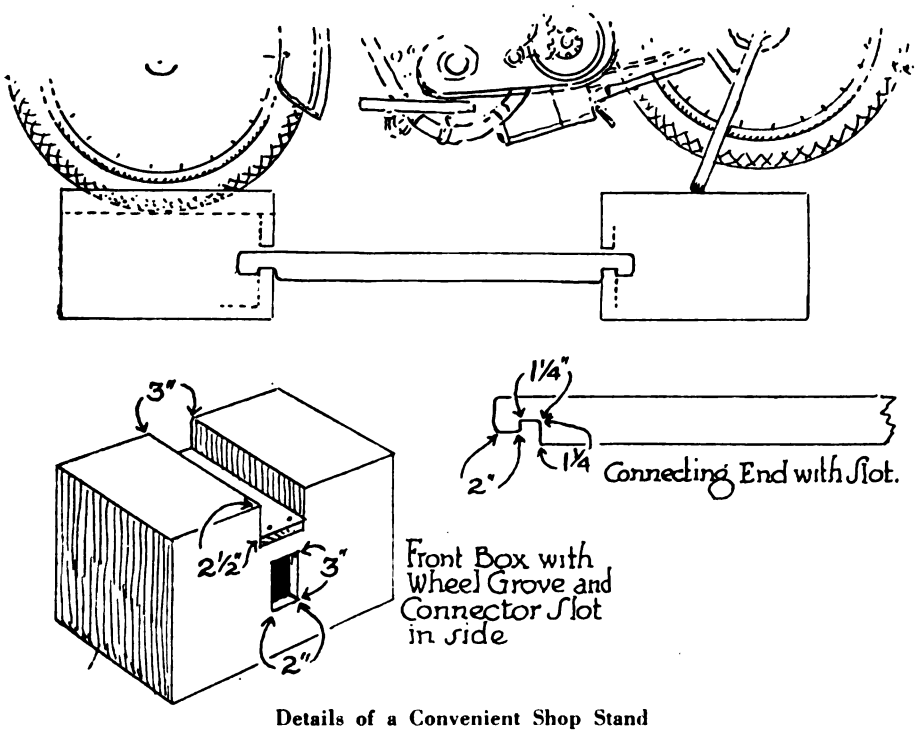
Repair Kinks and Shop Wrinkles

A "KNOCK-DOWN" WORK STAND

Describing an Inexpensive Device for Supporting the Machine When Making Repairs; Has Only Three Parts, and Occupies But Little Space

By D. R. HOBART



Details of a Convenient Shop Stand

THERE are no doubts as to the desirability of having a motorcycle raised off the floor when work is being done upon it. If only for the sake of making it easier for the workman, a stand or platform about two feet high should be in every shop, large or small.

However, in the smaller repair shops, a permanent work-stand will frequently occupy more room than can be spared, particularly as it is not in use most of the time. The writer recently found such a situation and devised a "knock-down" work-stand for the proprietor, the details of which follow:

Only Three Parts

The component parts of this stand are two mineral water or beer cases, a length of 1 x 2½ inches about six feet over all, and a few wire nails. The cases, which should be of wood and the stoutest obtainable, should have the bottle racks left in. They form the supports for the front and rear wheels of the motorcycle, when turned upside down.

The case for the front wheel is formed with a hollow or slot to take the tire, this slot being constructed as follows: Along the center line of the bottom of the case saw out a piece 3 inches wide and from 2 to 2½ inches deep. Cut through the bottle racks as well as the bottom of the case when doing this. Next take the piece of the bottom which has been cut out and nail it at the base of the slot to the two sides of the case. Note that the cut should be made on the short dimension of the case, not from end to end.

The Connector Slot

Now saw a slot 3 inches long and 2 inches wide along the center line of one side of the case, with the long dimension from top to bottom. See the illustration. Cut a similar slot in one side of the other case. These slots are to connect the two cases when the stand is ready for the motorcycle. See that the bottle partition inside each case is at least 3 inches clear of the slot in the center of the side.

The second case need not be cut through the bottom at all, as the stand when lowered will prevent any swaying of the motorcycle. The next step is to fix the long piece of 1 x 2½ to connect the cases at the proper distance apart.

Fitting the Cases

Place the cases about five feet apart and put the motorcycle on them, with the front wheel in the slot of the first case and the stand resting on the other case. Be sure that the slots in the cases face each other. Measure the distance between the slots and add 2 inches.

Now take the 1 x 2½ inch piece and commencing at least 2 inches from one end make a mark and then measure off the distance between the case side plus 2 inches. At each mark cut a slot 1¾ inches deep and wide enough to easily fit the thickness of the side of the case. The stand is now complete.

Assembling the Stand

To assemble the stand for use, place the slotted box in position and hook one end of the 1 x 2½ inch piece, the connector as it is called, in the slot at the side. Hook the other end of the connector in the slot in the other box. Mount the motorcycle as before and start to work. When finished, remove the motorcycle, take the connector ends out of the slots and pile the boxes. The space taken up will then be the width and depth of one box and the height of the two. In other words, the stand is well out of the way in even the smallest shop. The connector is to be put up on end in a corner.

The cases are amply strong to support any motorcycle. The connector is simply to gauge the distance between the cases and to keep them in their proper relative position, in the event of their being accidentally knocked or shoved in passing.

An Article of Many Uses

Such a work-stand will come in handy in larger shops for the use of customers who like to fix up their own machines. It can also be used as an emergency stand when the regular one is occupied. It costs next to nothing to make and requires a few saw cuts and some nailing to complete. An even less expensive alternative may be used, this being the use of two small wooden cleats in place of the saw cut through the bottom of the front wheel case. The cleats should be spaced so that they press slightly against the tire at front and rear when the wheel is mounted on the case.

What to Do for the Brakes When Overhauling

IN making a general overhaul of a motorcycle it is well to take a look at the brakes, particularly if the mount has had hard service. When the rear wheel is removed from the frame, the brake drum should be taken off and its inner and outer surfaces gone over with kerosene to remove any oil or gum which may have got on it through the hub. If there is considerable oil on the inner surface of the drum, the washers in the hub should be looked at, as it is a sign of lubricant leaking out.

If the friction fabric is glazed, a treatment of kerosene or gasoline will put it back in condition. However, if the fabric is so worn as to expose the wire carcass, the proper procedure is to replace it with new stock.

When the kerosene is dried out on the brake drum and friction fabric the brake should be assembled, but not before. After fitting the brake in place and putting the wheel in, make adjustments in the rods so that when the pedal or lever is released, the brake just clears the drum, inside and out.

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Questions and Answers

RENEWING THE ENAMEL

I AM anxious to renew the enamel on my machine and would like some information. First, whether varnish is a satisfactory restorer, and if so, what kind is best and how many coats are necessary. Second, does air-drying enamel give satisfactory results and does it need a protective coating?

Bennington, Vt. S. A. PATTERSON.

If the enamel is not scratched or defaced badly, an application of Johnson's Prepared Wax will go a long way toward bringing it back to its original condition. There are a number of preparations on the market which will restore enamel on application, and practically all of them are good. You can get these preparations from any first class automobile supply house. We do not recommend varnish for the work you mention.

Air-drying enamel gives good results, but of course not so good as enamel which has been oven-dried. It needs no protective coating.

CURING OVERHEATING

WHEN climbing long hills and when carrying an extra passenger on tandem with my sidecar outfit, I find that my twin motor gets very warm and often will balk. Should I fit extra cooling fins between the others to cure this? The carburetion and valve timing are all right.

Philadelphia, Pa. ROBIN BROWN.

Before considering increasing the cooling surface, find out what your gear ratio on high is. Multiply the number of teeth on the motor shaft by those on the inside of the countershaft. Call the result A. Next multiply the number of teeth on the clutch by those on the rear wheel sprocket, calling the result B. Divide A by B to get the gear ratio.

For your work, this should be 4¼ to one. If it is not, put a bigger sprocket on the rear wheel. Then clean all the carbon out of the cylinders and see that the magneto timing is per the factory marks. We feel that then you will not have over-heating trouble.

BATTERY FREEZING POINT

BEING the user of an electrically-equipped machine and not yet having had the outfit through a winter, I am anxious to know whether the battery will freeze should I leave it out of doors for half a day, or even 24 hours. If the battery will freeze, should a Prest-O-Lite tank and acetylene conversion outfit for the front lamp be carried?

Newark, N. J. H. B. EDWARDS.

Unless nearly discharged, the storage battery will not freeze at zero temperature. If you let a battery get discharged, there will be more than freezing to trouble you. You can tell by a hydrometer when the battery is getting near the full-discharge point, by the specific gravity approaching 1.150. A half-discharged battery freezes at 20 degrees below zero, while a battery which has been about one-quarter discharged will stand a temperature of over 50 degrees below. Keep it fully charged each day, as a precaution.

CAUSE: CHOKED MUFFLER

THE power of my 1916 motor has fallen off a good deal lately, in spite of an overhaul with new rings and valves. Compression is excellent, and the valve timing and ignition timing correct, according to factory markings.

Brooklyn, N. Y. H. J. VERNON.

The trouble is undoubtedly a choked muffler and outlets. Remove the muffler pipes and muffler, and scrub them out with kerosene. Use plenty of the oil to clean these pipes and repeat the scrubbing until all the carbon is removed. You will find that the power will be greatly improved.

A TOUGH HILL

Tasmania Dealers Send Indian Two-Stroke Up as Demonstrating Test

WITH the view of demonstrating the hill-climbing ability of the little two-stroke machine, John King & Sons, Indian dealers in Launceston, Tasmania, recently arranged for a series of tests on a local grade known as Balfour street hill, and recognized as one of the toughest climbs in the vicinity.

The accompanying photo shows how the

machine topped the grade with its unusual load, the total weight of which was 322 pounds. The grade is rated at 1 in 3¼ and the manner in which the two-stroke rambled up has had a great deal to do with the lively business in Indians experienced by the Launceston firm.

USE SMALLER JET

I HAVE a two-lever carbureter on my machine, which I think is foreign-built. The jet is marked .26, and appears to give plenty of speed to the motor, but not as great an economy as I would like. Tell me if a different jet and what number or mark on the jet will give me what I want.

Pittsburgh, Pa. E. T. GUNTHER.

The number on the jet refers to the bore in thousandths of an inch. Thus the .26 jet is 26/1000 of an inch. Try a .24 jet for greater economy. This will slightly reduce the speed of the machine, but will attain the end desired. Inquire of the makers of either the carbureter or the motorcycle.

RESULT OF CARELESSNESS

I FIND that my electric generator will no longer spark properly and that my battery will not give current enough to light the tail light alone. I can get a series of sparks at the contact maker, but nothing regular enough to fire the motor. Please tell me the remedy.

Chicago, Ill. P. Z. H.

You have probably run down the battery to a point where it may need expert assistance in fixing it up. Take it right away to the nearest battery station for the make you use. As regards the generator, the symptoms are those of a broken down condenser, due to running at speed with the battery in poor condition. The generator will have to go to the service station for repairs. Fit an ammeter for the future and watch your battery, as you will find that neglect is costly.

TIMING TWO-CYCLE MOTOR

HAVING recently purchased a two-cycle lightweight, I have had it apart to clean the carbon out, but am at a loss as to how to time it when assembling again. D. S. G.

Portland, Me.

When you assemble the piston and connecting rod in the cylinder, the motor is timed as regards going through its cycles in the proper order. For the ignition, bring the piston to the top of the cylinder —on dead center—and have the contact-breaker lever just rising on the steel cam in the casting. Put on the magneto drive chain and the work is done.

SPROCKET OUT OF LINE

THE chain on my motorcycle whips when the motor is running idle on the stand. There is no undue play in the chain to cause this. The machine is a new one. F. S. JOHNSTON.

Guatemala, C. A.

The rear sprocket and the front sprocket are probably out of line with each other. That is, they are not in the same line parallel to the axis of the motorcycle. Note if the inside of the chain links on one side are worn more than on the other, and if so move the rear wheel sidewise in the forks in a direction opposite to the side showing the wear. Thus, if the wear is greater on the right side, move the wheel to the left.

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Bicycle Section

NATIONAL DEALERS' ASS'N FORMED

Cycle Trades Directorate Arranges Meeting for Organization of Nation-Wide Body—Temporary Chairman, Secretary and Committee Chosen—To Meet at Automobile Show in January

NEW YORK, Dec. 9.—Insofar as bicycle dealers, and, in fact, the entire bicycle trade, is concerned, the most notable event of Gotham's big two-wheeler week, which comes to a close tonight, was the formation of the National Bicycle Dealers' Association, which grew out of a meeting called for the Concert Hall of the Garden yesterday by the United Bicycle Trade Directorate. Roughly, 150 dealers attended the meeting, which was called to order by Daniel F. Printz, of the Reading Saddle Co.

Printz Tells of Benefits

Printz explained the many benefits that would accrue to the dealers through an organization of such magnitude, and he suggested that the organization be divided into local units so that it might better cooperate with the Directorate. Both Harry S. Quine and Louis Schwab, members of the Directorate, also boosted the idea of forming a national association and they went into some details regarding the cooperation the Directorate would offer dealers in the way of sales helps and assistance. George W. Sherman, of the Hendee Mfg. Co., told of his experiences. He made a plea for modern merchandising methods and a clean store.

Charles F. Olin, the Directorate's secretary, aroused enthusiasm when he told of how instead of a "Million Bicycles" goal it should be several millions, as he had made quite an investigation into bicycle selling and found that the "surface had only been scratched." It was emphasized at the meeting that Directorate did not wish to control the national organization, but instead wanted the dealers to work out their own plans, but that they were willing to help them at all times.

Miner Temporary Chairman

After the various trade men had finished George L. Miner, of the George Miner Co., Indian dealer in Rochester, N. Y., was chosen as temporary chairman of the meeting, and Walter Rinck, the secretary of the Directorate, was appointed temporary secretary and treasurer. A temporary committee was then appointed to select a permanent committee, the latter to draft a constitution and by-laws and to formulate plans for organizing the association. This committee will meet during the Automobile Show in January to make a report, which will be taken up with a special committee of the Directorate. The movement has received such impetus that big things are confidently expected from the meeting in January.

The members of the temporary committee are: George L. Miner, Rochester; Joseph J. Hoffman, Boston; Frederick Von Rheim, Jr., Upper Montclair, N. J.; Phay B. Rutan, Elmira, N. Y.; James Mayo, Reading, Pa., and Joseph G. McCallister, Baltimore, Md. It was suggested at the meeting that a vice-president be chosen by each State represented, but others thought that this would be too cumbersome and moved that the country be divided into districts. All definite action on organization methods was referred to the proposed permanent committee.

C. R. C. A.'S MISS AND OUT RACE

NEW YORK, N. Y., Dec. 12.—Although it was cold and raw when the ten mile miss and out race of the Century Road Club Association was run over the Pelham Parkway course, Sunday, Dec. 10, 15 riders braved the elements and started. John J. Marquart won the race from Edwin Jensen, Louis Sattler, Max Halpern and Gustave Bailer in the order named.

CANADA CHAMPION MAKES GOOD

William Hyslop, Jr., of Toronto, Began His Career in the 90's—Has Built Up Excellent Bicycle and Motor Business

TORONTO, Ont., Dec. 12.—Among the many successful bicycle and accessories men in Canada, who have added the automobile to their business, may be found William Hyslop, Jr., president and manager of Hyslop Bros., Limited, agents for

William Hyslop, Jr., of Toronto

the Cadillac automobile in addition to a complete line of bicycles and sundries.

Born in Hamilton

Mr. Hyslop was born in Hamilton, Ont., November 8, 1871. Early in the 90's young Hyslop, like many other lads, took to cycle racing and scored a win in his first race, a novice event, which he did after pedaling to the meet from Toronto to Hamilton, a distance of 40 miles. During 1899 he held all Canadian Wheelmen's Association's championships from a quarter to five miles. He also was a famous swimmer, as his collection of cups and medals proves.

Began Business in 1890

He commenced his business career in 1890, when he became connected with the bicycle business of Hyslop, Cauldfield & Co., the senior member of which was his father. At that time the firm was selling the Whitworth, an English bicycle, and they later took on the Crescent line, and for a time they manufactured the Hyslop bicycles. The present firm was established in 1900 and they became the agents of the Olds automobile and later contracted to handle the Cadillac, which they still market.

Mr. Hyslop is a shrewd business man, but by no means a narrow one. He is an ardent sportsman as well as a business man, and while he is not a champion at golf, he enjoys a game just the same. As a fisherman and a hunter his reputation ranks high, and his amiable manner has aided him in making his business a success.

PERLMAN CO. TAKES EMBLEMS

NEW YORK, N. Y., Dec. 13.—General Manager William G. Schack, of the Emblem Mfg. Co., announced at the Madison Square Garden show last week that the Perlman Cycle Co., 34 Warren street, had taken on the distribution of Emblem nameplate bicycles in Greater New York, Long Island, New Jersey and the New York State counties of Westchester, Orange, Dutchess, Ulster and Putnam.

PIONEER JOBBER PASSES ON

MILWAUKEE, Wis., Dec. 12.—Fred W. Huennekens, a pioneer bicycle jobber of this section died last week. Mr. Huennekens was credited with being the first to introduce bicycles in this section and conducted a flourishing business until his retirement a few years ago.

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TRADE DIRECTORATE WILL INCORPORATE

Committee Appointed to Handle Matter at Show Meeting of Body—Recommends New Show Committee.

NEW YORK, Dec. 9.—The decision to incorporate the body under New York State laws was the biggest thing accomplished at the meeting of the United Cycle Trade Directorate in its booth at the Garden show last evening. Daniel F. Printz, of the Reading Saddle Mfg. Co.; Louis Schwab, of the Stevens Co., and Fred A. Baker, of Baker, Murray & Imbrie, Inc., were appointed an executive committee of three to go into the details of the incorporation, and also to handle such other matters as may logically come up in the management of the body.

To Appoint Committee

Also of importance in its bearing on the trade at large is the recommendation made by the Directorate to the Motorcycle and Allied Trades Association with regard to the Show Committee, which is to manage the next New York and Chicago cycle exhibitions. The Directorate recommendation includes the appointment of a committee of two from the M. and A. T. A. and a committee of one from each: The Bicycle Manufacturers' Association, the Cycle Parts & Accessories Association, the United Cycle Trade Directorate and the Cycle Jobbers of America.

It was brought out that because of the extra work done by the Directorate in connection with the New York show, fully five times as many dealers registered at the Garden affair as were registered at the recent Chicago show, and it was decided to adopt the same means for boosting the shows for 1918.

With a view of fostering the newly organized National Cycle Dealers' Association, the Directorate voted to extend that body the use of one page in its monthly bulletin, the *Million Bicycles Bulletin*. This page will be used as the official organ of the dealers' body.

The next meeting of the Directorate will be held at the New York office, 373 Broadway, on Wednesday, January 10, at 2 p. m.

N. E. W. ELECTS OFFICERS

SAN FRANCISCO, Cal., Dec. 5.—At the annual election of the New Century Wheelmen, held last night, the following were elected to office: President, R. A. Greeninger; first vice-president, Phillip Morgan; second vice-president, Joseph Bricker; recording secretary, Harry Spence; financial secretary, Earl Castillo; treasurer, Leslie Drury; sergeant-at-arms, Arthur Page; captain, William Penaluna.

TRADE FOLK GET "BACK TO NATURE"

Novel Luncheon Staged for Show Visitors at Breslin with Parts Makers as Hosts—Speakers and Their Talks

NEW YORK, Dec. 8—The cycle trade folk simply flocked "Back to Nature" yesterday under the guidance of the genial Frank Chase, who heads the entertainment committee of the Cycle Parts and Accessories Association. The affair was a little luncheon staged for the benefit of the trade folk by the Parts Makers, and was called for the Hotel Breslin at 12:30 o'clock.

When all the boosters were seated, and the roster taken, it was found that no less than 174 "dyed in the wool" enthusiasts were in attendance. The "back to nature" portion of the program consisted of donning a long apron and a white linen cap, and getting on the outside of a full quota of luncheon without the aid of knives, forks or other eating paraphernalia.

When the luncheon was disposed of Daniel Printz of the Cycle Parts and Accessories Association called attention to the fact that there was business to be considered and he quickly but thoroughly outlined the plans prepared by the United Cycle Trade Directorate for advancing the interests of bicycle dealers both large and small the country over.

Keyser Fry, of the Reading Cycle Mfg. Co., put in a plea for a complete roster of bicycle dealers throughout the country, with a view of aiding the Directorate in its far reaching work, and Percy Pierce, of the Pierce Cycle Co., spoke up for the need of a generous attitude on the part of the manufacturer in order that the plans formulated by the Directorate may not be hampered by lack of adequate support.

The other speakers were George W. Sherman, of the Hendee Mfg. Co., who dwelt upon the advantages gained through frequent contact of the manufacturers and dealers; H. S. Quine, of the Goodyear Tire & Rubber Co., who summed up the possibilities of the minute for bicycle manufacturers and dealers in a pithy address; L. M. Wainwright, of the Diamond Chain Mfg. Co., who drove home the fact that there is no room for slackers in the big movement which the bicycle industry is undertaking; John Henry, of the Vim Cycle Hardware Co., who favored the idea of a general association, and Felix Van Cleef, of the Van Cleef Brothers, who suggested that some valuable pointers might be obtained from the National Retail Hardware Dealers' Association.

IT WAS A JOLLY CROWD THAT WAS ON HAND

Picture of the Diners at the "Back to Nature" Luncheon at the Hotel Breslin

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SPRINTS GALORE FOR SIX-DAY RACE

Management Arranges Two Hours of Sprinting for Riders—Points System to Decide the Winners —New Faces to Be Seen in Daily Strenuous Contest—Field Almost Complete

NEW YORK, N. Y., Dec. 13.—Patrons of the coming six-day race in Madison Square Garden, the 24th annual affair of this kind, will see a number of new faces in the personnel of the teams, the introduction of a new system of nightly sprint sessions of two hours each night until the final evening, when one hour of sprinting will be indulged in, and a more strenous race than in the past.

Fifteen Teams to Start

It is planned to start 15 or more teams in the coming "grind" and at the present time the field is almost complete. With few exceptions the field is truly international, and before the riders are sent on their long journey a minute after midnight of Sunday, December 17, in all probability the ones who are not signed as yet will have joined the field.

Among the teams that have arranged to ride in the six-day race and the preliminary sprint meet on Saturday, December 16, are the following: Alfred Goullet and Alfred Grenda, Newark-Australia; Reggie McNamara and Bob Spears, Australia; Jimmy Moran and Hans Ohrt, Boston-San Francisco; George Wiley and Clarence Carman, Syracuse-Jamaica, L. I.; Joe Kopsky and Tommy Smith, Newark; Harry Kaiser and George Cameron, New York; Eddie Root and Eddie Madden, Boston-Newark; William Spencer and Eddie Carroll, Toronto-San Francisco; Bobby Walthour and Victor Linart, Atlanta-Belgium; Worth Mitten and Iver Lawson, Iowa-Salt Lake City; Ray Eaton and Martin Ryan, Newark; Fred Hill and Peter Drobach, Boston, and Tom Bello and Michael Debaets, the Italian-Belgium team, who will sport the colors of the Mnione Sportiva Italiana.

The race this year will be run on a percentage basis. The riders are riding for 35 per cent. of the gate receipts, and as the contenders have in past races received substantial bonuses no matter whether the race paid or not, the new arrangement has not made much of a hit with them. Among the riders that have made the most strenous objection to the percentage plan are Oscar Egg, Switzerland; Marcel Dupuy, France; Willie Hanley and Percy Lawrence, San Francisco; Jake Magin, Newark; Francesco Verri, Italy, and Frank Corry and Charles Piercey, Australia. Egg, Verri and Dupuy and probably one other will be signed if negotiations now going on between them and the management come to anything.

The introduction of the system of two-hour sprint sessions each night promises to make a better race and a contest that the public will take to. Each evening, except the final, starting at 8:30 p. m. the riders will indulge in a sprint about each five miles for the two hours ending at 10:30. Five riders in each sprint will be picked, the teams scoring from one to five points according to the position in which they finish. The points secured in the numerous sprints will then be added and the team scoring the lowest total will be credited with one point; second team two points and so on to the first five teams.

To Sprint Each Mile

On the final night the riders will have a sprint each mile during the last hour, the first seven positions being picked, with the leading member of the team tallying points from one to seven according to the position in which they finish. The points secured in the last hour will then be added along with those of the first five nights and the team scoring the lowest number of points in the total will be awaded the race. The other six moneys will be awarded according to their standing. Bookkeepers and expert accountants will be in demand during that week and if they don't get things muddled up it should be a great race.

George Wiley, Clarence Carman, Victor Linart and Bobby Walthour will meet in the feature paced race at the preliminary meet. The heats will be at five miles and two riders will meet in a heat. The winners will then meet to decide first and second places and the losers will ride for third and fourth places. Reggie McNamara

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and Alfred Grenda are booked for a mixed sprint match, and Alfred Goullet, Bob Spears, Eddie Madden and another rider to be picked will meet in an "Alternance" match.

A half-mile handicap and a ten-mile open for the pros. and a half-mile handicap and a three-mile open are scheduled for the amateurs.

Patrons of Sport

A number of prominent cycle trades people have this year had their names placed on the program as patrons of the sport.

Among them can be found Fred L. Brown and J. E. Murray of the Pierce Cycle Co.; James W. Ash and Harry A. Gliesman, of the Miami Cycle & Mfg. Co.; J. W. Grady and W. P. Farrell, of the J. W. Grady Co.; J. P. Fogarty and B. A. Edgar, of the Westfield Mfg. Co.; E. J. Lonn and E. H. Leng, of the Great Western Mfg. Co.; W. G. Schack and Henry Perlman, of the Emblem Mfg. Co.; Frank J. Weschler and F. A. Baker, of the Hendee Mfg Co.; Arthur Davidson and G. E. Wood, of the Harley-Davidson Motor Co.; Horace M. Huffman and Henry Ephram, of the Davis Sewing Machine Co.; J. Lovell Johnson and J. F. Tichenor, of the Iver Johnson Arms & Cycle Co.; D. P. Harris and Stanley Wilson, of the D. P. Harris Hardware Co., and Keyser Fry, Reading Cycle Mfg. Co.

NEW PIERCE AGENTS

Baker, Murray & Imbrie, Inc., Arrange to Have Pierce Line Handled

NEW YORK, N. Y., Dec. 13.—Baker, Murray & Imbrie, Inc., Pierce cycle distributors, have signed the following dealers to handle Pierce bicycles during the coming year: H. R. Williams, Lancaster, Pa.; West End Electric & Cycle Co., Harrisburg, Pa.; H. Platt, Hazleton, Pa.; L. Martin, Berwick, Pa.; John Rawlins, Scranton, Pa.; North Philadelphia Cycle Co., North Philadelphia; Lit Bros., Philadelphia; Harder Sporting Goods Co., Williamsport, Pa.; George Dengler, Reading, Pa.; C. W. Habecker, Lebanon, Pa.

George Force, Jersey City, N. J.; Iseman & Colletta, Parisian Cycle Co.; M. Rappaport, Johnson, Esterick & Johnson, J. F. Blackman, all of the Bronx section, this city; Kings Highway Electric Co., E. R. Wagenortt, J. Colaiccio, Trotta Bros., A. Freeman, Andrew Eckel, B. Slotnick, S. Slotnick, Victor Lind, J. Triebus, J. G. Fellinger, George Ashley, Ventrice Bros., Patchen Motorcycle Co., B. Robbins, S. Litman, George Lewis, Bob Brazenor, all of Brooklyn, and H. Sharp, Baer Bros., I. Feinstein, Stern Bros., E. Lauriti, Manhattan.

THE CHICAGO "GRIND"

CHICAGO, Ill., Dec. 11.—Although it has been figured out that a six-day race for this city during this winter was outside of the question, Paddy Harmon and others that have been associated with two past "grinds" run in this city, one at the Stockyards and the other at the Coliseum, are trying to stage a race following that in New York. Harmon is negotiating with John M. Chapman, the Newark, promoter, for riders.

JOBBERS DEFINE A JOBBER

Must Travel Men, Issue Catalog and Conduct General Wholesale Business—Institute Initiation Fee

NEW YORK, Dec. 9.—The special meeting of the Cycle Jobbers' Association of America at the Prince George, Thursday afternoon, brought forth about 40 jobbers from all parts of the country. A general discussion of the ways and means of cooperating to the fullest extent with the United Cycle Trade Directorate was indulged in, and many other matters appertaining to the jobbing trade were discussed.

The biggest thing accomplished was the decision to divide the work of getting out the monthly bulletin which the jobbers have inaugurated. The first issue was edited by Keyser Fry, of the Reading Cycle Co., and the next issue will be gotten out by John Henry, of the Vim Cycle Hardware Co. The February issue will be edited by "Doc" Owen, of Coggins & Owen, and the March issue by H. P. Hansen, of the Chicago Cycle Supply Co.

Following the members' meeting, the Board of Directors of the Jobbers' Association met and decided to establish an initiation fee of $25 for incoming members and retain the regular dues of $10 annually.

Perhaps the biggest thing put through at the meeting of the directors of the Jobbers' Association was the definition of the jobber by the body itself. As defined by the Jobbers' Association, a cycle man, to be included in their number, must be one who travels men on the road, issues a catalog and does a wholesale business generally.

The next meeting of the Board of Directors was called for Wednesday, January 10, at 6 p. m., at the Hotel Astor, following the meeting of the United Cycle Trade Directorate, called for 2 p. m. at the office of the Directorate, 373 Broadway, New York.

A VETERAN DEALER

Worsham, San Diego Dealer, a Real Old Timer in the Cycle Field

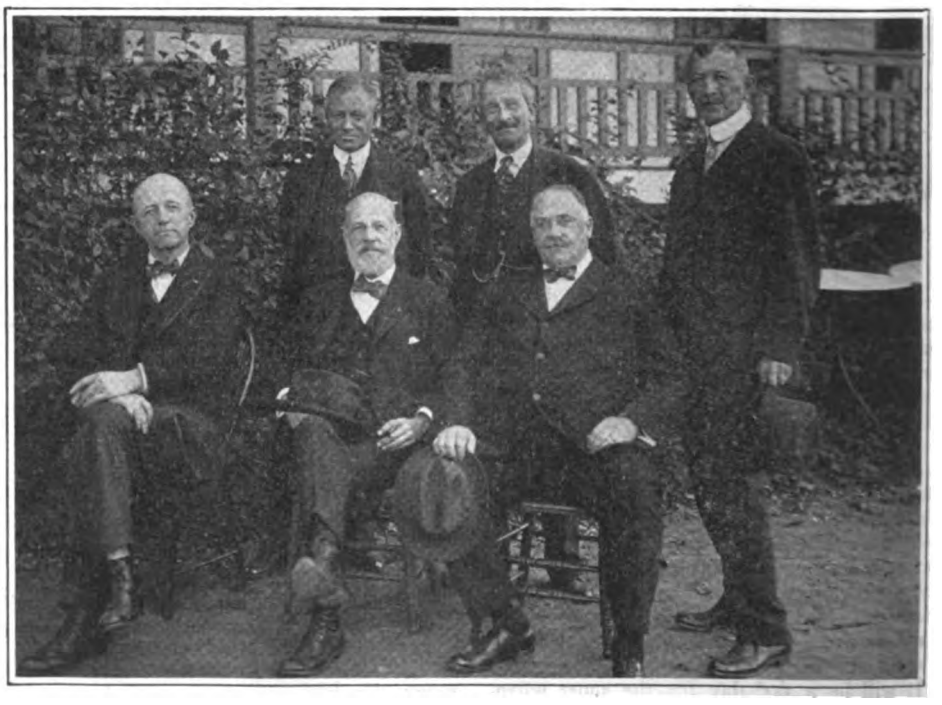
SAN DIEGO, Cal., Dec. 10.—C. M. Worsham, proprietor of the Motorcycle & Bicycle Exchange, 1225 Market street, lays claim to being a real old-timer in the cycling field. Back in 1890 he rode an old 52-inch Light Champion from Peoria, Ill., to Pipestone, Minn., a distance of 750 miles at an average of 57 miles daily.

Until recently his establishment was an exclusive bicycle store, but he has taken from Hopkins & Alzina, Reading Standard Coast distributors, the agency for that make of motorcycle. He handles the Rambler bicycle and reports a thriving business in both new machines and in repairing. Worsham reports a tendency to the lighter bicycle models and has disposed of a number of them.

MITTEN ARRIVES VIA TRAIN

NEWARK, N. J., Dec. 12.—Worth Mitten, the Davenport cyclist, who started to ride, walk or take the train from his Iowa home to the scene of the six-day race next week, arrived here Saturday, after having accomplished all he set out to do. Mitten left Davenport, Saturday, Dec. 2, and after riding to Pittsburgh, with 750 miles covered in seven days, decided to get to this city in a hurry, so he boarded a train. Mitten reported the roads in bad shape owing to rain and snow, and said that he was in great shape for the coming grind.

SOME OLD-TIME CYCLE RACING CHAMPIONS



At a Recent Meeting of the Hartford Wheel Club Veteran Speed Merchants Were on Hand. Standing, Left to Right, D. G. Post, John W. Wetmore and Joe Goodman; Sitting, Left to Right, P. Davis, Oakey, Cal.; George Pope and George Hendee

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Chatter, Chin, Comment

By E. F. HALLOCK

Some Observations on Our Powers of Observation.

ARE we motorcycle riders less observant than other folk? We are accused—at least I know that I have been accused many times—of "looping it up" through districts just teeming with points of interest without taking the trouble to open our eyes and gather in what to other folk would be scenic or historic features well worth while.

The matter has been brought to my attention at this time by that little travel story by Friend Pugsley in which he captioned as a Yale College building one of the public buildings of New Haven, but whether it was the Post Office or the Public Library I cannot say. At any rate, his caption brought forth a letter from Rider Alling, of New Haven, who recognized the building as the New Haven post office; and now eight New Haven boys come through and say that both Pugsley and Alling erred. They claim that the building in question is the Public Library.

Well no matter which it is, that building has served to show me that motorcycle riders are, and are not, keenly observant; which paradox is explained by pointing out that the identity of the building is still to be cleared up to the satisfaction of all hands, yet the discussion it has aroused has proved beyond cavil that those riders who read **Motor Cycle Illustrated** are keen enough to detect even so slight an error as a mistaken identity of this sort.

I am going to ride up to New Haven and observe that building myself in a couple of weeks and I hope that in the meantime it will not have changed into the morgue or the pen.

The Girl in the Saddle—She Is Not Out of Her Sphere.

MY friend and side kick, Elliot Holton, raised a debatable point when he forged that "link" about the advisability of women riding, a week or so ago.

In the face of so remarkable a performance as the Van Buren sisters made when they did the transcontinental act on their Indians, he discounts the girl's ability to control a motorcycle just because Mrs. Holton was unfortunate enough to misjudge her distance by a couple of inches which resulted in an upset Holton family.

Friend Holton forgets that whereas his girlie has had one little mishap, which after all did not amount to much, he probably has had fifty, any one of which equaled her fault in magnitude. I remember myself some buckled rear fork stays he received early this season as a result of using his stand as a sprag when attempting to climb a steep and rugged hill.

It will be a sad day for the sport when we admit that the woman's place is in the sidecar and never in the saddle. Not all girls, of course, are constitutionally strong enough to deal with the heavyweight solo machine; but with sidecar attached the motorcycle is, if anything, easier to operate than the average automobile; and women automobile drivers are legion.

From an experience gained over the past season with Mrs. Hallock in the saddle of my Indian and Rogers combination, I am going to take a stand diametrically opposite Holton's. I have found the "missus" far less prone to take chances and to speed and at the same time more willing to show the mechanism full consideration than I have been. When anything has broken, I have been in the saddle and caused the trouble. With the exception of a puncture or two—and even these some passing "gallant" in motorcycle costume has fixed up when I have not been along—she has had not the slightest trouble. And here's hoping she never will.

Here's a Source of Carbon Not Generally Recognized.

REVERTING once again to the question of carbon, we know that much of the deposit results from a superabundance of lubricant or the use of oil of inferior quality; the remainder is generally attributed to an over rich mixture, there not being a sufficient quantity of oxygen present in the charge to consume all of the hydrocarbon. The result is the formation of "soot" just as a fire smokes when there is not enough air present for the complete combustion of the wood.

But there is another possible source of carbon which is rarely if ever considered, yet the conditions applying in the motorcycle motor are just right for it to get in its good work.

It is a fact that if a hydrocarbon in the liquid state is brought into contact with a highly heated surface, instead of simply being evaporated or volatilized, it undergoes a chemical change known as "cracking." The cracking results in the production of two or more lighter hydrocarbons and this change is accompanied by the liberation of a certain amount of free carbon which has no place in the new compounds which have been set up.

If now we take the ordinary carbureter, we find that it does not completely vaporize the fuel for the reason that the evaporation of a certain proportion of the fuel brings down the temperature to a point where the entering air is "saturated" and cannot take up any more of the gasoline; the remainder of the fuel enters the combustion chamber in the shape of small globules of liquid gasoline to be precipitated on the hot walls of the cylinder and partly vaporized and partly "cracked" with the liberation of a certain amount of free carbon.

The remedy for the condition is obvious. If heat is supplied to the carbureter or to the inlet manifold in sufficient quantity to insure the full vaporization of the entering gas without, however, the heating apparatus being maintained sufficiently hot to cause "cracking" of the fuel before it enters the cylinder, it is obvious that no carbon can result from this source since the original compound is not broken up.

Just for the purpose of experimenting along these and other lines, I am having my "winter machine," which is a big twin of ancient vintage and make now off the market, fixed up for use as an experimental model.

Setting at Rest Rumors of F. A. M. List Exploitation

REGARDING the exploitation of the F. A. M. membership list which, fancied or otherwise, has loomed up in the minds of some dealers hereabouts as an evil striking at the very vitals of their business, I have been assured by Secretary-Treasurer Gibson of the F. A. M. that the names of members have not been furnished to trade folk during the past two years.

It seems that at the Denver convention of the F. A. M. in 1913 permission was officially given to the secretary to furnish the names of members to folks in the trade and this was done on one or two occasions; it was discontinued all of two years ago.

It is well that the practice has been discontinued; it is well also that the matter has been aired for it clean knocks the bottom out of the argument which many dealers advance for withholding their support from the national riders' organization.

By way of emphasizing Secretary Gibson's assertion that the lists are not sold or loaned to cut price houses for exploitation, I might add that during all the time that I have been an F. A. M. member never once—until this year when I registered my motorcycle in New York State—have I received a cut price catalog.

No doubt it's from the State registration bureaus that the names are obtained by the cut rate houses; but our little old F. A. M. gets blamed for it just the same.

A Little Sermon on "Practicing What We Preach."

BEFORE I wander too far away from the subject of the lady rider, I want to stop up long enough to pass out my compliments to Mr. H. G. Alexander, president of the Cleveland Motorcycle Mfg. Co., which produces the Cleveland lightweight. Not only is Mr. Alexander himself a keen Cleveland enthusiast, but Mrs. Alexander also rides one of the little machines habitually.

The Alexanders make use of their mounts chiefly as a ready means of getting to and from the golf links and for a 40 or 50 mile Saturday afternoon outing; but Mrs. Alexander also uses the machine on shopping trips and even the traffic does not rattle her.

The lightweight is undoubtedly the machine for the solo lady rider and the example set by Mrs. Alexander cannot fail to stimulate interest in this direction. At the same time other trade folk deeply interested in the sale of the motorcycle will do well to follow the example set by Mr. Alexander.

The automobile is alluring, when we can afford it, but it must not be forgotten that to preach motorcycle and ride automobile is inconsistent to say the least and cannot fail to reflect on the number of motorcycles sold.

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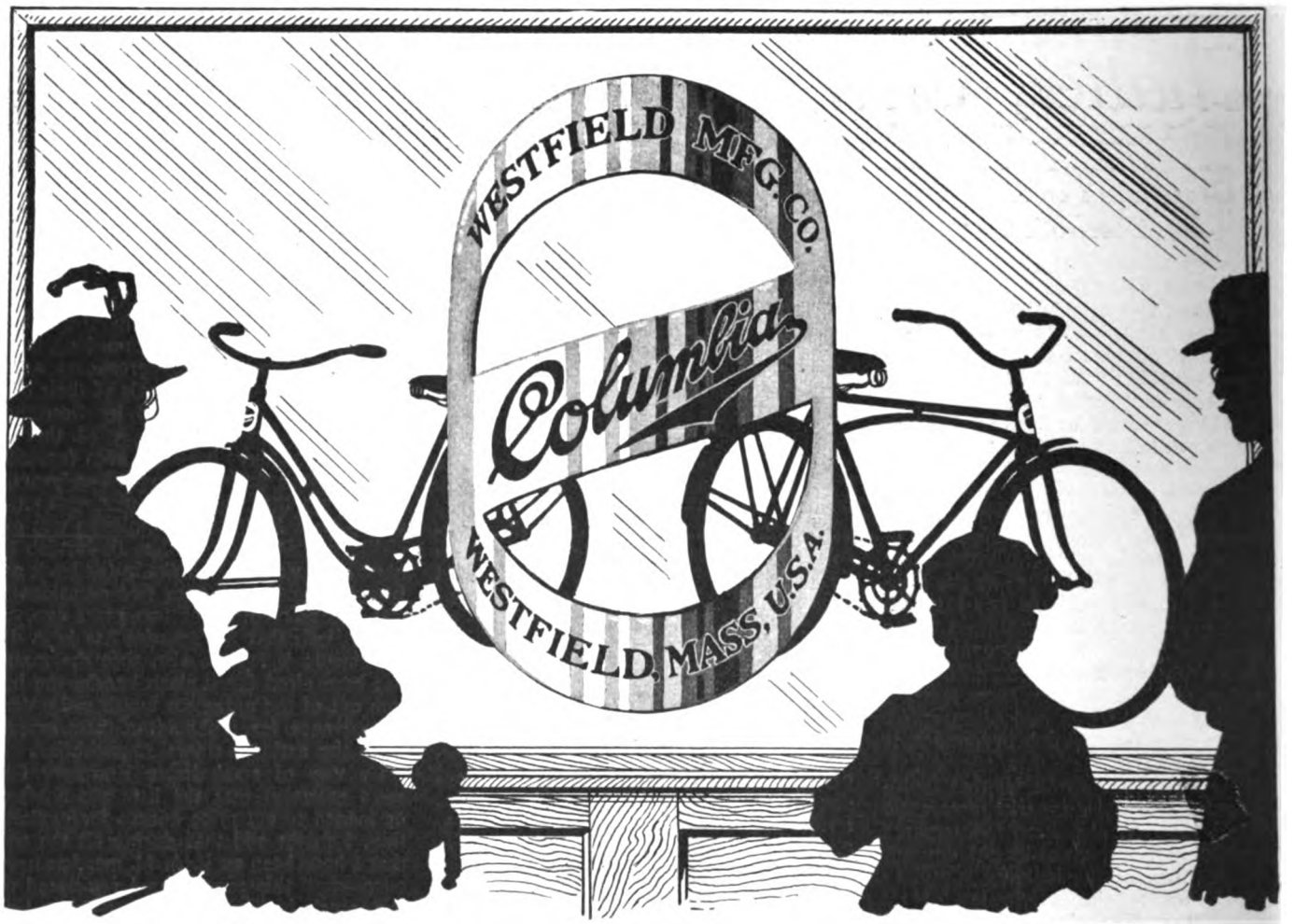

YOUR WINDOWS are the mirrors that reflect the character of your store.

They will either make patrons and profits for you or lose them.

Right now—when the holiday crowds are studying the shop-windows—is the time for you to increase the prestige of your store by displaying the Columbia bicycle.

A Columbia in your window is a trade magnet.

It is the acknowledged standard of the world—established by thirty-nine years of service.

More people know the Columbia—more people have ridden it—than any other bicycle.

Nation-wide advertising is bringing it to the attention of more people than ever before.

To display the Columbia means an immediate increase in your sales.

Your territory may still be open for the complete Columbia line.

Telegraph your orders—get prompt Columbia service.

Westfield Manufacturing Company

Successors to the Pope Mfg. Co.

11 Lozier Avenue **Westfield, Mass.**

Largest Manufacturers of High-grade Bicycles in the World

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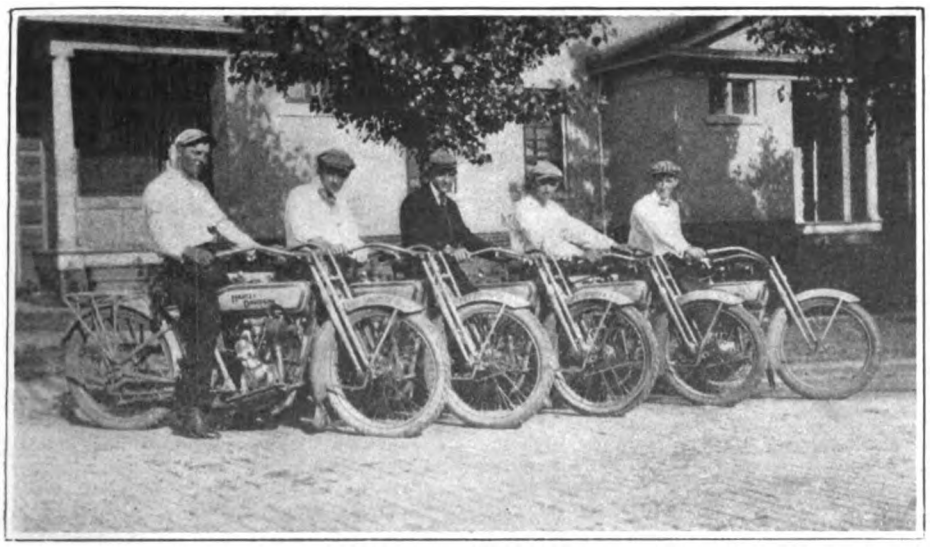
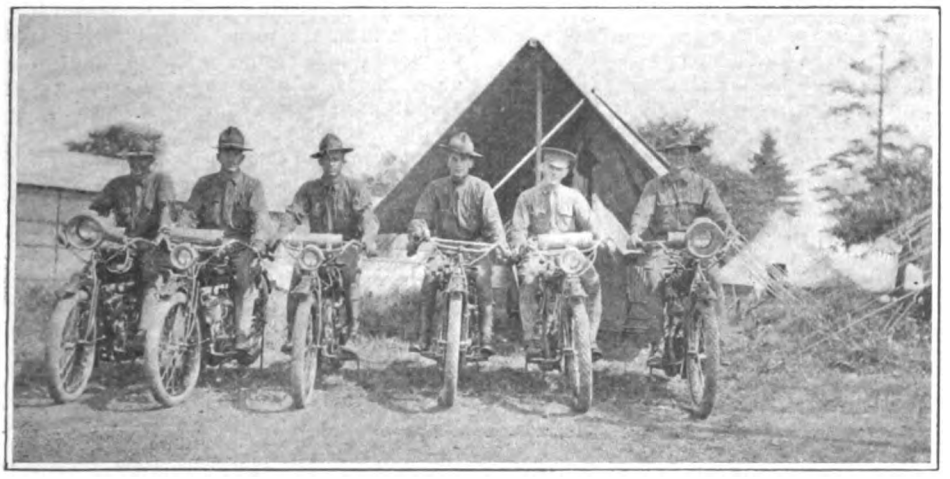
OMAHA CITY ENGINEER'S STAFF WITH THEIR MOUNTS



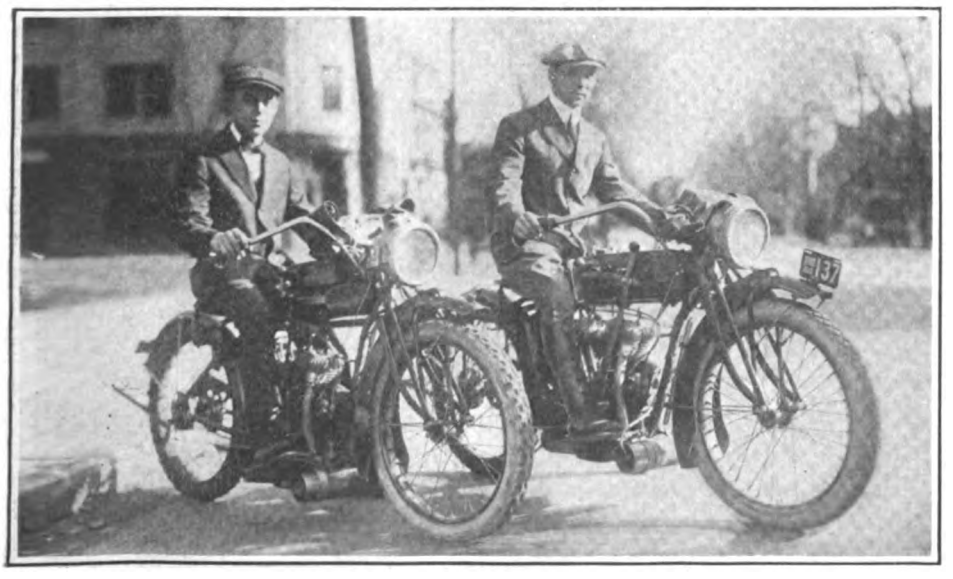
These Riders Use Their Machines in Connection With Their Work and Also Get a Lot of Recreation Out of Them in Moments of Leisure

MASSACHUSETTS GUNNERS POSE IN TEXAS CAMP



Sextet of Machine Gun Men from Second Infantry, M. N. G., Lined Up for Photographer Before Starting on Trip to Homes in Springfield in the Bay State

CLEVELANDITES ON TRIP TO SPRINGFIELD, MASS.



Edward J. Hawkins and Howard Lipstreu, on 1917 and 1916 Indians, Respectively, As They Arrived at Hendee Factory for a Visit Recently

COLD WEATHER CONDITIONS IN CHICAGO

(Continued from page 30)

and Illinois. He found the dealers in good fettle, and signed up a number for 1917. Whipple, the Motorcycle Man, who recently took the Thor agency for the West Side, has appointed a subagent, Koslow Bros., who are located at West Chicago avenue and Kedzie. They have received their Giant Thor demonstrator and are going right after business. Fuerst said that many of the dealers he has called on recently have received orders for spring delivery.

The Edwards-Crist Mfg. Company, which has three Indian branches in Cook county, north, east and south, is considering adding a couple more. If they are placed, they will be in the northwest and southwest. The growth of the territory has been rapid enough to indicate the advantage of some additional outlets.

R. C. Crist is improving his quarters on South Michigan avenue by the construction of some additional bins in the storage room. The Excelsior-Henderson dealer has stocked up heavily on practically all lines of parts and supplies, and when the new storage facilities are completed will be in fine shape for the season. Crist has the wholesale agency for the Pullman sidecar for four states, and expects to move a carload to dealers as soon as the manufacturers are able to make shipment. Indicating that retail motorcycle business is far from dead, he has already sold half of the carload of Hendersons which he received a short time ago.

Two Goodyear Pointers on Vulcanizing

TO CUT FABRIC ON BIAS

A WET knife and a quick slice across the fabric is a better method of cutting than the usual method of cutting with shears. In the Goodyear tire repair school a straight-edge is used with blocks that have 45° edges nailed to either end. In cutting one end is evened up against the edge of the table and a perfect 45° cutting angle secured. The holland strips after the gum or fabric is peeled off are soaked until they are soft. After being dried they make excellent gasoline rags.

REPLACING OLD VALVE-STEMS

THE most satisfactory results can be obtained by forcing the old valve-stem back inside of the tube and cutting a small hole about a foot from the valve hole, through which to draw it out. Insert the new valve-stem through the new hole, vulcanizing the hole shut, and bring the new valve up through the original valve hole. This prevents the fabric in the valve patch from being ruptured and strained, and will always hold the valve-stem secure.

ROWND SELLS TO POLICE

LONG BEACH, Cal.—B. E. Rownd, Long Beach Henderson rider and agent, has no quarrel with the speed cops. He took the Long Beach agency for the machine from the Henderson Motorcycle Sales Corporation on Nov. 11, and within 10 days had placed two of the 1917 models with members of the local police force.

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Varied Activities of the Dealers

AFTERMATH OF THE INDIAN CONVENTION

Stimulating Talks by Prominent Factory Men and Retailers Marked Meeting of Wigwamites During New York Show

NEW YORK.—Among the prominent points brought out by factory speakers at the recent Indian Dealers' Convention in the Hotel Breslin during the Madison Square Garden Show were the improvements made at the plant of the Hendee Manufacturing Company by General Manager F. J. Weschler and the statement that the Indian bicycle was not in competition with the jobbing wheel by Sales Manager E. M. Jackson.

In his speech, which opened the convention, Mr. Weschler dwelt also upon the proposed plans of the company for the new season. He spoke of the future of the business as extremely bright, and referred at length to the shipment details for bicycles and other goods. He emphasized the parcelcar in commercial sales.

Mr. Jackson, in addition to stating that the Indian bicycle was not competing with the jobbing wheel, stated that it had the same high quality as the Indian motorcycle. He spoke on the provisions made to care for the dealers this season and dilated upon the big sales possibilities of 1917.

The Hendee sales manager was followed by M. E. Toepel, of the Splitdorf forces, who addressed the dealers on the Dixie magneto and Mag-Generator. He also invited the asking of questions and answered many. A. W. Lamson, of the Witherbee Igniter Company, addressed the assembly on the care of the storage battery. A beefsteak luncheon was then served.

In the afternoon, J. B. McNaughton, heading the Indian Dealers' Department, spoke on the scope and aims of this branch of the company's activities. He was followed by Advertising Manager J. A. Priest, whose subjects were the various advertising campaigns slated for the season, the distribution of sales-aids to the dealer and other matters of interest in his department.

George Sherman followed with a series of novel means of getting prospects and making them into customers. He gave a fine boost talk to the audience. The dealers were then invited to talk, the first one up being Tommy Butler, formerly on the Pacific Coast. Butler spoke of conditions in his old territory and how they were met. He followed this by some interesting sales arguments.

George S. Maslen, of Philadelphia, followed with a live wire talk on the direct mail order proposition, as well as how he had got riders to secure prospects for him. B. A. Swenson then stated the value of classified advertising in making sales, and said that he had been a consistent user of this method for several years. He urged co-operation in all lines of the Indian trade.

Clark Saunders and Howard A. French followed with general talks on the outlook and with boosts for the game. A number of other dealers also made brief addresses.

FREE ADJUSTMENT SERVICE

DALLAS, Tex.—George Hoehn, Smith Motor Wheel dealer in Dallas, suggests that agents will find it a good proposition to set aside a day every two or three months for free inspection of the Motor Wheels used by their customers. In addition to impressing the patron with the service idea, the plan brings him into the store and enables the dealer to show him other goods. Agent Hoehrn sends out a special postal from time to time relative to the free inspection, and inviting Motor Wheel users to come in and profit by his free service scheme.

(More News of Dealers on page 42)

Write us today for sample sections of these tires and attractive display material and dealer helps. Your jobber will show you the tires.

CONTINENTAL RUBBER WORKS, 1817 Plum St., Erie, Pa.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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The Brake that Brought the Bike Back

ITS DEPENDABILITY throughout the years is proved by its ever increasing popularity.

Whenever a new Bicycle is bought or an old one repaired or rebuilt, the question of brake equipment comes up.

Your customer instinctively calls to mind the Brake That Brought the Bike Back and it's a hundred to one he comes right out with the answer—"I want a

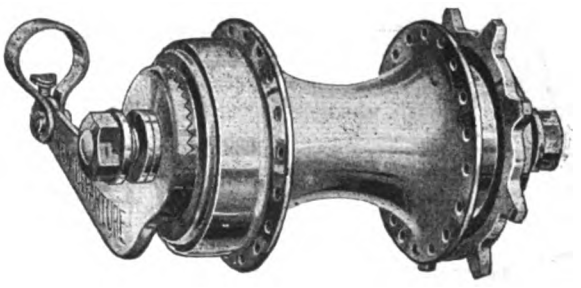
New Departure Coaster Brake"

Years ago cyclists were quick to discover that the New Departure was made on honor—that it was dependable.

That is why it became, forthwith, the popular coaster brake.

That is why it is increasing in popularity among Bicyclists and Bicycle Dealers alike.

Do you not owe it to yourself to investigate the New Departure—the brake choice of millions of riders —of thousands of Dealers everywhere?



***The* NEW DEPARTURE MANUFACTURING CO.**
Bristol, Conn., U. S. A.

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CLEVELAND IN BRONX

Gene Coughlin & Co. Takes on Two-Stroke Lightweight for 1917

BRONX, N. Y., Dec. 11.—Gene Coughlin & Company, of 922 Washington avenue, have taken on the Cleveland for this borough for the 1917 season. This lightweight machine is to be handled in Bronx County in addition to the four-cylinder Henderson, for which the firm has already the county distribution rights.

The members of the firm of Coughlin & Company felt that there was an excellent field in their territory for the little two-stroke worm-driven machine and accordingly saw the distribution representative, the Audubon Motorcycle Garage, of 4192 Broadway, New York. The contract was signed during the New York Show, which closed last Saturday.

VAN FOR HARDWARE DELIVERIES

LOUISVILLE, Ky.—The Bomar-Summers Hardware Co. is using to advantage an Indian motocycle and sidevan in making deliveries of light hardware, especially to carpenters out on jobs at a disance from the downtown district.

TEN FLYERS FOR HONOLULU

MILWAUKEE, Wis.—The A. O. Smith Corp. has just received a wireless message from the Shuman Carriage Co., which handles the Motor Wheel in Honolulu, H. I., calling for ten Smith Flyers for immediate delivery. This company has handled Smith Motor Wheels with success for the past year and a half. The company states that roads in and about Honolulu are ideal for both the Motor Wheel, as a bicycle attachment, and the Smith Flyer.

EMBLEM LIGHTWEIGHTS IN DEMAND

KANSAS CITY, Mo., Dec. 6.—Fred Ames, agent for the Emblem motorcycles and bicycles at Kansas City, has sold a number of lightweight machines recently and the little blue fellows have been attracting quite a bit of attention on the streets of Kansas City.

FOR HARLEY-DAVIDSON DEALERS

MILWAUKEE, Wis.—With a view of aiding Harley-Davidson dealers to obtain their share of Christmas bicycle sales, the Harley-Davidson Motor Co. has prepared three illustrated layouts for distribution to its representatives. The company announces that it will supply these attractive cuts, for use in connection with newspaper advertising, without charge. All that is asked is that the dealer who uses one of the plates shall forward a clipping from the newspaper in which it appears to the Harley-Davidson folk.

BUECHEL ACTED AS JUDGE

LOUISVILLE, Ky.—George Buechel, of the Sutcliffe Co., one of the best auhorities in the city on sports, acted as one of the judges in the recent cross country run of the Y. M. H. A., in which teams from every local athletic club took part.

CYCLEMOTOR AGENTS ACTIVE

ROCHESTER, N. Y.—The Cyclemotor Corp. has just received from H. T. Pickard, of Rowley, Mass., a letter stating that his Cyclemotor demonstration has attracted attention beyond all his expectations, and that he is lining up orders for spring delivery. Pickard was recently appointed by the Hub Cycle Co., Cyclemotor distributors.

The Garden City Cyclery, of Missoula, Mont., reports that the first Cyclemotor of a shipment recently received was sold in less than two hours after the machines reached the agency. The Missoula firm reports that cold weather seems to have no effect on the sales interest in the machine, and has placed an order for three more Cyclemotors of the double bar type to be delivered at once by express.

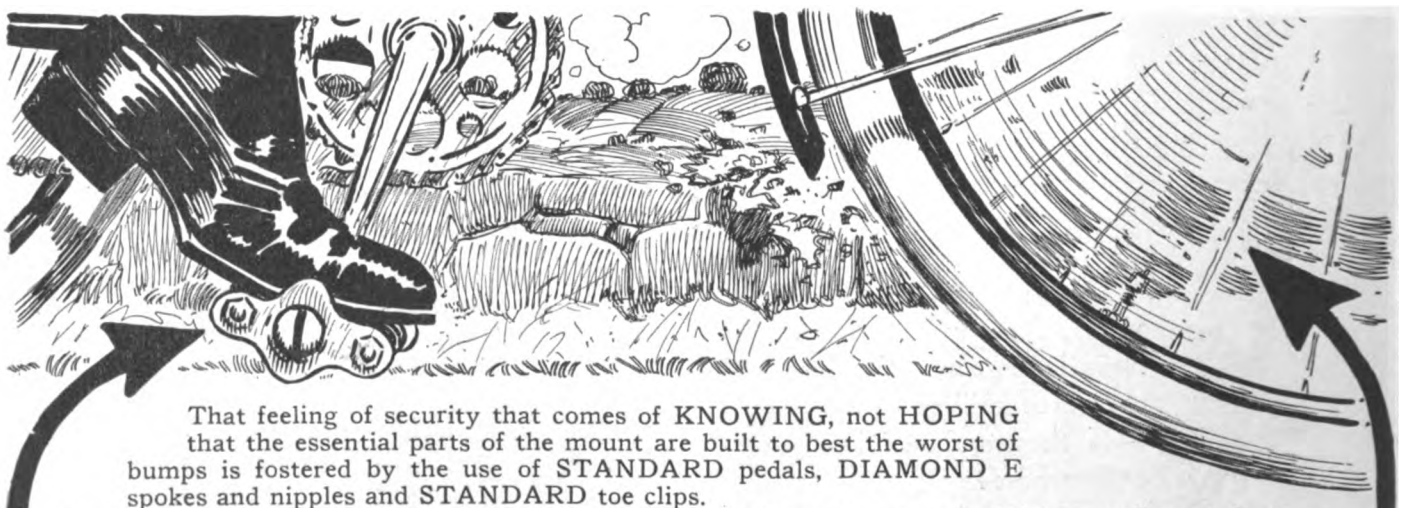
LOUISVILLE (KY.) TRADE NOTES

R. F. Klingman has filed notice with the county clerk, affirming ownership of the Peerless Bicycle Co., 317 South Third street. Mr. Klingman does a nice business in used motorcycles along with his new and old bicycle business.

The Sutcliffe Company has mailed out a 100-page catalogue of bicycles, sporting goods, etc., to its trade, calling attention to its Christmas lines.

The firm of Kline Brothers, Harley-Davidson agents ,have arranged to carry the Harley-Davidson bicycle, and are endeavoring to get their Christmas supply.

(More News on Page 48)



Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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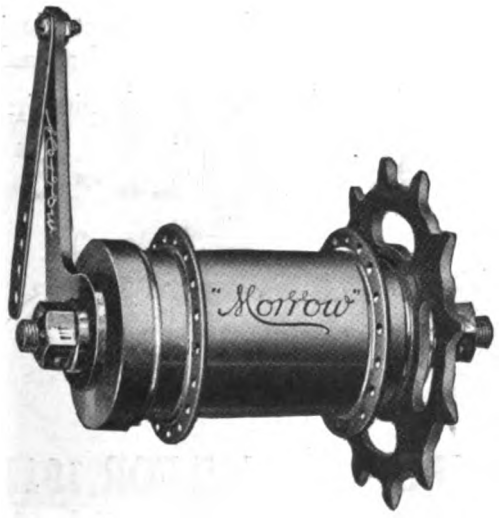
"Morrow" More Than A Brake

In its capacity of the highest example of braking control that can be applied to a bicycle, the MORROW COASTER BRAKE performs a very important duty.

By its presence on a bicycle it injects into the sales argument of the dealer an element of certainty, of surety, that reacts with strong emphasis upon the prospective buyer.

MORROW control means safety. Safety is what the buyer demands first, last and all the time in his mount. And NO brake can so strongly emphasize the smoothness, ease of handling and absolute safety of the bicycle as can the MORROW.



Thus the MORROW is more than a brake. It is the compelling force that sells the bicycle—that says "You are sure, you are safe while I, the reliable coaster brake, am on your machine."

Write for MORROW literature. It will interest you.

ECLIPSE MACHINE CO.
ELMIRA, N. Y.

TEST IT—THEN TRUST IT

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EXPECT TO TRIPLE 1916 SALES

KANSAS CITY, Mo., Dec. 6.—Clarence Newby, of the firm of Newby Brothers, agent for the Henderson at Kansas City, is extremely optimistic regarding the outlook for the business on the four-cylinder machines during the coming year. Mr. Newby says that their output will almost triple the number of Hendersons sold last year.

CROCKER'S CARLOAD SOLD

KANSAS CITY, Mo., Dec. 6.—Albert Crocker, manager of the Indian Motorcycle Sales Company, of Kansas City, recently received a carload of the 1917 Indians. Mr. Crocker has delivered approximately half of the shipment to customers and others he is storing for the remainder of the winter, all being marked "sold."

WELL, WHAT ABOUT IT?

LOUISVILLE, Ky.—Motorcycle riders and dealers showed much interest in the following item from the pen of Luke McLuke, the humorist on the Cincinnati *Enquirer*. Several of the boys are preserving the clipping, which is to be found glued up in the shops.

"If this Suffrage business keeps on progressing, it won't be long until the girls will drive the motorcycles and the men will have to occupy the seat in the rear."

AGENCY AND MESSENGER SERVICE

MUSKOGEE, Okla.—C. R. Hingey, who recently was a member of the Tulsa police department's motorcycle squad, has opened a Harley-Davidson agency at 204 Central avenue. In connection with the agency Hingey is operating a messenger service station, the messengers riding Harley-Davidson machines.

PARDON'S HOLIDAY INDUCEMENT

LOUISVILLE, Ky.—Henry F. Pardon, of Owensboro, is a firm believer in the idea that there are big possibilities in the holiday trade. He is announcing a 10 per cent. reduction on bicycles for December. Pardon has also adopted the plan of listing the used machines that he has for sale in his newspaper advertising.

FLYERS FOR XMAS TRADE

TOLEDO, O.—The Oberwegner Motor Co. has placed an order for five Smith Flyers, to be delivered before Christmas, with the idea that the latest product of the Smith Corporation is going to make a strong holiday appeal to boys.

WHEELING RIDERS AID POLICE

WHEELING, W. Va.—J. Landon Bier has been re-elected president of the Wheeling M. C. H. A. Brady is vice-president; Frank Heidger, secretary; John Weidner, treasurer; Dave Michaels, captain; Paul Dangel, first lieutenant, and William McEwan, second lieutenant.

In response to a request from Chief of Police Leyland, all members of the Wheeling M. C. have been sworn in as special officers to assist in curbing automobile speedsters.

MOTORCYCLE POLO POSTPONED

WHEELING, W. Va.—The motorcycle polo game that was to have been held at Belle Isle, under the auspices of the Wheeling M. C., has been postponed owing to a lack of talent. The club is now laying plans for several endurance runs to be held during 1917.

OHIO'S ROAD IMPROVEMENTS

COLUMBUS, Ohio.—The State Highway Commission will have awarded contracts for 610 miles of road improvement, at an estimated cost of $8,000,000 during the year 1916, when on Dec. 21 contracts for 38 miles of improvement will be let. The awards of Dec. 21 are the last for the year, and embrace roads in Brown, Butler, Clinton, Fayette, Hamilton, Harrison, Jefferson and Noble counties.

GOOD ROADS WORKER DIES

JAMESTOWN, O.—Jesse Taylor, president of the Ohio Good Roads Federation and one of the most consistent workers in the interest of good roads in the Middle West, died at his home here a few days ago. He was editor and publisher of "Better Roads and Streets."

WANTS "DIMMERS" USED

LEXINGTON, Ky.—Commissioner Land is endeavoring to have an ordinance passed forcing all operators of motor vehicles to use dimmers on their headlights while operating inside of the corporate limits of the city.

"SPLITDORF PLUGS work fine and you can always depend upon them"

ALLISON O. DAY, Washington, Pa.
INDIAN

Made in all sizes and types to suit every motorcycle, automobile, motor truck, motor boat, aeroplane, tractor and stationary gasoline engine. At your dealers or direct

Splitdorf Electrical Co.
Newark, N. J.

SPLITDORF SPARK PLUGS
The Plug with the Green Jacket

Qualities That Make a Winner

Are derived only from correct design, perfect material and skilled workmanship.

The very best of them are embodied in the

1917 R-S

THREE MODELS FOR 1917

Model 17 T, 12 H. P., Twin Cyl...$275
Model 17 T E, 12 H. P., Twin Cyl. (Equipped with Bosch Electric Lighting System).....$315
Model 17 S, 6 H. P., Single Cyl...$240

Write for Catalog and Agency Proposition.

READING STANDARD COMPANY
501 Water Street, Reading, Penna.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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Prest-O-Lite for Motorcycles

Safe, Brilliant, Reliable Light

Every motorcycle rider needs safe, brilliant, dependable light just as much as he needs fuel. Prest-O-Lite has **proved** itself to be the only reliable, economical, efficient light for motorcycles.

Riders everywhere prefer Prest-O-Lite—no uncertainties—will not fail you in emergencies. It gives perfect riding light, flooding the road far ahead with penetrating light; is simple and trouble proof, and is not affected in the least by bumps and vibrations. Prest-O-Lite is as sturdy as the motorcycle itself.

Perfect Light at Low Cost

From a financial standpoint, Prest-O-Lite costs less to buy and less to use. No attention is needed but what the rider can give easily and inexpensively.

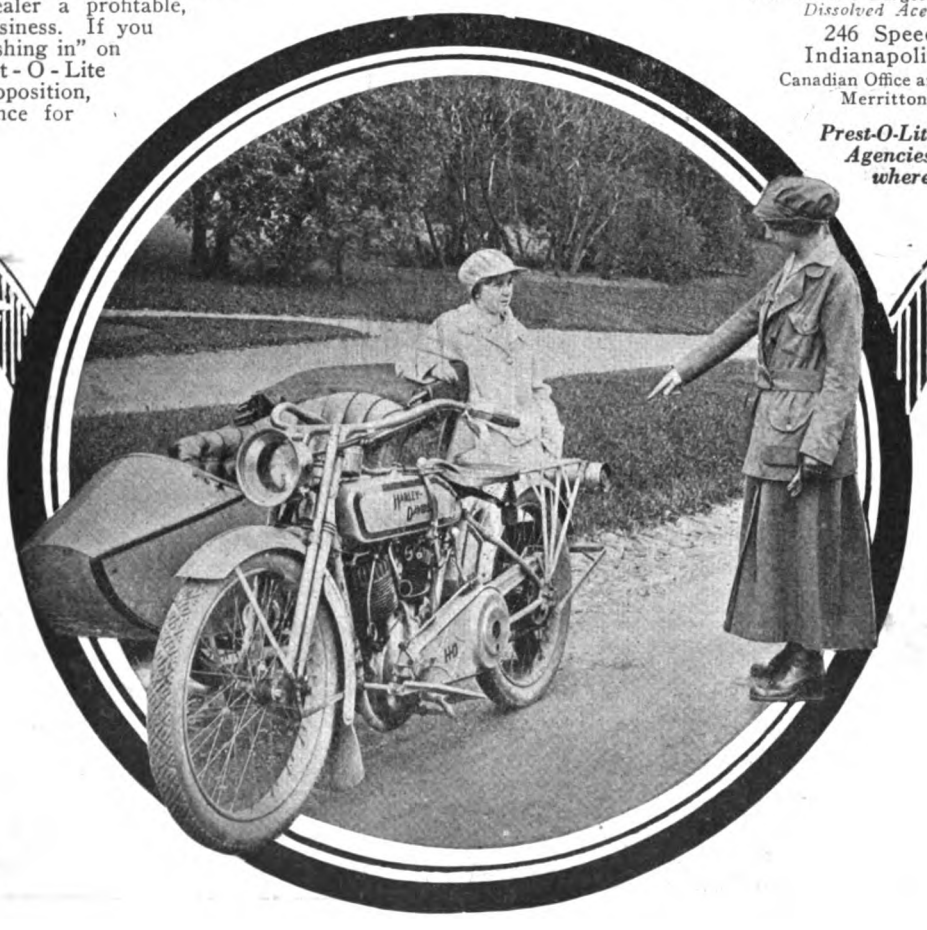
Due to its simplicity, economy and freedom from trouble, Prest-O-Lite is used by experienced riders everywhere—used by more riders than all other lighting systems combined.

On any make of motorcycle you can get Prest-O-Lite. Ask your dealer about it, or write for full details of motorcycle lighting.

DEALERS: Meeting the brisk demand for Prest-O-Lite gives the live dealer a profitable, growing business. If you are not "cashing in" on the Prest-O-Lite dealer proposition, write at once for details.

The Prest-O-Lite Co., Inc.
The World's Largest Makers of Dissolved Acetylene
246 Speedway,
Indianapolis, Ind.
Canadian Office and Factory,
Merritton, Ontario

Prest-O-Lite Exchange Agencies Everywhere



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Our Canadian News Letter

JOBBERS TO AID DEALERS' ASSOCIATION

Have Been Invited to Attend Session of Hamilton Motorcycle and Bicycle Dealers' Body Jan. 9 for Purpose of Co-operation

HAMILTON, Ont.—The next meeting of the Hamilton Motorcycle and Bicycle Dealers' Association will be held in the New Commercial Hotel, Hamilton, on Tuesday evening, January 9. Invitations have been issued to two Canadian jobbers to attend this session for the purpose of giving the local storekeepers suggestions of trade value.

N. S. Ferries, representing the Harley-Davidson motorcycle and Brantford bicycle in Hamilton, has just been made president of the Hamilton association for the fourth consecutive year. J. R. Dixon, of the Dixon Sporting Goods Company, has also been re-elected secretary-treasurer of the association.

In pointing out that practically the whole trade of Hamilton supports the association in an active manner, President Ferries declares that the various dealers have learned to place confidence in each other, and that this fact is the secret of the organization's continued success.

17 STATES IN LINE

Agree to Reciprocity with Ontario Regarding Motor Licenses

TORONTO, Ont.—According to an announcement by the Ontario Department of Highways, 17 States of the American Union and the District of Columbia have made arrangements with Ontario for the inter-use of motorcycle licenses by tourists. In every instance, the privilege has been extended to visiting riders for a stay not exceeding 21 days. The States which have entered into the reciprocal agreement are as follows: New York, Maine, Vermont, Kentucky, Connecticut, Maryland, Pennsylvania, Ohio, Michigan, Wisconsin, Minnesota, Indiana, Massachusetts, Missouri, Iowa, West Virginia and Tennessee.

Thanks to the arrangements already made, an Ontario motorcyclist can travel from Maine to Minnesota, and as for south as Maryland, West Virginia, Kentucky and Missouri, without taking out a local license—with one exception. The latter is the case of Illinois, in which State an Ontario license is not yet recognized.

LONDON BULLETINS

Local Club Hampered by Munitions Work, but Dealers Are Active

LONDON, Ont.—No meeting of the London Motorcycle Club has been held for three months. The reason for this is that it is practically impossible for all members to gather at one time because of the munition work in which nearly all are engaged. In the manufacture of munitions, the workers are called upon to work in night shifts for two weeks, and then back to day schedules for a fortnight. Secretary Keen reports, however, that the club members still possess the club spirit.

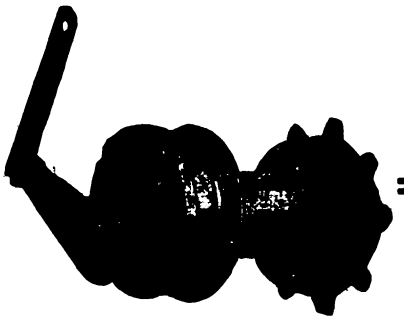
The London Motorcycle and Bicycle Dealers' Association will probably resume the holding of business meetings in January. Considerable missionary work has yet to be done in the local trade as some of the local agents have failed to realize the value of co-operative effort.

George Wenige, manager of the Bicycle & Motor Sales Company, London, has been carrying on a Christmas bicycle campaign single-handed. One of his recent coups was the sale of four Brantford bicycles to one customer for Christmas delivery.

DAYTON DEALER IN TORONTO

TORONTO, Ont.—The Davis Sewing Machine Company has secured a sales representative in the city of Toronto for the Dayton motorcycle. The dealer is Charles R. Pepper, 350 Danforth avenue.

It is understood in local motorcycle circles that a West-end dealer will also secure the privilege of selling the Dayton.



Here's the Brake

It is going to be more in demand than ever this year. More people are interested in bicycling, more bicycles are being sold and more brakes are being equipped. Now is the time to send in your order for the famous

CORBIN

DUPLEX COASTER BRAKE

Bicyclists everywhere regard the Corbin Duplex as the standard brake equipment. It is easier to sell, because it has already gained the rider's confidence. Bicyclists are safe when they buy it and dealers are safe when they sell it. Its long service record has proved its reliability to the entire bicycling field.

All manufacturers of bicycles equip the Corbin Duplex when specified. Its presence on a bicycle is an added selling feature. Send on your order today.

Catalog, discounts and price list on request.

THE CORBIN SCREW CORPORATION
The American Hardware Corporation, Successor
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin-Brown Speedometers

Diamond Chains
FOR
Motorcycles

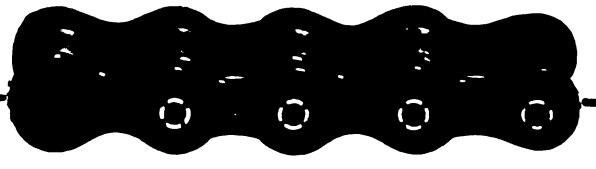
Diamond No. 149 is an unexcelled motorcycle chain for every motorcycle service.

Every part is accurate, the wearing parts are heat treated by the same scientific process as those of our heavy truck chains, the rollers DO NOT BREAK.

Put DIAMOND to the test on your machine.

You'll be a DIAMOND booster ever after.

Diamond Chain & Mfg. Company
Indianapolis, Indiana



A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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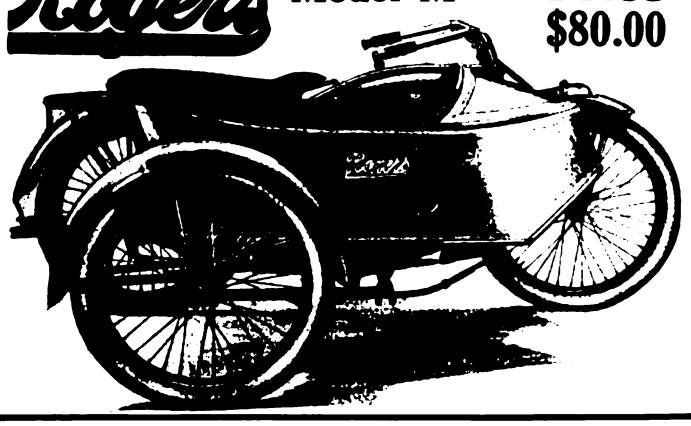
Rogers **Model M** **Price $80.00**



The One Real Development in Sidecar Construction

"Tailor Made" to Fit and Fit Right All 1917 Motorcycles

The frame of the Model M is specially designed to insure perfect balance and alinement with the motorcycle for which it is built.

There are no delicate adjustments left for the user and no possibility of getting it out of alinement.

Attached or removed in three minutes or less.

Other features include the only drop extension axle ever put on a sidecar, three leaf springs, side by side position and other desirable features.

Write for catalog stating the make of motorcycle you use or sell

ROGERS MANUFACTURING CO.
337 West Madison St., Chicago
Irving Beck (Service Station) 1691 Park Ave., New York

Knowledge

IS power. A truth which fits the situation of the rider who uses an electrically equipped machine.

IF you understand the care and operation of your

WICO BATTERY

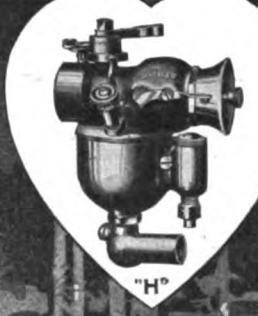
you will experience delightful service. Nothing gives us greater pleasure than to answer questions.

WITHERBEE IGNITER CO.
Springfield, Mass., U. S. A.

The SCHEBLER CARBURETOR

America's Standard Supreme through Merit

THE HEART OF THE MOTORCYCLE



"H"

WE EQUIP

THOR
POPE
MERKEL
INDIAN
EMBLEM
DAYTON
SPACKE
MILITAIRE
CYCLONE
EXCELSIOR
HENDERSON
IVER-JOHNSON
HARLEY-DAVIDSON
READING STANDARD

WHEELER-SCHEBLER CARBURETOR CO. INC
INDIANAPOLIS, INDIANA, U.S.A.
BRANCHES AND SERVICE STATIONS IN ALL PRINCIPAL CITIES

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad. to the classified department—THE BIG RESULT GETTER.

MOTOR CYCLE ILLUSTRATED 13 PARK ROW NEW YORK

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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A "CHECK-GATHERER" IN ARMY UNIFORM

Slick Stranger Offered to Help Motorcycle Agents Sell Motors to Uncle Sam and Then Borrowed Money; Paul Gott Got Him

PEORIA, Ill.—Joseph Adams, who states that he hails from Alabama, has just been taken into custody here as the result of some financial juggling by which he separated Paul Gott, local Harley-Davidson agent, from two checks, one for $12.75 and the other for $18.25. Adams has no money to back him up and has been knocking about the country in an army uniform.

One of his methods of keeping in funds was to present himself at a motorcycle agency, win the confidence of the proprietor and then obtain checks or cash on various pretexts. In most cases he represented himself to be a motorcycle agent for the United States Army, and by making all kinds of promises as to the number of machines he would enable the dealer to sell to the government, he found it possible to acquire considerable money.

Some of the Victims

Adams admits that his bookkeeping system is somewhat vague, but states that his records to date show cash or checks obtained from the following: The Indian motorcycle agency in Syracuse, N. Y., cashed one for $20; the Firestone tire agency in Detroit, $20; a motorcycle agency in Chattanooga, Tenn., cashed two, one for $25, and one for $10. The Indian Motorcycle agency in Jacksonville, Fla., stood for $25; the Harley-Davidson agency in Charleston, S. C., was also let in for $25; McNeal & Co., the Harley-Davidson agents in Norfolk, Va., listened to the siren song of the delayed pay check and cashed in for $30; the Indian agency at Harrisburg, Pa., $25, and the Harley-Davidson agencies in Akron, O., and St. Louis, Mo., each bewails $25.

Adams was originally a barber, served part of two terms as an enlisted man in the army, and also did a five-year "trick" in the United States penitentiary at Ft. Leavenworth, Kan. Adams is being held by the authorities in Peoria, but they admit that they are puzzled as to just how to handle this case. He may be tried in Peoria in connection with the Paul Gott matter, or he may be turned over to one of the other cities in which the police are wating for him.

KENTUCKY LICENSES

Will Hereafter Be Paid for on Full-Year Basis; a New Interpretation

LOUISVILLE, Ky., Dec. 13.—Motorists of Kentucky have just been notified of a new interpretation of the motor vehicle license law, which differs decidedly from that under which motor owners have been operating for two years.

The former interpretations placed the license fee on a pro rata basis for the number of months in the year from the time the license was applied for, many owners not taking out licenses until late in the spring and thereby not paying for weather in which they could not ride.

The latest interpretation of the law removes the pro rata basis, forcing the motorist to pay the full license fee whether the machine is operated or not. Both interpretations were given out by M. M. Logan, Attorney General of Kentucky, and have been the subject of considerable discussion. The motorcycle license is $5 per year, while the motor car license runs as high as $20 for the fifty horsepower auto.

H. L. Ramsey, Deputy Commissioner of Motor Vehicles, was in Louisville December 4 to 9, for the purpose of issuing licenses for 1917, and explaining the details of the law. According to Mr. Ramsey, a total of 1,591 motorcycles were registered in 1916 as compared with 1,406 in 1915.

BIG MOTOR WHEEL MILEAGE

TACOMA PARK, Wash.—Leslie E. Ferris, of Tacoma Park, reports that he has been using a Smith Motor Wheel a year and a half and has covered over 6,000 miles without trouble. He states that he gets about 100 miles to a gallon of gasoline, and that light snowfalls do not prevent him from using his outfit.

COAL FOR GOODYEAR EMPLOYES

AKRON, O.—Because of the coal shortage, which has made it impossible for many Goodyear employes to obtain sufficient fuel for their immediate needs, the Goodyear Tire & Rubber Co. is delivering coal to employes at cost. The company's plan is to continue this practice until the present shortage is relieved.

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"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"

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75c Can't Break
Special Oil Resisting Construction

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DETROIT, CLEVELAND BUFFALO, NIAGARA FALLS.
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The D. & C. Line Steamers embody all the qualities of speed, safety and comfort. The freedom of the decks, cool, refreshing lake breezes and commodious state rooms makes life aboard these floating palaces a source of enjoyment.

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Daily service between Detroit and Buffalo and Detroit and Cleveland. Day trips during July and August, as well as two boats out of Detroit and Cleveland every Saturday and Sunday nights during these two months. FOUR TRIPS WEEKLY FROM TOLEDO AND DETROIT TO MACKINAC ISLAND AND WAY PORTS—From June 25th to Sept. 10th, SPECIAL STEAMER CLEVELAND TO MACKINAC ISLAND. TWO TRIPS WEEKLY. NO STOPS ENROUTE EXCEPT AT DETROIT EVERY TRIP. Daily service between Toledo and Put-in-Bay, June 10th to Sept. 10th.

RAILROAD TICKETS ACCEPTED on D. & C. Line steamers between Detroit, Cleveland and Buffalo, either direction. Send two cent stamp for illustrated pamphlet and Great Lakes Map. Address L. G. Lewis, G. P. A., Detroit.

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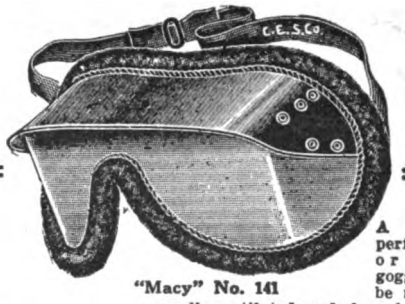

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A better, more perfectly fitting or comfortable goggle couldn't be made. Light, well ventilated and free from the nuisance of blurring in moist atmosphere. It affords protection from sun, dirt and wind, and allows free range of vision. Get a pair today.

Dealers—these goggles sell fast. Get a supply from your jobber.

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For quick deliveries this **Stevens Side Car** is just the thing. Light construction, but tough—carries 100 pounds. Not unwieldy—only 26 inches wide over all.

Well hung and well sprung—equipped with non-skid, studded tires.
Easy to detach, leaving bicycle for other use.
Hamper furnished in wicker or enameled wood, with lid.

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For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .090 x .080; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

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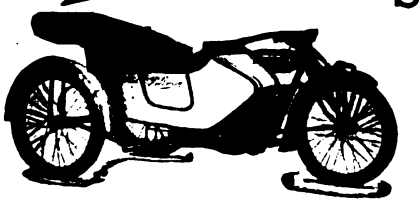

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on your new model Motorcycle means a serious loss to you. You not only make a big profit on the Tandem, but it helps sell the motorcycle. With folding footrests or footboards **$11**

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Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
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Rebuilt machines. A written guarantee with each machine. Write for details and price list.
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Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.
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Sidecars and parts in stock for all machines. Special attention to dealers.
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FOR SALE—1914 twin cylinder Indian; Prest-O-Lite and horn in good condition, $85. Homer Mowry, Reynolds Dale, Pa.

FOR SALE—Will sell for cash, two Smith Motor Wheels, $35 and $45, both in good running condition. Also one Excelsior Twin for $65 cash, in good condition. B. R. Bement, Orleans, Vt.

FOR SALE—1917 3-speed Excelsior twin, fine condition. Run about 1,500 miles. Will sell for $160. Ship C. O. D. subject to examination on deposit of $25. Bargain. F. E. Berndt, 564 So. Logan, Denver, Colo.

MOTOR SLEDS TO ORDER—Will fit your machine; $5 and up. Blue prints showing all types for $1, which will be refunded if order placed. A. P. Strogonoff & Co., Schenectady, N. Y.

MAKE ME AN OFFER—Two Fisk steam vulcanizers for Auto-Buggy and Bicycle Tires, each with Gas Burner and Steam Gauge; 17 different moulds, 6 air bags. Cost originally over $250. Otto L. Endres, 513-515 Varick St., Utica, N. Y.

FOR SALE—1916 electrical equipped, 3-speed H.-D. motorcycle, in excellent condition; Stewart speedometer. Price $200. Chas. Grindrod, Belleville, Ill.; 204 S. Jackson St.

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RACING MACHINES FOR SALE—Indian ball bearing motor, single, with Pope overhead valves; motor only $50; machine complete, $80. One single pocket valve Harley, short coupled, big tanks, spring forks and clutch, just back from factory, latest equipment, used by Ray Weishaar last season, $100; send $25 deposit. Machines shipped for inspection. I guarantee these machines to be as fast as any. Speck Warner, Ellsworth, Kans.

ALMOST NEW TWIN EXCELSIOR, Smith Motor Wheel, 4-cylinder Henderson, Pierce bicycle, Single H-D at $25, Pope $20. Bargains. Stamp. Howell, 217 Chestnut, Evansville, Ind.

FOR SALE—1915 Sears De Luxe 9 horse power, and Majestic sidecar, fully equipped. Write for particulars. Good bargain. Frank Gutzwiller, 113 Granger St., Rutland, Vt.

FOR SALE—One 1914 two-speed, Harley-Davidson motorcycle, in first class running order, guaranteed; just overhauled and re-enameled at the factory. Price, $175. Terms, $25 down and balance C. O. D. L. T. Lorz, Harvey, N. Dak.

FOR SALE—3-speed Harley-Davidson; extra fast motor; racing air-valve; new frame; new tires; motor just overhauled. Bargain price for immediate sale $175. Address H. Topping, Firestone Tire & Rubber Co., 1871 Broadway, New York.

FOR SALE—Excelsior, 1913 model, twin, chain drive, Bosch magneto, good tires, single speed, 7 H. P., free engine clutch controlled from left handlebar grip, in first class running order. Will sell for $65.00. Write O. Lambeth, Henderson, Texas.

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SALESMAN WANTED—A motorcycle accessories and repair parts house in New York City has vacancy for traveling salesman. Good opportunity for right party. Chance for repairman or motorcycle dealer having salesman's ability. C. M., care of MOTOR CYCLE ILLUSTRATED.

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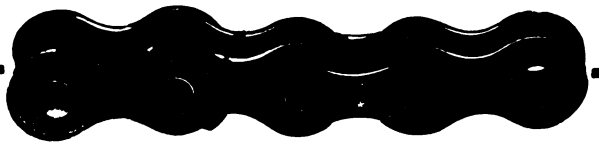

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OILS AND GREASES

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Better lubrication, smaller upkeep expense, less wear on the motor results from the use of Harris Oil.

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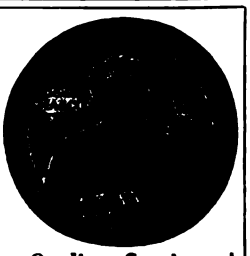

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3 Cents a Word

Dealers—Write us for rates for advertising in our Dealers' Directory.

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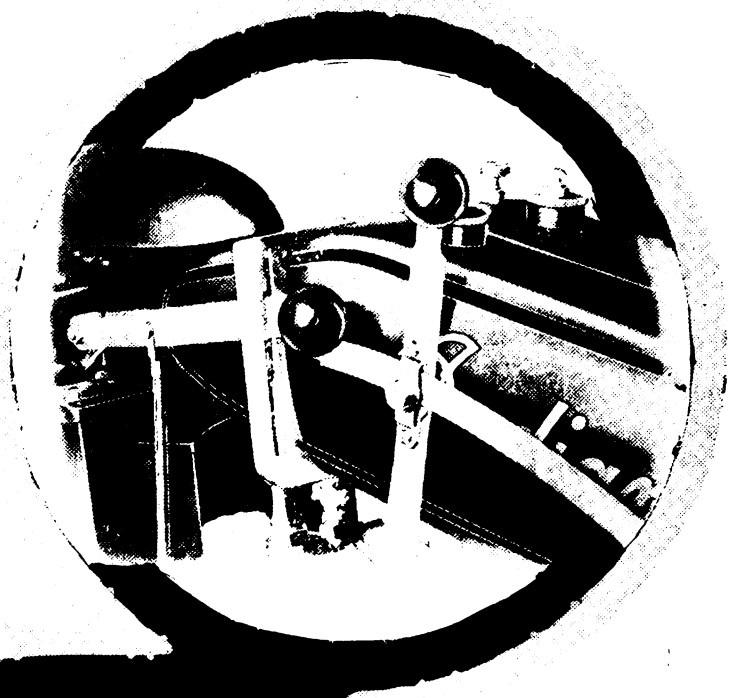
The 1917 *Indian* and the DEALER



This large Indian Gear Shift Lever with its new gate quadrant must not be confused with ordinary complicated shifting mechanism.

Its construction is extremely simple and sound—its action direct—its alignment permanent—its operation instantaneous and absolutely positive. One finger does the work of shifting, cutting out labor, lost motion, uncertainty. You can't overrun through the gears or run beyond full mesh.

It's an *Indian* feature with all the Indian thoroughness of advanced construction, quality, hardihood, and painstakingly thought out completeness.

Consider this and the Indian's other 1917 engineering masterpieces—refined *Powerplus Motor, Triple Stem Forks* with *Adjustable Handlebars,* 3½ gallon *Gasoline Tank, Webbed Frame,* and *Cradle Spring Frame*—and you will have an inkling of why Indian dealers are sending in record orders from everywhere.

Working shoulder to shoulder with us this year means *big business*—not a few scattering sales. We've got the goods and are prepared to talk turkey on a big scale. Are you in a receptive frame of mind?

Hendee Manufacturing Company

(Largest Motorcycle Manufacturers in the World)

SPRINGFIELD, MASS.

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Harley-Davidson Advertising for 1917—The Best Ever

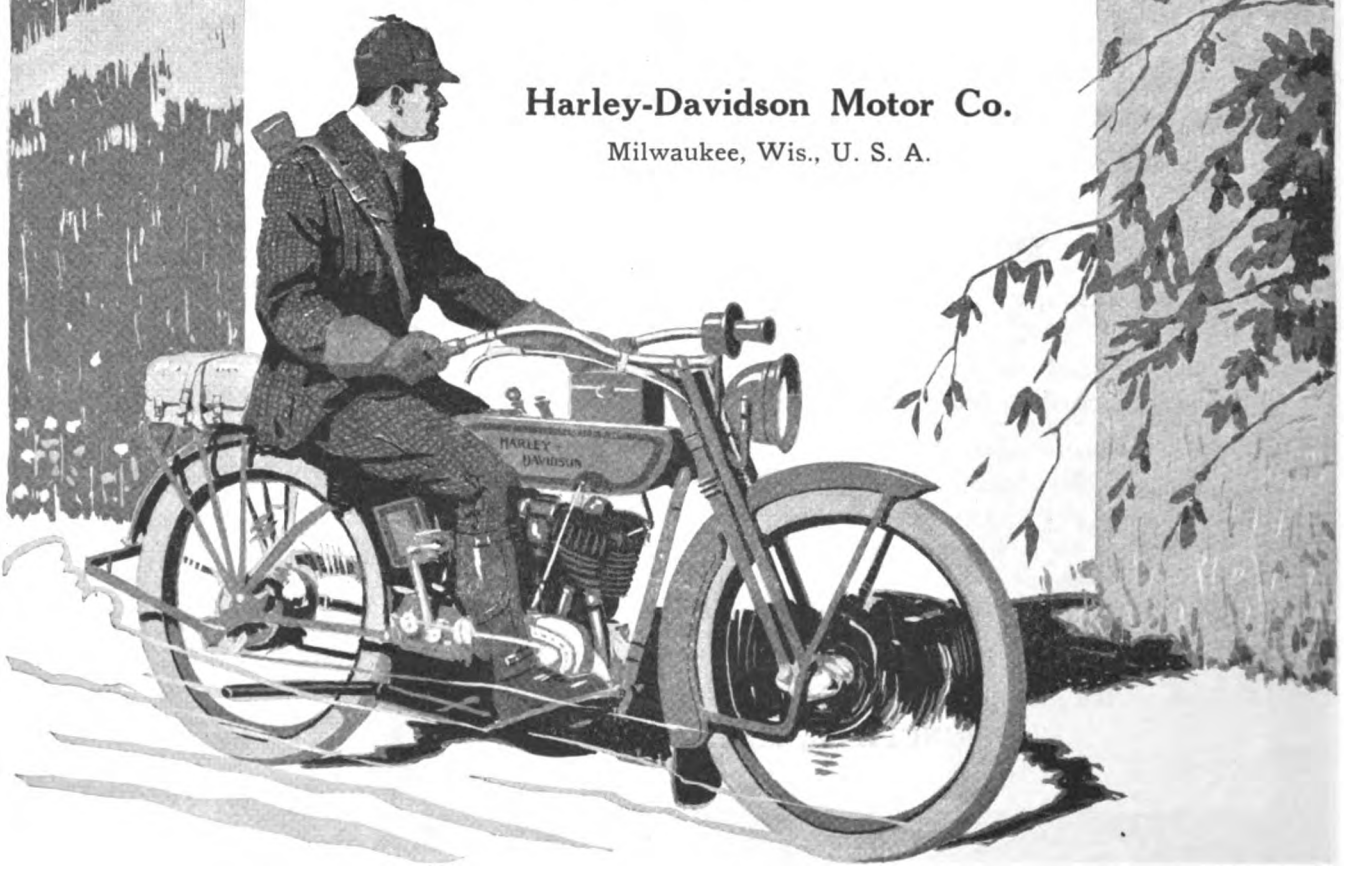
OUR dealers know that Harley-Davidson advertising has been of tremendous help to them in selling Harley-Davidson products in the past—that Harley-Davidson advertising is effective and convincing—and that it has helped to create genuine confidence in the Harley-Davidson name.

Harley-Davidson advertising for 1917 will be the best ever. It will appeal to many millions, and will create actual buying interest in the minds of those who have never before evinced even passing interest in motorcycles.

We are out after *new riders*—to interest more *new blood* in the greatest sport on earth. That is our aim this season, for we have enough confidence in the 1917 Harley-Davidson products to feel that sales to experienced riders will almost take care of themselves.

Harley-Davidson Motor Co.

Milwaukee, Wis., U. S. A.



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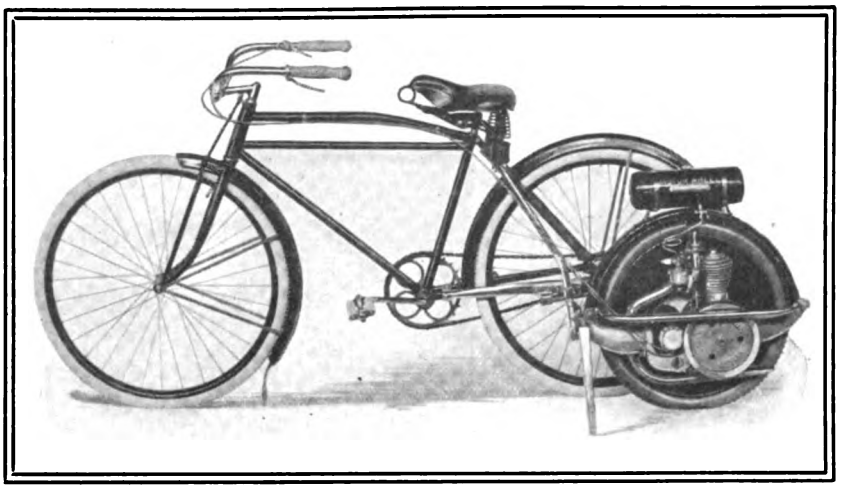
SMITH HOLIDAY SALES

ARE BREAKING ALL RECORDS



Christmas business with Smith Motor Wheels is setting a new record this year. Every bicycle rider wants a Smith. It's only a question of when he will have the price. The man, if he can't buy now, will save his money for one. The boy sees in Christmas an opportunity to get what he has longed for—a Smith Motor Wheel—and in many cases he gets what he wants.

"The limousines are stopping pretty regularly now," writes the Oberwegner Motor Company, Toledo, O., "and their owners say 'My boy won't be happy unless Santa brings him a Smith Flyer!'" Christmas trade is high class trade. Smith dealers are getting the cream of it, and are securing many new *permanent* customers, simply because they sell Smith Motor Wheels and Smith Flyers.

If you take the two Shows and the immense holiday business as any indication at all, you will agree that next season will be a bigger one than ever for Smith dealers. "Double the Business" will not only be a slogan, it will be a fact!

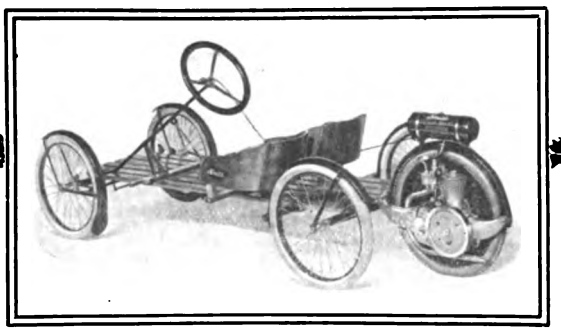
Any time of the year is a good time to start selling Smith Motor Wheels and Smith Flyers—they're all-year-'round sellers. No time is better than *now*. If you didn't get in on big Christmas business, make a New Year's Resolution to write us today about securing Smith representation for Nineteen Seventeen.

Here's a Merry Christmas and a Happy New Year to You.

A. O. SMITH CORPORATION

MILWAUKEE, WISCONSIN

MOTOR WHEEL DIVISION



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Columbia

It stands out—the Columbia nameplate; it is distinct from all the rest.

It is the trademark of the oldest, the finest and most popular bicycle in America. Bicyclists everywhere know that it stands for quality.

Therefore the Columbia is easier to sell. Its story has been told, its reputation is known, its service record of the past thirty-nine years is a selling argument that no other bicycle has. Its market is assured—it has hundreds of thousands of friends.

Tie your business to the Columbia nameplate. Meet the growing demand for bicycles with this famous line. It is complete in models with a practical range of prices. You can satisfy every prospect in your territory with a Columbia bicycle. Prepare now for the big days ahead. Let us have your order at once.

Westfield Manufacturing Company

Successors to the Pope Mfg. Co.

11 Lozier Avenue *Largest Manufacturers of* **Westfield, Mass.** *High-grade Bicycles in the World*

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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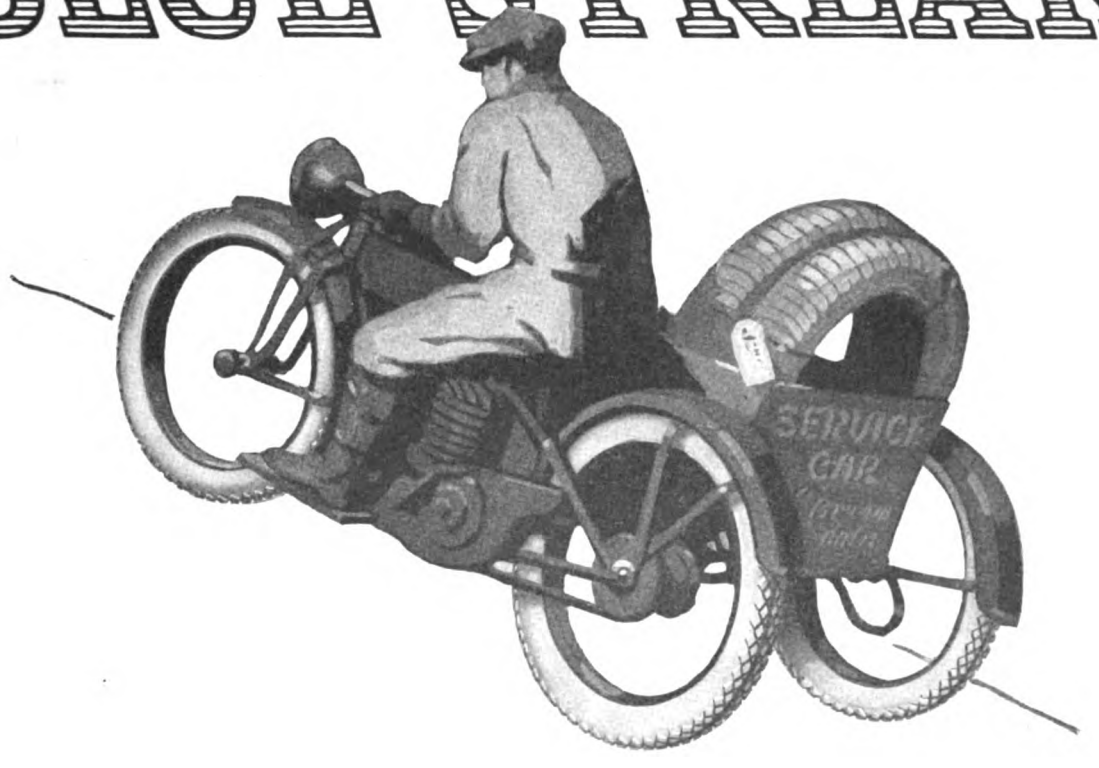
BLUE STREAKS



Tires That Help Sell Motorcycles

Goodyear Blue Streak Motorcycle Tires are standard equipment on the following motorcycles and side cars:

MOTORCYCLES

Dayton	Harley-Davidson
Excelsior	Reading-Standard
Indian	Henderson
Thor	Iver Johnson
Pope	Emblem

Militaire Autocycle

SIDE CARS:

Thos. Dunham Company
A. J. Hall Cycle & Mfg. Co.
Rogers Mfg. Company
Cygnet Rear Car Co.

Motorcycle manufacturers are doing everything in their power to make motorcycles easy for you to sell.

That is the reason they are putting Goodyear Blue Streak Motorcycle Tires on them.

They know that Goodyear Blue Streaks add prestige to any machine because of their reputation for longer mileage, greater comfort and fewer tire lay-ups.

The adoption of Goodyear Blue Streaks as standard equipment on the motorcycles listed here is in thorough keeping with the many improvements added to these machines from year to year.

The best tires for the best machines is the rule of the day.

If Goodyear Blue Streak Motorcycle Tires are considered by the manufacturers to add prestige to their motorcycles, surely these fine tires will add to your reputation as a dealer if you recommend and sell them.

Over 10,000,000 people are being told every month about the high quality of Goodyear Blue Streak Motorcycle Tires.

The Goodyear Tire & Rubber Company, Akron, Ohio

GOODYEAR
AKRON

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The Spirit of Christmas

THE Holiday season is here bringing with it the spirit of Christmas—the spirit of good cheer and good-will. Let us set aside our business care and ambition and join hearts and hands in making the world more joyous.

And so to our friends in the trade, whose friendship to us has made our years of business life a joy and pleasure, we pass the cup of Christmas spirit which intoxicates all who quaff from it with the joy of giving and serving.

May the coming year bring us all into a stronger friendship, a better understanding of and a deeper sympathy with each other, and may we all in daily practice accomplish more fully our business ideal:—

"He profits most who serves best."

This is the toast that we give you for the New Year.

Wishing You A Very Merry Christmas

STEVENS & COMPANY

375 Broadway New York, N. Y.

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MOTORCYCLE ILLUSTRATED

For the Trade and the Rider

13 PARK ROW
NEW YORK

Volume 12 **December 21, 1916** **Number 25**

ARMY WANTS 200 MORE MOTORCYCLES

Latest Request for Bids from War Department Asks for 100 Fitted with Sidecars and 100 with Tandems—May Supersede Bids of Last Week

NEW YORK, Dec. 19.—Once again the War Department at Washington has asked for bids on 200 motorcycles fully equipped, 100 of which are to be equipped with sidecars.

The remaining 100 machines are to be fitted with tandem attachments for carrying a second passenger. As with all the other army bids, that have been asked for, the equipment includes a Prest-O-Lite tank with head light, tail light and necessary piping and a supplementary oil lamp; a mechanical warning signal of Seiss make, or its equal in quality, a Corbin-Brown speedometer, or its equal in quality, and a large assortment of parts and tools.

The bids are to be opened on Friday of this week at ten o'clock in the office of the Quartermaster's Department in the Army Building on Whitehall Street.

While it is not so stated on the blanks, issued in the call for the bids, from folks in the know it is understood that this call is to supersede the one issued for a similar number of machines last week. It is stated that the bids put in last week are all to be discarded for the reason that some mistake was made in drawing up the specifications of the machines, which makes the bids worthless as a matter of course.

These machines are being bought out of the appropriation of $620,000 which was recently asked for by the War Department from Congress, and it is expected that the orders for machines for the army will now follow along one after the other in rapid succession.

These orders have come, not alone as a result of the work the motorcycle has done on the Mexican border, but also in recognition of the fact that it played a highly important part when the call came for the mobilization of the National Guard troops in practically every State in the Union.

It is stated by army officials that the part it played in this service alone was really wonderful, and so impressed the army officials with its usefulness, that it is now considered indispensable for military service.

SOME BUSINESS!

Webber Sells 16 Indians and Cygnets in Single Day

NEW YORK, Dec. 19.—Calvan R. Webber, manager of the motorcycle and bicycle department of Baker, Murray & Imbrie, Inc., the metropolitan Indian distributors, closed sales for 16 machines yesterday, seven of which are for export.

Webber is proudest of a sale of four 1917 Powerplus Indians, fitted with special Cygnet rearcars, to the Stock Ticker Quotation Co., which operates the ticker service throughout the city. These machines are to be used for delivering ticker tapes throughout Greater New York and the officials of the company are sanguine that the Indian Cygnet outfit is exactly what they need for work of this sort.

For Fire Department

Another sale which pleases Webber mightily was that of four Powerplus machines to the New York Fire Department. They are to be used in fire prevention service and are expected to give a good account of themselves in this work.

Another interesting sale was to the Rockefeller Foundation, of an Indian with sidecar which is to be shipped to Siam. Two Featherweight machines were sold for shipment to Chile, and another for export to Hong Kong, while a Mexican firm in Vera Cruz took a 1917 Powerplus.

Besides these sales Webber made one to Marx Arnheim & Co., perhaps the largest men's clothing firm in New York. They took an Indian with special Cygnet body for delivery purposes. He also sold two machines at retail, one for attachment to a Cygnet limousine, which is being used by a moving picture actress in and around New York.

DELTA IN CANADA

Humphery Concern Arranges to Handle Lamp Line in Toronto

TORONTO, Ontario.—The Humphrey Bicycle & Motor Co., Toronto, has contracted to distribute the bicycle lighting systems of the Delta Electric Co., Marion, Ind. A. E. Humphrey recently ordered a quantity of dry-cell lamps from this company.

Humphrey has also placed an order for Mesinger saddles for immediate delivery.

PROVIDENCE DEBT

Jackson Reports That National Meet Loss Has Been Wiped Out

SPRINGFIELD, Mass., Dec. 18.—E. M. Jackson, who at the Atlantic City meeting of the Motorcycle and Allied Trades Association was made chairman of the Providence F. A. M. Funds Committee to raise enough funds to clear off the debt incurred at the Providence F. A. M. meet, reports that the debt has now been wiped out and that all papers in connection with the same have been filed with President Shelby A. Falor, at Akron, O.

The total amount of the claim, according to Jackson, was $2,070.83 and of this amount $367 was raised by advertising in the F. A. M. meet program, and the balance, $1,703.83, by subscription from folks in the trade.

GROSS SIGNS UP WITH HENDERSON

DAYTON, O.—Harry Gross has just signed up a contract for the sale of Henderson motorcycles in this territory. The new four-cylinder demonstrator has been received and is on display at the sales rooms at 41 South St. Clair street.

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Just As We Go To Press

DELIVERS TEETH

Big Philadelphia Dental Supply Co. Uses Thor

PHILADELPHIA, Pa., Dec. 19.—The Pioneer Motorcycle House, which is agent for the Thor, at 2123 North Broad street, has sold a 1917, three-speed Thor, fitted with Cygnet rear van, with special body, to the S. S. White Mfg. Co., of this city.

The S. S. White Dental Mfg. Co. is one of the representative dental manufacturing concerns of the country, and intends to use the Thor-Cygnet combination for delivery purposes in Philadelphia.

They have had the outfit in use for about a week. In Saturday's snow storm, even though the streets were slippery and the going hard, it made deliveries in record time.

This is not the first Thor-Cygnet combination in commercial use in Philadelphia, as there are several other outfits which have been used successfully for some time.

MORE SPEED

And Less Tax Provided by Quebec Legislature

QUEBEC, Que.—The Legislature of Quebec has adopted a measure which provides for the increase in the speed limits of the Province. The legal speed in cities and populated sections is now up to sixteen miles per hour instead of fourteen while the legal limit for speed in the open country is now twenty-five miles per hour. The former limit outside of cities was 18 miles, so that now the motorcyclists can travel in the cities almost as fast as they were formerly permitted to go in the country.

The Quebec Legislature has under consideration an amendment to the regulation which imposes a tax of $10 per year on a motorcycle owned within the Province. The proposed change provides for an annual tax of 50 cents per horse power on motorcycles and automobiles alike. In this case, a seven horse power motorcycle would be taxed only $3.50—a material reduction from the former arbitrary rate.

ATHERTON CONTEST

First Prize Goes to Henry Duksteen—Total Mileage Was 558.3

BUFFALO, N. Y.—W. F. Emerson, of the Buffalo Metal Goods Co., announces that Henry Duksteen, 412 Cherry street, New York City, won the prize of a bicycle which was put up for the New York show visitor, approximating most closely the mileage indicated by the three spinning wheels at the Atherton booth at the New York show.

The winner judged that the cyclometers would indicate 560 miles; C. A. Sawyer, Persons Mfg. Co., Worcester, and Louis P. Sattler, 510 E. 82nd street, New York City, took second and third prizes, respectively.

The wheels actually indicated 558.3 miles. Second prize is a pair of Vitalic tires, while third is an Atherton brake ready for installation.

COLORADO SPORTS

Hare and Hound Chase to Be Followed by Hill Climb

DENVER, Colo., Dec. 19.—According to present plans, motorcycle riders of Colorado Springs expect to hold a hill climb contest on New Year's day. Already a good deal of interest is putting in its appearance and a closely contested climb is looked forward to.

The recent hare and hound chase that was run in Colorado Springs served to awaken new interest in the motorcycle sport in that city. The race was over a 37-mile course, most of the way was rough going, and was won by Wilke, riding a Harley-Davidson machine. His time was 46 minutes and 20 seconds. Leaf, on a Harley-Davidson, came in 24 seconds behind the winner, while Beatty, another Harley-Davidson rider, finished the race just 15 seconds behind the second place man.

The race was won by Wilke from a field of 13 starters and he was hard pressed all the way as can be seen by the close finish.

The Colorado Springs riders are planning many similar events for the coming year. The dealers there are behind them and they see in them a means of increasing interest in the motorcycle.

CYGNET AT BAZAAR

Ogden Displays Military and Pleasure Rear Cars

NEW YORK CITY, Dec. 18.—At the main entrance of the preparedness bazzar which is being held at Grand Central Palace, New York City, the visitor is greeted by Leadley Ogden, General Sales Manager of the Cygnet Rear Co., of Buffalo, N. Y.

Ogden is there fully prepared with his machine gun outfit together with a pleasure type and a commercial van. The Cygnet car display has many visitors. Ogden is being assisted by George A. Ellis and "Wally" Stuart, of Baker, Murray & Imbrie, Inc., New York distributors of the Cygnet Rear Car.

CONEJOS RUBBER CO.

New Cincinnati Concern to Produce Rubber from Weeds

CINCINNATI, O.—A number of local men have formed the Conejos Rubber Co., with a capital stock of $100,000, for the purpose of manufacturing rubber from the root of a weed which grows in Colorado and other parts of the West. It is said that the rubber produced from this weed is equal in all respects to other rubber, and much is expected from the project.

MARVEL "NEWNESS"

Tube Vulcanizer and Adjustable Socket Wrench from Cleveland Co.

FROM The Marvel Accessories Mfg. Co., Cleveland, Ohio, comes a bit of "newness" of interest to the motorcycle rider. Perhaps the most interesting offering of the Marvel concern is the Marvel Vulcanizer for tube work, which is a more than ordinarily compact little tool that can be carried with ease in the tool kit.

The vulcanizer is an articulated clamp device made throughout of pressed steel, and so arranged that the hot plate can be firmly clamped down against the bearing plate with the tube interposed. The heat is supplied by a special heating unit made of cardboard impregnated with certain chemicals which give just sufficeint heat thoroughly to vulcanize the patch with never a danger of scorching the fully cured body of the tube.

The vulcanizer comes packed in a neat box with half a dozen heating units and half a dozen patches all ready for business. It sells for $1 and is handled by jobbers and dealers everywhere.

Also new in the Marvel line and of great interest to motorcycle folk and especially to repair men and dealers is the Marvel adjustable socket wrench. This tool, which is made with an adjustable jaw working somewhat like the chuck on a brace, is especially useful in getting at nuts located in "tight" corners—the cylinder holding down bolts, for instance. It sells for $4.

CHILE MARKET

Republic Export Manager Says American Goods Are Wanted

YOUNGSTOWN, O. — Recent news from Frank V. Springer, export manager of the Republic Rubber Co., who is in South America looking over the tire situation, is to the effect that business in Chile and Argentina is in splendid condition, promising much for the future of American interests there.

He says that the people in that part of the world are taking kindly to American tires, and especially to Republic tires, and that they offer the best market for American manufacturers. The Republic company has been experiencing a heavy business, employing 2,000 men, twice the number on its pay-roll last year.

BROOKLYN COMMISSIONER

Ellis Appoints Newbourg to Look After F. A. M. Affairs

NEW YORK, Dec. 18.—New York State Commissioner George A. Ellis has appointed C. Newbourg, of 1195 Bedford avenue, Brooklyn, N. Y., as local commissioner of Brooklyn, N. Y. The commission has noted Newbourg's good work of the past and knows he will do the F. A. M. a lot of good in Brooklyn.

Al George also has been appointed local commissioner for Albany, N. Y.

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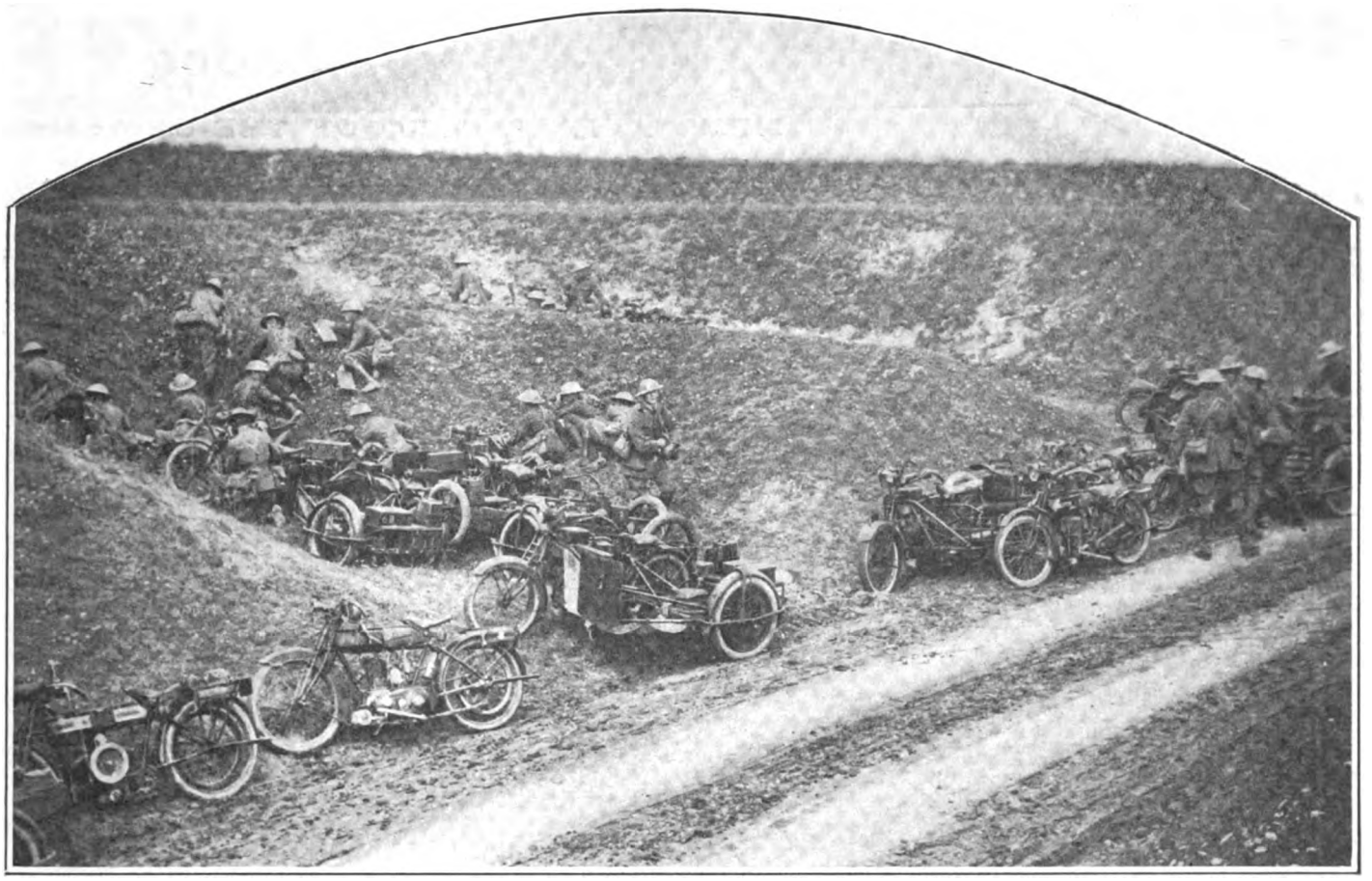

A Detachment of British Motorcycle Mounted Men on a Reconnoitering Trip "Somewhere in France"—Note the Machine Guns and the Number of "Flat Twins"

MEDALS FOR FINISHERS IN ELLIS' RUN

F. A. M. Commissioner Has Trade Behind Him on New Year's Eve Affair—Some New Details

NEW YORK, Dec. 19.—Having obtained assurance of whole-hearted support for his midnight run, which he is staging on New Year's Eve, December 31, George Ellis, State F. A. M. Commissioner, has decided to offer medals to all the participants who are able to finish the contest on schedule time.

A degree of interest attaches to Ellis' run from the fact that no one, not even Ellis himself, will know what the prizes are going to be until the contest is all over. Ellis is soliciting prize donations from motorcycle factories, accessory makers and local dealers, and asking that the donations be in order form, the orders being in sealed envelopes and not to be opened until it becomes time to award the prizes. At that time the envelopes will be opened and the winner will be given his choice, the next rider to take his choice, and so on down the line.

Trade Responding

The trade at large is responding splendidly to Ellis' call, and with nearly two weeks still to go it looks as if the "midnight frolic" is going to be the event of the metropolitan motorcycle season. Ellis has been promised the support of the Indian, Thor and Cleveland factories, as well as the Corbin Screw Corp., and practically all of the dealers in the metropolitan district are heart and soul in the movement.

In case no one is successful in reaching Poughkeepsie, the winner of the event will be the rider going the farthest distance, who, however, must have an affidavit signed by one or more persons. One must ride at least as far as Peekskill in order to be in the running.

In case of a tie, it will then be decided by the actual time, doing away with the three minutes allowed for the variation of watches. Two points will be deducted for each minute early, one point for each minute late.

Fifty Entrants

It is expected that about fifty red-blooded riders will enter, as it will take a "real rider" to stand the weather. There are to be some ladies also. Mrs. Ellis and Mrs. Wally Stuart will be on deck, along with Mrs. Terhune, of Hackensack, N. J.

Up to the present date there are fifteen entrants. The entry fee has been changed from $1 to $2. P. S. Kauffman and Jack Barmore of Yonkers have been appointed to designate the secret controls.

As was stated in the last issue of **Motor Cycle Illustrated,** the run is a scheduled time affair to be run in two divisions—one for lightweights, and the other for heavyweights. The course reaches from Columbus Circle, 59th street, New York, to Poughkeepsie and return. The distance is 150 miles and is to be covered by the lightweights in 11 hours, of which one is spent at lunch, while the heavyweight division is to cover the course in 8½ hours, 7½ of them spent in actual riding. The average rate for the lightweights figures out at 15 miles an hour, and 20 for the heavyweights.

Entry blanks are now out and can be had upon application to George Ellis, care of Baker, Murray & Imbrie, 10 Warren street, New York City, or any of the motorcycle dealers in the metropolitan district.

SEIBERLING PRESIDENT

Goodyear Vice President Heads Akron University Club

AKRON, O.—At the recent meeting of the Akron University Club, C. W. Seiberling, vice-president of the Goodyear Tire & Rubber Co., was elected president, succeeding Guy S. Norwood, secretary of the company, in that position.

The club is planning a new building, and rubber and tire men are active in its membership pushing the project.

PERLMAN MOVES

Representative Wants to Connect with Two-Wheeler Exporters

NEW YORK, Dec. 18.—M. Perlman, formerly located at 320 Fifth avenue, this city, has opened up new offices at 44 Whitehall street, where he is prepared to handle a general export business on motorcycles, bicycles and kindred lines.

Perlman is anxious to get in touch with manufacturers desiring to reach foreign markets in any part of the world.

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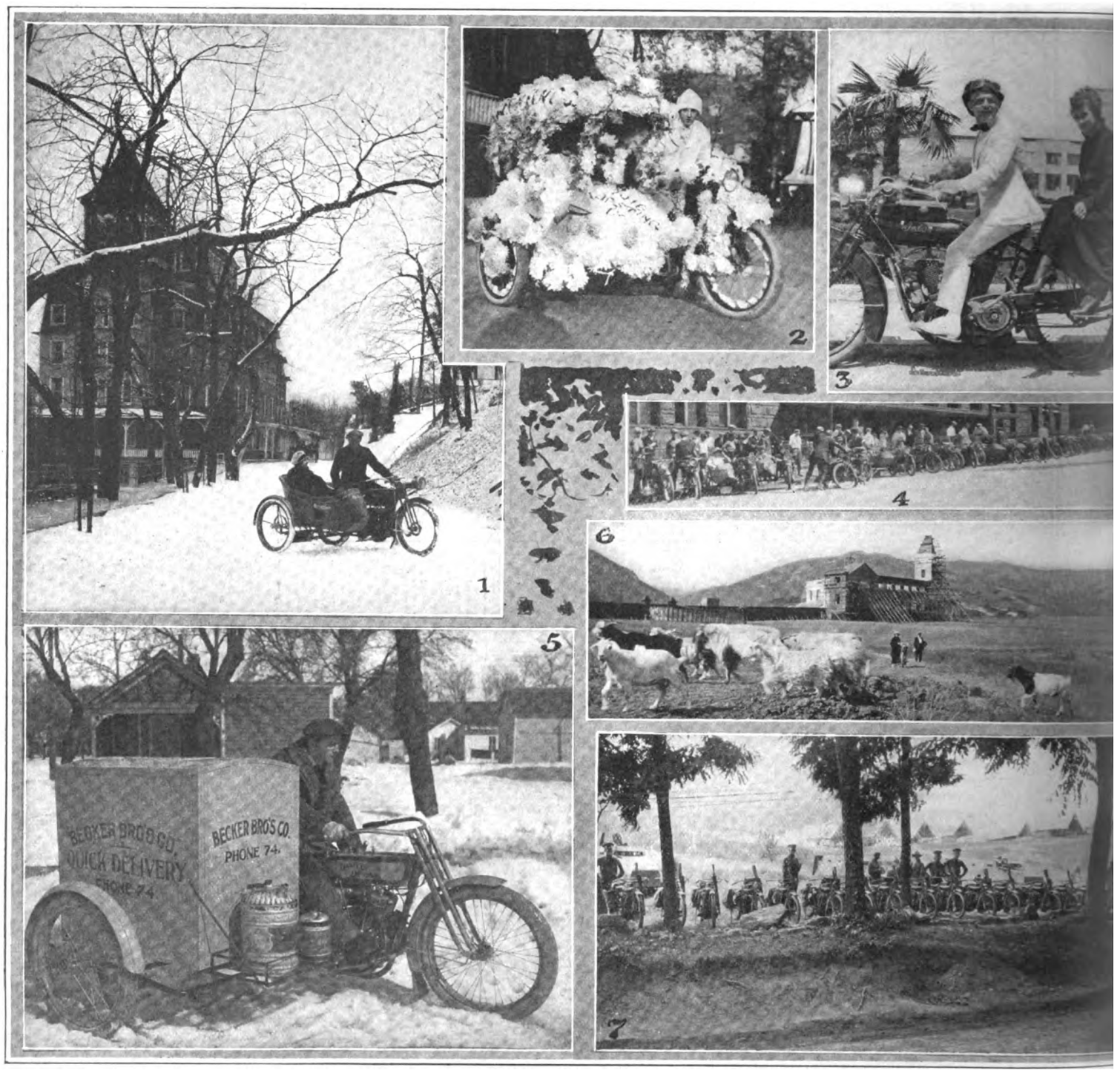
The Weekly

NEWSY EXPLOITS OF THE CAMERAMAN



REEL 1, Scene 1—A Reading Standard sidecar outfit pausing for a moment before leaving the grounds of the Grand View Sanatarium at Wernersville, Pa.

Scene 2—When the Indianapolis Chamber of Commerce staged its annual decorated parade the G. H. Westing Co., Indian dealers for the Hoosier City, entered this prize-winning Indian sidecar combination.

Scene 3—Pat Rooney and Peggy Custer, a couple of stars high in the moving picture firmament, trying out an Indian at Universal City, Cal.

Scene 4—A line-up of members of the Omaha M. C. in front of the post office preparatory to a round-the-city tour, which, by the way, was a whole-hearted success.

Scene 5—Here's a Harley-Davidson with Dunham sidevan which is making a remarkable record for itself in delivery service for Becker Bros. Co., Scotland, S. D.

Scene 6—Behind the scenes at Inceville, Cal., where motorcyles play a big part in the taking of many of the screen plays.

Scene 7—An unusually interesting photograph showing the scope of the motorcycle company in the First Armored Motor Battery, N. Y. N. G.

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Motograph

PRESENTED IN TWO REELS ~ ~

REEL 2, Scene 1—A septet of Spokane, Wash., enthusiasts trying their best to find a weak spot in the Indian without success.

Scene 2—E. C. McDonald, formerly connected with the Cygnet Rear Car Co., demonstrating a Harley-Davidson Cygnet outfit in Pelham Park, New York.

Scene 3—Just a glimpse of sunny California and a couple of Harley-Davidson tourists.

Scene 4—Alfred P. Lane, champion revolver shot of the world, who uses his Henderson for pleasure, pure and simple.

Scene 5—This is Clem Lax, of Kenilworth, Ill., whose Thor will do 75 without half trying. He is the bane of the speeder.

Scene 6—Here's a happy R. F. D. man who hangs his hat in a little home in Viborg, S. D. He is L. D. Frederickson and he swears by his Harley-Davidson combination.

Scene 7—All the way from Holland came this picture of G. Bernaert, who won first prize in a race meet on his Harley-Davidson.

Scene 8—At Lake Success near Douglastown, L. I., where the fishing is good, and where motorcyclists gather in abundance.

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FOWLER HOST AT DINNERS FOR SALESMEN

Sales Manager of Baker, Murray & Imbrie Arranges Two Feasts, a Constructive Program of Speeches and Inspection of Store

NEW YORK.—Two trade features of cycle show week in New York which escaped attention in the rush of activity at the Garden, but which are noteworthy as indicating the broad-gauge policies of a pioneer metropolitan firm, were a brace of dinners for salesmen presided over by H. T. Fowler, sales manager of Baker, Murray & Imbrie, Inc.

At the Prince George affair the speaking guests of the evening were Frank Kramer, the perennial racing champion, and Fred L. Brown, vice-president of the Pierce Cycle Co., both of whom discussed Pierce products and manufacturing methods.

The dinner at the Hardware Club brought together the salesmen and department heads of Baker, Murray & Imbrie, and was arranged for the purpose of getting the road men and the house organization into closer contact. Following the dinner the party went to the Baker, Murray & Imbrie headquarters on Warren street, where each department's merchandise and methods were explained by the man in charge of it.

"Our object in going about this matter so thoroughly," said Sales Manager Fowler, "was to further our plans for giving our dealers 100 per cent. service. We feel that true service requires that every salesman for Baker, Murray & Imbrie shall be able to describe and discuss our goods in such a way that the dealer will be impressed with our ability to back him up and meet his every requirement."

FRANCE OFFERS FINE CYCLE MARKET

Veteran Trade Visitor Says Opportunities for American Manufacturers at Close of War Will Be Practically Unlimited; No Activity Now

NEW YORK, Dec. 18.—N. Dellheim, who for twenty years was connected with prominent motor and cycle jobbing houses in France, is now in New York with the intention of entering the American jobbing field. Cycle business came to a halt in France shortly after the beginning of the war, except for one or two manufacturers who were filling army contracts, and the jobbing houses were left high and dry because there was nothing to "job."

Mr. Dellheim states that France is keenly in need of cycle supplies and accessories, and that the American manufacturers who get their goods through quickly after peace is declared will find a market surpassing their fondest expectations. In his opinion ten months or a year must expire after the close of the war before French manufacturers can even make a serious start at supplying the cycle needs of the country. He explains that cycle and accessory factories will have to be almost completely re-equipped, and that the labor problem is also likely to give cause for anxiety. It is Mr. Dellheim's conviction that France will gladly take all the cycles and cycle accessories that can be shipped from the United States for at least twelve months after hostilities cease.

As an interesting sidelight on the cycle and accessory situation in England, the visitor stated that a consignment of bicycle bells recently brought into France was found to have originated in Japan. They were sent out as English bells, but were identified as having come from Japanese factories. They were admitted to France on the ground that Japan is a member of the Entente.

Mr. Dellheim referred, in an interview at the office of **Motor Cycle Illustrated** a few days ago, to the fact that France had reached an annual production of 1,000,000 bicycles prior to the start of the war, and that the cycling spirit is still strong.

DALLAS TRADE

Texas Farmers' Demand Greater Than Trade Can Supply

DALLAS, Tex.—Demand for motorcycles is so heavy in Dallas and nearby territory that dealers find it impossible to get machines to fill orders now on file, according to J. A. McDougle, head of the Harley-Davidson Sales Co. McDougle reports the sale of seventeen motorcycles last week, and says he could have sold several others if they had been on hand. Most of the seventeen machines sold, he said, were three-speeds, electrically equipped.

Sales are being made for cash, according to McDougle, who says there is no necessity to talk trade or deferred payments for there are more buyers than machines on hand. The unusual demand for motorcycles in Texas is attributed to the good crops and the high prices which farmers are being paid for their cotton and other products. It is significant that many of the machines now being sold go to the country and are purchased for pleasure purposes.

KLINE MOVES

Philadelphia Harley-Davidson Dealer in Larger Quarters

PHILADELPHIA, Pa.—Alexander Klein, who handles the Harley-Davidson in Philadelphia, has moved from his old place, where he had been located for the past six years, to 2216 N. Broad street. He has leased the building for a term of five years.

The building is a three-story building on a lot running through to the street in the rear. Klein intends to use the first floor for show room and office purposes, while the second and third floors will be used for storage of accessories and supplies.

On the rear of the premises is a one-story building which will be used as a repair shop.

RHODES SHIFTS HIS R-S QUARTERS

PHILADELPHIA, Pa.—William G. Rhodes, agent for the Reading-Standard in Philadelphia, has moved his show room and shop to 2226 N. Broad street. Mr. Rhodes has been located for the past six years at 2208-10 N. Broad street. He handles both the Reading-Standard motorcycles and bicycles.

QUAKER POPE AGENT MOVES

PHILADELPHIA, Pa.—Gentel & Marshall, who handle the Pope in Philadelphia, have moved from their old location at 2427 N. Broad street to 2228 N. Broad street. Besides handling the Pope, they deal in second-hand machines and specialize on repairs.

JACK'S CYCLE GARAGE MOVES

PHILADELPHIA, Pa.—Formerly at Thirteenth and Cumberland streets, Jack's Cycle Garage is now located at 2517 N. Broad street. Besides storing machines, they make a specialty of selling accessories and second hand motorcycles and also specialize on repair work.

ROADS BOOSTERS PLAN CO-OPERATION

Organize in Milwaukee to Link Southeast District of Wisconsin With General Highway Improvement Campaign

MILWAUKEE, Wis.—For the purpose of making a concerted demand for better road conditions in Milwaukee, Racine, Kenosha, Walworth and Waukesha counties, the Southeast Wisconsin Public Welfare Association has formed in this city with the following officers: President, Gus Miller, Milwaukee; vice-president, H. O. Fitch, Lamberton; secretary, Henry J. Fels, South Milwaukee; treasurer, Henry Zens, West Milwaukee.

The directors are L. E. Marshall, Milwaukee; Clarence McKenzie, Big Bend; Leo Haumschild, Cudahy; Joseph McDonald, of Tichigan, and Walter Mayhew from Eagle.

The new association proposes to cooperate with various local advancement and civic bodies to obtain desired improvements in Wisconsin highways. It is stated that Milwaukee and Walworth counties have roads which are excellent while in the southern part of Waukesha and northwest part of Racine counties, the roads are in deplorable shape.

Various committees have been appointed to work with local good roads boosters and workers.

THE OMAHA-LINCOLN-DENVER

DENVER, Colo., Dec. 16.—The new Omaha-Lincoln-Denver highway will be thirty-six miles shorter than its original map planned, according to the announcement of D. W. Irwin, chairman of the board of directors of the highway. In making the distance from Fort Morgan to Denver, the road builders did not touch either Greeley or Brighton, Colo., but went by way of Hudson, an almost straight line route.

The new road will be 538 miles long, shorter by thirty-five miles than any other highway from Omaha to Denver.

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CROSS-CANADA ROAD TO BE CONSTRUCTED

Public Works Head Makes Definite Promise of Transcontinental Highway After the War

OTTAWA, Ont.—The construction of the first transcontinental highway in Canada, immediately after the conclusion of the war, has been definitely promised by Hon. Robert Rogers, Minister of Public Works, for Canada. It will be built by returned soldiers and immigrants. The long road will follow the railroad grades through the many rough portions of Northern Ontario and British Columbia. Existing good roads will be linked up with the through route wherever possible.

Dr. Coulter, deputy postmaster general, has taken up the matter of providing for the placing of R. F. D. boxes at safe distances from the side of the road. There have been a number of collisions with the box posts and complaints to the Government officials have been somewhat numerous.

The Government has decided to label all post offices with the name of the town or the community which they serve. In thousands of cases through the country, a tourist has no means of ascertaining the name of towns or villages except by hailing a native.

MORE HELP FOR DEALERS

Another Batch of Special Binder Sheets Is Ready for Indian Agents

SPRINGFIELD, Mass.—Another set of loose-leaf sheets to be kept in binders by Indian dealers is now being sent out from the Hendee factory. These sheets give pointers concerning commercial opportunities, discuss the results of Indian Photograph Day, which was recently observed in southern California, include a business-pulling postcard idea and also tell of several publicity stunts used by Indian dealers.

One of the sheets places special emphasis on the necessity for having clean and attractive salesrooms and window displays during the holiday season.

Included with the present batch of binder sheets is a circular calling attention to the fact that the forward connection for the sidecar on 1917 Indian models is in a different position from that formerly used, and that sidecars manufactured prior to 1917 are not applicable to the new machines without the use of a special fitting. Such a fitting is being provided by the company, at $2.50, subject to the regular parts discount.

GOODYEAR CHANGES

Several Branch Managers and Salesmen Shifted

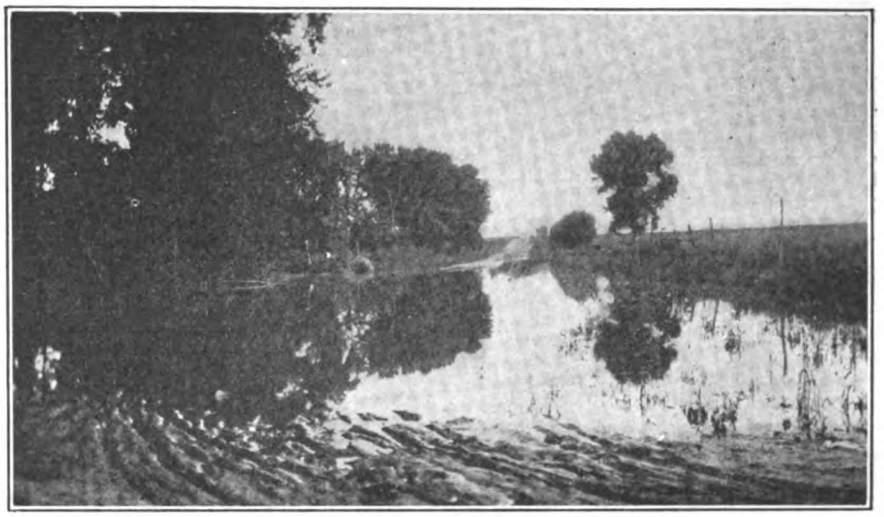
AKRON, O.—F. F. Tilden, formerly city salesman at the Indianapolis branch, has been installed as manager of the Goodyear branch at Columbus, Ohio, succeeding W. W. Magill, whose duties are to be announced later.

H. Walter, formerly city salesman at Atlanta, Ga., has been appointed resident salesman at Nashville, Tenn.

F. W. Nason, formerly manager of the Rochester, N. Y., branch has been transferred to the Export Department at Akron, Ohio.

W. G. Starnes has been made Goodyear manager of the Atlanta branch succeeding J. E. Taylor, who has been transferred to the Dealer's Help Division of the Automobe Tire Department at Akron.

STRONG CONTRASTS IN MIDDLE WESTERN ROADS



A Rider of Dundee, Kan., Sends in This Photo Which Shows a Young Lake Ranging from Six Inches to Four Feet Deep; No Detour Was Available

This Photo Comes from a Rider of Fort Wayne, Ind. The Stretch of Road Shown Is a Long One and Motorcyclists of Fort Wayne and Vicinity Make the Most of It

MASLEN STIRS THINGS UP

PHILADELPHIA, Pa.—George S. Maslen, distributor for the Indian, is right on the job advertising. Several weeks ago he mailed catalogues to the riders in his territory, these he followed up with a form letter invitation for the riders to stop in and look the new Indians over.

FLAMM SELLS 15 DAYTONS

PHILADELPHIA, Pa.—Sam. F. Flamm, manager of the Uncle Sam Motor and Cycle Co., which handles the Dayton here, reports that they have deposits on fifteen 1917 Daytons.

AS POLICE PATROL!

Galveston Officer Handcuffs Prisoner to Tandem Seat

GALVESTON, Tex.—Galvestonians are finding many and varied uses for the motorcycle, but it has remained for a member of the motorcycle-mounted squad of the Galveston Police Department to employ his machine as a patrol wagon and bring a prisoner to headquarters mounted on behind him.

John Antichevich was called to the outskirts of the city to get a man who was causing a disturbance. Antichevich found himself in a section of the city where there was no patrolman and no telephone nearby. Knowing that he was needed at the police station, Antichevich did not attempt to walk back to a telephone with his prisoner, but taking his handcuffs, he passed the chain through the handle to the tandem seat on his motorcycle and locked the cuffs on the prisoner's wrists. He then made his prisoner mount the tandem seat behind, and rode serenely into the police station bearing his prisoner behind him.

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WALDEN AGAIN HEADS JERSEY CLUB

Mackey, Vice-President; Holton and Cordes, Secretaries, and Sieb Treasurer—Some Plans

NEWARK, N. J., Dec. 15.—The New Jersey M. C. held its annual election Tuesday night, returning Wilbur M. Walden to the presidency after a neck and neck race with Walter Ker, the retiring vice-president.

Others to hold office for the ensuing year are A. R. Mackey, vice-president; E. B. Holton, recording secretary; Fred W. Cordes, financial secretary, and Henry E. Sieb, treasurer.

At the close of the election a reception was held in honor of Harold I. Cogswell, a member who has just returned from border duty.

Cogswell talked of his experiences and observations regarding the use of the motorcycle in military work.

Plans for the successful running of the Sixth Annual New Year's Day Ride are under way. The destination of this year's sociability run is the Monmouth House at Freehold, and the starting time is 9 a. m. from the club house.

With the hundreds of sidecars in use in this section, it is expected that the 1915 record of 31 machines and 47 people on the run to German Valley will be broken.

The second annual theatre party and supper at one of the leading cabaret shows is set for Jan. 26, and a large delegation of out-of-town riders and trade men are expected to attend.

The club is completing a schedule of 26 sociability runs for this year, one being held every other Sunday regardless of weather conditions. Three members are eligible for the medals to be awarded any member who has attended 80 per cent. of the runs scheduled.

They are Clarence Eckhardt, Harley-Davidson sidecar; Martin Netzler, Excelsior sidecar, and Arthur Wintsch, Indian sidecar, who also held down the job of road captain very efficiently during 1916.

MARVEL INTENSIFIER

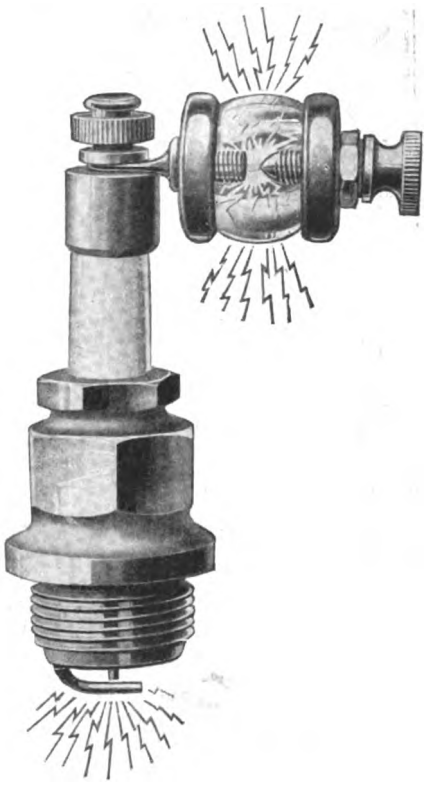
Oak Park Concern Enters Field with Ignition Device

OAK PARK, ILL.—The Marvel Mfg. Co., 1020 Washington Boulevard, has entered the motor accessory field with a neat little spark intensifier that is said to do wonders in the way of improving the ignition on any type of motor.

In its simplest aspect, the Marvel intensifier comprises a supplementary spark gap enclosed in a glass tube and so arranged that it can instantly be fitted to the orthodox sparkplug simply by attaching with the terminal screw. The plug cable attaches to the other terminal of the intensifyer so that the passage of the ignition current is through the device.

The operation of the device depends upon the well known principal that the provision of a second spark gap in the line causes an intensification of the ignition current; in other words, the spark is retarded slightly until its strength is sufficient for it to jump both the outside gap and the gap in the cylinder of the motor.

It is claimed that this intensified spark results in a power increase since the flame propagation is more rapid, while at the same time the spark is sufficiently hot to burn off both oil and carbon deposit and keep the plug constantly clean. The device is claimed to make an old plug every bit as efficacious as a new one. It sells for 75 cents and is handled through both jobbers and dealers.



Marvel Spark Intensifier

HAMILTON CLUB

Butler County Cycle Club Active Despite Cold Weather

HAMILTON, O.—The Butler County Cycle Club has been keeping up its activities since cold weather set in, with the result that even more interest than usual is evident. The first dance of the winter season was held at the club quarters on the evening of December 15, and preparations are under way for the New Year's Eve dance, which is expected to be one of the most elaborate functions the club has yet held.

A pool tournament is under way among the members, keeping them all interested, and the basketball team, which looks classy, has started on a hard schedule. Members are still talking about the "hare-and-hound" motorcycle chase which the club staged not long ago, the event being the first of its sort ever seen in this section. Three riders, acting as the "hares," started out half an hour ahead of the "hounds," marking their course by scattering confetti. prizes were awarded to the "hounds," who found three numbers hidden by the "hares" at the end of the course. Many riders became lost trying to follow the tortuous course taken by the "hares," one rider making a total of 156 miles on this account. So successful was the event that it will probably be made an annual affair.

NEW INDIAN DEALER

FARGO, N. D.—Fred Green, formerly of Minneapolis and Winnipeg, has taken the Indian agency in this city for both motorcycles and bicycles. Green's store is at 515 Second avenue north.

SITE FOR EAST PALESTINE PLANT

EAST PALESTINE, O.—The East Palestine Rubber Co. has secured a site of 12 acres of land, and will build a plant with a capacity of 500 tires and tubes daily.

Another Timely Service Feature

A MONTH ago *Motor Cycle Illustrated* took time by the forelock and published a complete technical description of a motor-sled, with working drawings, and this material has met with such wide approval that we are more than ever convinced of the popularity of the power-sled as a means of utilizing a motorcycle power plant during the winter months.

By way of supplementing the article referred to, and in order to give our readers the specialized advice needed to assist them in meeting their individual requirements, we are now announcing a special Motor-Sled Queries department. This department will be conducted by our Technical Editor, and in it he will be prepared to answer all questions pertaining to the construction and operation of a power-sled.

Despite the fact that snow has fallen as yet only in comparatively limited areas, *Motor Cycle Illustrated* has received dozens of letters commenting favorably on the article above referred to, and in many cases additional information is requested to cover some specific desire of the motor-sled builder.

It is to answer these inquiries on a systematic basis that the Motor-Sled Queries department has been decided upon. You are invited to write as often as you please, and ask as many questions as may be necessary. Simply state your exact requirements and address your letter to Technical Editor, *Motor Cycle Illustrated*, 13 Park Row, New York.

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THAT CALIFORNIA DOUBLE ENDURANCE PICTURIZED

HERE'S what the camera man got of that Los Angeles-San Francisco double back-acting, reversible 1,000-mile endurance run which proved a world-beater in the way of good sport and hard going.

The first picture shows a busy scene just before the start of the San Francisco riders on their return trip from Los Angeles. The tall man in the background is J. J. O'Connor, official starter, reading off the seconds. The second picture shows Erwin G. Baker, the famous Indian rider, who came through with a perfect score. The two headlights played an important part in Baker's performance as they aided him to make the best possible speed on the mountain roads that twisted and turned like the track of a snake with a nightmare.

Here, in the third picture, are shown Fred Ludlow and Lem Sahagan, a couple of perfect-score Henderson men posing for the camera man in front of the Los Angeles store of the Henderson Motorcycle Sales Co. after the finish of the contest. Picture No. 4 shows Paul H. Cleap, a sailor in the United States Navy, who left the ship U. S. S. Hull and went through the contest on a Harley-Davidson stock machine. He rode with the San Francisco riders.

The fifth picture shows the San Francisco riders lined up for a final look at the camera before starting back from Los Angeles. The man with the number 17 on his arm in the sixth picture is D. Burlsland, one of the San Francisco Thor riders who gave a good account of himself.

Perkins and Hale are shown in the seventh picture. They say that they found it an ideal sidecar jaunt on their Harley-Davidson outfit. G. K. Brennan, shown in picture No. 8, on a Henderson, was the first of the San Francisco riders to sight the lights of Los Angeles from the summit of Cohnenga Pass.

Hearty welcome was extended to A. T. Bedell and Ed. Tice at the finish. Picture No. 9 shows Bedell and Tice in front of the Los Angeles Harley-Davidson agency.

Notice the "sheepskins" on Tice's machine.

Ray Smith and Bert Gilmore, shown in the center of picture No. 10, are a couple of perfect score Excelsior riders from Los Angeles. Fred Hoffer, of the Goudy-Hoffer Co., the California Excelsior distributor, is at the right, and O. A. Kupfer and Harold Frank, a couple of Excelsior salesmen, complete the picture.

GASOLINE GOES UP

CHICAGO, Dec. 18.—The price of gasoline is going up in this district. Heretofore it has been 15½ cents, but the Standard Oil Co. of Indiana has advanced it one cent to 16½ cents, throughout all of this territory. In the Kansas City district both the Standard Oil and independent companies have increased the price one cent a gallon, from 14 8/10 to 15 8/10 cents, tank wagon basis.

NEW WICHITA FALLS CONCERN

WICHITA FALLS, Tex.—The Automobile and Bicycle Tire Co. of West Texas, which has just been organized here with a capital of $10,000, will be one of the largest tire supply houses in West Texas. The incorporators are: M. Hull, E. A. Chamberlain, and M. McG. Hull.

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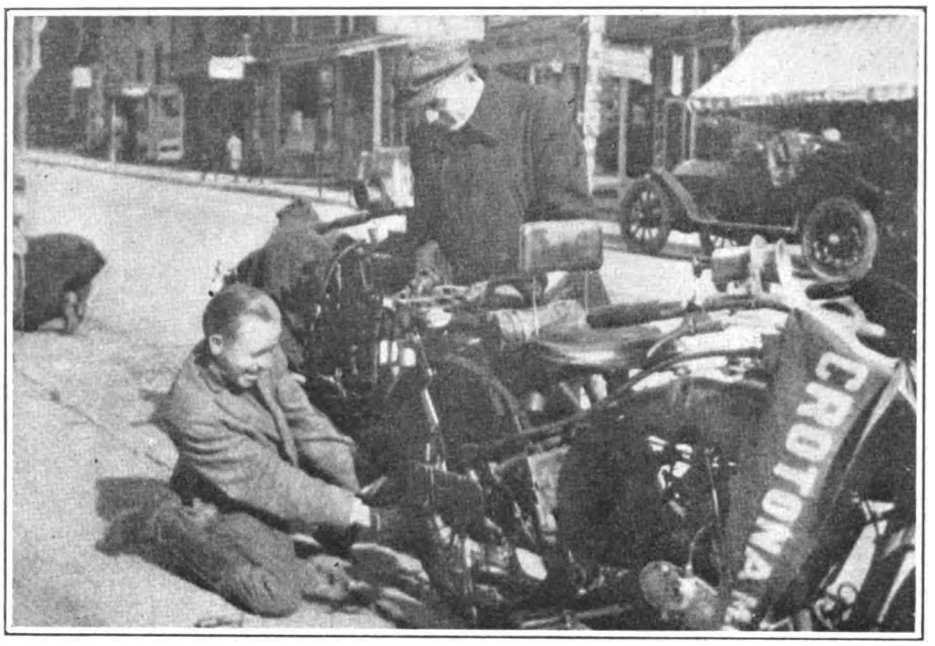
Why Not the Butt End Tube?

Rider Brings Out Its Good Points and Suggests Universal Use

By Wallace Stuart



A Puncture Never Bothers the Butt Tube User

I WONDER if a mere rider like myself can dare to make a suggestion to the motorcycle manufacturers, that is, make it and get away with it. Well, I will try it anyway, so here goes.

It seems to me that it would be the wisest thing for the motorcycle manufacturers to put butt end tubes in the shoes on new machines instead of the regular endless tubes when shipping them from the factory. As a matter of fact, for the life of me, I can't see why the butt end tube isn't used universally.

There is no question as to the convenience of that type of tube. It eliminates the necessity of taking out the wheel when fixing a puncture or blow-out, and furthermore because of the ease entailed in charging a punctured tube for a new one, or repaired one, the riders who use the butt end tube are prone to have their repairs vulcanized rather than to patch them on the road.

Not that I mean to imply that patches are unreliable if properly applied. But that's just the rub. When you are in a hurry you are liable to rush the patch job through and a leaky tube results from the first burst of speed which causes undue friction and heating and pries the patch loose from the tube. For that reason, if for no other, it strikes me that it is just the proper caper to have every puncture vulcanized as soon as possible, relying on patches only as a last resort.

Anyone who has ever used the butt end tube will vouch for its reliability. As a matter of fact, in my case at least, they have given me no more trouble than the endless type.

Personally, when I get a new machine, which I do just about every year, at my first puncture I never bother to take the wheel out to remove the tube. I simply say, "Well, here goes another $2.50," and slash it across with my knife and put a butt end tube in.

I know there are many other riders like myself who do this very thing. I have seen it done time and time again. It is a darn sight easier to slash the tire across than it is to take out the wheel and put it in again, and once the butt end tube is in place you feel different about the puncture jinx. It is easy to repair the butt end tube in comparison with the endless tube.

Some riders cut neatly across the endless tube about ten inches from the valve and then take it to a vulcanizer and have him put on a couple of extra inches and the canvas flaps, converting the old tube into the butt end type. I haven't had sense enough to do this yet, but the next time I get a machine with an endless tube I am going to try this stunt.

But, in the meantime, I am hoping that the manufacturers will give the butt end tube the consideration it deserves and will specify that type for use on the 1918 machines.

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ROCHESTER SHOW

Cycle Display in Separate Building From Autos

ROCHESTER, N. Y., Dec. 19.—Something unique in the annals of Rochester and Rochester's vehicle trade is scheduled for next week. It is Rochester's annual automobile show, the novel feature of it being that the automobiles are to be housed in one building, with motorcycles and bicycles in another—sort of separate exhibit as it were. But the two-wheeler benefits by a big advertising campaign which is being carried out by the Rochester Automobile Dealers' Association in connection with the show.

Practically every Rochester motorcycle and bicycle dealer has taken space for the week, and the show bids fair to be a wholehearted success from the two-wheeler viewpoint. A special bicycle night has been arranged on which the dealers present will be addressed by Messrs. C. F. Olin, of the New Departure Mfg. Co.; W. F. Emerson and Frank Chase, of the Atherton Coaster Brake, and other big trade men.

CHRISTMAS WINDOWS

Baker, Murray & Imbrie Set Up Two Exceptional Displays

NEW YORK, Dec. 19.—Always up to the minute in the way of window displays, Baker, Murray and Imbrie, the New York Indian distributors, have exceeded themselves this week by a couple of Christmas windows that are eye-catchers and goods sellers in every sense of the word.

In the motorcycle window, Santa Claus is shown making his deliveries via the motorcycle and sidecar route, while just opposite it in the bicycle window a fireplace scene with the stockings, Christmas tree and, of course, the bicycle, call attention to the acceptability of the two-wheeler and accessories as Christmas gifts. The couple of windows are attracting an unprecedented amount of attention from passersby.

POLISH FROM DU PONT

WILMINGTON, Del., Dec. 18.—The DuPont Co., maker of powders, munitions and automobile fabrics and accessories, has just put a new product on the market. It is known as Pontoklene, and it is described as a polishing medium which is adaptable for use on sidecar bodies. It is said that it will remove grease and tar instantly. The new product sells for $1.50 a half gallon.

GAS INCREASE HITS COAST

LOS ANGELES, Dec. 18.—The high cost of gasoline has hit the coast. Both the trust and the independent companies have increased the price from 19 to 20 cents. This makes an increase of 9 cents a gallon within the past 14 months.

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PUTNAM MAKES A FAST TRIP

Boston Man Rides from Detroit to Home in Three Days Despite Much Snow; Bad Roads in Middle West

BOSTON, Mass.—Take it from H. B. Putnam, who formerly handled the Harley-Davidson in Hyde Park but who recently has gone to work at the Henderson plant in Detroit, eastern riders do not know what bad roads are.

Putnam straddled his 1916 Harley-Davidson a couple of months ago and turned his front wheel toward the west, riding as far as Milwaukee where he spent a few days at the Harley-Davidson plant.

The going was fairly good, all considered, until after he left Detroit headed for Milwaukee; then he encountered not only bottomless sand but hub deep gumbo which clogged his wheels and made him stop to clean the mud out from between the tires and the mudguards.

When it comes to clear sheer riding ability, Putnam says the riders of the middle west are right there and no mistake, and what he saw of roads or lack of roads through the middle west has made him take an oath never to call even the worst of the eastern roads bad in the future. By comparison they are ideal.

Putnam made a quick trip back from Detroit for the Thanksgiving holidays. Leaving Detroit on Saturday morning before the holiday, he managed to make Cleveland by evening despite the fact that he encountered a "young blizzard" which made the going difficult.

Setting out from Cleveland he found the roads in fine condition and nothing retarded his progress until Syracuse was reached when he found the roads buried under half a foot of snow. He plowed through the snow until Utica was reached and averaged 350 miles for two days between Cleveland and Boston.

The Harley-Davidson he rode was a 1916 model which had been through two gruelling endurance contests and which had piled up a season's mileage of better than 25,000 miles.

MILITARY TEST

Fort Sill Motorcycle Spread Makes Run to Ada, Okla.

ADA, Okla.—Under command of Captain O. P. Robinson, the motorcycle mounted machine company stationed at Fort Sill, near Lawton, arrived here at 1 o'clock last Wednesday morning, having made the run from Fort Sill as an experiment and to test out the equipment.

Captain Robinson said the run from Fort Sill was most successful, only minor mishaps having been experienced which caused slight delay. He said unusually bad roads had been encountered, and the motorcycles had done all that could be expected of them. They had even surpassed the claims of the factory, he said.

The company consists of fifteen privates mounted on motorcycles, equipped with two mounted machine guns and two guns of the Lewis type carried in reserve, four caissons carrying 21,000 rounds of ammunition, and the motorcycle ridden by the commanding officer. In addition to this, the company has two automobile trucks bearing extra equipment.

SAVANNAH CLUB MOVES

Takes Larger Quarters and Plans Banquet; Other News

SAVANNAH, Ga., Dec. 16.—The Savannah M. C. will move on Jan. 1 to larger quarters at Broughton and Congress streets. The present quarters at 13 York West have been occupied for the past three years. The location is well remembered by many of the trade travelers and riders who were here during the big 300 mile races during 1913-14.

The new quarters comprise four rooms and bath. Arrangements are now being made for a big banquet to take place on New Year's night. Some of the most prominent men of the city have been invited to speak. The club will, however, go into everything in the athletic field, but motorcycling will be the chief sport.

Circular letters are being mailed out by Secretary Meyer to all club secretaries asking that the letter be read at their next meeting. The letter requests each club to save the fronts on Fatima, Chesterfield, Favorite, Piedmont and Richmond cigarettes and send same to the club. The Savannah M. C. has entered its president, George Porter, in the race for a piano which the members say will look good in the new quarters.

COLORADO'S REVENUE FROM MOTORISTS

Gross Receipts from Motorcyclists and Automobilists Will Be $205,000 for the Current Year; License Dodgers Rounded Up

DENVER, Colo., Dec. 16.—The enormous increase in motor vehicle revenue to the State which has marked the year just closing is forcibly shown in the biennial report of Chief Inspector Carl De Lochte, of the office of the Secretary of State, which will be submitted to the coming session of the State Legislature. The gross receipts from motor licenses for 1916 will be $205,000, as compared with $121,000 of last year, an increase of $84,000. All but 10 per cent of this amount, which is used for expense of collection, is used for the betterment of Colorado highways.

One of the striking features about the report is the amount collected by De Lochte through vigilant inspection. From June 1 to October 1 of this year, in the Denver district alone, De Lochte turned over $13,453 in the form of unpaid or underpaid licenses which he "picked up" from evaders or neglecters of the licensing law. In other parts of the State violators were caught, and the total amount secured from them was $8,310, giving a total of $21,763, which came into the motor vehicle revenue after the inspectors had nabbed violators.

Chief De Lochte has developed the art of "spotting" license evaders, and motorcyclists touring Colorado should be warned in time. He has hanging on the walls of his office samples of the bona fide tags from every State, and has spent many hours in fixing them in his mind. Counterfeits have to be perfect to escape his eye, as many an unscrupulous tourist will testify. Mr. De Lochte believes that this part of enforcing the motor license law has become essential, and that the $21,763 collected in Colorado this year emphasizes its importance.

"It's a business that takes time, study and eternal vigilance," says the inspector, "and one that becomes of increasing importance as the motorcycle and other motor vehicles increase in number."

NEW CYCLE CORPORATION

ALBANY, N. Y., Dec. 16.—The Martin Truck & Body Corporation was incorporated yesterday to carry on business in bicycles, automobiles and other vehicles. The company is capitalized at $450,000. Three thousand shares are of par value of $100, while 30,000 shares have no par value.

READING CLUB

Elects Two New Members, Nominates Slate and Plans Smoker

READING, PA.—At a business meeting of the Reading M. C., two new members were elected and the following nominations for officers were made: President, William Dolch and James Kinsey; vice-president, John Deysher, E. Von Neida, George Newhouser; captain, James Dunkle, Martin Hoffman and A. Anderson. The election will take place in January. The club arranged to hold a smoker on Thursday evening, Dec. 28, with special entertainment features.

OFFICERS OF THE WIDEAWAKE OMAHA M. C.

President Harry Stryker Appears in the Center of the Group at the Left, and Secretary A. G. Sorenson Is Shown on His Excelsior

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$300,000,000 SPENT ON ROAD IMPROVEMENT

Figures Propounded by American Highway Association Show Remarkable Development in Ten Years, Especially in South

NEW YORK, Dec. 18.—That approximately $300,000,000 has been spent on improving the public roads throughout the United States during the present year, and that there are at present some 2,275,000 miles of improved public highways not counting the streets in the incorporated cities and towns, comes to light through a report just gotten out by the American Highway Association.

The increase in road improvement work during the past 12 years has been most remarkable, according to the association's figures. For instance, in 1904 the total expenditure on highway improvement including expenditures on streets in the towns and cities amounted to only $79,000,000, or just about 30 per cent of the money spent during the present year.

Road development work in the southern states especially has been remarkable during the past ten years. For example, the increase in revenue for road work in 1914, as compared with the revenue for 1904, was in Alabama, $2,372,584.72, or 150 per cent; in Mississippi, $2,261,030.26, or 134.9 per cent; in North Carolina, $3,856,803.55, or 283.8 per cent; in Texas, $5,781,921.62, or 139.7 per cent; in Virginia, $2,536,777.36, or 368.8 per cent, and in Maryland, $5,127,181.53, or 586.9 per cent. The increase in Delaware amounted to $420,825.12, or 463.4 per cent.

Some of the States at the lower end of the list are Kentucky, with an increase of only 14.6 per cent; South Carolina, with a small fraction over 35 per cent, and Arkansas .88 per cent.

Another instructive table on road mileage, prepared by the United States Office of Public Roads, shows that at the close of 1914 there were 50,743 miles of public roads in Arkansas, of which only 1,097.5 miles were improved and that in the period between and including 1909-1914 there was an actual decrease of .79 in the percentage of surfaced or improved roads in that State. South Carolina and Oklahoma also make a very sorry showing in the road mileage figures. In South Carolina the total road mileage at the close of 1914 was 42,226.25, the number of miles of surfaced roads at the close of 1914 and the number of miles surfaced from 1910 to 1914, both years inclusive, is expressed in these shameful looking figures in the official statistics—"*164.25" —the asterisk meaning "decrease," which means that in five years, 1910-14, less than one mile of public roads in that State was surfaced. Additional figures in the accusing official table show that whereas in 1909 the percentage of surfaced roads in the State was 11.02, in 1914 the percentage of surfaced roads was 7.98.

WHEELING ITEMS

Club and Dealer News from West Virginia City

WHEELING, W. Va., Dec. 18.—The Wheeling M. C. is planning for a big celebration of Christmas Day. Among the features will be a "turkey run," and among those who will partcipate are A. J. Pastors, Wesley House, Earl Braunlich, J. Landon Bier, Charles Caldwell, Emory Herrold, Paul Dangel, Charles Medar, Otto Reitz, Carl Schnuberger, D. H. Michaels, Carl Sells, J. P. Wasmuth and Arthur Drummond. A Christmas tree will be a feature of the decorations at the club house.

President J. Landon Bier will leave on his machine within the next few weeks for a hunting trip in the mountains down in the state.

Walter Bowman, agent for the Henderson and Excelsior machines, and Lemoin Pickens, are building a motor bobsled, which promises to create a sensation.

Harvey Bernard, of the Hendee Mfg. Co., and E. R. Durkee, of the Harley-Davidson Co., have been asked to arrange the next annual endurance run next June of the Wheeling M. C. Wheeling will be the night control city this time instead of a night control en route.

WHITING BUSY

Looking Forward to Carload Shipment for Colorado

DENVER, Colo., Dec. 19.—This week, Walter W. Whiting, 1309-11 Broadway, and Colorado distributor for the Harley-Davidson, expects a carload shipment of 1917 Harley-Davidson machines and side cars. A goodly number of machines from this shipment will be sent to different Harley-Davidson agents in various parts of the state.

Recently, Whiting received a shipment of Harley-Davidson bicycles and now has them on display in his store. The shipment consisted of thirteen wheels and is the first lot brought in this city.

NEW EXCELSIORS ARRIVE

LOS ANGELES, Cal.—The new series 18 Excelsior motorcycles and bicycles have arrived at the show rooms of the Goudy-Hoffer Co., 938 South Main street, and the boys are looking them over pretty thoroughly.

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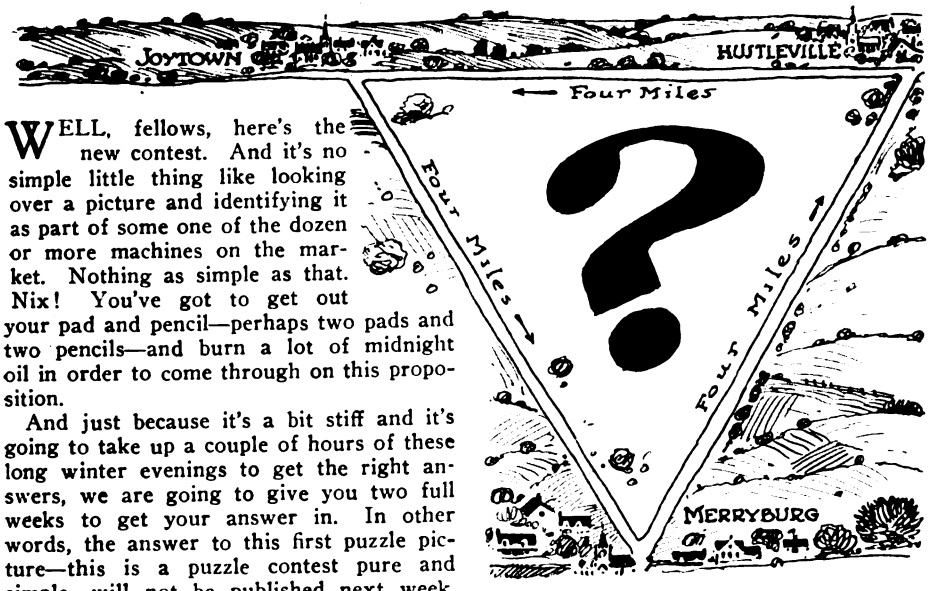
BAKER AND PERRY IN NEW CONTEST

Let's See If You Can Dope Out the Correct Answers—We Will Pay for Good Puzzles



WELL, fellows, here's the new contest. And it's no simple little thing like looking over a picture and identifying it as part of some one of the dozen or more machines on the market. Nothing as simple as that. Nix! You've got to get out your pad and pencil—perhaps two pads and two pencils—and burn a lot of midnight oil in order to come through on this proposition.

And just because it's a bit stiff and it's going to take up a couple of hours of these long winter evenings to get the right answers, we are going to give you two full weeks to get your answer in. In other words, the answer to this first puzzle picture—this is a puzzle contest pure and simple—will not be published next week. It will appear two weeks hence along with another puzzle picture.

The Proposition

Here's the proposition: Merryburg, Hustleville and Joytown, as shown by the diagram, are located on the points of a triangle, the straight roads connecting the three cities being just four miles long. In other words, a rider starting at Merryburg rides four miles along a straight highway to Hustleville, takes a sharp left turn and rides four more miles along a highway to Joytown, takes another sharp left turn and then four more perfectly straight miles of highway bring him back to Merryburg.

Now having gotten the lay of the land, so to speak, let's meander on to the puzzle. We have two riders—say Bob Perry and Erwin Baker—starting out from Merryburg and riding toward Hustleville. Bob starts first and rides at a rate of a mile an hour for one mile—then Baker starts. Then both ride at the same rate—one mile in one hour—until they reach Hustleville. Then they ride at the rate of two miles an hour until they reach Joytown. When that city is reached they again double the speed and ride at four miles an hour until they reach Merryburg again. Starting out on the second lap of the 12-mile circuit, they ride at 8 miles an hour to Hustleville again and so on, doubling the speed each time they pass one of the cities.

The Questions

We want to know just where Baker will be on the course when Perry gets back to the starting point—Merryburg—on his first lap of the course. That's an easy one.

Then we want to know just where Bob will be and how far he will have traveled when Baker is ⅛ of a mile away from Merryburg, not having reached that point yet. That one is a bit of a sticker.

There now you, fellows, you who are fond of sitting by the fire and doping things out. Go to it. There's enough work in this little puzzle to keep you busy for an hour or two at least, even if you are fairly good at figures.

And by the way, just one other little point, you know the Contest Editor has first to get all these puzzles and then set down and solve them out himself and put them up in readable style to puzzle you fellows and girls. And believe me that's no cinch job. Therefore he is going to cry "help"! And here's a second proposition:

We Want Puzzles

Supposing, you riders send in some puzzles yourselves. Make 'em just as hard as you care to, but they must be interesting and must, of course, be applicable to motorcycles. For every puzzle that is good enough to get by the Contest Editor's desk and to be used in connection with this contest, we will pay $2. There's chance to earn that new shoe, or lamp, or new "whatisit?" that you will need for your machine by the time the next season opens.

But say, don't forget to send the answer along with the puzzle you submit, because the Contest Editor earns his salary in doping out stickers for you and is not anxious to be stuck himself.

Just one more point, August Yakie, who sends his stuff all the way from Port Arthur, Texas, and O. J. Salo, who posts his answers at Red Lodge, Mont., have come through with correct answers to the last puzzle picture in the "What do you know about motorcycles?" contest. Both of them were in the "missed on two pictures" class when the final scores were published and the Contest Editor takes pleasure in promoting them this week to the class ahead.

As was the case with the last contest, the present puzzle contest is put up to **Motor Cycle Illustrated's** readers simply as a sporting proposition. There are no prizes attached to it or no awards, aside from the feeling of glory that comes when you are able to beat the other fellow and keep your contest slate clean.

I forgot to say that the idea for the present puzzle was submitted by M. E. Gale, the Angola rider who made such a name for himself a couple of years ago by doing the side by side seat act on an Emblem, and later by pulling a prairie schooner across the country with a Schickel motorcycle.

CLYMER'S SLED

Greeley Dealer Advertises Business with Power Bob

DENVER, Colo., Dec. 19.—The recent snow in Colorado has not stopped Floyd Clymer, the Harley-Davidson and Excelsior dealer at Greeley, Colo., from using his motorcycle. As soon as enough snow had fallen, Clymer brought from its summer hiding place his motorcyle sled. He has been making good use of this for the past two years. What is more, by mounting his motorcycle on runners he now can carry more of his friends than he could with a motorcycle.

Clymer uses a two-cylinder Harley-Davidson engine and propels the sled with a regular motorcycle wheel. He says he can make 50 miles an hour when the snow is hard. By riding around Greeley on his motorcycle-sled, Clymer is giving his motorcycle business some good advertising, as it shows the possibilities a motor bike possesses for winter sport.

INDEPENDENT CLUB

Elects Eytel President and Re-elects Treasurer and Secretary

NEW YORK, Dec. 18.—Ed Eytel was elected to head the Independent M. C. at the annual meeting and election of officers held at the club's headquarters, 306 West 133rd street. Fred Larsen was re-elected to the treasurership and Emil Grossman to the office of recording secretary and press agent.

Charles Shearer is the new road captain and Charles Johnston assistant captain.

The club is keenly anxious to get together with other clubs both in the metropolitan district and outside the Greater New York limits with a view of furthering the interests of the sport and arranging combination runs and sporting events. Make arrangements either with the road captain at the club address or through the secretary, Emil Grossman, 1060 Kelly street.

SPANISH CATALOG IS READY

MILWAUKEE, Wis.—The Spanish edition of the Harley-Davidson catalog for the coming season is just off the press, and is looked upon by all who have seen it as a remarkably fine addition to motorcycle literature intended for the Latin-American countries. The preparation of the material, along lines calculated to make the clearest and surest appeal to Latin-American agents and other buyers, was a tremendous job, but the results are highly creditable to the Harley-Davidson Latin-American department and the advertising department, whose joint efforts have been devoted to the new catalog for some time past.

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Stolen

EXCELSIOR NO. 41227

Alva E. Radcliffe, 7002 Princeton avenue, Chicago, Ill., reports the theft of his 1914 Excelsior motorcycle. The machine was equipped with three-inch Goodyear tires, Old Sol headlight, Solar tail-lamp and Presto tank.

INDIAN No. 78 G 723

B. G. Sammis, Huntington, L. I., offers a reward of $25 for the recovery of his three-speed 1915 Indian motorcycle, No. 78 G 723. The machine had a sidecar, No. S 277641, attached.

HARLEY-DAVIDSON NO. A-14349-H.

N. L. Baldwin, 341 Pleasant street, Chicago, Ill., reports the disappearance of his 1914 Harley-Davidson twin motorcycle, No. A 14349-H.

HARLEY-DAVIDSON NO. M-511-K.

The Balfour Hardware Co., Savannah, Ga., offers a reward of $10 for the recovery of a 1915 Harley-Davidson twin motorcycle, No. M-511-K.

HARLEY-DAVIDSON NO. 6470-DG.

D. Angus, Grand Haven, Mich., reports that his 1914 Harley-Davidson chain single, No. 6470-DG., has been stolen.

HARLEY-DAVIDSON NO. L-8143-M.

C. C. Arnold, 110 E. Central street, Franklin, Mass., has reported his three-speed 1916 Harley-Davidson motorcycle No. L 8143-M., stolen. A sidecar, No. 58842, was attached.

HENDERSON No. 5825

Charles A. Merkel, Rochester, N. Y., announces a $25 reward for the recovery of a two-speed 1916 Henderson motorcycle, No. 5825, with the following equipment: Prest-O-Lite, Corbin-Brown speedometer, F-N tandem, mechanical horn, Eclipse front hub, Firestone and Fisk tires, Rogers sidecar. The machine is supposed to have been stolen by a man named Peter Jones, alias Nick Julius. He is described as short, slight and of dark complexion.

MANUFACTURERS, dealers and riders are invited to send data on the above lines to the Stolen Machine Bureau of Motor Cycle Illustrated as soon as possible upon the disappearance of a machine.

Each notice will be printed once in these columns without charge, and the details will also be filed with the Stolen Machine Bureau to be acted upon when a clue is obtained to the stolen mount.

If you lose a motorcycle or recover one, notify your local Police Department at once and then send the necessary data to Motor Cycle Illustrated.

POLICE CO-OPERATION REQUESTED

Cards Announcing Stolen Machine Bureau Are Mailed to 500 Police Chiefs Throughout the Country; Quick Action Is Essential

FIVE hundred postcards, like the one reproduced below, are now being sent to Chiefs of Police in the larger cities throughout the country to acquaint them with the work of the Stolen Machine Bureau which has just been launched by **Motor Cycle Illustrated**; as soon as these have been disposed of another batch of five hundred will be mailed to other cities. This policy will be pursued until every Police Department worthy of the name in the country is apprised of the fact that **Motor Cycle Illustrated's** Stolen Machine Bureau is striving along practical lines to co-operate with dealers, riders and the police.

A score of letters of approval have already been received from manufacturers, dealers, riders and police officials, and the fact that no less than 200 stolen motorcycles have already been reported to the Bureau gives proof of the need for prompt and definite action to curb machine thieves.

Too much emphasis cannot be placed upon the necessity for quick action by the rider who has his motorcycle stolen as well as by the party who recovers one. The rider who loses a machine by theft should notify his local police department at once, giving all the details for identification, and his next move should be to list the mount with the Stolen Machine Bureau of **Motor Cycle Illustrated.**

The party recovering a motorcycle should follow the same procedure: Notify the local police at once, and then send the specifications and any special distinguishing marks to the Bureau.

STOLEN MOTORCYCLES

Motor Cycle Illustrated, published at 13 Park Row, New York, has started a Stolen Machine Bureau, for which we respectfully solicit your co-operation.

Reports on stolen motorcycles, with all essential details, are filed by the factories and owners at this office. These records will be promptly compared with the data your Department sends us whenever you get in touch with a motorcycle that appears to have been stolen. In that way we will be able to identify the machine for you and also put you in touch with the owner.

Kindly supply us with the following details: Motor number (to be found on crankcase), name of machine, number of cylinders, make of tires, make of sidecar or tandem seat, if any; make of saddle, type of lighting equipment, any special distinguishing marks, such as bent, scraped, broken or repaired parts, or unusual fittings.

Your assistance will be appreciated.

MOTOR CYCLE ILLUSTRATED,
13 Park Row, New York.

COVERS 1,025 MILES ON 10½ GALLONS OF GAS

Northbridge Proves the Stamina and Economy of His Dayton on Long Tour; Enjoyed Some Interesting Side Trips

BELMAR, N. J.—George A. Northbridge of Belmar has just returned from a motorcycle trip covering 1,025 miles on 10½ gallons of gasoline and costing him less than a dollar for cycle expenses. Northbridge left Belmar on a Sunday morning for Washington, D. C. He started at 7 o'clock, going by way of Lakewood, Mt. Holly and Paulsboro, where he stopped to purchase a half gallon of gasoline. He arrived at Pennegrove at 12:10 to find that he had to wait until 1 o'clock for the boat. Landing in Wilmington, Del., at 1:40, paying 30 cents for ferry charges, he proceeded across the city, climbing a hill for 16 blocks, some of it over coblestones. He traveled over splendid state roads to Perryville, Md., where he purchased another half gallon of gasoline.

Crosses Susquehanna

Again crossing a toll bridge, paying 15 cents, he crossed the Susquehanna river into Havre de Grace, where he found the roads fine but hilly. He arrived in Baltimore at 4:40, following strange roads until it got too dark to proceed. He spent the night with his brother, Lee Northbridge, and in the morning found a flat tire on his machine. After having put in a new tube he left Baltimore at 10 o'clock and arrived in Washington an hour and 15 minutes later. From this city he took four trips of 100 miles each into Maryland and Virginia. He was greeted by crowds wherever he stopped. He left Washington Saturday morning and arrived home at 2:30 last Sunday afternoon.

The total cost of the trip one way, including ferry charges, bridge tolls, vulcanizing tube and gasoline was 94 cents. Northbridge is more than ever enthusiastic about a Dayton Motor bike.

HIS SEVENTEENTH YEAR

Wesley House Celebrates Anniversary as Indian Man; 19 Years Cycle Agent

WHEELING, W. Va.—Wesley House, the Indian representative in this city, has just celebrated his seventeenth season as agent for the Hendee products. House represented the Indian in Wheeling in 1899, handling the bicycle of that make. He took on the Indian motorcycle a few seasons later and has held the agency to date.

Wesley House started in the bicycle line in 1897, during the "boom year" and has handled wheels ever since. His most recent acquisition is the line of Indian bicycles, which he took on last season.

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Gasoline and Gas

By C. B. O'Hare

DID you ever have your gas go out just in the midst of your evening meal?

Did you ever wait for hours and hours for the gas works trouble man to get around and remedy the trouble?

If this has been your experience in the past, you, like many others, will be deeply appreciative when your particular gas company, if it has not done so already, adopts the use of the motorcycle for its service and trouble men.

Gas companies the country over, as well as water supply and electric light companies, are adopting the speedy motorcycle for service of this sort. The only reason for this adaptation is its serviceability. It has proven its worth and now is making headway by rapid strides.

A case in point is the use of some 51 motorcycles by the East Ohio Gas Company, of Cleveland, Ohio.

The motto adopted by this company is "service," and in an effort to live up to the letter of this policy, some three or four years ago the purchasing agent turned to the motorcycle for the use of its service and repair men.

The company first started with a couple of the machines. They proved practical. They did the work quicker by far, and at less cost and with less trouble than anything the East Ohio Gas Company had tried before.

Naturally their use was continued and increased, and from that small beginning the East Ohio company has worked on until now it is using 51 as was before stated.

And of that number we point with pride to the fact that 49 are Thor machines, and every one of them giving the sort of A1 service which this Cleveland concern demands morning, noon and night. It is with pride also that we make plain that of the 49 Thors in use, a goodly portion are Thor special service models—the Thor "supersingle."

This little Thor machine, which is a single-cylinder four-horse power two-speed, has been produced by the Thor engineers especially for service of this sort, and they are making fast headway with public service corporations the country over.

The East Ohio company uses its motorcycle fleet mostly for quick "turn-on" service. If an application for a meter reaches the office of this company before one p. m. the concern has made it an invariable rule to see that the newcomer has gas in the house that same day.

Almost the minute the application is filed the turn-on man jumps on his machine and whizzes across town and has the gas turned on in many instances before the people have actually moved into the house.

The machines are also used for inspection service in and around the city to see that the company's mains are maintained at all times in first class condition, as well as for inspection work out in the field, for practically all of the gas is of the natural variety. Some of it is piped from as far away as West Virginia, although for the greater part it is welled in a district in a radius of from 30 to 40 miles from Cleveland.

The territory takes in all of Cuyahoga and adjacent counties from a district some 20 miles square. The gas comes from wells out in this country district. Some of the wells are located where there are good roads, others where the best the rider can obtain are dirt roads, and still others in remote sections where there are no roads at all aside from an occasional cow path.

All these wells must be inspected and inspected regularly, and all of the pipe lines leading from them must undergo periodical inspections. For this purpose the company maintains a separate staff of field inspectors all mounted on motorcycles.

And they all are experienced riders as well as perfectly trained gas service men. Their work, especially in the winter months, is no child's play and calls not only for hardy men but also for motorcycles that are fully capable of standing the gaff.

The supremacy of the Thor Supersingle in this work is noteworthy. It has been designed and built just for such hard usage. Its simplicity coupled with its ruggedness make it the ideal vehicle for the public service man.

It is these motorcycle-mounted men that Cleveland dwellers have to thank for the steadiness of their light and its constancy. The gas field is one field in which the motorcycle is supreme and its increasing use by gas companies the country over is the surest sign of this supremacy.

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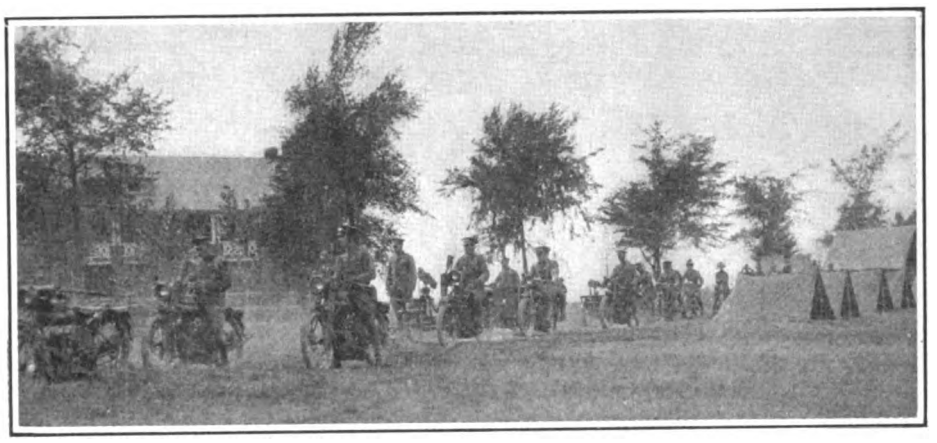
FINE WORK BY ENGLEWOOD BOYS

Indian-Mounted Motorcycle Company at Ft. Ethan Allen Overcomes All Kinds of Obstacles in Carrying Out Orders of the Officers



The Englewood Squad in Action at Ft. Ethan Allen

FT. ETHAN ALLEN, Vt.—The work of the motorcycle battery of the Englewood (N. J.) Rifle Association at Fort Ethan Allen during the past summer has been receiving considerable favorable comment from army officers who commanded the battery at one time and another during the season. The comment of these officers is of a nature favorable to the machines used by the men, but particularly so as regards the men themselves.

This body of men, all mounted on Indians, was directed in the handling of motorcycles by Earl Armstrong, of the Hendee staff, who has since been stationed along the border. Under his direction, and with the aid of their own natural aptitude for the work, the men became experts in army motorcycle work. Frequently they were used for work which was considered too difficult for the other motorcycle units present, and on such occasions they never failed to "bring home the bacon," as per order.

One occasion of this sort occurred during the hike from Fort Ethan Allen to Plattsburg. During this advance Lieut. Gordon, regular army officer in command of the motorcycle units, ordered a motorcycle squad to cross a stretch of broken country, climb a hill and form a defense for the advancing column. The squad attempted the advance and failed, turning back before half the distance had been covered. Shortly afterward the Englewood squad arrived on their Indians and received the same order. They crossed the stretch of country without difficulty, and carried out the orders of Lieut. Gordon to the letter. This is said by observers to be only a sample of the men's regular work and many compliments are paid them for the manner in which they increased the already high opinion which the army officers held of motorcycles when in the hands of competent and really interested men.

A Few Spare Links

By E. B. HOLTON

WONDER what's the matter with the motorcyclists in the big cities? In our own little Sherlock series of "spot-the-motorcycle-by-the-round - photograph," all of the perfect score men hail from towns that are mentioned only now and then, and barely get a place on a large sized map.

Why, the first of the large town riders appear in the 800 class, and hang their hats in Detroit, Mich., and Newark, N. J.; Chicago breaks into print in the 600 bunch, while New York City, the premier of 'em all, doesn't ring the bell once.

Strikes me that the big town motorcyclist should be posted on all of the makes on the market with his opportunity to "lamp" them so easily. The contest proves differently, though, so it's hats off to the observant riders from the smaller places.

When the motorcycle was in swaddling clothes, so to speak, and gasoline was a scarce commodity and sold in drug or paint stores; when motorcyclists had to have accurate knowledge of places they could rely upon for replenishment—in those happy days, the mounts sported a thimble-sized tank of about one gallon capacity.

Nowadays, when we can get gasoline on every block, and across the street, and when every farmer has a supply, we have tanks that will hold enough for a day's journey on one filling. 'Sall right, at that; no criticism intended—merely ruminating over those by-gone days, that's all.

Well, fellows, that amateur sidecar record has been established and broken all within a month.

Who's going to be next to take a crack at it? Better shoot now, while the mark is this side of 650 miles, for once it passes that distance it won't be every pair that will have ambitions to smash it, or that will come back with the bacon if they do try.

Speaking of gas and tanks reminds me of something. I wonder why some manufacturer doesn't put out a squirt gun that does not necessitate a lot of screwing and unscrewing to free the gun for use. Seems that to make a sort of breech-block contrivance, an imitation of big gun practice, where a quarter-turn would lock or unlock the squirt gun, would simplify matters a lot. Mighty handy thing these cold winter days when priming is the first move to starting the motor.

First it was the two-stroke that swept through the English motorcycle field, making adherents right and left; now the sudden popularity of the flat-twin motor is crowding the two-cycle back to the wall.

There are over a dozen firms making or announcing a 1917 180° twin, over beyond the Atlantic, and the only barrier to a large production of the horizontal twins is the war. English motorcycle manufacturers are prohibited from producing motorcycles except under government permit, of course, and you can rest assured the only mounts turned out are for war purposes.

Have you noticed this? Several years ago, feathered fowl were being slaughtered right and left daily because of their fool tactics of racing ahead of your front wheel, and then swerving into it whichever way you steered. Later models in the hen line act more sensible. Of course a bunch of 'em still go to their happy hunting ground via the gasoline route, but a considerable number beat it for the side of the road when they hear you approach. If you don't think so watch 'em next time you ride out into the country.

A special investigation conducted by the Pennsylvania Railroad from January to August of this year, showed that 75% of the accidents that occurred at grade crossings of this company, were, as the report puts it, "due to a total disregard of caution and wilful running of risks."

Same kind of an investigation out in California, revealed that out of 3,300 motorists, automobilists and motorcyclists combined, who crossed railroad tracks, but 28% of them glanced both ways along the track preparatory to going over.

Lot's wife didn't gain much by looking around, but maybe you and I will in these rapid days; so *Stop, Look* and *Listen* at all unprotected grade crossings. SAFETY FIRST!

Never saw so many vari-colored motorcycles on the road as there are today. I have seen no less than five different hues of one make, two colors of another; yes, of several. And none of the painting was a home-job either. In automobiles the same applies. Some folks say that it prevents theft; but it looks as though motorists are beginning to express their own individual tastes more than in former years.

Riders of today are after a service machine and not a piece of machinery that needs more time devoted to polishing than to riding.

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EXPORT CONFERENCE

Auto Body Calls Meeting That Is of Interest to Cycle Trade

NEW YORK, Dec. 15.—Of interest to motorcycle trade folk in that it points the way to a similar conference that can be indulged in with profit both by exporters of motorcycles and of bicycles is the conference of export managers called by the National Automobile Chamber of Commerce. The meeting will be held in New York some time in January and the export experts of practically all of the automobile manufacturers represented in the body will be present.

The conference, it is expected, will help to collect information regarding changes in duties in foreign countries, customs regulations, shipping routes and charges, special permits, lists of dealers, banking arrangements, road conditions and general uses for various types of motor cars, possibilities of interesting agents and broadening markets, the handling of the trade after cars have been sold, and such other matters as might be expected to promote sales abroad.

THEY USED GOODYEARS

Record-Makers Had Sidecar Outfit Equipped with Blue Streaks

SPRINGFIELD, Mass.—One of the most recent tributes to the staying power of Goodyear Blue Streak tires comes from Edgar Buck and Howard Pasmore who established a new sidecar record by driving an Indian combination from Springfield to Montreal, Que., 584 miles, in 19 hours, 27 minutes of actual running. They set out to beat the sidecar record set up recently by Elliott Holton and Joseph B. Werner, the New Jerseyites, and finished with a margin of 39 miles.

"Ice, snow, rain, heavily-rutted roads and miles of rough and stony surfaces in the Adirondacks did not delay us materially," said Buck, in referring to the accomplishment a few days ago, "so it may be taken for granted that our tires were as dependable as the best of the outfit."

THEY'RE BOUND TO RIDE

KANSAS CITY, Mo., Dec. 12.—Following the first snow of the season at Kansas City, which fell yesterday, C. E. Whitcomb, president of the Kansas City Motorcycle Club, announced that the club would probably be forced to hold its regular meeting indoors next week, instead of on a road trip; "but," he added, "this does not mean that the members will have to walk—we will ride our machines to the meeting, by all means."

RAY'S FRIENDS DIDN'T FORGET HIM

KANSAS CITY, Mo.—When a member of the Kansas City M. C. takes unto himself a bride there are always big doings on the part of his associates, and the case of Ray Hagerman, of the Indian Motorcycle Sales Co., who was married recently, was no exception. On the day of the ceremony the riders trailed the wedding party through the streets with their horns tooting, and when Mr. and Mrs. Hagerman started housekeeping the full membership of the club turned out to assist them in making an auspicious start.

How A Busy Omaha Lad Makes His Motorcycle Give Him a Tidy Salary as Well as Recreation

MONEY in the motorcycle delivery business? Well, if you were to put that question to Charlie Hayes, of Omaha, Neb., he wouldn't have to hesitate an instant before giving you a definite and mighty interesting answer,—for Charlie knows. Take a squint at him in the photo above, with his Indian sidecar outfit loaded down with parcels, and then read his story.

One day during the latter part of January, 1916, Charlie heard that one of the biggest clothing stores in the Middle West, the Berg Clothing Co., of Omaha, wanted a man for their delivery department.

Said Charlie: "If I get a motorcycle will you allow me to deliver your packages at so much per pack? I don't want a straight salary."

"Righto!" answered the store manager. "We'll do that very thing."

So Charlie hiked right down to see his friends, the Boord Brothers, who sell the Indian in Omaha, and closed a deal for a motorcycle and sidecar. On February 28 Charlie's name appeared on the payroll of the Berg Co. as regular delivery man, and he has made good to such an extent that his employers have turned down a dozen delivery propositions from other men.

But that isn't all. From March 1 to December 1, of this year, Charlie has collected from the clothing house for his deliveries the sum of $1,311.29, or an average of $145.68 per month. His upkeep for the same period was as follows: Gasoline and oil, $71.10, or a monthly average of $7.90; tires and repairs, $55.40, or a monthly average of $6.10.

By subtracting Charlie's outlay from his gross earnings we find that he cleared $131.63 monthly. Pretty soft, eh?

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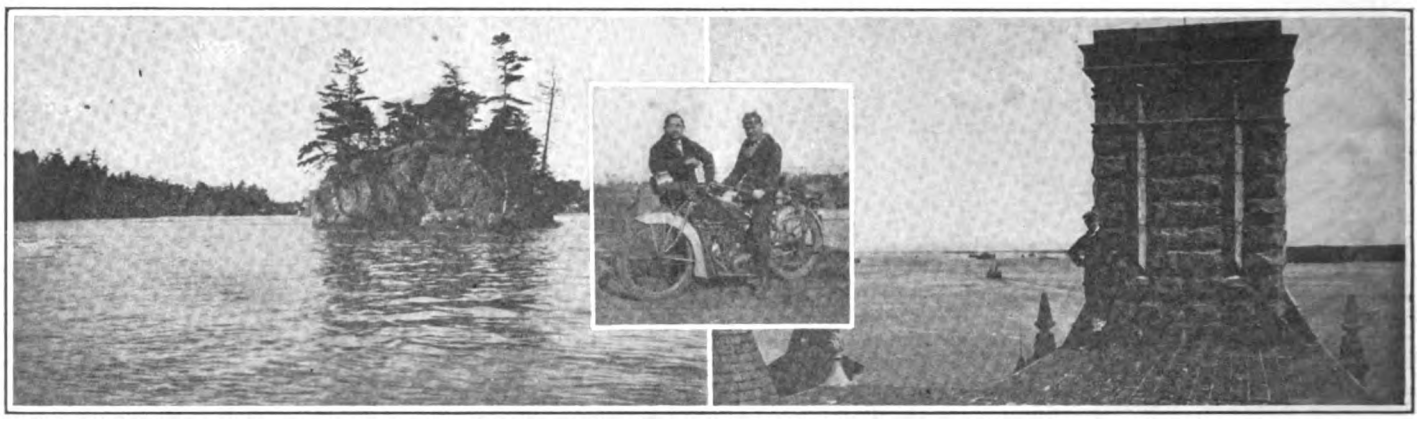
By Tandem to the Thousand Islands

The Story of a Motorcycle Tour on Which Good Roads, Varied Scenery and Interesting Wayside Incidents Formed an Ideal Combination—A Suggestion for Other Tourists.

BY THOMAS KRAMER



The Tourists, Their Mount and Just a Couple of Suggestions of the Sort of Scenery They Encountered on Their Trip to the Thousand Islands by Motorcycle

HAVING seen almost every place of interest within 500 miles of New York, we decided, my partner, Clifford Macevoy, and I, to make a tandem tour to the Thousand Islands recently and our preparations were soon completed. As the trip up to Albany offered nothing new or interesting (we had covered the same route no less than a dozen times on the machine), we decided to go to Albany by boat.

We secured our stateroom in advance, but had some trouble in getting our Excelsior motorcycle aboard, owing to the number of automobilists going to Albany for a tour through the Adirondacks and Berkshires. However, after slipping across the usual tip, we got our machine on the boat. While looking things up for the night we got in touch with a young chap named Sam Powers, who was traveling with a twin-six Packard.

A Little Party

When we went up on the upper deck our motorcycle togs aroused the interest of several socially inclined girls and we soon had a nice little party. The night was just right for singing on the deck, and as our girl friends were gifted with good voices we were able to start an impromptu quartet. We kept up the "agony" until after 11 o'clock, and then realizing that we had a big day's riding ahead of us for the morrow we turned in for the night. We awoke at 6 o'clock the next morning to find the boat docked at Albany.

Our friend with the motor car did not wait for breakfast, as he was anxious to make Buffalo that evening, a distance of about 300 miles. We explained that we were in no hurry, but did tell our friend Sam that we intended to beat him into Utica, 94 miles distance. After breakfast we started on the first leg of our 209-mile run to Alexandra Bay.

Sheltered From Storm

Five miles out of Albany we ran into a heavy shower, but luckily we were close to a railroad bridge over the state road and managed to find shelter. The shower was soon over and the sun came out again. The roads were a bit slippery, naturally, but the route from Albany to Schenectady is as straight as an arrow and we had no difficulty. We passed through Schenectady with colors flying and then struck the toll bridge to Scotia, where we paid a ten-cent fee.

A Near Spill

At the other end of the bridge we hit a trolley track at an acute angle, and if it hadn't been for the timely aid given by the tandem passenger's big feet, and the coolness of the driver, we would have taken a dandy little spill. As it was, we tangoed a little and then straightened out for the run through Hoffman, Crainsville, Amsterdam, Fonda, Palatine Bridge and St. Johnsville, to Little Falls, where we made our first stop for gas. While we were filling our tank our friend with the auto pulled in also, and we gave him a sympathetic smile. He had got off the road and lost considerable time.

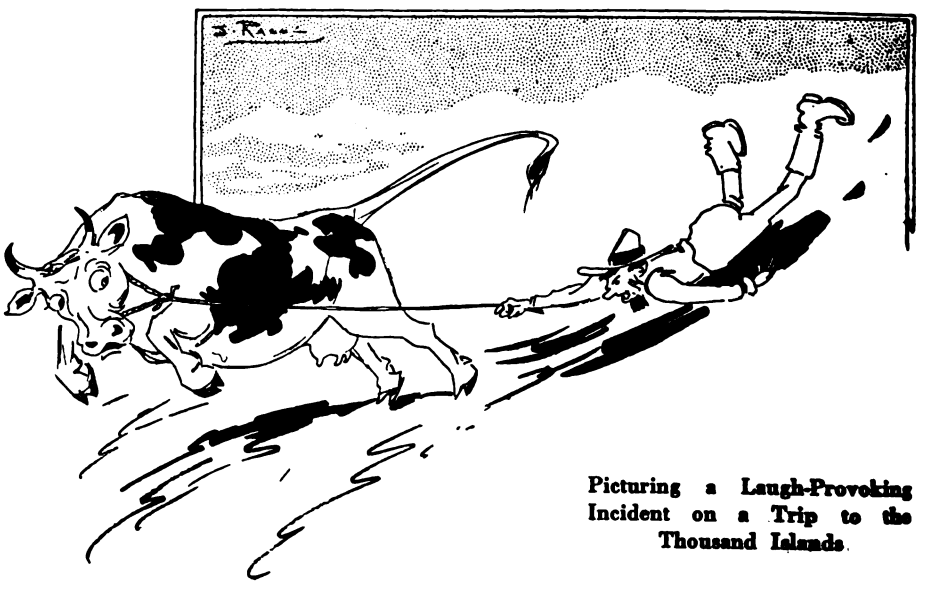
Out of Little Falls the race between our machine and the Packard started again, with friend Sam having some advantage over us because of the additional stability of his four wheels on the slippery roads. However, he either went astray again, or we managed to find a short-cut, for we pulled into Utica five minutes ahead of him.

We felt then that we had earned our dinner and went into a restaurant with visions of a big steak, but the steak was tough and badly bent when it arrived. Friend Sam and his Packard continued on towards Syracuse, and as our route led due north to Watertown we saw no more of Sammy.

At Alder Creek

Our next stop was at Alder Creek, for more gas. From here on the scenery was different, for we began to see the Adirondacks, about twenty miles away, and the monotony of the level roads through the

(Continued on page 48)



Picturing a Laugh-Provoking Incident on a Trip to the Thousand Islands.

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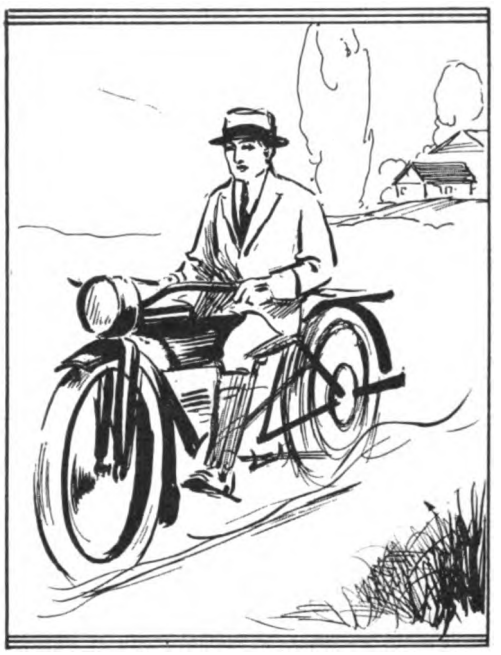
Would Maintenance Guarantee Help Sales?

Observations Prove That Uninformed Young Men Are Often Kept Out of Motorcycle Ranks by Fear of High Upkeep, and It Is Suggested That Dealer Guarantee the Expense of Maintaining Machine in First-Class Running Condition Will Not Exceed $25 a Year—This Would Be Safe Policy for Dealer, Judging by Average Rider's Experiences

BY W. DRYNAN

WHILE it would appear at first thought that a dealer could hardly be expected to give a "low upkeep guarantee" in connection with the sale of every motorcycle, owing to the widely varying abilities of the purchasers, it is a fact that this policy actually can be adopted, and with little or no risk to the agent. I am firmly convinced, after considerable riding experience and personal observation, that a dealer is safe in assuring his prospect that the upkeep of the motorcycle will not exceed $25 a year.

This is a high estimate, understand, and the chances are that the yearly maintenance bill will not be more than half that amount. I suggest the $25 figure as the maximum, and with a view of allowing the dealer what I consider plenty of leeway. It is taken for granted, of course, that this sum is not to cover an accident, for which neither the dealer nor the machine is responsible, and which may happen to the owner of any kind of vehicle. Nor is it intended to include gasoline and oil. It is simply an estimate of the prospective outlay for keeping the motorcycle in first-class running condition.



In writing this article I am probably putting myself in line for all kinds of "hot shot" from dealers who may feel that they should not be called upon to give such a guarantee, but I feel that the proposition is big and important enough to warrant discussion, and I am ready to stand by my side of it. Nothing is gained by burying an idea and forgetting it, simply because it happens to seem a little out of the ordinary. Let's "have it out," as the saying goes—for the good of the cause.

Is it worth while for the dealer to gather figures and all kinds of operating data for use as sales arguments? It certainly is. In my opinion, nothing could be more important. We have a great many riders, of course, who would stick to the motorcycle even if it were an expensive vehicle—purely for the sport and fascination of it—but the average buyer is vitally interested in learning something about the probable expense of keeping his mount in good running order.

Take my own case, for example. I had been mildly interested in motorcycles for some time, but had thought that I could not afford one. I know better now, but for a long time I deprived myself of the pleasures and benefits of the motorcycle just because I knew nothing about operating and maintenance costs. Finally there came a day of awakening for me—and I am very sorry it did not come sooner. If it had I would have avoided much trouble.

I visited a friend one day and came upon some copies of **Motor Cycle Illustrated.** Turning the pages I saw many attractive photos and some interesting and instructive articles. It was a hot day, and the idea came to me that I could have some wonderful trips through the country if I only had a motorcycle.

Could I afford to operate one? That was the question. Well, I borrowed that copy of **Motor Cycle Illustrated** and read it from cover to cover. Before I finished, I had a bad attack of motorcycle fever. Soon afterward I visited a dealer and bought a machine.

But I was still "up a tree" as to whether I had invested in a "luxury" or a vehicle of true economy. So I decided to get at the bottom of the matter for myself. I kept records and watched every detail for a year of general roadwork, and found that the maintenance of the motorcycle for the year had entailed the comparatively trifling outlay of $15.

Wouldn't it be a fine thing for the average young man to have that fact brought home to him? I think so. I know it made a rip-roaring booster out of me.

But I had to dig the facts up for myself. That was the trouble. If some dealer had given me a good talk on the low maintenance cost of the motorcycle, and finished up by offering to guarantee that the maintenance outlay would not exceed say $25 a year, I would certainly have owned a motorcycle long before I did.

To the average non-mechanical young man a motorcycle looks intricate. We, who ride them, know that the motors give very little trouble, but the "man in the street" does not know that. He is afraid that he might be called upon to pay all kinds of bills for repairs, adjustments, etc. If he has any sporting blood at all, he will not balk at gasoline and oil expenditures, but when it comes to keeping the mount in good running trim—well, that's where he begins to worry.

And there's no need for such worry. I know it, and you know it, if you are a rider, but the new prospect is not posted. He may have all kinds of pipe dreams about expense, and it's up to some one to set him straight. Whose business is it to give him the facts? The dealer's—certainly.

As I stated above, my maintenance cost for a year was $15, and this sum and a good part of the outlay for gasoline and oil was offset by the saving in carfare, as I used my motorcycle in going to and from work. But it was the improvement in my health that impressed me most. My physical condition has been much better since

(Continued on page 46)

What Is Your Maintenance Outlay Per Year?

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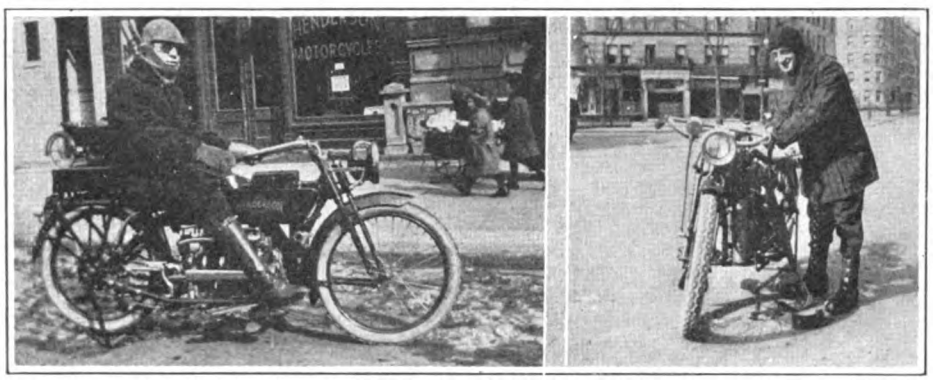
ALL-WEATHER RIDERS FROM THE METROPOLIS



Jackson and Rosenberg With Their Mounts

NEW YORK.—Two all-the-year-round riders in this city are Irving Jackson and Otto Rosenberg, both of whom use the four-cylinder Henderson. No matter what the temperature, these two will be found on the roads leading out of New York, in Westchester and Orange counties, and there are few roads within 250 miles with which they are not familiar.

The pair of Hendersonites are shown in their cold weather riding kit. Rosenberg, whom the photographer caught rolling an inner tube on his handle-bar, favors arctics as the proper foot-covering for zero traveling. Both use mackinaws, heavy riding breeches and pull-down wool caps. Among the local riders they are noted for their neat appearance.

THE INDIAN RIDERS' BOOK

Latest Addition to Wigwam Literature Is a Bright and Newsy Offering

SPRINGFIELD, Mass.—The first issue of the new Indian booklet for riders is now off the press and ready for distribution, and as was to be expected, it is a bright and informative addition to the literature of the Wigwam. The cover illustration shows the Van Buren sisters and the Indian machine with which they made their tour acrosss the country, and the contents of the book range all the way from descriptive paragraphs concerning the 1917 machines and sidecar to news notes relative to the doings of Indian riders.

BUSH DROPS IN ON ANGEL CITY

LOS ANGELES, Cal.—H. C. Bush, who covers territory from Denver west for the Morrow brake, dropped into Los Angeles with his pockets full of the toy balloons the Morrow people let loose at the Chicago show.

He found a nice increase in trade all along the line, especially on the bicycle end of the Eclipse business.

FOR USE IN VIENNA

American Embassy Secretary Orders Henderson with Special Equipment

NEW YORK, Dec. 16.—Felix Lewin, manager for the New York Henderson branch, has just received an order for a three-speed Henderson for Glenn Stuart, secretary to the American embassy in Vienna, Austria. The order for the machine is accompanied by a lengthy list of extras, such as head and tail lights, special Mesinger saddle, horn, speedometer to read in kilometres, spare tire and tubes, valve and springs.

Mr. Stuart's order states that the machine shall be shod with the new 29 x 3½ inch Firestone tires and that the spare tire shall be of this size.

DRESSER'S TIRE REPORT

Army Motorcycle Courier Says Firestones Gave No Trouble

NEW YORK, Dec. 18.—In discussing the performance of their Harley-Davidson and sidecar on the 3,000-miles trip from Camp McAllen, Texas, to Albany, N. Y., Dan Dresser and Harvey Edwards gave credit to the motor for reliability in the face of many road obstacles, and in the same breath praised the work of the Firestone tires with which the combination was shod.

"I can't imagine a more severe test for either motor or tires," said Dresser, "and the fact that neither gave trouble is certainly worthy of mention."

REEPS AGENT IN NORWAY

NEW YORK, Dec. 18.—The Reeps Mfg. Co., with offices in the Hudson Terminal Building, announces that it has just made a connection with A. Gresurg, of Christiana, Norway, for handling the Weed folding back rest in "the Land of the Midnight Sun." The Christiana firm is widely known in the motor and accessory field.

WE ALL NEED RELAXATION, SAYS GRIGG

Manager of Harley-Davidson Supply Department Tells Advertisers' Club to Get Outdoors and Tune Up for the Business Grind

MILWAUKEE, Wis.—"How much are you saving your boss?" was the subject of an interesting address by Otto Grigg, manager of the Supply Department of the Harley-Davidson Motor Co., before the Advertisers' Club of Milwaukee a few days ago. Mr. Grigg is the buyer of printing, engravings, art work and allied material for the Milwaukee factory.

"Forget your cares and give your enthusiasm an opportunity to expand," said Mr. Grigg, in speaking of the necessity for sensible recreation. "Take a trip—hunt, fish, go camping, or hiking. Go to a concert or an opera. Go somewhere or do something that will inspire you with new ideas.

"Show me a successful advertising man and I will show you where he is interested in one or more of the things just mentioned. Take, for example, our own Mr. Crolius here. I don't know a more earnest hunter or fisherman. Every time he comes back from a trip he is brimful of ideas. Sometimes I have the pleasure of accompanying him on short trips, and on nearly every occasion we bring back with us interesting material and ideas. Often we point to a scene and say, 'There's a good subject for a catalog illustration,' or 'There is just the thing for an ad.'

"Those who have never tried this great outdoor stuff cannot fully appreciate its value in building up a teetering system and increasing its efficiency. It is a powerful stimulant.

"Again I say, abandon your duties periodically; do something else or go somewhere, even if you only hike out into the country and admire the sublime wonders of nature.

"I'm sure you will return more fit, more enthusiastic, more efficient, and worth more to your firm than the man who stays at home and doesn't care."

HAS COVERED 32,000 MILES

Kenneth Lemon, of Mazomanie, Wis., With R-S Which Has Given Him Good Service in Mail Deliveries

A NEW CLUB FOR EASTON

EASTON, Pa., Dec. 18.—The Boyer Cycle Co. announces the organization of a new motorcycle club here, with 35 members. The firm invited the riders to participate in a "blow-out," and while the get-together spirit was strong the club movement was started. A large number of applications for membership have been received since the club was announced, and there are indications that the squad will be a strong and active one before the spring riding season opens.

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UNITED STATES
FACTORY BRAND
BICYCLE TIRES FOR 1917

The most complete, high grade, up-to-date and attractive line of Bicycle Tires ever offered to the trade and public is briefly described in the following pages.

The line consists of Single Tube Tires of heavy construction for hard service, of light resilient construction for comfort; also a variety of Clincher Tires of the genuine Indianapolis brand with Inner Tubes and Sundries of corresponding quality.

Prices and Catalogs to jobbers and dealers on request. Inserts and electrotypes furnished for catalogs.

The Sign of Quality on a Single Tube Tire

United States Tire Company
1790 Broadway
New York

The Sign of Quality on a Clincher Tire

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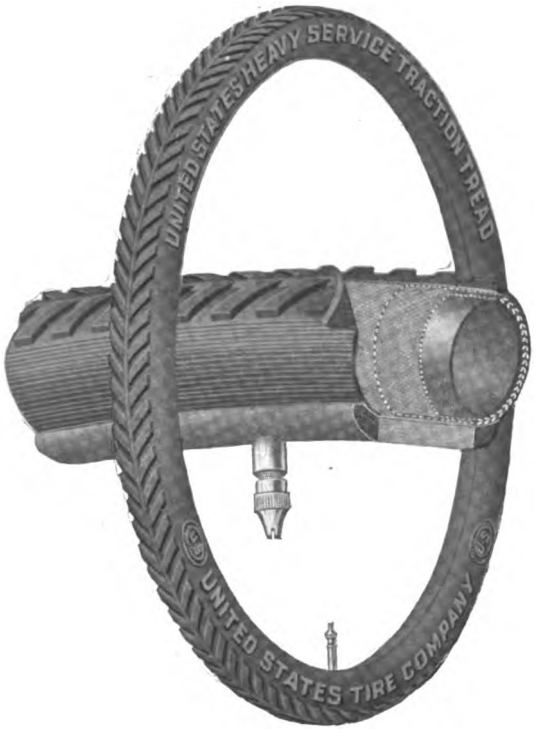
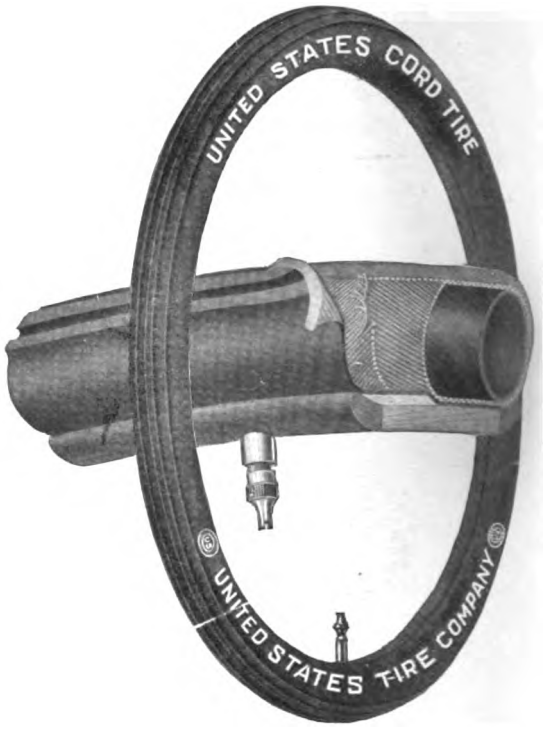


HEAVY SERVICE TRACTION TREAD

All White or All Red Rubber

Motorcycle Fabric—2 ply ..... per Pair $8.00

United States Factory Brand



UNITED STATES CORD

All Black Rubber

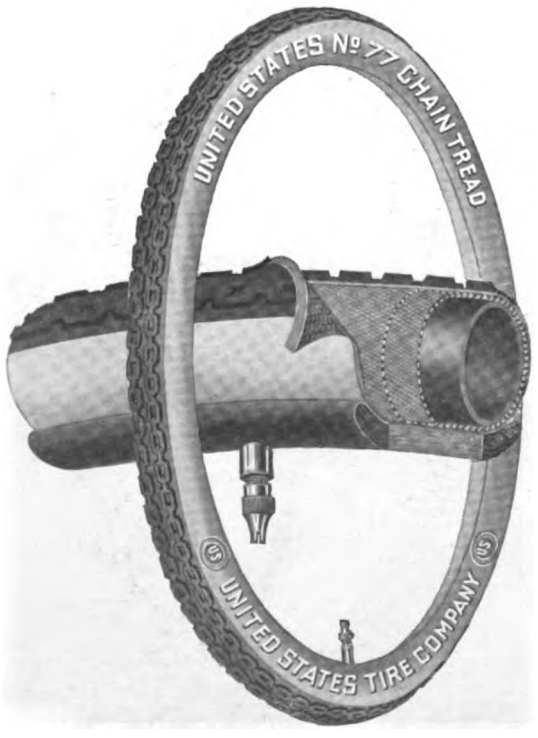
Cord Fabric—2 ply ..... per Pair $8.00

BICYCLE TIRES

U. S. NO. 77 CHAIN TREAD

White with Black Top

Motorcycle Fabric—2 ply ..... per Pair $7.50



Standard Equipment on Bicycles

U. S. BLUE DUAL TREAD

All Blue Rubber

Bicycle Fabric—2 ply; Thornproof 1 strip
per Pair $6.50

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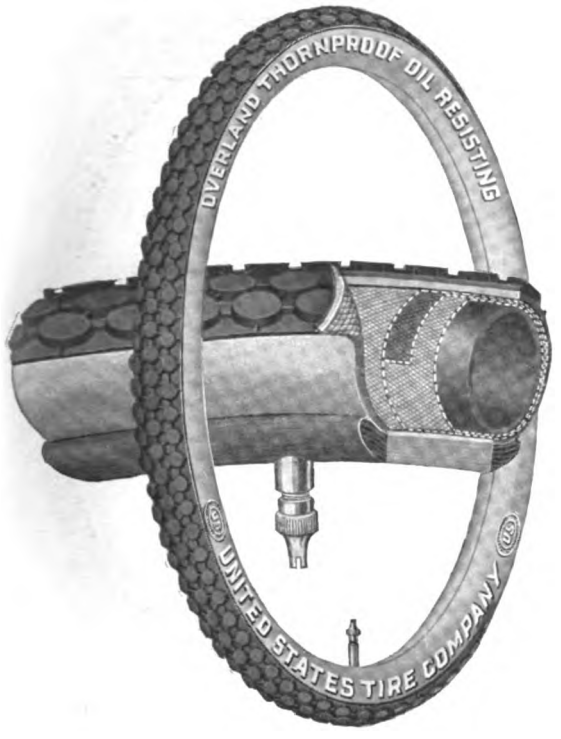
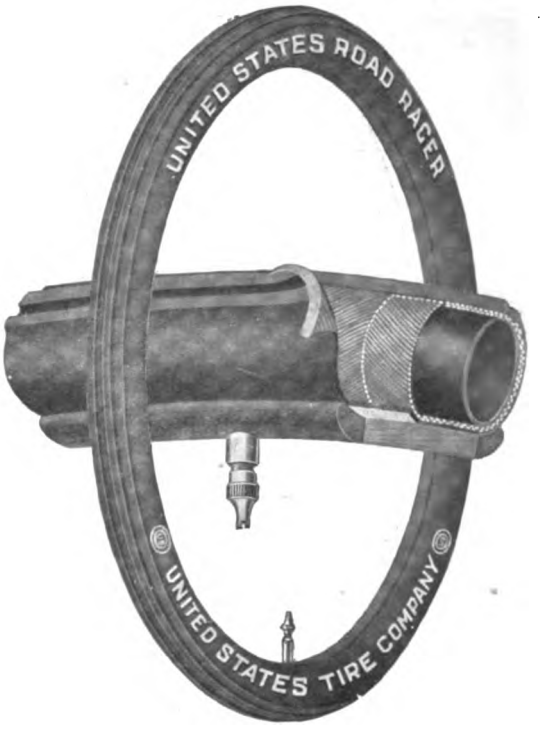


OVERLAND THORNPROOF OIL RESISTING

Gray with Red Top—Studded Tread

Bicycle Fabric—2 ply—Thornproof 1 strip
per Pair $5.00

United States Factory Brand



U. S. ROAD RACER

Cord Tread—All Black Rubber

Thread Fabric—2 ply.....per Pair $8.00

BICYCLE TIRES

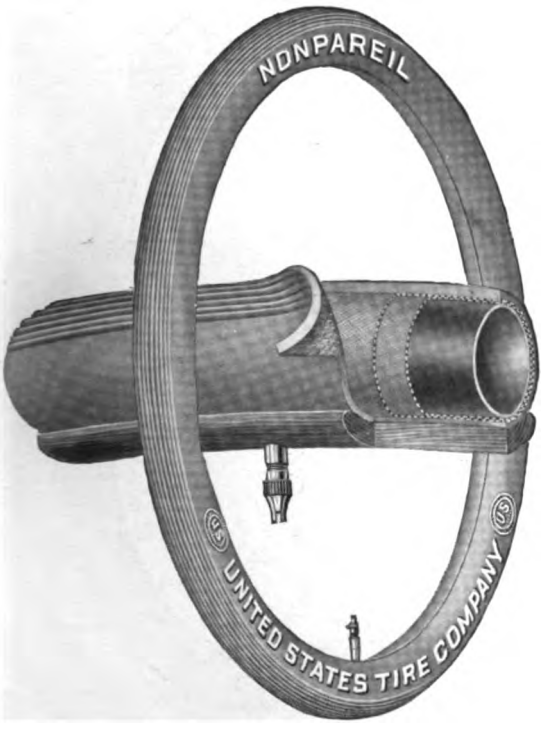
NONPAREIL

All Gray—Corrugated Tread

Studded Tread—Option

Made on order only

Bicycle Fabric—2 ply .....per Pair $4.50

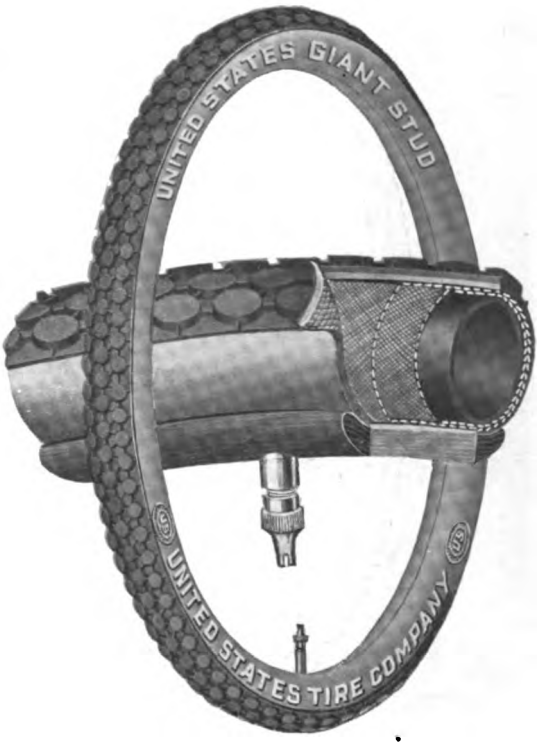


Standard Equipment on Bicycles

U. S. GIANT STUD

Gray with Red Top

Motorcycle Fabric—2 ply .....per Pair $7.50



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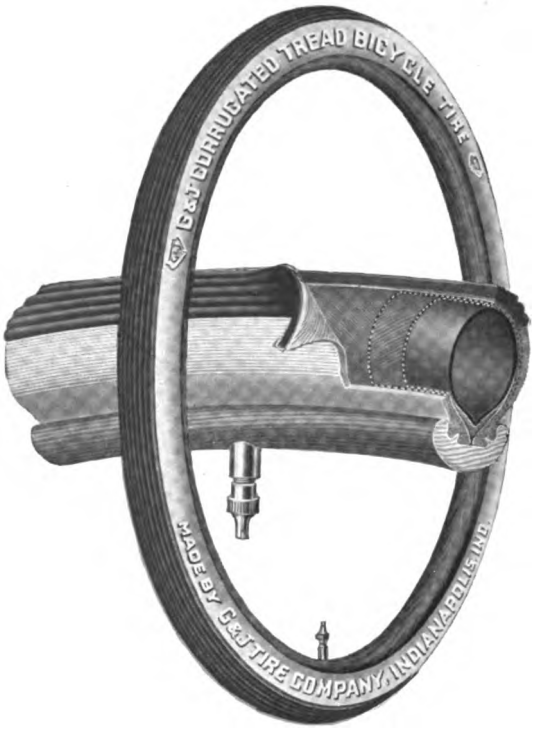
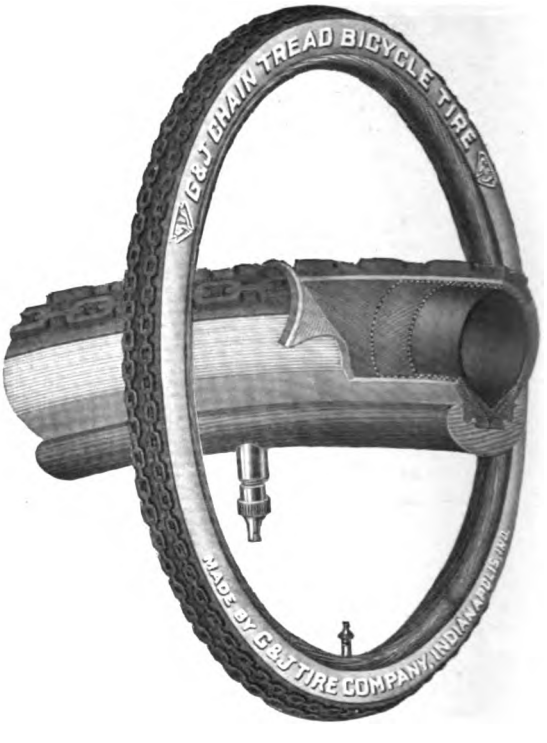


G & J DOUBLE CLINCH CORRUGATED

Gray Sides and Red Center

Thread Fabric .....per Pair $9.30

United States Factory Brand



G & J DOUBLE CLINCH CHAIN TREAD

White Sides and Black Center

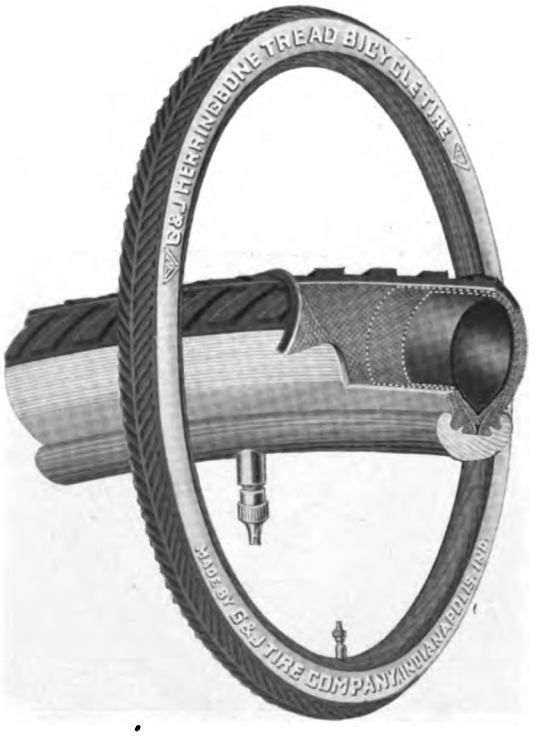
Thread Fabric .....per pair $9.60

BICYCLE TIRES

G & J DOUBLE CLINCH HERRINGBONE TREAD

White Sides and Blue Center

Motorcycle Fabric .....per Pair $10.20



Standard Equipment on Bicycles

SINGLE CLINCH

(G & J STYLE)

UNITED STATES BRAND

Gray Sides and Red Center—Studded Tread

Square Weave Fabric.....per Pair $8.50

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It's Risky to Gamble Against Fire Loss

The Cycle Dealer Who Fails to Have His Store and Stock Fully Covered by Insurance Suffers a Lower Credit Rating in Addition to the Danger of Being Burned Out of Business

By PATHFINDER

OUR attention was attracted to a little placard which decorated one corner of the desk of W. D. Isham, Credit Man for the Harley-Davidson Motor Co. It read:

Your assets of today
May be cinders tomorrow

The more we thought it over the more forceful became the fact that there is a world of truth and a whole lot of food for thought in its message. We resolved to find out more about the matter of fire insurance as concerning the retail motorcycle business from "Bill" Isham. And the longer we talked the more absorbing became the topic.

The Dealer's Assets

You know fire insurance plays an important part in credits. Here is the way it works out. We'll say a dealer schedules his assets as follows:

New Machines	$400.00
Second-Hand Machines	1,500.00
Parts	4,000.00
Accessories	4,500.00
Machinery and Shop Tools	2,000.00
Store Fixtures	1,600.00
Personal property	2,000.00
	$16,000.00

We are presuming that the dealer keeps what cash he has on hand in a fireproof safe, so don't call this item assets in this instance so as to confine the scheduie strictly to merchandise subject to loss by fire. If this dealer were to carry fire insurance approximating $4,500 he would be in a mighty poor fix. If he was doing business on some borrowed money, his predicament would only be worse. On the strength of these figures our friend would be a mighty poor credit risk. If he were wiped out by a fire, his small insurance policy would not give him much of a start and he could not afford to use very much of it in the payment of outstanding bills.

How Credits Are Affected

"Insufficient protection by fire insurance is a matter which has been brought home to me very forcibly during the past season due to the fact that we requested in addition to our usual credit information, that dealers advise the amount of fire insurance carried," said Mr. Isham. "I simply was astounded at the number of A No. 1 dealers who are not carrying nearly enough fire insurance.

"Now, get me right. I hold no brief or contract with any fire insurance company and am not looking to boost their business. Personally, I think that the last kind of a job I would strike for, even were I down and out, would be fire or life insurance solicitating. It may be that the dread of having to talk to an insurance man is what's keeping dealers from taking on more of that kind of protection. Nevertheless, I am a firm believer in carrying sufficient amount of fire insurance.

"An essential thing, of course, is a good accounting system that will enable a dealer to know where he is at in the way of finances and amount of stock on hand. To bring the matter nearer home: If you had a fire in your residence and the adjuster came to settle your insurance payment, the first question he would ask is, 'What did you have and what was it worth?'

"Could you answer that?"

W. H. Isham

WHO SAYS:

"It is part of the business duty of every cycle dealer to see that his holdings are fully covered by insurance, primarily because he may be driven out of business by a fire unless he is properly protected, and also because the lack of adequate insurance is certain to hurt his credit. A suitable policy, backed up by a reliable company, must always be considered as a real asset in the dealer's business.

"Don't wait until the fire engines are clanging down the street to your store before you begin to appreciate insurance at its true value. If you are not fully covered, act now—today. Select your policy carefully. See that it is just what you need and that it is issued by a dependable company, and then sign up without delay. It's better to talk business with an insurance man today than to wish you had,—tomorrow."

We were frank to admit that we couldn't and mentally made a resolution that when we got home that night we'd have wifey make out a schedule. Incidentally, when it was completed we found that our policy did not begin to cover what we would lose if the old shack went up in smoke.

"What would you recommend me to do if I were a motorcycle dealer and wanted to take out some insurance?" we asked. Isham's line of questions started to worry us and we wanted to get back on the questioning end of the interview.

Matters for Investigation

"The first thing I would do would be to hunt up the representative of some well recommended fire insurance company and take out a policy sufficient to protect me. That sounds simple enough, but there are a lot of technicalities about fire insurance policies that a dealer must be acquainted with before he finally affixes his 'John Hancock' to the beautifully engraved parchment that conveys in a multitudinous array of high sounding phrases the fact that maybe he is and maybe he isn't fully protected in the matter of cash for every dollar he loses.

"There are many clauses in insurance policies that we laymen feel tempted to term 'jokers.' It is entirely possible that the insurance companies, with their experience in insuring property with all kinds of business men, have found it necessary to take these precautions. This is no sign, however, that the innocent should suffer with the guilty, and it is up to a dealer to be as careful about taking out fire insurance as he is in contracting to sell motorcycles or renting a piece of property for a certain stated period of time.

Examine the Policy Carefully

"When taking up the matter of insurance do not accept any insurance man's word for it that the policy is all right; that it will cover your case and that any of the points that you might want to bring up will be properly taken care of. Read the policy carefully and satisfy yourself that you thoroughly understand its contents and also that the printed portions thereof will protect you. If not, insist that the special clauses, or 'riders,' as they are called, be written on the policy and accepted by the insurance company. If this is done, you will cheat the insurance adjusters out of a job in case you have a fire and you will be liable to get what is actually coming to you.

"There are many motorcycle dealers carrying insurance who do not know that unless specifically mentioned, the following property is not covered by their policy: Signs, awnings, store and office fixtures, and tools. Better take a look at your policy, Mr. Dealer, and if these are not specifically stated see to it that your insurance agent gives you a rider which protects you on these points.

(Continued on page 50)

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Repair Kinks and Shop Wrinkles

Hints On Dressing Bearings

Giving in Brief Several Means By Which Satisfactory Surfaces Can Be Obtained; Tinning a Bushing

By D. R. HOBART

WHILE a large proportion of the motors of recent model use ball or roller bearings on the crankshaft or connecting rod big ends, there are a huge number of motors with plain bearings in service. In fact, experience has shown that the majority of motors sent in for repairs have such bearings, and a few hints on dressing bronze and babbitt surfaces will therefore be valuable to many shopmen.

In order to get the proper fit of a shaft in its bearing, the shaft must turn freely in the bearing without wobbling. At the same time, the bearing must conform to the surface of the shaft. It is not sufficient that the bearing is new to make it fit; the best results are obtained only when the bearing fits snugly on the shaft and fits at all points of the surface. Failure to have shaft and bearing fit in this manner means a scored shaft, rapid wear and unsatisfactory operation of the motor in the long run.

Simple Apparatus

The process of making shaft and bearing conform is known as "dressing" and it is one that is easily done, although some care must be taken in doing it. The apparatus used consists of a scraper or two and a tube of Prussian blue or some color. The latter is used to indicate any "high spots" in the bearing when dressing it.

Two forms of plain bearings are used in motorcycle motors. The first, known as a "bushing" is in one piece, while the second is split in halves. This latter form will be referred to by the word "bearing" hereafter. Both forms are made either in babbitt metal or bronze.

Shaft Must Be True

The shaft must be in good condition before any dressing of the bearing is attempted. If scratched, a smooth surface can be gotten again by careful rubbing with 00 emery cloth, given one turn around the shaft and worked by alternately pulling the ends. If the shaft is scored, it will need lapping with emery flour and oil.

Taking the case of the bushing, unless badly worn, a new surface can be had by tinning the interior carefully. Before starting to tin, the bushing, whether bronze or babbitt, should be freed from all grease by the use of a flux. The tin should be in a liquid state in a pot, and should not be used before the dross is brought to the surface by melting a tallow candle in the hot metal and skimmed off. The bushing is then plunged into the metal or the tin allowed to run on its entire inner surface from a ladle. When cold, the tinned bushing is ready to dress to the shaft.

If a bushing is badly worn, the best results can be had by replacing it with a new one, and dressing to fit the shaft. There is no economy in the long run in tinning a bearing deeply.

Fitting Split Bearing

For a split bearing, loose on its shaft, it will be necessary to bring the halves closer together in order to get a proper fit after dressing. The flanges or edges of one-half should be very lightly filed until the halves placed together fit snugly over the shaft with the flanges in contact. In some split bearings, shims are fitted between the halves, so the removal of a shim on each side will bring the halves together, ready for dressing.

Coat lightly the inner surfaces of the halves with Prussian blue or the color used in its place, and assemble the bearing on its shaft. Revolve the shaft in the bearing a few times, then lift off the halves. The "high spots" will be marked by a removal of the blue from the bearing surface. Fasten one-half in the vise, using copper jaws, and carefully scrape the bright spots, taking thin and minute chips only from the surface.

Final Steps

When all bright spots have been scraped, coat the surface again, and after having wiped off the shaft, assemble the bearing as before and rotate the shaft. Continue the dressing until the blue is not rubbed off the surfaces of the bearing at all when the shaft is rotated. The dressing is then complete. It is essential that the bearing halves are put back in the same relation to each other each time. Wipe all surfaces free of the blue, see that the oil grooves are clear, put a coating of clean lubricating oil on the shaft and put the bearing and shaft in place.

In examining a bearing before dressing, use kerosene to remove the oil from the surfaces, not gasoline. The latter leaves a precipitate which will not always be absorbed by the lubricating oil and which will score the surfaces if left in place. The kerosene should be allowed to become nearly dry, then wiped off with a clean cloth.

For Quick Repair

Where the "high spots" are of small surface as shown after the blue is applied, a quick job may be done by tinning as described above. However, the tin coating is not so good a bearing surface as the bronze or babbitt metal, and will not last as long. The regular dressing process takes a little longer than the tinning, but the results are more satisfactory.

In dressing up the crankshaft bearings of a four cylinder motor, the crankcase halves should be left in place and dressed first, in order to ensure the four bearings being in line. Each of the other halves should then be dressed to its particular crank throw.

Insuring Ample Lubricant for the Wristpin

EVERY now and then some one brings in a machine having the wristpin bearing wobbly or even tight on the small end of the connecting rod. The cause is naturally lack of lubrication, and after the necessary dressing of the bearing or its replacement have been made, the following remedy should be applied:

The small oil hole in the small end of the rod should be coned or countersunk at its outer end. In this connection, it is not at all a bad idea to slightly roughen the ribs inside the piston to get the oil from the splash to adhere, and then drop back on the small end. Care should be taken in doing both of these things, that the strength of the small end and the piston is not weakened in any manner.

Verify Oil Feed After Each Overhaul

AFTER every overhaul, either of the machine itself or of the motor, it is the safest plan to verify the flow of oil from the tank through the mechanical pump, and into the crankcase. The small screw on the pump body should be withdrawn with the motor running, or, better still, the connection at the discharge end of the oil line—into the crankcase—should be unscrewed and the flow of oil watched.

Particular care should be taken by the repairman in this respect when the oil in the tank of the motorcycle is low, as air-locks are then likely to form somewhere in the line and cause trouble later on.

Secure Means of Testing Spark Plugs

TESTING a sparkplug after removing it from the cylinder is usually clumsily done, as the plug is held by the cable and its shell rests against some part of the motor. In fact, it is rather awkward to work a kick-starter and hold the plug in position at the same time, but here is a wrinkle that is just as good on the road as in the shop for holding the plug securely and watching the spark.

Take a monkey wrench, or a Stillson, for that matter, and close its jaws around the hexagon portion of the plug. Push the handle of the wrench in under the projecting arm of the valve dome or anywhere that it will stay and make contact with some metal, such as the frame or the motor. You can do any kick-starting or pedaling now without having to hold the plug by hand and with the certainty that a proper circuit is established. The current will pass between the points and go through the wrench to the frame or motor as the case may be.

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Questions and Answers

CANNOT INCREASE POWER

MY 1913 model twin has a 15-tooth motor shaft sprocket, a 33-tooth clutch sprocket, 15-tooth countershaft sprocket, and 31-tooth rear sprocket. I would like to get more power from it and ask you if the fitting of a larger sprocket on the rear wheel will effect this.

CHARLES VETTERLE.

Buchanan, Mich.

Your gear ratio is about 4.6, which is all right unless you want to speed. No alteration of the sprockets will give you more power than the motor will develop, but a lower gear ratio will give you better hill-climbing ability.

Unless your motor is in poor condition, you should be able to climb all ordinary hills with the 4.6 ratio.

However, you might try a 33-tooth rear sprocket, but your speed will be cut down appreciably by its use. Before changing the sprocket, find out how fast the motorcycle will travel; it should do 52 miles per hour if in first class condition.

A CLEMENT MOTOR

PLEASE identify the following motor for me. It is intended to fit into a bicycle frame to form a motor attachment, and I am anxious to know where I can get any spare parts for it. Bore is 2¾ inches, stroke 3¼ inches, detachable cylinder head, timing gears outside of crankcase with brass cover, automatic inlet valve over exhaust in chamber slightly at rear of center line; hinged bolts to cylinder head.

Modesto, Ill. RALPH W. GREEN.

As far as we can make out from the description, the motor is a Clement, made in France. This is presuming that the motor when it reached your hands was not altered by a previous owner. You will be unable to get spare parts for this motor, as the Clement firm ceased to import motors to this country some five years ago, and ceased motorcycle engine production in France about 1912. There is no American representative.

FOR WINTER SIDECARING

WHAT extra provision should a rider make for sidecaring in the winter; that is, with regard to the machine and car?

H. LOGIE.

Albany, N. Y.

The three wheels of the combination should be fitted with non-skid tires, the treads of which must be in good condition. Care should be taken that the tires are inflated to the proper pressure. Put a good non-skid chain on the rear wheel of the motorcycle, especially if ice and snow are to be met with.

The sidecar should be perfectly aligned, and the hub packed with a fresh supply of lubricant.

Lubricant should be placed between the leaves of the body springs and it would not be a bad idea at all to tape the springs from end to end with tire tape. In very cold weather, springs may break under a heavy jounce, so the reinforcement by means of the tape will prevent this. Provide plenty of blankets for the feet and legs of the passenger, also an apron.

FRONT SLED DETAILS

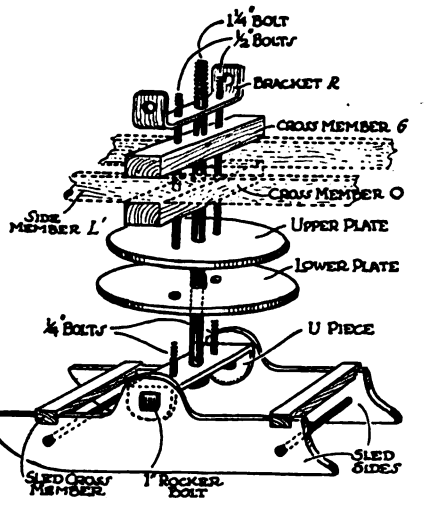
I AM going to build a motor sled similar to that shown in the October 19 issue of **Motor Cycle Illustrated**, and would like to have further details on the assembly of the front sled and forks.

Atlantic, Mass. A. B. CHURCH.

The fork ends of the motorcycle fit between the upturned sides of the axle bracket R. This bracket, as will be seen by reference to the drawing, is connected to the cross members G and O by means of ½-inch bolts. These bolts also pass through the upper of the two "fifth wheel" plates M. The axle bracket R, members G and O and the upper plate M are centrally drilled for a king-bolt, 1¼ inches in diameter. This bolt also passes through the lower plate M and the reversed yoke or U-piece on which the sled sides rock in unison.

In the drawing, the various parts are extended slightly from their respective positions to give a clearer view of the construction. There are two ¼-inch bolts connecting the lower plate M and the U-piece for the sled. Note that the sled cross members are set into notches in the sled-sides and that there are through bolts connecting the sled sides, both at the front and the rear.

The bolts in the plates M must have their heads counter-sunk so as to give it free movement of the lower plate on the upper when steering. It is understood that some grease or other lubricant is needed to enable the lower plate to turn easily on the upper.



Front Sled and Connections of Motor Snowster—Parts Separated to Show Relative Location

CLEAN THE CARBURETER

MY 1915 twin motor will not run steadily unless I give it plenty of opening in the jet. It then will run, but will not pull as it should on the hills or in sand. The timing is all right, the compression good and the ignition according to factory marks.

S. W. SMITH.

Chicago, Ill.

Provided you have not altered the gear ratio so that on top speed the motor runs too fast, the trouble will probably be found in the carbureter. Look at the cam on the throttle shaft and see that there is no groove or flat spot worn in it. If there is, get a new cam at once. Dismount the carbureter and thoroughly clean all the fuel passages.

If the jet needle is worn or its shape altered, have it fixed or get a new one. Clean out any carbon in the cylinders, and after assembling the motor and carbureter, adjust for the proper mixture.

WRITE THE MAKER

I DESIRE to get better results with my 1916 motor and would like to have your advice as to fitting a Shakespeare carbureter. Please tell me if this will give me greater economy and speed than the one now fitted.

"CHARLEY ROSS."

Philadelphia, Pa.

We have no doubt that you would get as satisfactory results with the Shakespeare carbureter as with the one on your machine, but as to better economy and speed, we cannot tell you. We have absolutely no record of this carbureter being used on a motorcycle, and doubt very much whether the carbureter would fit between the cylinders.

You could, of course, fit an extra long pipe to the inlet manifold, but this would bring the carbureter outside of the line of cylinders and might cause some inconvenience in riding. Inquire of the carbureter maker about it.

EASY STARTING

I FREQUENTLY have difficulty in starting my motor when the weather gets cold. I have to prime the cylinders and use the kick-starter considerably before the motor will run. Give me the remedy.

C. H. D.

Brooklyn, N. Y.

In very cold weather, use a cloth which has been dipped in hot water and wrung out, wrapping this around the carbureter. See that the lower air-inlet to the carbureter takes in air directly from one cylinder. When stopping for any length of time, leave the valves lowered, so as to keep mixture in the cylinders.

Close auxiliary air port when starting. We think that you will have to prime in cold weather on your motor, no matter how good a motor you have. You do not tell us if your motor starts easily or otherwise in warm weather, but if it starts hard in summer, it will assuredly start harder when the temperature is low. Avoid the use of a blow-torch, as you may cause a disastrous fire in attempting to thus heat the carbureter.

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A Few Christmas Suggestions

Ways and Means by Which the Motorcycle Dealer Can Profit on the Holiday Spirit

WELL, here's Christmas right atop of us; just a couple of more days to cash in on the one time of the year when everybody spends money freely and selling goods means simply displaying them to proper advantage.

Proper advantage—that's the point. Do you realize, Mr. Dealer, that your stock of accessories constitutes an answer to a question that right at this minute is puzzling many a parent? That question is "What will we give William for Xmas?"

Our first suggestion, then, is that you write the parents of each of your riders and suggest to them the fact that William's chief aim in life is to obtain a new shoe for his "Speeder"; or a new horn, lamp or some other accessory which you stock.

That'll start 'em coming to your place; but why stop with the parents? There are other relatives—brothers, sisters, aunts and uncles—write 'em all. Yes, and write to a few of the lads' friends. Suggest to the riders themselves that the best way to show the true holiday spirit to their fellow riders is to give them something for the motorcycle.

Yes, and a few personal letters to the parents of fellows whom you know to be anxious to get motorcycles no doubt will prove effective, especially if you handle a lightweight. Tell the parents that "William" or "John" would like a motorcycle better than anything else in the world and that you have the very machine that he wants and are willing to teach him how to ride, give him a reasonable amount of service, etc.

That's the way to start them coming, all right. But then you have to carry the Christmas idea all the way through your establishment. Who would ever think of a motorcycle as a Christmas present, for instance, unless it was suggested to them in that light? A pump, or a lamp, or a horn does not in itself hold a suggestion of being a suitable Christmas gift; but tie a bit of red ribbon around it, set it off with a touch of holly or poinsettia, a dash of artificial snow, perhaps, and a little card—"This is what Willie wants"—and there's the suggestion sure enough.

That's the idea you must carry throughout your whole establishment if you would profit to any great degree by the inflated business that comes with the Christmas custom. Beginning at the store window, the Christmas idea must be carried out in a comprehensive manner, else the bicycle which looked like the ideal present for little Johnnie in the letter you sent to Johnnie's pa will look quite commonplace and inappropriate when the said worthy drops in to close the transaction.

The idea, then, is to put a good Christmas punch first into the letters you get out; then into your show windows; into your newspaper advertising if you use space; and into your store. Get your new machines out front where they can be seen and well away from the trade-in machines. And don't be afraid to use plenty of light, plenty of green and red decorations and to present your accessory stock in such a manner that even the most trivial wrench looks like the ideal gift for somebody's boy.

Another little suggestion—one that will get them talking about you. How about a Santa Claus on a demonstrator? Have him ride around during the few remaining days before the happiest day of the year. Mount a sign or a placard on the machine calling attention to the fact that motorcycles, bicycles and accessories make ideal gifts and that you are fully prepared to take care of all comers.

And don't forget that this is the time of the year to cash in on the "motor bob" business. A Santa Claus on a motor sled will prove particularly attractive and will send the lads into your store to find out how to build similar machines. There's a dealer up in Schenectady, N. Y., who is this year making a specialty of supplying all the necessary fitments for converting a motorcycle into a serviceable motor sled.

And just one thing more. A card carrying the season's greetings and totally devoid of all advertising sent to all of your customers and prospects is just the proper caper for the day before Christmas. Forget the business end of it entirely and such a card will go a long way toward cementing old friendships and making new friends for you.

HERE'S A JOB

For the Technical Man—Patent Examiner Wanted

SOME of our readers of technical turn of mind may be interested in the announcement that the United States Civil Service Commission has scheduled an examination for assistant examiner in the Patent Office, to occur throughout the country, on January 17, 18 and 19, 1917.

From the register of eligibles resulting from this examination, certification will be made to fill vacancies, as they may occur, at a starting salary of $1,500 a year, in the United States Patent Office at Washington. Emphasis is put on the fact that the supply of eligibles for this position has not been found equal to the demand, and persons qualified are urged to take the examination.

They will be examined in the following subjects: physics, mathematics, including all branches to differential calculus; mechanical arts, chemistry, including analysis and elementary organic; French or German, and mechanical drawing. The age limit is 20 years or over on the day of examination. Further information can be had by applying to the United States Civil Service Commission, Washington, D. C.

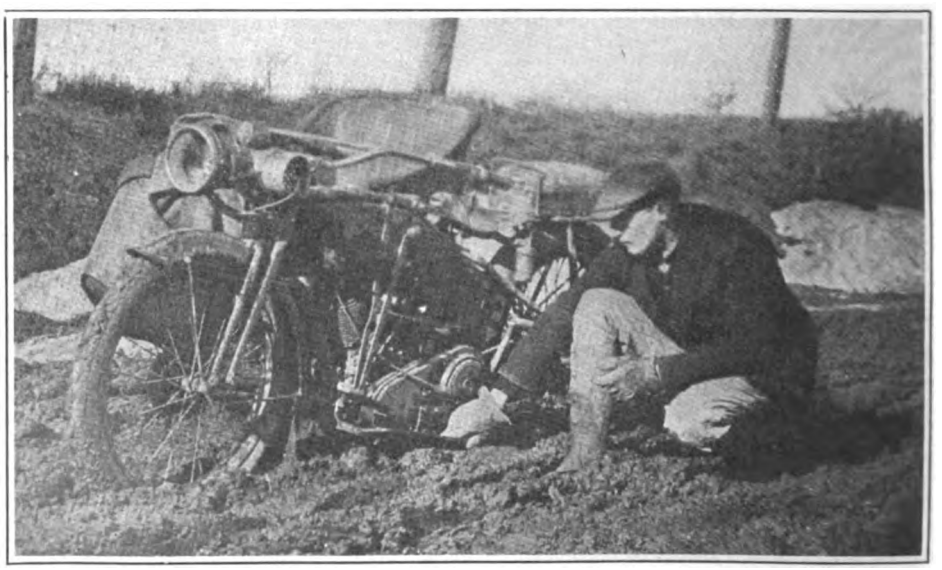
CHRISTMAS FIRESTONE

House Organ of Firestone Company Breathes the Yuletide Spirit

OF a character to carry good cheer to the trade at large is the Christmas Number of the Firestone, the house organ of the Firestone Tire & Rubber Co. The cover is a Christmas scene done in two colors, bright, cheery and with the spirit of the Yuletide built right into it.

That same idea is carried out throughout all of the sixteen pages of the number, a green and white holly decorative piece at the top and sides of the pages and red checkered borders around the green half tone illustrations adding greatly to the effect. It is easily one of the best issues of the Firestone that has come from the press in some time.

THE TESTER'S LOT IS A HARD ONE IN WINTER



A Reading Standard Factory Tester on a Typical Frozen Road

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Bicycle Section

PLENTY OF ACTION IN SIX-DAY RACE

Grenda and Goullet Make Low Score in First Night's Sprint Session—Root and Madden Finish Second and McNamara and Spears Third—One Team Out

MADISON SQUARE GARDEN, Dec. 19.—Alfred Grenda and Alfred Goullet proved themselves the best sprinters in the series of ten sprints in the new system of scoring in the six-day race, which started yesterday morning. Goullet won three of the sprints, while Grenda won one, and in the sprinting session, which lasted over two hours, the team had the low score of 30 points.

Reggie McNamara won four of the sprints, but his partner, Bob Spears, failed to finish better than fifth in any of the sprints, and they finished with 34 points, two points more than Eddie Root and Eddie Madden. Ray Eaton and Martin Ryan scored 37 points and Fred Hill and Peter Drobach had 42 points to their credit. In each sprint the first five riders scored from one to five points. Their totals were then added up and the team with the low score was credited with a point for the grand total for the week. Second team received two; third team, three; fourth team, four, and fifth team five. All teams finishing outside of fifth were credited with six points.

How the Sprints Finished

The accompanying table shows how each rider finished in each of the ten sprints of last night, the total of points registered by the team and the points which will be credited to them each night according to the position in which they finish:

Team	Sprint No. 1	2	3	4	5	6	7	8	9	10	Daily Pts.	W'kly Pts.
Goullet	0	3	0	1	0	1	0	1	0	2		
Grenda	6	0	4	0	5	0	6	0	1	0	— 30	1
McNamara	1	0	1	0	1	0	1	0	2	0		
Spears	0	6	0	5	0	5	0	6	0	6	— 34	3
Egg	0	6	0	6	0	6	0	6	0	6		
Dupuy	6	0	6	0	6	0	6	0	6	0	— 60	6
Root	3	0	3	0	3	0	3	0	5	0		
Madden	0	1	0	6	0	2	0	5	0	1	— 32	2
Hill	6	0	6	0	4	0	5	2	0	3		
Drobach	0	4	0	2	0	6	0	0	4	0	— 42	5
Thomas	6	0	6	0	6	0	6	0	6	0		
H. Ohrt	0	6	0	6	0	6	0	6	0	6	— 60	6
Lawson	0	6	0	6	0	6	0	6	0	4		
Mitten	6	0	6	0	6	0	6	0	6	0	— 58	..
Eaton	0	5	0	6	0	6	0	3	0	6		
Ryan	2	0	2	0	2	0	2	0	3	0	— 37	4
Walthour	0	6	0	4	0	6	0	6	0	6		
Debaets	6	0	6	0	6	0	4	0	6	0	— 56	6
Carman	0	6	0	6	0	6	0	6	0	6		
Wiley	6	0	6	0	6	0	6	0	6	0	— 60	6
Smith	0	6	0	6	0	6	0	6	0	5		
Kopsky	6	0	6	0	6	0	6	0	6	0	— 59	6
E. Ohrt	6	0	6	0	6	0	6	0	6	0		
Bello	0	6	0	6	0	6	0	6	0	6	— 60	6
Cameron	5	0	6	0	6	0	6	0	6	0		
Kaiser	0	6	0	3	0	3	0	6	0	6	— 53	6
Spencer	4	2	0	6	0	4	0	4	0	6		
Carroll	0	0	5	0	6	0	6	0	6	0	— 49	6

There was the usual preliminaries, noise and bustle in connection with the start of the annual "grind," the 24th, by the way. After the riders had been sent around the track in a parade, with an introduction for each team, and a flashlight had been taken

SCORE AT 42 HOURS

Teams	Miles
Goullet-Grenda	840.9
McNamara-Spears	840.9
Egg-Dupuy	840.9
Hill-Drobach	840.9
Root-Madden	840.9
Carmen-Wiley	840.9
Kaiser-Cameron	840.9
Debaetes-Walthour	840.9
Lawson-Mitten	840.9
Eaton-Ryan	840.9
Thomas-Hans Ohrt	840.9
Smith-Kopsky	840.8
Ernest Ohrt-Bello	840.8

Goullet and Grenda leading.

Record is 888.2 miles and was made by Lawson and Drobach in 1914.

of the start, the Hon. Judge Edward E. McCall fired the shot that sent the riders on their long journey.

The following teams started in the race,

Tom Bello, Who Is Making His Six-Day Debut

the first named rider starting for the team: Alfred Grenda and Alfred Goullet, Reggie McNamara and Bob Spears, Marcel Depuy and Oscar Egg, Peter Drobach and Fred Hill, Eddie Root and Eddie Madden, Clarence Carman and George Wiley, George Cameron and Harry Kaiser, Bobby Walthour and Michael Debaets, Joe Kopsky and Tommy Smith, Worth Mitten and Iver Lawson, Ray Eaton and Martin Ryan, Ernest Ohrt and Tom Bello, Lloyd Thomas and Hans Ohrt and William Spencer and Edward Carroll. At the eleventh hour Jimmy Moran, who was to have ridden the race with Hans Ohrt, announced that he did not care to ride the race and Lloyd Thomas was substituted in his place. When Victor Linart was injured in the paced race on Saturday night he was forced out of the race. Debaets was put in his place to ride with Walthour. Debaets was originally scheduled to ride with Bello, but Ernest Ohrt was teamed with the Brooklyn Italian instead.

Riders Set Steady Pace

A stiff pace was set from the start, but the riders later on set down to a steady grind, which was now and then intermingled with a sprint. At the end of the first mile Eddie Root led, while Lloyd Thomas led at the five-mile station. George Wiley won the first special prize of $5 for a half-mile sprint, Kaiser and Grenda also copping a $5 bill for a like effort. Grenda later on in the day won a one-mile race for $10. Harry Kaiser led at the 12-hour point with 267.4 miles to his credit, the record being 278.2 miles. Tom Bello led at midnight, or 24 hours, the score being 516.8 miles, as against 537.9 miles, the record.

Shortly after the midnight score had been posted, and while the riders were fatigued from the ten sprints in the evening, a rabid spectator gave $50 for five $10 sprints over the mile route, the sprints to run consecutively. The sprints were won by Eddie Root, Reggie McNamara, Marcel Dupuy, Alfred Grenda and Alfred Goullet, in the order named.

During the final sprint Joe Kopsky got nervous and started a sprint that proved to be his undoing. Kopsky opened up a big gap on the field and in the "jam" that started Kopsky and his mate Tommy Smith were lapped, while Edward Carroll and William Spencer and Ernest Ohrt and Tom Bello were each penalized for making poor pickups. Shortly after the sprinting ceased Carroll complained of sickness and later withdrew from the race.

The Mounts of the Riders

In this year's race the following bicycles are being used: Alfred Grenda and Alfred Goullet, Red Wings; Hans Ohrt, Pierce, and Lloyd Thomas, Caminade; Clarence Carman, New England, and George Wiley, Pierce and Caminade; Ernest Ohrt,

(Continued on page 39)

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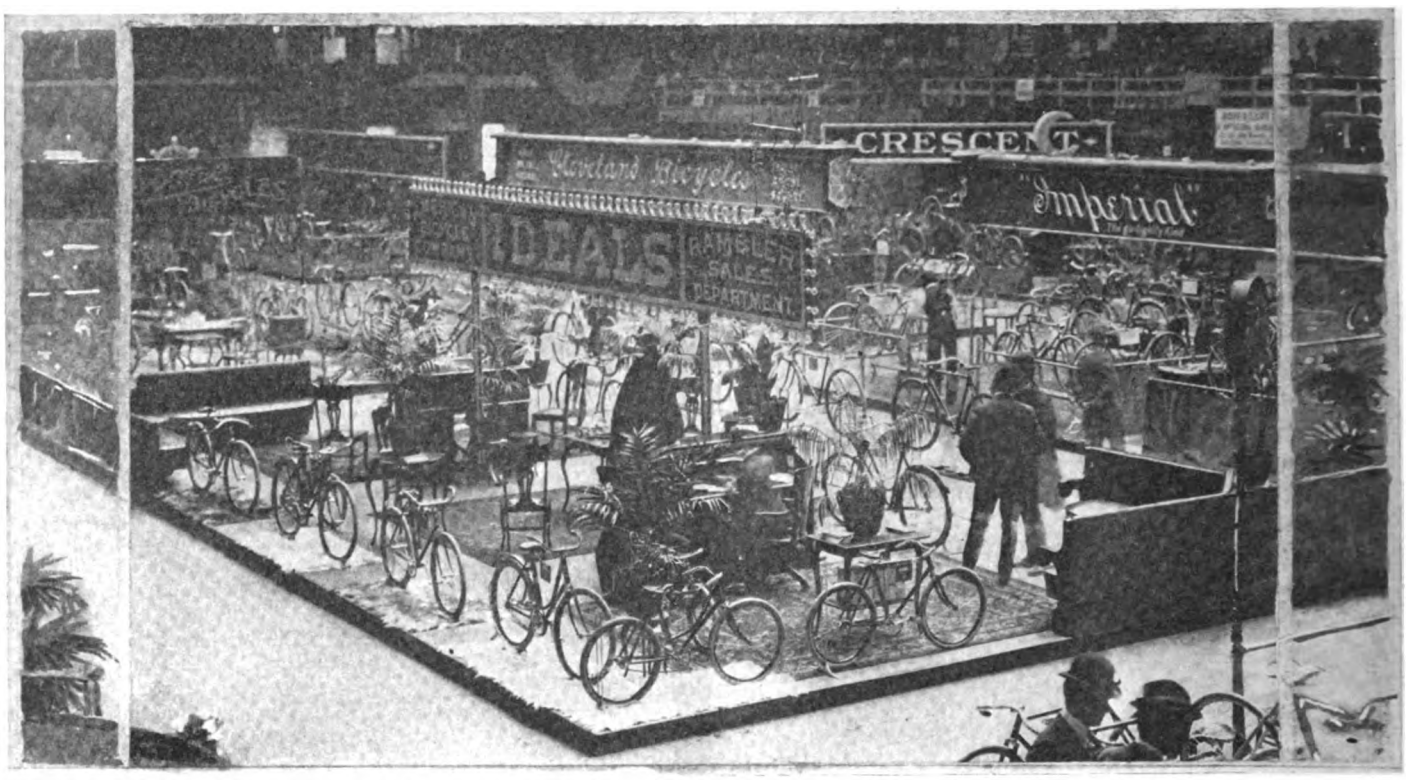
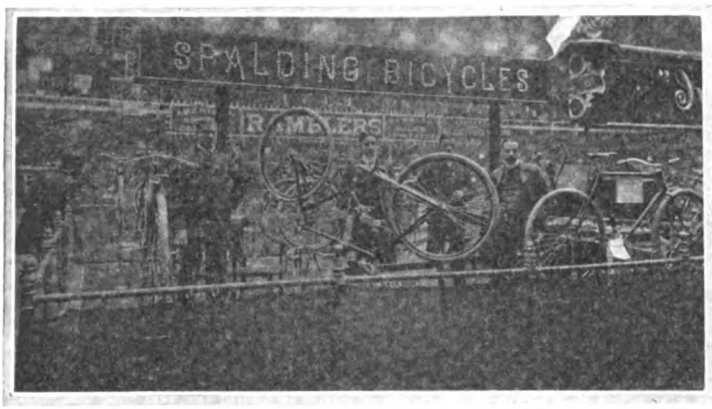
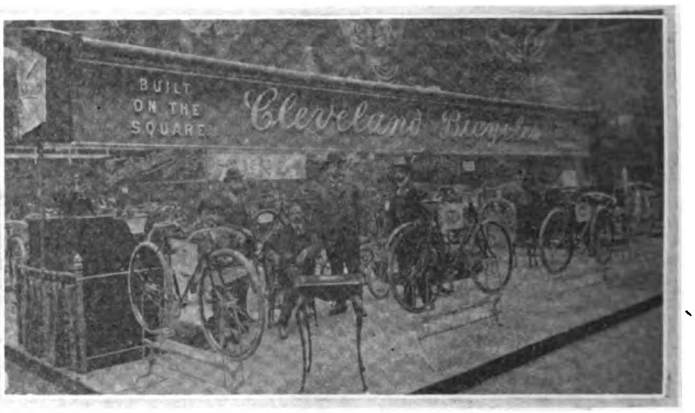
LOOKING BACK AT CYCLE SHOWS OF YESTERYEAR







HERE is a collection of cycle show pictures which will carry the veterans back to thoughts of trade conditions as they knew them well nigh a score of years ago.

They picture the cycle show that was staged in Madison Square Garden during the Fall of 1899, in the "heyday" of the pedal-propelled two-wheeler. Aside from the sentiment attaching to the pictures for the old-timers, there is also a touch of interest in them for the younger folks in the trade, for attaching to the finding of the pictures and their exclusive use in "Motor Cycle Illustrated" there is a story of the show just past.

Manager Stewart, who presides at the Garden, took Show Manager A. B. Coffman aside on Thursday afternoon during show week and told him he would like to have him look through a big collection of old pictures in the Garden storeroom. And Coffman took a minute off from his task to go through the dust-covered reminders of yesteryear, and these are what he uncovered.

Does he prize them? Well, "Motor Cycle Illustrated" pretty nearly had to put up a bond for their safe return before he would grant his permission for them to be used.

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MANY MODELS IN THE DE LUXE LINE

Vim Cycle & Hardware Co., Buffalo, Offer Light and Heavy Road Service and Racing Models—Company Prides Itself on Careful Method of Construction of Their Bicycles

BUFFALO, N. Y., Dec. 18.—There are many different models in the 1917 line of Vim De Luxe line of bicycles, which are offered by the Vim Cycle & Hardware Co., of this city. The line includes bicycles for the racing men, for light and heavy road riding and for delivery service. The prices range from $37.50 up to and including $47.50.

The company prides itself on the method of construction of the Vim De Luxe bicycles. No details are overlooked in the construction of these bicycles. From the raw material to the brazing, testing, nickeling and finishing great care is taken to secure the best material and the most skilled workmen possible.

Feature Quality and Design

In the Vim De Luxe bicycles three essentials are combined: the quality of material, the quality of workmanship and the simplicity of design. Every piece of material used is tried and tested and no material will be used that fails to come up to the high standard set. The workers that build the De Luxe bicycles are highly skilled and the effective simplicity of design has been secured through the collaboration of experienced designers and engineers.

The "open hearth" method of brazing is used in De Luxe bicycles. This method is claimed to be the most efficient by the makers. The joint to be brazed is placed on a firebrick furnace and a high-pressure gas blast plays onto the joint. When the spelter is fused the operator flows it through the joint and from experience knows when to withdraw the frame to prevent warping. This method insures a strong union.

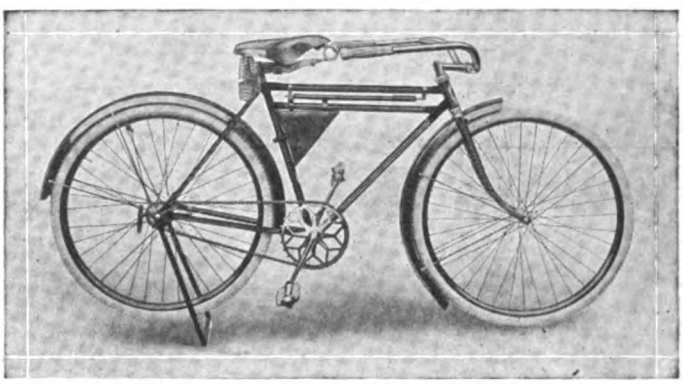
Another item that the builders are proud of is their frame testing and truing methods. Before being brazed the frames are put in a jig and lined up before they go to the operator, while the same process is followed after brazing. The front forks are also tested and trued before being brazed and when assembled the bicycle is in true alignment.

The enameling and nickeling processes employed on De Luxe bicycles are claimed by the makers to be the best obtainable. Five coats of enamel are applied by an air brush after the frames and forks have been put through a sand blasting process, which cleans all scale and makes a surface fitted for the enamel. A coat of rubbing varnish and a finishing coat of varnish are then applied. The parts to be nickeled are buffed thoroughly before a heavy coat of copper is applied. The finishing coat is then put on and the buffing wheel assures a plate that will stand hard usage.

The assembling of De Luxe bicycles is another item that is carefully watched. After a thorough inspection the parts are fitted and adjusted scientifically, so that the purchaser is assured of a bicycle that is correct.

The Vim De Luxe Roadster, Model 410, lists at $47.50 and is the highest priced model in the line. This make comes in the single-bar frame with outside joints. Is fitted with a one-piece hanger with annular bearings, motorcycle type and mudguards, Motorbyke No. 1 saddle, motorcycle type pedals, No. 50 Vim Suction guaranteed tires, reinforced handlebar, Bull Dog grips and has De Luxe finish. This model can be furnished in the double-bar frame.

Model 501. Vim de Luxe Racer



Model 410. Vim de Luxe Roadster

The Motor-Bike, Model 508, sells at $45. Is made up with double-bar frame, two-piece hanger, drop side guards, motorcycle type pedals, motorcycle type reinforced handlebars, turned cups and cones, which are specially hardened, and is furnished with special De Luxe finish.

Single-bar Frame on Roadster

Model 507, the De Luxe Roadster, is a single-bar frame with two-piece hanger. Is fitted with drop side guards, Tip Top saddle,, motorcycle type pedals, short rubber grips and has the special De Luxe finish. This model can also be supplied with double-bar frame, and the price is $40.

A more reasonable-priced machine is Model 506, which is listed at $42.50, with the equipment about the same as in Models 508 and 507. The De Luxe Heavy Road model comes with a single-bar, outside

Model 508. Vim de Luxe Motor-Bike Type

Model 407. Vim de Luxe Heavy Roadster

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joint frame, one-piece annular ball bearing hanger, motorcycle type pedals, No. 40 Vim Suction guaranteed tires, box handlebar, Bull Dog grips and De Luxe finish. Sells at $42.50. Can be furnished in double-bar frame.

Model 408 is another heavy road model, which has similar equipment, and retails at $45.

For the speed merchants Model 501, the Vim De Luxe Racer, has been designed. It is a light single-bar machine, which is made up of a light gauge tubing and flush joints.

It is fitted with Thor racing hubs, Drome Champion racing saddle, Buffalo racing handlebars, Star racing pedals, and extra light spokes. The price on the racing models is $37.50.

INTER-CLUB MEETING

Re-elect McIntyre and Tonjes—To Eliminate Post Entries at All Races

NEW YORK, N. Y., Dec. 20.—At a meeting of the Inter-Club Amateur Road-Racing League, held Monday night, Dec. 11, at the rooms of the Unione Sportiva Italiana, D. J. McIntyre was re-elected president and C. J. H. Tonges, the secretary, was again chosen.

It was agreed at the meeting to do away with post entries at all races run under the jurisdiction of the league, and that when one rider left a club to join another he had to ride as an unattached rider for at least six months. In the handicapping for the races it was decided that riders will be given handicaps every 30 seconds, which will tend to make the back markers work harder to win.

An agreement, a mutual one, by the way, was made between the clubs to provide five time prizes in each race with the minimum value of $5 for the last one. The next meeting, at which time the schedule of races for the coming year will be given out, will be held Jan. 8, while the annual banquet is scheduled for Jan. 24.

BICYCLE DEMAND IN COLUMBUS

COLUMBUS, O.—Bicycle dealers in Columbus report a strong demand for the two-wheelers for Christmas giving. The increase in business for the holidays is more noticeable than for years past. In fact, there is such a good demand for bicycles that stocks are quite low. Many of the dealers have large shipments arriving shortly after the first of the year.

ATTARDI WINS FROM SCRATCH

BROOKLYN, N. Y., Dec. 16.—Anthony Attardi, a member of the Fifth Company of the Thirteenth Regiment, won the two-mile handicap bicycle race run at the regimental armory last night. Attardi started from scratch and beat J. O'Shea, Fifth Company, 50 yards, and F. Finch, First Company, 190 yards, in 4:58.

TOM BIRD ON SELLING TRIP

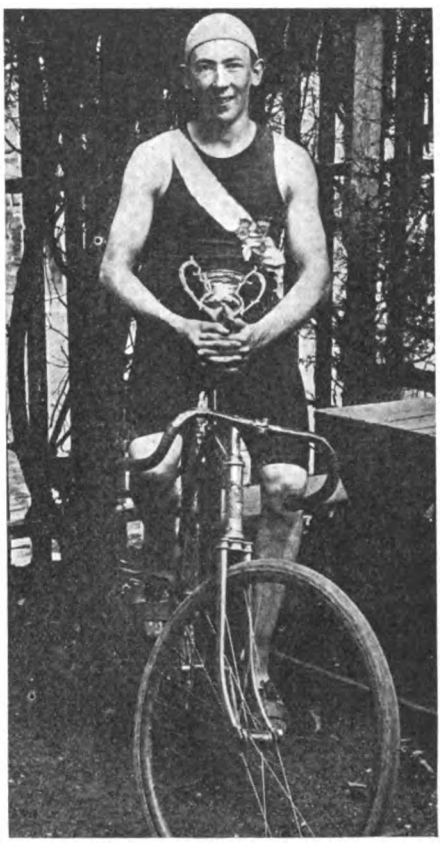
MARSHAL, Minn., Dec. 15.—Tom Bird, the man who made the Iver Johnson bicycle famous, has just completed his semi-annual tour.

He sold a shipment to Healy & Sons, and with his nephew, R. D. Balwin, called on many nearby towns.

BOOM IN BICYCLE SALES TO WOMEN

Demand for Ladies' Models in Toronto Has Been Heavy of Late; Some Feminine Buyers Drive to Agencies in Autos

TORONTO, Ont.—Convincing evidence that 1916 was really a big year for the bicycle is the fact that more ladies' bicycles were sold in Toronto during the past twelve months than were retailed in any year of the past decade. Reference to the sales books of one Toronto store, that of the Planet Bicycle Company, Queen street, east, shows that sixty-nine ladies' wheels were sold by this one concern. The Planet people sold forty-four 20-inch ladies' bicycles and twenty-five of the 22-inch frame type since last January 1. The latest sale for immediate use was booked on December 7 and, in addition, six or more ladies' bicycles are on order for Christmas delivery. These figures do not include a rather large number of girls' bicycles of juvenile size also sold by the Planet company during 1916.



Harry Hoffman, One of the Crack Riders of the Olympic Club of San Francisco, Cal.

It is interesting to note that, in many instances, women drove up to the Planet door in automobiles to purchase a bicycle for themselves. The company's statistics also show that practically all the ladies' bicycles sold during the year went to residents of the fashionable districts of Toronto. The names of the purchasers include leaders of the swell set and other prominent citizens.

The unique fact has been unfolded that a young lady of Toronto is being cured of curvature of the spine through the use of a bicycle. A prominent physician ordered the girl to ride a bicycle and it was found necessary to equip the wheel with a pair of Kelly handlebars set at odd angles. After a few months' exercise on this wheel, it has been found that the ailment is disappearing.

SPILLS AT ROCHESTER

Three Races Run at Indoor Meet—Gronkowski, Buffalo, Proves the Star

ROCHESTER, N. Y., Dec. 18.—Three bicycle races were held in connection with the meet of the National Reserves, Sixth Div., at the Armory, Saturday night, Dec. 9. There was plenty of spills, some of them bad ones, during the running of the bicycle races, but fortunately none of the riders were seriously injured.

Isadore Gronkowski, the Buffalo rider, was the star of the night. Gronkowski won the one-mile race from Wahl and Fred Roy; finished second to Roy in the three-mile race and won the two-mile event from Roy and Muehlbauer.

GOODYEAR SCOUTS TO HAVE CLUB HOUSE

AKRON, O.—Three troupes of boy scouts were given a banquet in the office dining room of the Goodyear plant, Wednesday night, December 13. P. W. Litchfield, vice-president and factory manager, announced that he would build the boys a club house, and would take six of them to Canada with him next summer. C. W. Seiberling, vice-president, offered to pay half of the expenses of each boy's uniform if the boy would earn the other half.

Talks were given by C. W. Bedford, organizer of the first troupe; P. W. Litchfield, C. W. Seiberling, Scout Executive Davis and Joseph L. Taylor. The boys are from 12 to 18 years old, and are employed at the Goodyear plant or are relatives of the employes.

CYCLISTS ARE WAR VICTIMS

NEWARK, N. J., Dec. 19.—Ernie Pye, the old Australian rider, has received word from Australia to the effect that George Morgan and James H. "Sandy" Sanberg, two famous Australian riders, have lost their lives in the fighting with the allied forces in France. Both Morgan and Sanberg have won many famous races in their native land. Sanberg, among his many wins, accounted for one Austral Wheel Race, and Morgan finished second in the Austral race in 1900, after pulling the winner, A. C. Forbes, for almost the entire distance.

CARMAN AFTER RECORD

NEW YORK, N. Y., Dec. 19.—Clarence Carman, the American paced champion, will attempt to better the famous mile done by Charlie "Mile-a-Minute" Murphy, back in 1899, when that rider did the distance back of a locomotive and a car on the Long Island R. R., covering the distance in 57 4-5 seconds.

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TWO ALFS WIN PRELIMINARY RACES

Grenda Beats McNamara in Match and Cops Ten-Mile-Open—Goullet Captures Alternance Match—Paced Riders Unfortunate

MADISON SQUARE GARDEN, Dec. 18.—Alfred Grenda and his pal and friend, Alfred Goullet, who make up one of the favorite teams in the six-day race now being run in this building, were the bright stars of the preliminary sprint meet on Saturday night last. Grenda defeated Reggie McNamara, a fellow Australian, in a match race and later in the evening won the ten-mile open for the professionals, and Goullet won the Alternance match, defeating Bob Spears, · Marcel Dupuy and Eddie Madden.

In the match with McNamara Grenda caught the former in less than two miles in the pursuit heat and in the sprint match he won by a narrow margin in a hard fought race. In the Alternance match Goullet and Madden were tied after all the heats had been run and Goullet beat Madden in an extra heat to decide the places. Spears and Dupuy were also tied for third place and to the surprise of everyone Dupuy beat the fast Australian.

Lap Money Caused Pace

Lap money had the riders on the go in the ten-mile open from the start. Jimmy Moran, who was to have started in the six-day race, was among the starters, but the fast pace set caused him not only to retire from the ten-mile open, but he announced his withdrawal from the "grind" as well. Peter Drobach gathered in about 20 or more of the dollar bills offered for the leaders of the laps, while Hans Ohrt was also after the lap money.

Out of a field of 21 starters in the long race half of them were in when sprinting time came. Hans Ohrt led until Grenda passed him at three laps to go, McNamara and Hill trailing Grenda. McNamara tried hard to beat out Grenda, but the big fellow was too strong and he won by a length from McNamara, with Hill third and Eddie Madden fourth. A half-mile handicap for the professionals was won by Ed J. Carroll, the Californian, with William Spencer, his six-day mate, in second place.

Victor Linart Is Hurt

Hard luck pursued the motor-paced riders. Wiley punctured in his heat and in the final Victor Linart fell when his tire rolled off and he was so badly cut and shaken up that the physicians advised that he be withdrawn from the six-day race. Clarence Carman won, with Linart receiving second money, while George Wiley and Bobby Walthour finished third and fourth respectively.

Fred Taylor and Harry Horan, two members of the Bay View Wheelmen, of Newark, won both amateur races. Horan captured the half-mile handicap and Taylor the three-mile open. Summaries:

Half-mile handicap, amateur—Won by Harry Horan, Newark, 25 yards; second, Fred Taylor, Newark, scratch; third, Marcel Berger, San Francisco. Time, 59⅘ seconds.

Three-mile open, amateur—Won by Fred Taylor, Newark; second, Nelson Johnson, New York; third, Harry Hoffman, San Francisco. Time, 6:23.

Half-mile handicap, professional—Won by Ed Carroll, San Francisco, 30 yards; second, William Spencer, Toronto, 25 yards; third, Eddie Root, Boston, 20 yards; fourth, Tommy Smith, Newark, 30 yards. Time, 58⅕.

Ten-mile open, professional—Won by Alfred Grenda, Australia; second, Reggie McNamara, Australia; third, Fred Hill, Boston; fourth, Eddie Madden, Newark. Time, 21:35⅘.

Match race, professional, Alfred Grenda vs. Reggie McNamara—First heat (pursuit) won by Grenda. Time, 4:08⅕. Distance, 1 mile 1,672 yards. Second heat (one-mile sprint) won by Grenda. Time, 4:17.

Five-mile motor-paced, professional—Won by Clarence Carman, Jamaica, L. I.; second, Victor Linart, Belgium; third, George Wiley, Syracuse; fourth, Bobby Walthour, Atlanta. Time of heats, 8:02⅖ and 8:08⅗.

The alternance match, professional—Won by Alfred Goullet, Newark; second, Eddie Madden, Newark; third, Marcel Dupuy, France; fourth, Bob Spears, Australia. First heat won by Goullet; second, Madden; third, Dupuy. Second heat won by Spears; second, Madden, third, Dupuy. Third heat won by Dupuy; second, Goullet; third, Spears; fourth heat won by Madden; second, Goullet; third, Spears. Madden and Goullet were tied for first with 20 points, Goullet winning the heat to decide. Spears and Dupuy were tied for third and Dupuy won the heat to decide the place.

THE 6-DAY RACE

(Continued from page 35)

Red Wing, and Tom Bello, Bastide and Caminade; George Cameron, Red Wing and Caminade; Harry Kaiser, New England; Ray Eaton, Caminade, and Martin Ryan, New England and McDougall Special; Edward Carroll, Pierce, and William Spencer, Massey-Harris; Iver Lawson, Pierce, and Worth Mitten, Chater-Lea; Eddie Root and Eddie Madden, New England; Michael Debaets, Pierce, and Bobby Walthour, Caminade and Bastide; Peter Drobach, Caminade, and Fred Hill, McDougall Special; Reggie McNamara, Caminade, and Bob Spears, Caminade and McDougall Special; Oscar Egg, Caminade, and Marcel Dupuy, Bastide; Joe Kopsky and Tommy Smith, Caminade.

NOTES OF THE GRIND

Carroll and Spencer, aged 21 and 22 years, respectively, were called the "pony team." Ponies cannot stand the work of truck horses and Carroll found the going too hard and was forced to withdraw.

Willie Bolles, the caretaker of the Newark Velodrome, was on hand early and stopped among the riders until the wee small hours. Willie's chief duty was dodging the manager of the race, who Willie thought might put him to work.

Joe Kopsky now realizes that it is foolish to start anything that you cannot finish. Joe started a "jam," as sprints are called in race track parlance, and before the trouble finished he and his mate, Smith, were lapped.

Joe Fogler, one of the old-time six-day riders, is now a clerk of course, while Jimmy Moran is a trackside handler. A few other old riders are occupied in various duties about the race.

According to an announcement in the program all records made last year have been thrown out by the National Cycling Association on account of the track last year being short. The records of 1914 are now the official marks.

Last Minute Motorcycle News

HILLIARD THE FT. WORTH CHAMPION

Youngster Vanquishes Veteran Lewis in Two of Three Races of Ft. Worth M. C.

FORT WORTH, Tex., Dec. 18.—Henry Lewis, veteran motorcycle race rider, was forced to yield to A. L. Hilliard, of the younger generation, in the races on the Fort Worth race course, held under the auspices of the Fort Worth M. C. last Sunday to determine the championship of this section. It was an all-Fort Worth event, and four riders were entered.

Hilliard did not win the honors alone, for it was Old Man Jinx that put Lewis out of the running and gave the younger star the decision. Lewis on his specially built racing machine, on which he has won many a race, took a good lead in the first race, a three-mile event, with Hilliard, Excelsior, second; Nix, Indian, third, and Yarbrough, Harley-Davidson, fourth. On the second lap, however, Lewis broke a chain and was out of that race, yielding first place to Hilliard. Results—Hilliard, first; Nix, second; Yarbrough, third. Time, 3:21.

In the second event Hilliard took a slight lead, but was hard pressed by Lewis, who had good prospects of passing the Excelsior when the veteran took a spill on the south turn which came near resulting disastrously. Old Man Jinx again put the veteran out of the race just as he thought he had it won. Results—Hilliard, first; Nix, second; Yarbrough, third. Time, 5.27.

Hilliard established a good lead in the third race, a 10-mile match event between Hilliard and Lewis for championship honors.

Lewis was riding well and there was a chance for the veteran to win on the home stretch, but the jinx blocked the game, for Lewis broke a cylinder on the fifth lap and this match and the time trials, scheduled as the final event, had to be called off.

COLUMBIA EXPECTS INCREASE

VICTORIA, B. C.—The Province of British Columbia has arranged for the manufacture of 1,500 motorcycle number plates for 1917 licenses. The province evidently anticipates a big sale of motorcycles in 1917, as approximately 900 machines were registered during 1916. Seventy-five special number plates have also been ordered for the use of dealers in this province.

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News of the Dealers

NEW ENGLAND DEALERS' ASSOCIATION PLANS

Active Membership Campaign Swelling Ranks of Body With Headquarters in Boston

BOSTON, Mass., Dec. 18.—The New England Motorcycle Dealers' Association has begun an active campaign which is bringing in members by the wholesale, so to speak.

The association which has its offices at the Hotel Oxford is sending out to all dealers a letter explaining the purposes of the association, its aims and the way its various undertakings are to be put through. Together with this letter goes a question sheet asking for the approval of the dealer of the policy, one step at a time, and leaving space for an expression of individual opinion on the part of the prospective member in case his ideas differ from those adopted by the association.

In this manner, the reasons that are keeping some dealers from joining the ranks of the body are ascertained and means are being taken to eliminate them and bring the dissenters into line; at the same time, a number of valuable ideas are being returned to the membership committee as to ways and means of settling, or attacking the problem of settling, the most urgent questions that beset the motorcycle dealer in the New England territory.

The problems which the association is taking up, one at a time of course, are that of adopting a scale of universal allowances and selling prices on used machines; a universal installment sales plan; a plan to have all dealers sell both motorcycles and sidecars f. o. b. factory; and the maintenance of a "dead beat" list to protect all members of the association from the habitual bill jumper.

MURRAY'S STORE REMODELED

KANSAS CITY, Mo., Dec. 12.—John Murray, agent for Harley-Davidson motorcycles at Kansas City, recently remodeled his place on East Fifteenth street. Mr. Murray enlarged the office and sales floor portion of his establishment and made the shop in the rear more compact. The office is decorated in the drab and black colors of the 1916 Harley-Davidson machines; the walls of the cases and desks, being of metal, were enameled with the above mentioned colors.

The combination is striking and attractive, and making the shop the best decorated on the interior of any in the city.

Soon after the remodeling was completed Mr. Murray decided to engage in the bicycle business during the coming season, as well as the motorcycle, and installed a complete line of the new Harley-Davidson bicycles.

THEY LIKED THE NEW YORK SHOW

BOSTON, Mass., Dec. 18.—George W. Campbell and Ben C. Straube, of the General Motorcycle Sales Co., and Jes Campbell, of the Harley-Davidson Boston branch, are among the boosters who returned from the New York Show with big news of the doings at the Metropolis.

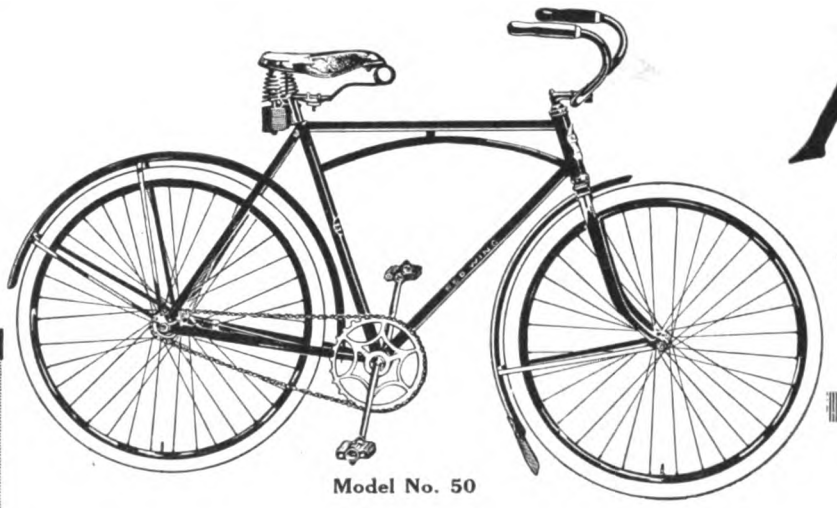
MATHIS PAYS VISIT TO ROCHESTER

ROCHESTER, N. Y., Dec. 18.—Fred Mathis, sales manager of the Excelsior Motor Mfg. and Supply Co., was in this city a few days. While here he made his headquarters with Art Rochow, his former traveling man, who is now connected with Merkel & Spacher, local Excelsior and Henderson representatives. Mr. Mathis expressed satisfaction over the business outlook in Rochester and vicinity.

GETTING FACTORY SERVICE IDEA

BOSTON, Mass, Dec. 18.—In order to keep the Walker-Harley-Davidson Service Station up to date, W. J. Walker has sent his head mechanic, John A. Lane, to the Harley-Davidson factory to study the latest factory methods and to become fully acquainted with all the ins and outs of the 1917 models.

(More news of dealers on page 42)



Model No. 50

RED WING

Bicycles That Boost Business

To put Red Wing Bicycles in your window is to create interest. . To put Red Wings in your store is to invite sales. To put Red Wing profits in your pocket is to inculcate friendship.

For Red Wing Bicycles always bring, boom and hold the business through their rock-bottom price and top-notch service. Hundreds of dealers will tell you so—thousands of riders will prove it so.

J. W. GRADY & CO., Worcester, Mass.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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A THOR Agency

THE best gift of all to the dealer is a Thor Agency. It comprises permanent success, real prosperity and the greatest good-will of the riding public! This is the bountiful gift we have in store for you. And as for the absolutely reliable

Thor

itself, what could be a more suitable remembrance to the boy, youth or man who hungers for the free out-of-doors. Let us be Santa Claus to you this Christmas by giving you the Thor selling rights in your locality. Next Christmas you can be Santa Claus to all the red-blooded men within miles of your store! This is a real opportunity. Get in touch with us at once!

AURORA AUTOMATIC MACHINERY COMPANY

Oldest Motorcycle Manufacturers in the World

General Offices: Thor Bldg., 1307 Michigan Ave., Chicago Sales Offices and Works: 361 W. Superior St., Chicago
Pacific Coast Branch: 61 Fremont Street, San Francisco

You get quick results from advertisers when you mention MOTOR CYCLE ILLUSTRATED.

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More News of the Dealers

LINING UP SPRING ORDERS

ROCHESTER, N. Y., Dec. 18.—The George L. Miner Co., local Indian representative, has a Powerplus demonstrator at work on the road and is lining up an unusual lot of business for spring delivery. The firm is also making a drive at Christmas business with the Indian bicycle line.

JACK HORNER INCORPORATION

TRENTON, N. J., Dec. 18.—The Jack Horner Co., of Plainfield, has just been incorporated to deal in motorcycles, bicycles and sporting goods; capitalization, $10,000. Incorporators—Robert P. Horner, Charles DeGraw, A. G. Thaanum and Jacob D. Koebler, of New York.

TENTH YEAR FOR THE THOR

ROCHESTER, N. Y., Dec. 18.—Flynn Bros., 93 Monroe avenue, have signed up for their tenth year to handle the Thor line. The firm also handles the Cyclemotor and the Vim bicycles, and is preparing for unusual activity during 1917.

A HELPFUL BUSINESS CARD

ROCHESTER, N. Y., Dec. 18.—Towner Bros., local Dayton dealers, are using an interesting card for advertising purposes. On the face side is the firm name and address, with the F. A. M. Registered Repairshop symbol, and on the reverse is a list of mileages from Rochester to 94 cities and towns.

FOR DEPARTMENT STORE MEN

ROCHESTER, N. Y., Dec. 18.—The Wagner-Dolph Co., Inc., Harley-Davidson and Cleveland agents in this city, have just delivered a 1917 Harley-Davidson to the Sibley, Lindsay & Curr Co., which conducts the largest department store here. Three more machines of the same type have been booked for spring delivery. The mounts are to be used by the firm's carpet-layers, window shade men and collectors.

BUSY IN SAN JOAQUIN VALLEY

FRESNO, Cal.—Guy Steele, who handles the San Joaquin Valley territory for the Appeal Mfg. & Jobbing Co., distributors of Harley-Davidson motorcycles and Miami bicycles, and handling a big trade in accessories and tires, reports that some of the Harley-Davidson dealers in the Valley have already delivered more 1917 machines than their sales in all of last year put together.

Bicycle dealers have been watching the announcements of the new Harley-Davidson bicycle and many of them have already instructed Steele to hold the agency for them.

CONTINUE WITH HARLEY-DAVIDSON

EASTON, Pa.—"After looking the new machines over at the New York Show," says the Boyer Cycle Co., "we decided to continue handling the Harley-Davidson for 1917. We sold 27 of the 1916 models, and have placed no less than 75 Harley-Davidsons in three years—more motorcycles than were ever sold in this city in the same time before. We have already delivered two of the 1917 machines and have orders for six more for March 15 delivery.

BENSON STOPS AT AKRON

MILWAUKEE, Wis., Dec. 16.—On his journey to the New York Show, J. A. Benson, salesmanager of the A. O. Smith Corp., stopped off at Akron, O., where he made arrangements with Manager Tucker, of the Buckeye Motor & Cycle Co., to again distribute Smith Motor Wheels and Smith Flyers through a large portion of Ohio.

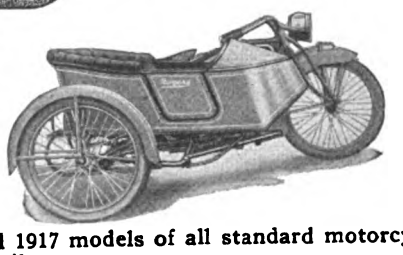
HENDERSON AGENTS IN KNOXVILLE

KNOXVILLE, Tenn.—The Superior Motor Sales Co., 2009 Washington avenue, has just taken on the agency for the Henderson motorcycle and will open up a thoroughly equipped repairshop and salesroom in the early spring. The firm is made up of energetic workers who promise to meet all the requirements of riders in their district, and plans are being developed for an aggressive sales campaign to go into effect early in 1917.

MORE TERRITORY FOR ROOS

COUNCIL BLUFFS, IA.—Victor H. Roos, the well-known motorcycle man of Omaha, has been appointed Harley-Davidson representative in Council Bluffs and Pottawattamie County. Roos is planning to give the motorcycle riders on this side of the river the same attention and service that have won him friends in Omaha.

MODEL M "Tailor Made" Rogers SIDECARS MODEL H Universal



The greatest advance in sidecar design since the introduction of ROGERS All Steel Construction.
The ONLY sidecar combining the features of DROP AND EXTENSION AXLE.
A non-adjustable frame that insures Perfect Alinement with the motorcycle for which it is designed.
Other new features of interest to every motorcycle dealer and user.

The latest development of the ROGERS Universally Attachable All Steel Sidecar.
Lightest in Weight, Lightest in Running.
Can be quickly changed from any motorcycle to any other in a few minutes' time with a change of only a few inexpensive fittings.

The ROGERS MODEL M is built to fit all 1917 models of all standard motorcycles. MODEL H will fit any motorcycle ever built.
Wise dealers will sell the ROGERS in 1917. If you are not in line, get busy. Write today for catalog stating make of motorcycle you sell.

ROGERS MANUFACTURING CO. Irving Beck (Service Station) 1691 Park Ave., New York **337 West Madison St., Chicago**

Your Help Problem Solved!

It matters not whether you are a

Manufacturer, Jobber or Dealer

whether you need help in the shop, in the store, in the factory or on the road. You can get just the kind of a man you are looking for by advertising in the classified columns of

MOTOR CYCLE ILLUSTRATED

ACT QUICKLY AND YOU WILL GET QUICK RESULTS!

RATES: One insertion, three cents a word; two or more insertions, two cents a word for each insertion

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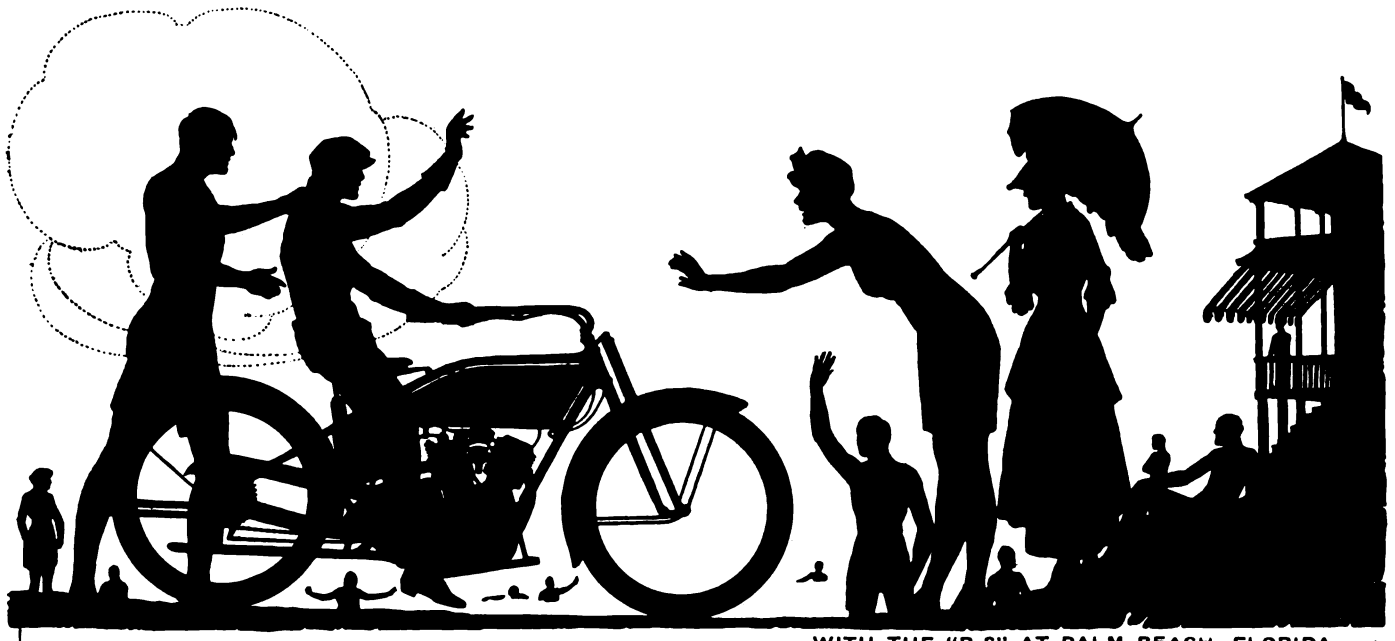

WITH THE "R-S" AT PALM BEACH, FLORIDA

Reliability, Easy Starting and Speed

The three essentials of a good ignition system are Reliability, Easy Starting and Speed. If they are desired in the motorcycle you ride or sell you must specify

BOSCH MAGNETO

Actual proof on road and track by Bosch-Equipt Motorcycles has forcefully brought forward these qualities as the outstanding features of Bosch Magneto Ignition. Ask the older riders and the most successful speedsters.

It is always a point in favor of a motorcycle that it is Bosch-Equipt. It strikes the note of first class quality and makes the motorcycle all the easier to sell.

Be Satisfied Specify Bosch

All the Best Races of 1916 Have
Been Bosch Victories—of course

BOSCH MAGNETO COMPANY

206 WEST 46th STREET **NEW YORK CITY, N. Y.**

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GETS VERDICT

Shreveport Motorcyclist Receives $1,050 for Injuries Sustained

SHREVEPORT, La., Dec.—After dragging through the courts for over a year, the suit of H. C. Potter, a motorcyclist, against John Glassel for injuries sustained when the latter's automobile struck the rider was settled last Tuesday night; the plaintiff received a verdict of $1,050. Potter asked for $12,347.

The accident occurred on the Belcher road and as a result of it Potter was laid up in the hospital for some months and was not expected to live. In his suit he maintained that the automobilist was driving on the wrong side of the road but the defendant brought evidence to bear that the motorcyclist had cut him off. The jury took two hours to come to a decision.

SAGINAW DEALER HOLDS RUN

SAGINAW, Mich., Dec. 18.—Maurice Canutson, Smith Motor Wheel dealer, recently run a sociability run for Smith Motor Wheel riders. The party rode through all the main streets of the city and they picked up other riders until at one time the parade was three blocks long.

GOODYEAR SCHOOL A SUCCESS

AKRON, O.—More than 1,200 pupils have been enrolled since the first of the year in the Goodyear factory school. At present 515 men are taking up the school work, 100 of whom are aliens.

The classes are heard five days each week, starting as early as 6:30 a. m., and not finishing until 10:30 p. m. Besides Manager Craigmile, eight instructors are being kept busy.

FAT ORDERS FROM WEED

KANSAS CITY, Mo., Dec. 12.—R. A. Weed, of the Saufley Supply Company, who is now in Oklahoma for his company, making what he calls a "Santa Claus" trip to the Southern dealers, has been sending back a large amount of new business as well as nice orders from old customers. Mr. Weed will not complete his trip until a few days before Christmas.

RUBBER PLANT IN WICHITA

KANSAS CITY, Mo., Dec. 7.—The Midcontinent Tire Manufacturing Company is erecting a $65,000 plant at Wichita, Kan. The first unit will be a two-story building 280x60 feet, and constructed of re-enforced concrete so that additions can later be made. The contract also calls for the construction of a vulcanizer room, machine room and boiler house.

WHITING'S SUB-AGENTS ARE BUSY

DENVER, Colo., Dec. 16.—"Business looks fairly good for this time of year," remarked Walter W. Whiting, Harley-Davidson distributor for Colorado, last week to a representative of **Motor Cycle Illustrated**. "My sub-agents throughout the State are sending in good reports. I expect to receive a shipment of Harley-Davidson bicycles within a few days now and we are going after Christmas trade harder than ever before."

READING STANDARDS IN DENVER

DENVER, Colo., Dec. 16.—The Western Supplies Company, 1448-52 Larimer street, has just received its first shipment of 1917 Reading Standard motorcycles and has them in display on their salesroom floor. The Western Supply Company is continuing its sale of used machines with considerable success. They are offering these from $25 up.

ANOTHER HOLIDAY SALES BOOSTER

DENVER, Colo., Dec. 16.—The biggest motorcycle advertiser in Colorado so far this year is Peter Fox, 321 Main street, Grand Junction, Colo., Indian agent in that city. Mr. Fox has been pushing the holiday sales of motorcycles as well as bicycles and has been using a quarter of a page in the newspapers in Grand Junction.

RACE PROGRAM SNOWED UNDER

DENVER, Colo., Dec. 16.—The 10-mile motorcycle race, which was to have been one of the chief events at the Stock Show held in Grand Junction, Colo., last week, was postponed on account of bad weather. The day before the race was to have been run a snowstorm visited Grand Junction.

BUMGARDNER IS BUSY

SAN FRANCISCO.—John H. Baumgardner, the Indian agent, has noticed an increase in business the last week in spite of the rain, which is inclined to slacken up things in the motorcycle trade. Two orders were filled for machines to be used for commercial purposes by the Don Lee Co. and the Knarsten Grocery store.

The Choice of 1917

The CORBIN-BROWN SPEEDOMETER

1917 is going to reach the high watermark of motorcycle business. The swarm of advance orders already indicates this. And this means that you are going to sell more speedometers. There is no doubt about it.

A greater number of Corbin-Brown Speedometers than ever before are going into service during 1917. The demand has grown tremendously. Quantities have been doubled to meet this demand.

Throughout the length and breadth of this country the Corbin-Brown is known. Highest authorities, including the U. S. Government, have endorsed it. Motorcyclists recognize it as the standard speedometer equipment.

We can fill your orders promptly and satisfactorily. Order now your 1917 stock. The Corbin-Brown is going to sell. Are you going to sell it? Get in touch with us at once.

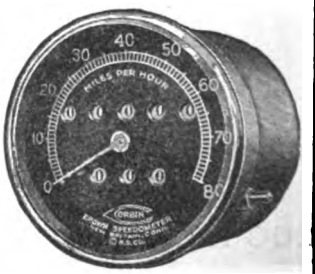
THE CORBIN SCREW CORPORATION

The American Hardware Corporation, Successor

NEW BRITAIN, CONN.

BRANCHES:
New York Chicago Philadelphia

Makers of Corbin Duplex Coaster Brakes for Bicycles



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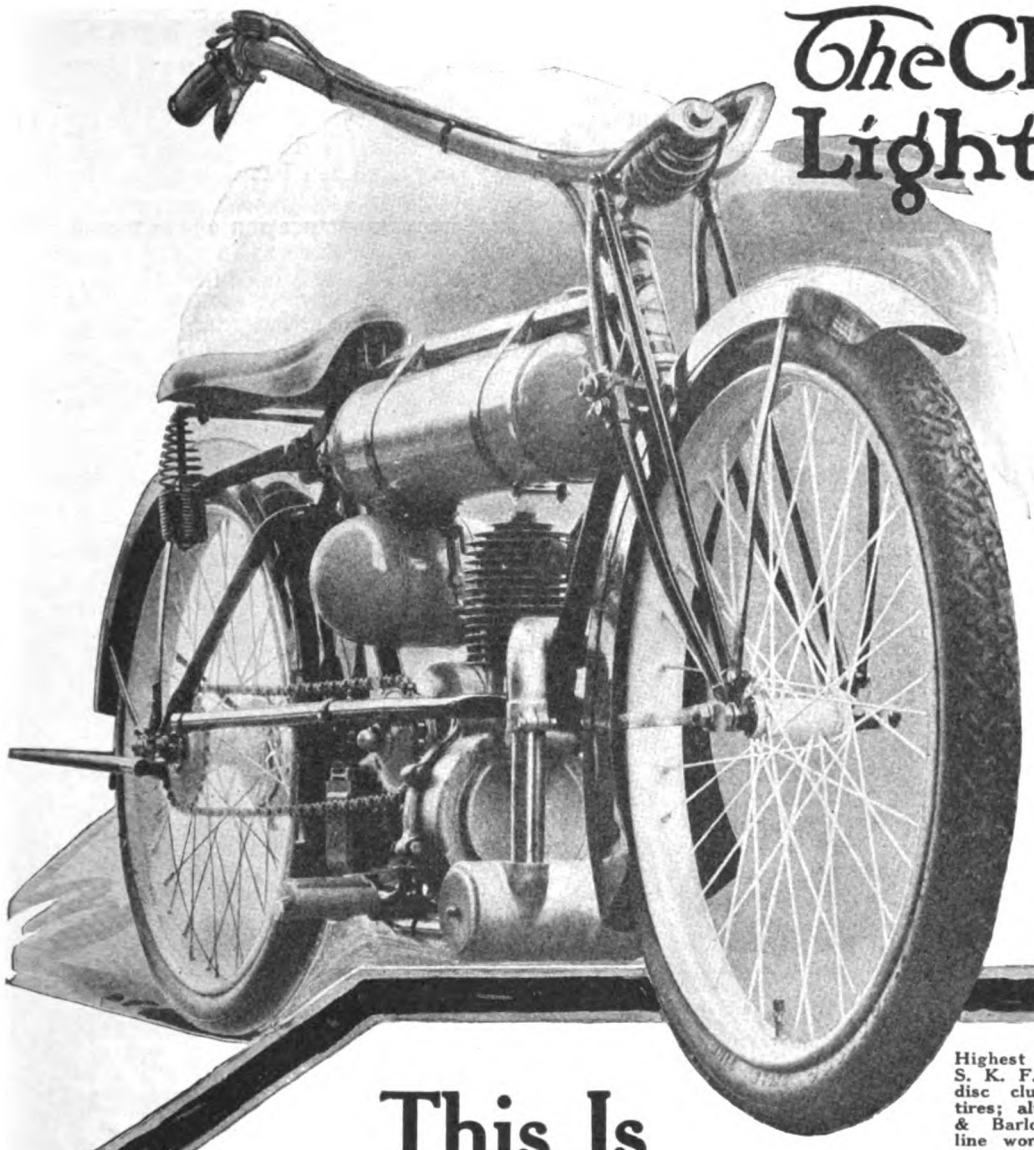

The Cleveland Lightweight

75 MILES to the gallon

Price $160.00

With Kick Starter, $170.00

F. O. B. Cleveland, O.

Highest quality; Bosch Magneto; S. K. F. Ball Bearings; Multiple disc clutch; Firestone non-skid tires; aluminum castings; Brown & Barlow Carburetor; straight line worm drive; best in every way.

This Is What Shook Them Up!

The Cleveland Lightweight turned the trick—broke up all old notions about motorcycles—pointed the way—and got there, all in a year.

The dominating word in the motorcycle business today is "Lightweight." Look around and see them all coming to it.

And the dominating Lightweight is the Cleveland—here—tried—proved—accepted—acknowledged—unrivalled—trailed at every point that can be copied, but above competition because of the things in it that can't be copied on account of our design patents.

Win with the winner. Take no chances, but make your 1917 profits with the machine that built profits in 1916—the machine that fits the market, that changed all the ideas about what is the right motorcycle, and that goes into 1917 with a clean record and bigger sales possibilities than anything else on two wheels.

The Cleveland Motorcycle Mfg. Co.

7211 Platt Ave., Cleveland, Ohio

The Cleveland Motorcycle Mfg. Co.,
Cleveland, Ohio

Please send me full literature and sales plan on The Cleveland Lightweight.

Name .....

No. .....Street.....

City .....State .....

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WOULD MAINTENANCE GUARANTEE HELP SALES?

(Continued from page 25)

I became a motorcyclist. I will never again keep an expense account for my motorcycle, because I feel that the physical benefits I have derived are worth all and more than I spend in riding.

But at the beginning it was of vital importance for me to know about expenses. I believe every young man feels the same way. They hear a lot of talk about motorcycle economy, but no one seems ready to give them the hard facts.

When I consider my own case (it was purely by accident that I struck the copies of **Motor Cycle Illustrated** and got some data), I feel that dealers must be overlooking a lot of bets. If I could have been won over by a simple statement of average expenses—and I know that I could have been—it stands to reason that plenty of others can be handled in the same way.

That's why I suggest that it might be a good idea to guarantee the prospect that his maintenance outlay will not exceed $25 a year. He then has something definite to figure on.

If for any reason the maintenance ran above that figure for the year, the dealer would have to foot the additional bill—but there shouldn't be any such bill. In fact, I'm positive there wouldn't be.

It would be interesting to obtain the opinions of dealers and riders concerning the suggestion I have offered. What are their experiences in maintaining their machines? Isn't my $25 a year estimate a liberal one?

TO STANDARDIZE GAS

S. A. E. Appoints Committee to Confer with U. S. Bureaus.

NEW YORK, Dec. 18.—In an effort to standardize gasoline, the Society of Automobile Engineers has appointed a technical committee to co-operate with the Bureau of Standards and the Bureau of Mines of the United States in formulating and establishing gasoline specifications.

Tentative specifications have been issued by the Bureau of Mines and it is expected that simple tests will be suggested to permit of the ready recognition of the quality.

DISAPPEARS ON MOTORCYCLE

MILWAUKEE, Wis.—Circular letters are being sent out to dealers in Idaho and Montana in an effort to locate Earl Sullivan, who was last seen in Butte. Sullivan is about 18 years of age, tall and slender, with dark eyes and hair, and rides a Harley-Davidson 1915 model, motor number 11084K. The machine is equipped with electric lights and a sidecar. His license number was 5109 Washington.

Anyone coming in contact with this lad is requested to communicate with Fred M. Williams, 418 Fernwell bldg., Spokane, Wash.

ACTOR USES SMITH FLYER

MILWAUKEE, Wis., Dec. 16.—William Wolgast, of the team of Wolgast and Girlie, trick cyclists, is a strong booster for the Smith Motor Wheel and Smith Flyer. Wolgast recently returned from a two-year trip around the world. He uses a Smith Motor Wheel in his act and has shown it from Alaska to Australia. He recently purchased a Smith Flyer.

PROFITS IN USED MACHINE

DENVER, Col.—The Mead AutoCycle Co., 1336 Broadway, is a firm believer in the profit possibilities of the used machine market and is now pushing a large stock of second-hand mounts. The firm claims to have the largest stock of used machines in the Middle West.

NEW MOTOR WHEEL AGENTS

KANSAS CITY, Mo., Dec. 12.—The Schmelzer Arms Company recently announced the annexation of the Smith Motor Wheel agency at Kansas City. The Saufley Supply Company until recently handled the Smith Motor Wheel in this territory.

We Know You

will like the R-S. It shows in every line, in every feature, in every performance the deep thought that has been put upon the

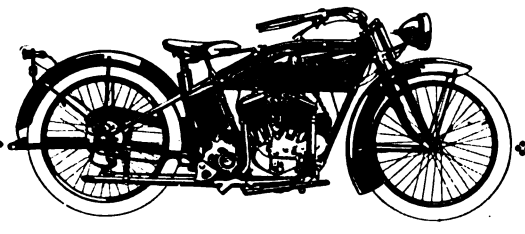
R-S

in our sincere effort to make it the greatest motorcycle in the world.
Those riders who have tried them all say we have accomplished our aim; and the R-S Dealers are delighted with the satisfaction that the R-S invariably gives.

Write for Catalog and Agency Proposition.

READING STANDARD COMPANY
501 Water St. Reading, Pa.

NICKERSON & SCHROEDER, Inc.,
1078 Bedford Ave., Brooklyn, N. Y.
Distributers for
Greater New York, Eastern N. Y. State, Conn. and part N. J.



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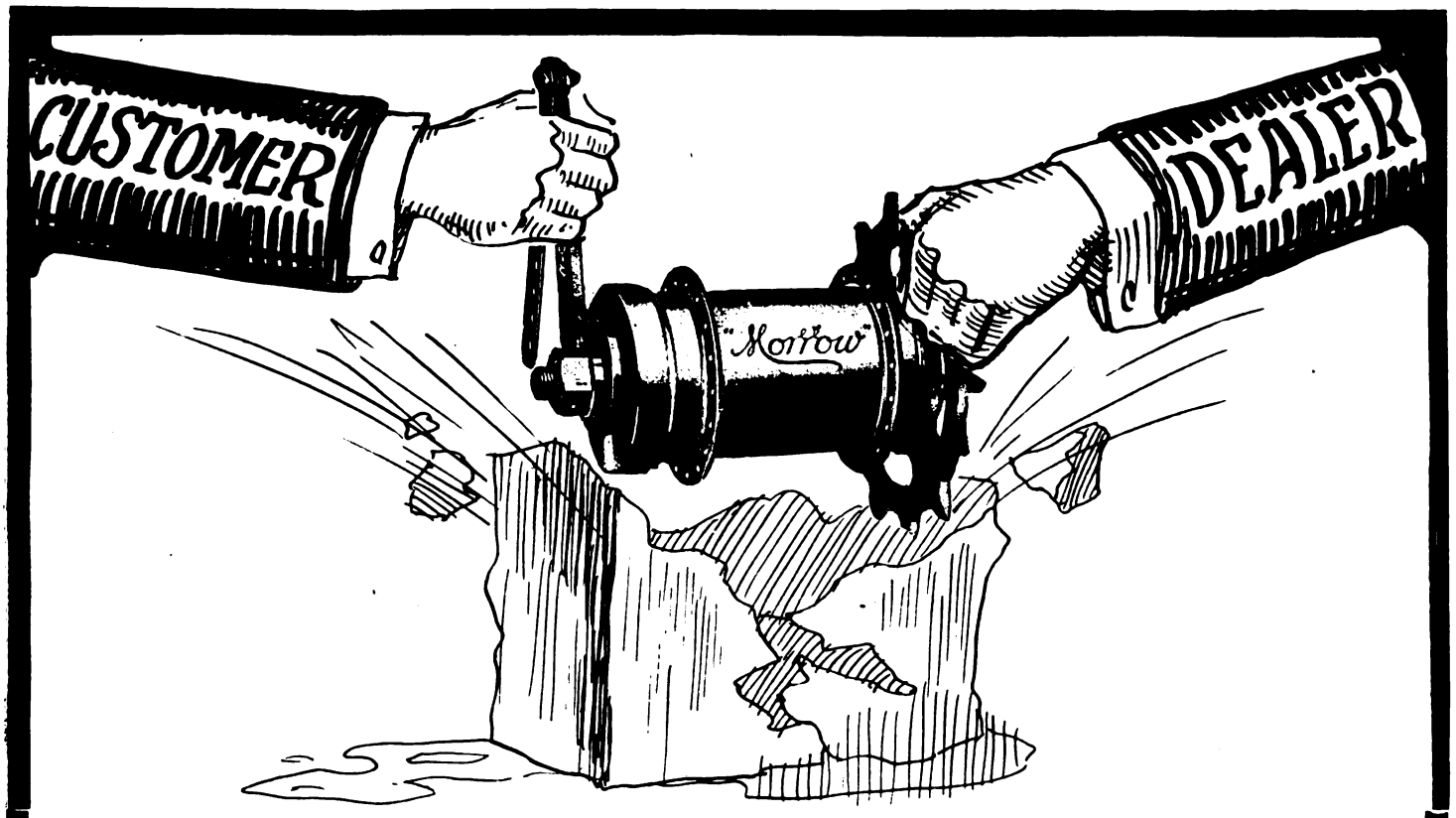

Break the Ice with a *Morrow*

You know the prospect who bustles into your store and bellows, "I want to buy a bike for the boy but I want to be sure it's safe."

Right there is your opportunity to break the ice by showing him a Morrow equipped bicycle. You'll get right under his skin when his eyes light on the large braking surface of the Morrow—the largest of any coaster brake made. He sees before him the highest example of braking control that can be applied to a bicycle, and he is impressed.

Then, when you lift the rear wheel, and show him with what ease and speed it spins round on the slightest forward pressure on the pedal the sale is clinched.

Words are unnecessary, for Morrow deeds are more convincing.

ECLIPSE MACHINE COMPANY

ELMIRA **NEW YORK**

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TO THE THOUSAND ISLANDS BY TANDEM

(Continued from page 24)

Mohawk Valley was broken by the hills and valleys which help to make any trip interesting.

Houseville was our next stopping place, but not for gas. We simply had to stop and laugh at a sight that greeted us there. A farmer appeared ahead of us leading two cows on a rope, as we entered the village, and as they occupied nearly the whole road we were obliged to open up our muffler and put on some speed. As soon as we approached the cows both "moolies" took to their heels, or perhaps we should say hoofs, and started down the road at top speed with the farmer hitting the high spots behind them.

Slide, Kelly, Slide

At a critical moment friend farmer dropped the rope and slid along on his chin through a nice string of mud puddles, and at the same time we throttled the motor and the cows stopped. We took one look at that farmer's face and then hit the gravel for some place else. We could see we weren't wanted around there.

We reached Watertown at 2:55 P. M. and after having a plate of cream (the strongest liquid we could get), we took to the road again on the last leg to Alexandra Bay.

As we neared the bay we enjoyed a beautiful sight. There is a straight road leading into the town which goes over a big hill, and from the crest of this hill one looks down on the town and at the same time out over the St. Lawrence river. The town lies at the head of the little bay from which it derives its name. This bay affords smooth anchorage for the thousand and one motorboats which the wealthy owners of the various islands use for ferrying between the mainland and their summer homes. From the top of the hill referred to the traveler can view the river and the islands up and down the river as far as the eye can reach.

The town itself is made up mostly of boarding houses and hotels during the fall of the year, and there were many visitors on hand.

At Alexandria Bay

We arrived in Alexandra Bay at 5:15 P. M. and after securing lodgings for the night we had a big feed and then strolled around the town about four hours. During our stroll we witnessed the "Northern Lights," a wonderful sight for those who have had no previous experience with it.

After a good night's sleep we turned out the next morning at 8 o'clock, ate a hearty breakfast and then started out to see the sights among the islands. We hired a motorboat with a very capable guide and went through all the various channels and rifts, our guide pointing out objects of interest along the way. Some of the islands were very quaintly named, as, for example, the "Island of Just Room Enough," and the "Island of Hardly Room Enough." There were others with equally curious titles.

We landed on one island on which is an $11,000,000 castle, still unfinished, and climbed to the top of the tower to get a bird's-eye view of the islands. After a number of interesting experiences, some of which were as amusing as they were interesting, we went back to the boat and returned to Alexandra Bay, where we arrived after a delightful four-hour sail.

We discovered that we had worked up quite decent appetites and made the most of a good dinner. Then we were ready to think of the homeward trip, and after brief preparations we took to the road again, headed for l'il old New York. It was a crackerjack trip throughout, and in addition to having a fine time on our motorcycle we saw some country that was well worth traveling for.

FROM TEXAS

Dealers Report Thriving Business in and Around Ft. Worth

FORT WORTH, Tex.—J. W. Cook of the J. W. Cook Motorcycle Co. reports sales of Harley-Davidson macihnes this week as follows: Edward Cheatham, Jore J. Wilson, Hardy H. Price, O. L. Barnes, J. C. NaBanner, R. N. Nichols, Jim Newberry of Minerals, M. Yarbrough and Dewey Price.

The demand for good motorcycles in West Texas shows no falling off, according to Mr. Cook, who says he finds ready sale for every machine he can get.

J. A. Massie of the Burton Supply Co., which handles Indian motorcycles and bicycles in Fort Worth, reports a heavy demand for Indian twin three-speed electrically equipped machines. The repair business is also picking up at this time, he says.

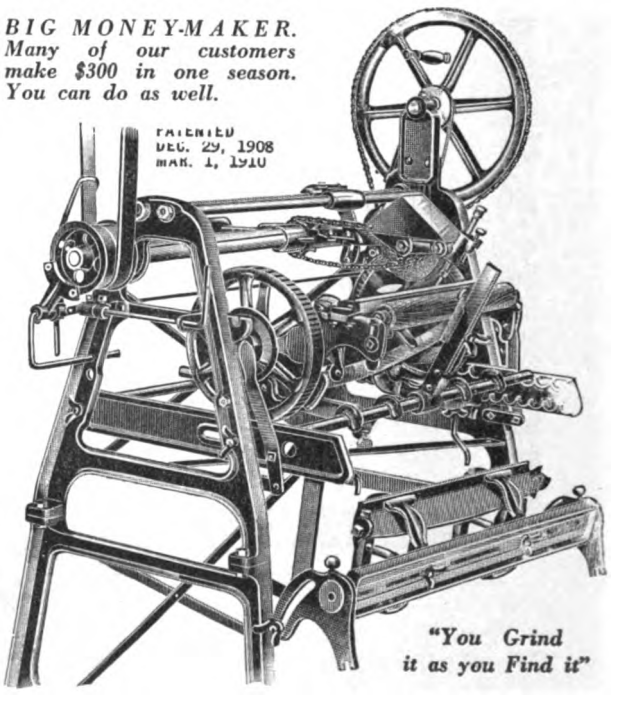
Rear View

(Patented)

Have you seen the
LARGE OIL LAMP
For
MOTOR CYCLES
Burns 20 Hours
The Neverout
PAT. OFF.
Has special bracket for handle bar
Write Today for Complete Description
ROSE MFG. COMPANY
933 Arch St. Philadelphia, U. S. A.

"IDEAL" LAWNMOWER GRINDER

BIG MONEY-MAKER. Many of our customers make $300 in one season. You can do as well.



"You Grind it as you Find it"

Grinds all makes of Mowers perfectly in 15 minutes without removing wheels, ratchets or reel-knife, BETTER, QUICKER and EASIER than it can be done by hand. Has perfect Skate Sharpener Attachment. Run by hand or power. Nearly 10,000 in use. Price, only $40. Sold on easy-payment terms. Also makers of the "Peerless" Horsemower Grinder. WRITE TODAY for catalog and full information.

The Root-Heath Mfg. Co., Plymouth, Ohio

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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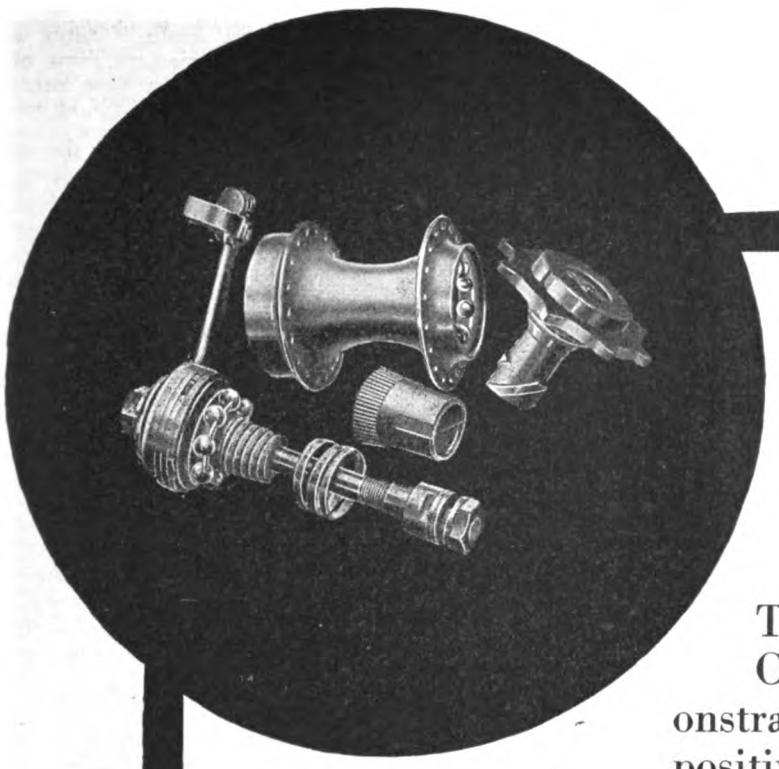


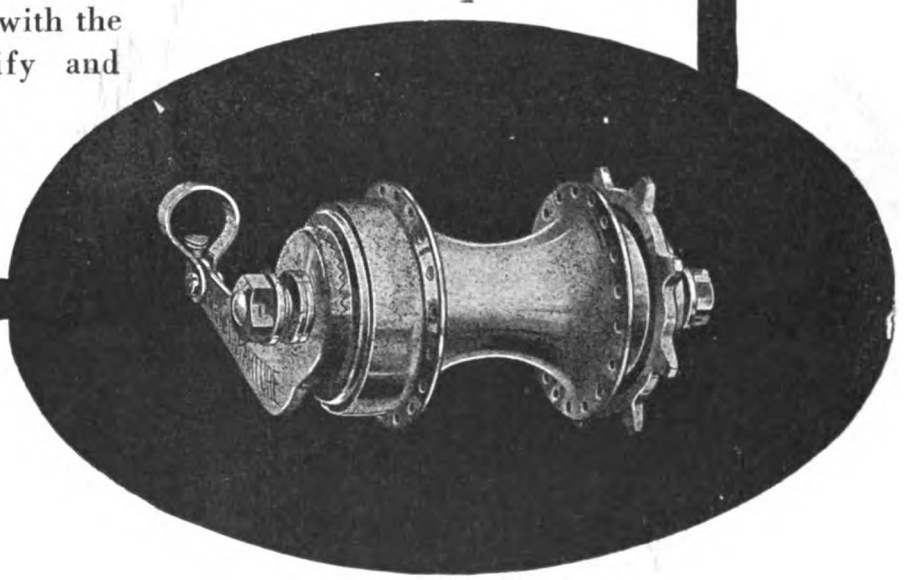
AN ECHO *from the* SHOWS

The New York and Chicago Shows demonstrated one thing very positively, that the bicycle dealers of the country *know* that the New Departure Coaster Brake sells easily and quickly because of its excellent reputation.

This reputation has been honestly earned and will be just as honestly maintained by keeping the brake up to the highest standards of material, workmanship, and finish.

Having such a good Coaster Brake,—one that we know is right and guarantee it,—one that you can pin your faith to,—has been the inspiration of our effort to do things that really help you dealers sell your bicycles.

Fall in line with the live ones,—specify and stock the New Departure, "the brake that brought the bike back."



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FIVE MONTHS IN THE BACK WOODS

Steele Tells of Adventures of Couple of Coast Boys This Summer—Motorcycle Useful.

LOS ANGELES.—Guy Steele, who represents the Appeal Mfg. & Jobbing Co., Harley-Davidson distributors in the San Joaquin Valley, has just learned of the experience of the Person brothers who spent a remarkable summer, made possible entirely by their Harley-Davidson mount.

Being ambitious to see the mountain and lumber country of Oregon they left Fresno on June 1, Arthur Person driving, with Marvin on the tandem of their model 16-F Harley-Davidson. They made a 1,025-mile trip into Oregon and from the main trail they went off through Grant Pass to Lakeview where they got a job for the summer. Their work required them to make trips repeatedly back and forth across the mountains where there were no roads, only the roughest kind of lumber trails. One day they made a trip of 150 miles with 150 lbs. of surveyors' stakes over country where there were no roads at all. They traversed backwoods settlements where the natives had never seen a motorcycle. They returned to Fresno in the fall arriving Oct. 20.

During the summer they covered over 5,000 miles, half of which was in country where there were no regular roads and the rest of it was all on mountain roads, including one trip to an alkali lake to see volcanic deposits and soda mines where the route lay through continuous deep dust and truck ruts.

Yet all through the summer they had no trouble with their machines and never spent a nickel for any item except tire repairs.

IT'S RISKY TO GAMBLE AGAINST FIRE LOSS

(Continued from page 31)

"There are clauses in the average insurance policy that you probably never imagined were there until you took a good close look. Here's an example of some queer ones that can be found:

"You cannot employ mechanics in your building for repairing the insured premises for more than 15 days at a time without notifying the insurance company.

"If your interest as insured is other than unconditional and sole ownership or if the property insured be a building on ground not owned by the insured, it invalidates your whole policy unless there is a rider attached showing this fact. In other words you shall not have one article in your possession such as a safe, cash register, oil tank or anything of that nature which you purchased on time and on which there is a sales contract or chattel mortgage without that fact being noted in your policy.

"If illuminating gas is generated or kept or used on the premises where benzine, dynamite, fire-works, gasoline, powder, naphtha, explosives, petroleum, phosphorus or any products of greater inflammability than kerosene oil of United States standard are stored, in case of fire your policy will be declared void."

These are only a few of the many things a dealer should know about fire insurance. We will take up more in the next installment of the interview with Mr. Isham.

FROM FRISCO

Bad Weather Does Not Check Lively Business

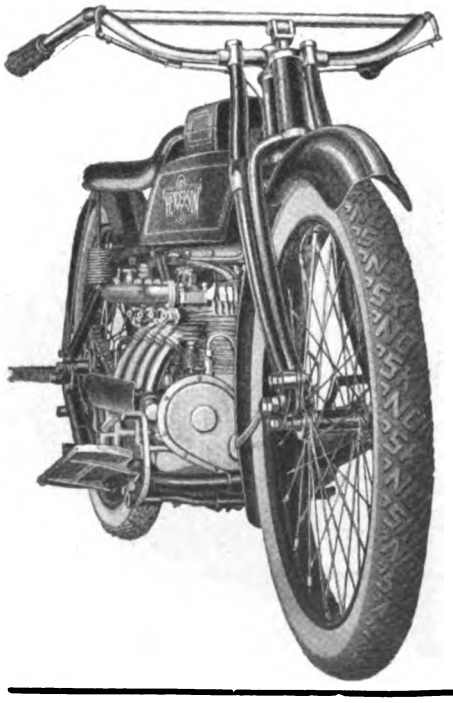
SAN FRANCISCO.—The Appeal Manufacturing & Jobbing Co. have received another carload of Harley-Davidson motorcycles. In spite of the rain and other weather conditions which affect materially the motorcycle trade, business is very satisfactory, many substantial country orders being taken.

Fred H. Bente, Excelsior agent, reports a fine business for this time of the year. The demand for second-hand machines continues with a pleasing number of calls for new machines.

PORTER SELLS FOUR

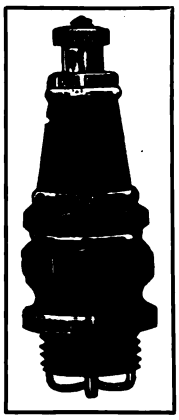
TORONTO, Canada.—Although winter has its firm grip on Canadian soil, W. H. Porter, Reading Standard representative, has recently ordered four more machines for immediate shipment. Winter seems to have no effect on the motorcycle enthusiasts, and Mr. Porter predicts that there will be no letup in business during the entire winter.

The distinctive silence of the four-cylinder Henderson is an outward indication of inner quality.



Henderson Motorcycle Co., Detroit

The demand for
F-N TANDEMS
is stronger today than ever before.
The new long-range springs give maximum comfort.
Price, $11.00 Each
Your dealer has it
FENTRESS-NEWTON MFG. CO.
Detroit Michigan



BENTON

The Benton Case-Hardened Spark Plug is not a cure-all for every motor ill. But there are a lot of avoidable troubles that the Benton will circumvent. Enough to make it worth your while to examine into the merits of the Benton. The Benton booklet makes excellent reading for one of your winter evenings. Get it.

L. F. BENTON COMPANY
Vergennes, Vt.

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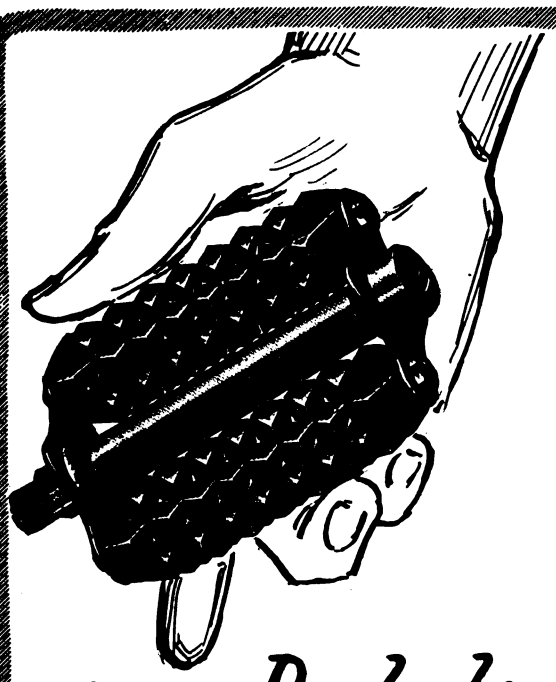

STANDARD

Pedals

The rider who braves the chill blasts and ice-bound roads of Winter is deeply appreciative of the sure-footedness and touch of comfort afforded him by the STANDARD No. 5 Pirate Pedal.

Its great strength, the result of the highest grade of materials and highest type of construction, is more than adequate to bear up under the strains of the sharp and vicious thrusts of the winter riding red-blooder. The shocks of the frozen road are broken and softened by the deep rubber cushions and the slippery-soled shoe finds a sure resting place on its corrugated surface.

Every type of Standard Pedal shows by its quality service the results that can only come from years of specialization.

THE STANDARD Co
TORRINGTON, CONN.
Specialists in
PEDALS, TOE CLIPS, SPOKES and NIPPLES
for cycles and other vehicles

Mechanical Accuracy

Six separate and distinct operations are performed by the huge automatic machines used in the "Elisco" process of tube manufacture.

Each one of these operations is gauged to a degree of mechanical accuracy that is wholly impossible where dependence is placed upon hand labor.

ELISCO

Light Gauge, Cold Rolled

STEEL TUBING

With our recently enlarged facilities we are still able to make reasonably prompt delivery of 18 and 20 gauge tubing in most sizes from ⅜ inch to 2 inch outside diameter.

Let us submit samples and quote prices.

The Elyria Iron & Steel Co.
East 131st Street Cleveland, Ohio

Chicago Office, 1243 Peoples Gas Building
Atlanta, Georgia, Office, Candler Building
Detroit Office, 1934 Dime Bank Building

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COLD WEATHER STRIKES MILWAUKEE

Club Re-elects Officers and Plans for March Show—Looks Like a Big Sidecar Year

MILWAUKEE, Wis.—At its annual meeting the Milwaukee M. C. expressed its confidence in the present officers by re-electing them unanimously as follows:

President, Wallace Wrede; vice-president, Paul Bruess; secretary, Hugh Sharp; treasurer, C. T. Martin; sergeant-at-arms, Emil Harrisburger; directors, Louis Peterik, chairman; Bert Talbot, F. C. Basford, Maurice Miles and Arthur Davidson.

Treasurer Martin's report showed that during the past year, and more especially after the club moved into less expensive but more centrally and conveniently located quarters on West Water street, a big chunk had been taken out of the indebtedness.

Dances and Parties

Several dances, a theater party and motorcycle show are expected to put the local organization back on its feet in good financial standing before next May.

The Milwaukee motorcycle show will be held in the Auditorium in 1917, tentative dates, Saturday and Sunday, March 2 and 3. Local dealers are enthusiastic over the prospects of a successful show this season.

The Milwaukee club has organized a bowling league with four teams—"Carburetors," "Exhausts," "Handlebars" and "Saddles"—and the hurling is being done on the Milwaukee alleys Wednesday nights. At the present time, the "Exhausts," led by President Wrede as captain, are leading the league.

The middle of December saw the first heavy snow fall in Milwaukee and the riders got their taste also of the first zero weather. This means there will be a jump in sidecar sales according to dealers.

Louis Peterik, manager of the Mueller Cycle & Supply Co., the home town Harley-Davidson dealer, reports that his sales of sidecars have been phenomenal, which can be attributed to the fact that Peterik himself is an out and out sidecar enthusiast and has injected the spirit into his sales force.

William C. Knuth, salesman for the Badger State Motorcycle Co., Indian dealers, leaves for Springfield for a three months' training course in the mechanics of the Hendee product.

CARTOON FACTORY BOWLERS

MILWAUKEE, Wis.—The sporting page of the *Milwaukee Journal* for Sunday, December 10, was featured by a three-column cartoon showing members of the Harley-Davidson bowling league in action. Most of the sketches presented reasonably good likenesses of the boys and judging by the antics witnessed by the cartoonist the league is not lacking in activity.

RIDING SOUTH

Two Rochester Boys Work As They Go to New Location

ROCHESTER, N. Y., Dec. 18—Christ Langfeld and Charles Morse, two Rochester young men left on Saturday for a trip to Florida in an Indian Sidecar outfit.

The two have no particular city as their destination and do not know when they will get there as they intend to work in different places in order to pay their expenses and when they arrive in Florida, will stay in the city where they find the best positions.

ADAPTATION OF MOTOR WHEEL

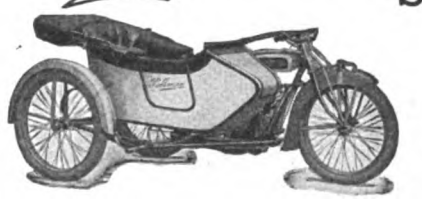
AN adaptation of the Smith Motor Wheel to the propulsion of railway velocipedes is the subject of Patent No. 1,195,380, granted to H. Miller, of Milwaukee, Wis., and assigned to the A. O. Smith Co., of that city.

The Motor Wheel is supported by horizontal members from one portion of the rectangular frame of the velocipede, so that its traction wheel will travel on the left hand rail of the track. The traction wheel is flangeless and is driven from the crankshaft of the power plant by undergearing.

Provision is made to allow the traction wheel to follow the surface of the track and to raise the Motor Wheel in toto to permit of operating the vehicle by foot-power when desired.

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT

This Name Guarantees Satisfaction



See that it is on the sidecars you sell in 1917!

Harry Svensgaard Sales Corporation
214 Jefferson Ave. East, Detroit, Michigan

HARRIS
TRADE MARK REG. U.S. PAT. OFF.

A Little Goes a Long Way

OILS AND GREASES

And Every Drop Counts

Friction's Deadliest Enemy

Better lubrication, smaller upkeep expense, less wear on the motor results from the use of Harris Oil.

We produce a special oil for Motorcycles. Ask your dealer or write.

A. W. HARRIS OIL CO.
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

The choice of the experienced rider is

Prest-O-Lite

The Only Practical Light for Motorcycles

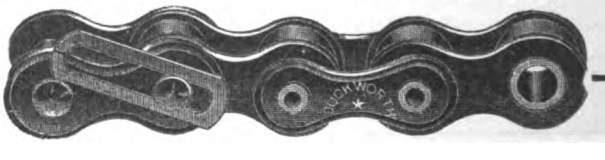
The best road light at the lowest cost. Simple, sturdy, absolutely reliable and highly convenient. Send for literature.

The Prest-O-Lite Co., Inc.
The World's Largest Makers of Dissolved Acetylene
U. S. Main Office and Factory, 246 Speedway, Indianapolis, Ind.
Canadian Office and Factory, Merritton, Ontario

DUCKWORTH CHAINS

The Dayton, Indian, Henderson, Harley-Davidson, R-S, Pope and Excelsior machines will all be Duckworth equipped in 1917. A formidable array of proof of the superiority of Duckworth Chains.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.



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NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .129 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

WORTH MORE Berling Magneto DOES MORE

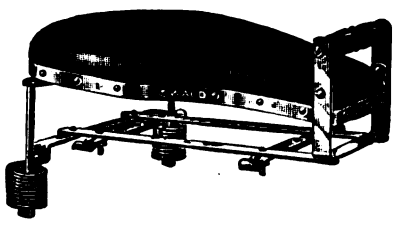
ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y

MASCO

Motorcycle Supplies
THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.
CATALOG SENT ON REQUEST
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING
Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.
MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.



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Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
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'Phone, 3352 Morningside

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J. C. FOLEY
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Repairing Storing
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HARLEM DISTRIBUTER
Harlem Motorcycle Garage. Rogers Sidecars in Stock to Fit All Make Machines.
1691 PARK AVE. Tel. Harlem 2337

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Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
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INDIAN SERVICE STATION
All Repairs Guaranteed
0959 Brook Ave., Tel. Melrose 9762
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H. RAOUL
Indian Motorcycle Agency
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Full Stock of Parts for All Models
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INDIAN and EXCELSIOR
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Parts for the Indian, Excelsior and Pope
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NEW 1917 INDIAN
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Storing, Repairing and Supplies
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Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
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WINGES BROTHERS, 1315 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

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MOTORCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

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Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1890 Hackensack, N. J.

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Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
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Motor-Cycle Exclusively
New pistons and rings accurately fitted.
MUNCIE PISTON CO., Muncie, Ind.

Motorcycle Tires
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Also
BICYCLES and SUPPLIES
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CITY SUPPLY CO.
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Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

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Sold on Installments
Part cash and balance weekly
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1834 Broadway, New York.

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NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
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1691 Park Ave. Phone Harlem 7063

Motorcycle Supplies
Get our catalog "C" describing all supplies for your machine at money saving prices.
E. J. WILLIS CO. 85 Chambers St. New York City

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FOR SALE

NEW 1917 Big-Valve Excelsior, raised bars; 3-inch tires; $195. Box 1689, Atlanta, Ga.

MESINGER air-cushion saddle, $8; Prest-O-Lite tank, $7; $6 nickeled headlight, $3; UBG $3.50 bracket, $1.50; Harley countershaft, $1.50; 28 x 3 Bluestreak casing, $6; 28 x 2¼ racing shoe, $2. Box 1689, Atlanta, Ga.

FOR SALE—1915 three-speed H.-D. twin, in good running condition; $185. Quick sale. Frank Bartolome, West Groton, Mass.

MOTORCYCLES ON EASY PAYMENTS. Send for our list of makes, prices and terms. Number of machines to be sold limited. Send stamp. A. P. Strogonoff & Co., Schenectady, N. Y.

MOTOR SLEDS TO ORDER—Will fit your machine; $5 and up. Blue prints showing all types for $1, which will be refunded if order placed. A. P. Strogonoff & Co., Schenectady, N. Y.

INDIAN Powerplus, nearly new, $210; three-speed; tires, motor and frame in fine condition; cradle spring frame. Otis Gilliam, Mullinville, Kan.

FOR SALE—1916 Excelsior 3-speed twin; never been run; cost $265, will sell for $175; $25 deposit, balance C. O. D. Roy Hansen, Warren, Pa.

FOR SALE—1916 electrical equipped, 3-speed H.-D. motorcycle, in excellent condition; Stewart speedometer. Price $200. Chas. Grindrod, Belleville, Ill.; 204 S. Jackson St.

FOR SALE

1916	7-h.p. Indian, two-speed, spring frame	$175
1916	9-h.p. Eagle twin, equipped	85
1913	7-h.p. Indian, mag., spr. fr., foot boards	90
1913	8-h.p. Harley-Davidson	90
1914	9-h.p. Eagle, foot boards, fully equipped	95
1915	9-h.p. Harley-Davidson, fully equipped	135
1914	7-h.p. Pope, a dandy	90
1913	7-h.p. Indian, like new	95
1915	7-h.p. Indian, two-speed, equipped	135
1915	9-h.p. Eagle, two-speed, equipped	155
1914	9-h.p. Eagle, like new, equipped	140
1915	7-h.p. Indian, two-speed, equipped	125
1916	Powerplus Indian Electric, equipped	225

We have a few good machines that have not been paid for that we will sell for the balance due.

We have also a few good singles that we will give away to anyone sending us $15 to pay for crating and time in getting ready to ship.

CROUT MOTOR CO.,
791 River Street, Mattapan, Mass.

BUSINESS OPPORTUNITIES

FOR SALE—Motorcycle and bicycle business in connection with a well equipped repair shop, oxy-acetylene welding machine, cylinder reboring machine, boring machine, lathe, lawnmower grinding machine, key duplicating machine, Bowser gasoline filling station, etc. Large territory for H.-D. motorcycles and agency for same. Inventory $8,000. Business between $25,000 and $30,000 in fast growing city of Montana of about 15,000 population. Good reason for selling. Will sacrifice. Write A. C., care of MOTOR CYCLE ILLUSTRATED.

FOR SALE—Well established motorcycle business, in Southern city, 60,000 population. Riding and repair work good the year around. Agency for one of the leading motorcycles. Good reasons for selling. Address C. B., care MOTOR CYCLE ILLUSTRATED, 13 Park Row, New York, N. Y.

HELP WANTED

WANTED—A LIVE WIRE AS MANAGER FOR A BICYCLE DEPARTMENT: A jobbing house with an established trade has open a position with a future, to the right man. State experience, with whom, how long, and salary expected. Must be aggressive and full of pep. Address S. A., care of MOTOR CYCLE ILLUSTRATED, 13 Park Row, New York, N. Y.

SALESMAN WANTED—A motorcycle accessories and repair parts house in New York City has vacancy for traveling salesman. Good opportunity for right party. Chance for repairman or motorcycle dealer having salesman's ability. C. M., care of MOTOR CYCLE ILLUSTRATED.

POSITION WANTED

YOUNG MAN who has had six years' experience in repairing and demonstrating Indian motorcycles would like to locate himself in a live agency; also is a bicycle repairman and sporting goods clerk. Address E. B., care of MOTOR CYCLE ILLUSTRATED, 13 Park Row, New York, N. Y.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—Power lathe for motorcycle repair shop. F. C. Fenske, 141 West First, Oswego, N. Y.

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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NEWS

Baker, Murray & Imbrie INC.

Opening Salute of Our New Wholesale Sporting Goods Dep't

950 Davis Guns Will Be Sold at Prices That Make the Greatest Firearm Buy in the Market Today.

We have purchased the entire Davis stock and are offering these guns to the dealer at prices that have no parallel considering the continually rising quotations in all makes of guns. Two models. Davis Double Gun, Blue Steel, Hammerless, 12 gauge—28 inch; 16 gauge—28 inch; 16 gauge—30 inch. List price, $22.00.

Davis Double Gun, Genuine Damascus Barrel, Hammerless. 12 gauge—30 inch; 12 gauge—32 inch; 16 gauge—30 inch. List price, $30.00.

As our salesmen are also selling these guns to the trade we advise IMMEDIATE CORRESPONDENCE regarding DISCOUNTS.

You Can't Build Up a Fishing Tackle Business on Unknown Goods.

The angler is the most exacting of all purchasers. He has whims—they're part of the sport. He has a deep interest in new kinds of tackle. He wants known quality—and expects to pay for it.

Many of the most conspicuous dealer successes in the fishing tackle line are pinning their faith in that aristocrat of all tackles—Abbey & Imbrie.

Abbey & Imbrie have made quality tackle for 96 years. It is a name so fixed in the minds of sportsmen that to have its mark on fishing equipment mean **immediate** sale, **immediate** satisfaction and **immediate** recognition of your store as a first class place to buy.

Victor Junior Price Reduced

Fifty cents less than the price originally quoted—that's what you can have the Victor Junior for now. Four models in the 1917 Victor line.

F. A. Baker & Co.

OPERATING DIVISIONS
New York Sporting Goods Co.

Abbey & Imbrie.

Pierce Bicycle Notes

We have already closed 85% of our Pierce dealers in our old territory. In our new territory we have booked more orders to date than was received all last year.

Here's what Bicycle News says about Pierce Boy's Racer:

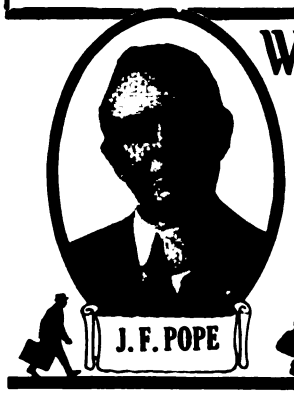
"A Bicycle must be very, very good, to call forth the voluntary expressions of approval from rival manufacturers that were directed toward the new Pierce Boy's Racer.

"It seemed to attract all classes. Even to those whose limited knowledge of the bicycle prevented them from appreciating the finer points of this newest Pierce conceded that it was a most attractive wheel.

"A well-known maker of bicycles was heard to remark: 'That is one of the prettiest-shaped frames I have ever seen.'"

The more a dealer knows about Pierce Bicycles the less he wants to talk about the ordinary jobbing wheel.

Who's Who on the Baker, Murray & Imbrie Trail



J. F. Pope—A valuable man to see whenever he calls. Knows the market thoroughly—knows when the dealer should buy—knows price tendencies. Conservative, but has made money for many a dealer because of advice for strong purchasing at right times. Believes in well-filled stocks—but never overloads a customer.

10-15-17 WARREN STREET NEW YORK CITY

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Establishment of Driscoll & Jeanroy, New York

Driscoll & Jeanroy say—

"The mushroom growth of our establishment is the natural result of handling a Motorcycle that is reliable and efficient. Dayton Motorcycles and Motor Bicycles have been for the past season corking good sellers, and the fact that we are going to move into larger quarters should be sufficient guarantee as to what we expect during the coming season."

Driscoll & Jeanroy have built up their business with the Dayton line exclusively. They handle no accessories, gasoline, etc.

No matter what make of Motorcycles or Bicycles you are now handling, there is a place in your business for the

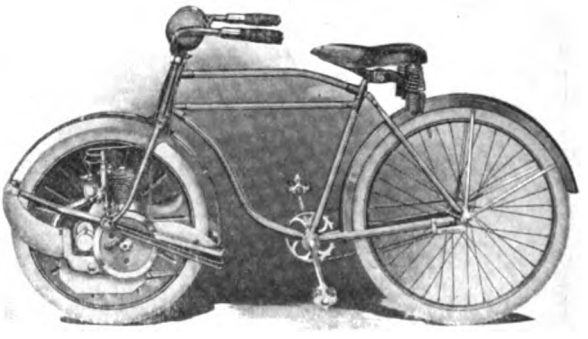
THE DAYTON ONE-PRICE SALES POLICY

There is some valuable territory open for dealers on the Dayton Motor Bicycle. If you have not asked for our agency proposition, write at once. It is a four-square proposition — one that will make you money.

Dayton
Motor Bicycle

With Compensator, $100.
With Clutch, $110.

The World's Lowest Priced Motor Vehicle



DAYTON MOTOR BICYCLE

The Davis Sewing Machine Co.

Cycle Dept.

476-486 Linden Ave. Dayton, Ohio

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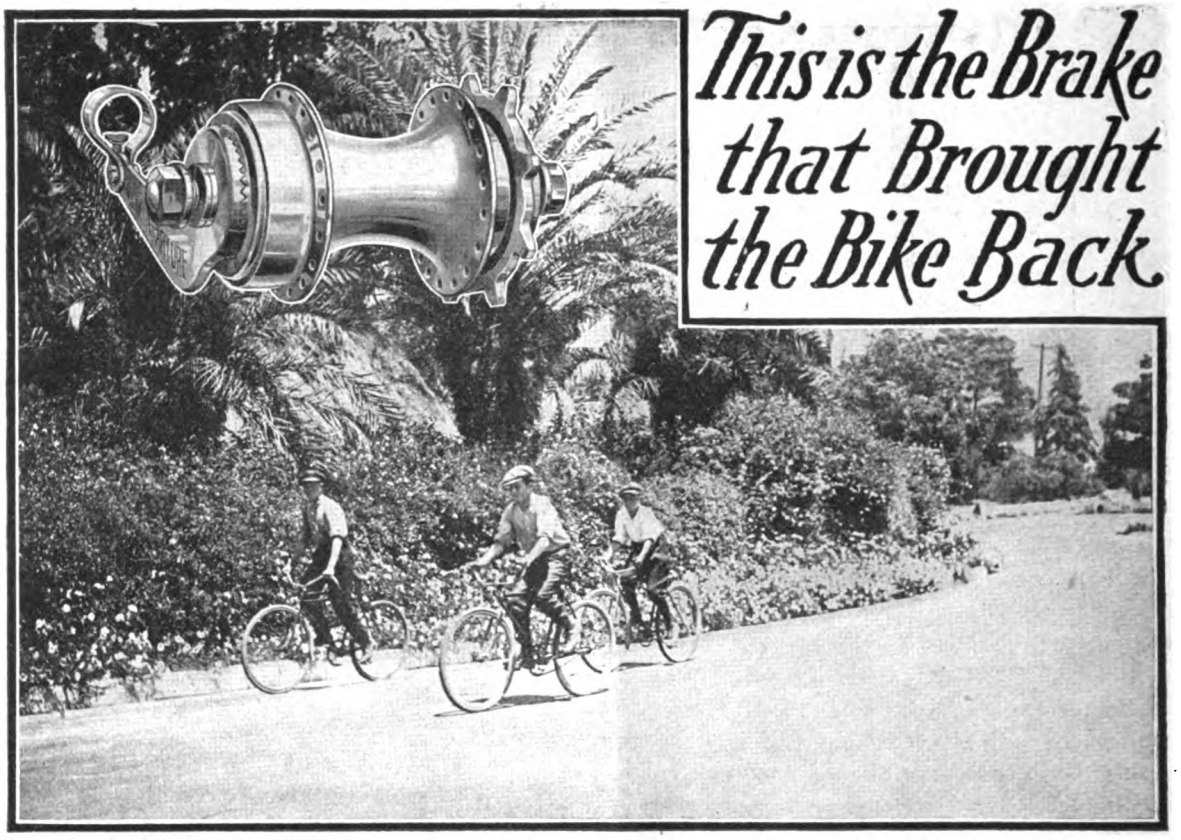

This is the Brake that Brought the Bike Back.

Why? Ask any old-time bicycle rider about the wheel he used to ride. He'll tell you of the "headers" and "spills" he took with painful frequency. Then, enthusiasm made up for a lot of inconvenience.

In these days of good roads and increased traffic, if the perfected coaster brake was not a part of the modern bicycle, the "Million Bicycles" ambition would be ridiculous.

Every rider today will tell you of lots of instances where his New Departure Coaster Brake has saved him from mishaps.

The New Departure Coaster Brake can be depended upon—is more than strong enough—everybody knows how good it is.

That is the reason why you should specify and stock the **New Departure--*the brake that brought the bike back.***

The New Departure Mfg. Co., **Bristol, Conn.**

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When the Big Spring Business Comes

Fortunate indeed will be Harley-Davidson dealers when the big spring buying season opens up.

The 1917 Harley-Davidson line has proved itself to be the greatest selling line in motorcycle history.

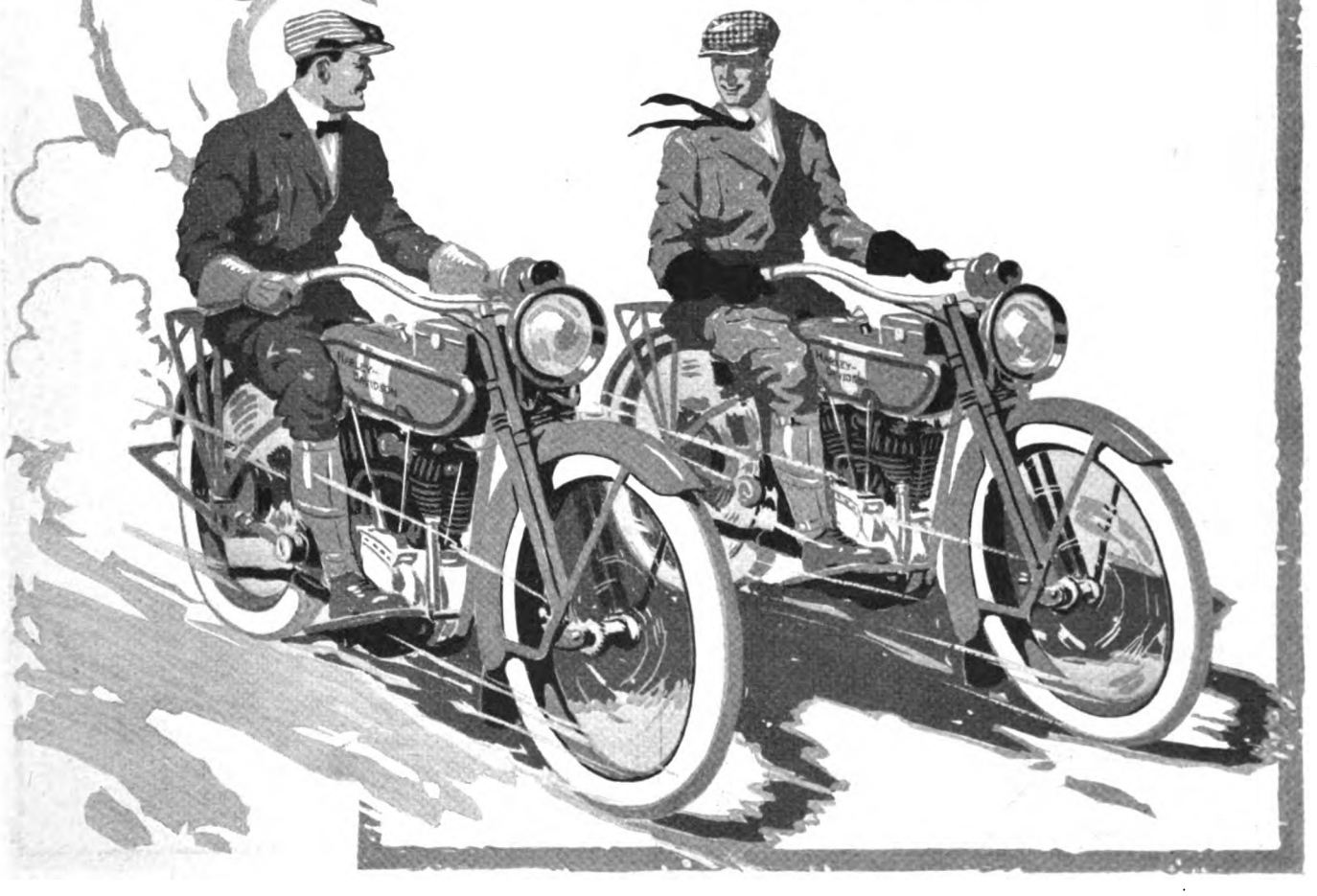
With the tremendous advantage of big early season sales, backed up with deliveries that surprised the entire trade—with heretofore unheard of power and speed for a stock machine—with everything that the most discriminating buyers want—a thoroughly finished product of the greatest engineers in the business—many Harley-Davidson dealers will show a truly remarkable increase in business over that of the 1916 season.

A number of dealers who have come into our organization since the opening of the 1917 season have forged far ahead of any previous year's business in which they handled other makes.

Although more than 90% of our 1917 production has been spoken for, we have room for a few more energetic businessmen who desire to enter our selling ranks as representative Harley-Davidson dealers.

Why not ask us about your town—and don't forget that we have an unbeatable line of bicycles.

Harley-Davidson Motor Co.
Milwaukee, Wis., U. S. A.



The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Indian
Greets You

The year just closing has been a most prosperous one. **The prospects for the new year are even brighter. Let's all take advantage of our opportunities and make it a greater success** than ever. Here's our best wishes for the New Year.

Indian

Hendee Manufacturing Co.

SPRINGFIELD, MASS.

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BLUE STREAKS

Help the Dealer!

Goodyear Blue Streak Bicycle Tires are sold by us direct to the dealer only.

The price is the same to all dealers whether ten pairs or a hundred pairs are bought.

This is part of the Goodyear Policy which is written around the Goodyear Motto, "Help the Dealer."

No empty words are these.

For in both the manufacturing and the marketing of Goodyear Blue Streak Bicycle Tires, the interest of the dealer is ever borne in mind.

In manufacturing—by making the best bicycle tires possible, tires that will reflect credit upon the dealer who sells them, tires that build up his reputation and make friendly customers for the rest of his stock.

In marketing—by enabling the dealer to meet competition squarely—and to sell Goodyear Blue Streak Bicycle Tires at the same price as his competitor, no matter how big that competitor may be.

Help the Dealer!

No, these are not empty words with us.

The Goodyear Tire & Rubber Co., Akron, Ohio

GOODYEAR
AKRON

Mention MOTOR CYCLE ILLUSTRATED—It helps you, the advertiser and us.

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The Simple Life.

United States 'Usco' Tread Motorcycle Tires

permit motorcyclists to lead the simple life—for tire trouble is minimized in these tires.

That is why the sales of United States 'Usco' Tread Motorcycle Tires are forging ahead so fast.

The dealer who stocks up with United States 'Usco' Tread Motorcycle Tires keeps on forging ahead in business.

United States Tire Company

1790 Broadway, New York

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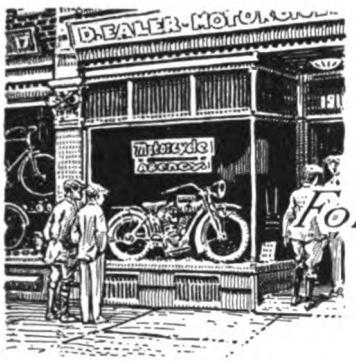

MOTORCYCLE ILLUSTRATED

For the Trade and the Rider

13 PARK ROW
NEW YORK

Volume 12 **December 28, 1916** **Number 26**

OCTOBER EXPORTS SHOW MARKED DECLINE

Shipments Fall Off 25 Per Cent. During Tenth Month of 1916—Ten Month Period Shows Slight Increase Over Last Year—Bicycle Shipments Soar on Both Imports and Exports—Trade with Non Contiguous Territories Stands Still

NEW YORK, Dec. 26.—Once again our exports of motorcycles, as disclosed by the monthly summary of domestic and foreign commerce, have fallen off. In point of valuation during the month of October our exports declined a full 25 per cent. compared with the exports of October a year ago. Considering the number of pieces shipped, the showing was scarcely better, the figures showing a falling off of 22 per cent.

Tending somewhat to offset those figures bearing simply with the month of October are those which covered the ten month period ending with October. During that period in 1916, considering valuation, our exports of motorcycles showed an increase of 9 per cent. while considering the number of pieces shipped the increase figures out at 10 per cent.

The Figures

Getting right down to the figures, we shipped during October just past exactly 900 motorcycles valued at $173,478 as against 1,158 motorcycles valued at $232,128 shipped during October of 1915. During the period from January first to November first, 1916, our shipments of motorcycles comprised 14,412 pieces, valued at $2,725,552, as against only 13,017 pieces valued at $2,493,328, the figures bearing on the same period for 1915.

Far more encouraging are the figures bearing on our exports of bicycles and bicycle parts. During October just past such shipments were valued at $121,575 as against $81,900 for October of a year ago, the figures showing a percentage increase of 48. Even bigger is the increase shown by the statistics bearing on the ten month period. For that period just past the total valuation of our cycle exports was $889,535 which is just 69 per cent. better than the $525,109, the valuation placed on our cycle exports made during a similar period terminating with October, 1915.

As has been told in previous issues of **Motor Cycle Illustrated**, the figures bearing on our imports lump the motorcycle, bicycle and parts imports altogether. As our motorcycle imports amount to practically nothing it is safe to say that the figures relate almost entirely to our imports of bicycles and bicycle goods.

They show an increase of 31 per cent. for the imports of such goods during last October or October, 1915, cycle goods to the valuation of $3,021 having been brought into the country during October just past, as against only $2,272 for October of a year ago.

In considering the figures bearing on the ten month period the percentage increase amounts to 7 per cent., $56,805 worth of cycle goods having been brought in during the period ending with last October, as against merely $33,403 worth brought in during the ten month period ending with October, 1915.

Our two-wheeler trade with our noncontiguous territories is practically at a standstill, if in fact it is not slipping slightly. Considering Hawaii for the month of October, it showed a slight gain over that of October last year, Hawaii taking cycles to the value of $4,145 this year as against $3,940 during the same month of 1915. During the ten month period ending with October in both years the valuation of the shipments stood at practically $62,000. The same things holds true of Porto Rico. The shipment of cycles during the month of October fell off from $5,485 in valuation, where they stood for October, 1915, to $2,190 for October just past, but considering the ten month period the shipments practically held their own at $20,000 in valuation for both years.

Philippine Trade

The Philippine Islands, however, took far fewer two-wheelers during 1916 than during the year previous. We shipped cycle goods to the valuation of $1,526 to the Philippines during last October as against $2,756 for October of the year previous, while during the ten month period the total valuation of our cycle shipments to this far away territory was only $19,379 as against $42,968 for the same period terminating with October of a year ago.

WANTS MOTORCYCLE STORAGE REGULATED

Mayor Mitchel Enters Plea with Board of Aldermen for Adoption of Ordinance—Affects All Dealers

NEW YORK, Dec. 26.—That the absence of regulation of motorcycle shops and storage places constitutes a serious menace to the city, and that the Board of Aldermen in overlooking the necessity for such regulation is lax, is the sum and substance of a message sent to the board today by Mayor Mitchel.

An ordinance was introduced not quite a year ago relegating full control and regulation of motorcycle stores and storage places to the Fire Prevention Bureau and the passage of this ordinance was urged by Fire Commissioner Adamson.

It is because the Board of Aldermen failed to adopt the ordinance at that time and because now the report of the committee on buildings favors filing this ordinance, which virtually means killing it, that the Mayor is somewhat wrought up.

"I am convinced," wrote the Mayor, "that the danger to life and to property which is incident to the continued absence of regulation of motorcycle shops is a real and serious danger. The intelligent procedure is to enact the ordinance now so as to prevent the disaster and not to enact it after the disaster has occurred."

As a result of Mayor Mitchel's plea, the board has instructed the Welfare Committee to resume consideration of the proposed ordinance.

Just how the ordinance will affect motorcycle dealers in the Greater City, provided it is adopted, is a matter for conjecture, but the consensus of opinion is that with full power in the hands of the Fire Prevention Bureau the same regulations as are now in force for garages will be applied to motorcycle shops.

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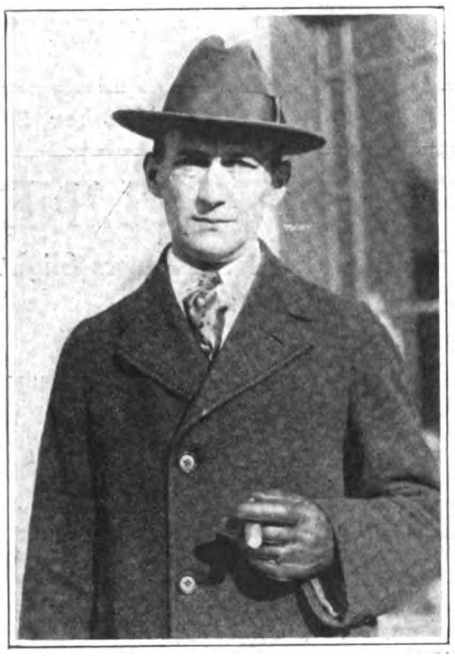
BUSY DAYS FOR WEISS

He Has His Hands Full as Purchasing Agent for the Henderson Factory

DETROIT, Dec. 26.—In these days of metal shortages and difficulties in getting the wherewithal for production, the man who has the job of buying materials is kept on his toes every minute.

Purchasing Agent W. J. Weiss of the Henderson, realizes that with the big new factory in which the four-cylinder machines will be built next year, and the steadily growing demand, the consumption of material will be much more rapid than ever before; and knowing that it will be up to him to supply the manufacturing departments with everything they will need, he has been very busy lining up orders for material for delivery next year.



W. J. Weiss

Numerous contracts for material in the raw have already been closed for 1918. Other manufactured parts, such as tires, grips, spokes, etc., which will not undergo change in the meantime, are also being bought now with delivery dates guaranteed. As soon as any detail of 1918-model construction is finally decided upon, Weiss pounces on it and makes sure that a sufficient supply of exactly the proper material will be on hand at the time manufacture is to begin.

It's a big job, of course, and one in which a novice would soon become seasick in these times of supply shortages, but Weiss has had long experience and knows all the ropes. He was connected with the Studebaker automobile organization before joining the Henderson ranks, and previous to that had been at responsible posts for a few other large firms.

TWO NEW INCORPORATIONS

ALBANY, N. Y., Dec. 27.—The Stearns Tire and Tube Co., with $250,000 capitalization, was incorporated yesterday to deal in tires. M. Hawthorne, H. Paerlman and A. K. Ott, 518 West 161st street, New York City, were named as the incorporators. The North American Toy Co. was incorporated for $10,000, to deal in bicycles and toys. C. M. Woliner, O. Schweitzer and F. Fischer, 300 East 79th street, New York City, were the incorporators.

THORS FOR PHONE CO.

Rochester Telephone Co. Takes Four Big Blue Twins

ROCHESTER, N. Y.—The Rochester Telephone Co. has bought four big twin Thors for the use of its trouble shooters.

The company has tried out several different makes of machines and has decided to standardize on the Thor in all branches of its service. Several machines of the same make are also used by the installation men, and are fitted with a large tool kit and a number of coils of wire. The sale of the last quartet of machines was made by Flynn Brothers, Thor dealers here.

NEW KLAXON

Mechanical Horn with Horizontal Action at $3

NEWARK, N. J., Dec. 26.—The Klaxon Co., formerly the Lovell McConnell Mfg. Co., is bringing out a new type of hand Klaxon which is to be sold at the low price of $3. It will be offered on January 1.

The new horn is known as the Klaxon "Three" and it differs from the old type in that it is operated by what the company calls the "push from behind" principle, the operating button having a horizontal action. At the same time the present type with the vertical-acting button will be discontinued.

The company is at present rushing work on a large addition to the factory which is made necessary by the increased production necessary to take care of the large demands for both equipment business and for the trade at large.

FOR FISH DEALER

Wagner-Dolph Sells Harley-Davidson Delivery Outfit

ROCHESTER, N. Y., Dec. 26.—The Wagner-Dolph Co., Harley-Davidson distributors, have sold a 1917, three-speed Harley-Davidson, with special sidevan, to the Wagman Fish and Oyster Co., of this city. This neat and compact delivery outfit is giving a good account of itself despite the fact that the weather in and around Rochester has been inclement for the last couple of weeks.

FIRESTONE ENTERS FOOTWEAR FIELD

AKRON, O.—One of the latest announcements of interest to the rubber trade states that the Firestone Tire & Rubber Co. has completed preparations for the manufacture of rubber footwear. Arrangements have been under way for a long time to enter this field, and company officials stated a few days ago that the new department is in complete operation.

BIG INCREASE

Coast Henderson Sales Jump from Two to Two Carloads

LOS ANGELES, Cal.—At Christmas, 1916, the Henderson distributors had sold just two of the new model machines. As a contrast, of the 1917 machine they have already sold nearly two carloads.

Charles Mankel, Sacramento agent, has just taken three; Guy Henry, of Pasadena, took another, making his third; C. A. Sheppard, of San Diego, took three more a week ago, running his score up to 12; O. A. Dawson, agent for Douglas and Bisbee, Arizona, ordered his sixth and seventh in rapid succession; and so it is going all along the line.

EXCELSIOR RUSH

Call for Sidecars Heavy: Motorcycles by the Carload

CHICAGO, Ill., Dec. 26.—That the call for the new Excelsior sidecar has been greater than was expected, comes from Fred B. Mathis, sales manager of the Excelsior Mfg. & Supply Co. The new sidecars are being turned out with all possible haste but even at that the company is quite unable to fill the demand.

Likewise the call for Excelsior motorcycles is heavy, the company having shipped five carloads during the past week. Three of these were for domestic use, being taken by the Haverford Cycle Co., of Philadelphia, Pa., Carl Rose, Portland, Ore., and Piper & Taft, Seattle, Wash., respectively, while the other two were for export, one going to Australia and the other to Sweden.

HANDY SERVICE CABINET

Stevens & Co. Offer Container for Small Parts for Shop Service

NEW YORK, Dec. 26.—Stevens & Company, of 375 Broadway, are bringing out the "Handy" Service Cabinet, to care for small parts, nuts, screws, and sparkplugs. The cabinet contains 15 drawers, three of which measure 6x3x12 inches, while the others, placed in two rows above, measure 3x3x12 inches.

The Handy cabinet is substantial and well finished. The body is of heavy fumed oak with galvanized steel drawers which cannot warp or stick under any condition. Each drawer is fitted with a combination pull and card holder and a set of blank cards accompanies the cabinet. These cabinets are interchangeable and may be built up into sections of any size desired. The price to dealers is $5.

The "Handy" Cabinet

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MERKEL OFFICE

New Motor Wheel Manufacturer Opens in Circle Bldg., N. Y.

NEW YORK, Dec. 26.—The Merkel Motor Wheel Co., which is the company producing and selling the new Merkel Motor Wheel which electrified the trade at the New York show, has taken offices in the Circle Building, 60th street and Broadway; communications should be addressed there in the future.

According to Sales Manager W. Walter Shoemaker, the plans of the new company have progressed to a point where it is practically certain that deliveries will be made the latter part of February next.

Shoemaker expresses himself as highly pleased with the enthusiastic reception accorded the Merkel wheel at the show and with the requests for territory that are coming in daily as a result of both the show, trade paper publicity and advertising.

RUBBER EXPERT

Goodyear Appoints Professor as Consulting Chemist

AKRON, Ohio, Dec. 25.—Dr. Warren K. Lewis, professor of chemical engineering at Massachusetts Institute of Technology, has been appointed consulting chemist for the Goodyear Tire & Rubber Co.

Dr. Lewis will come to the Goodyear three times each month and hold consultations with the Goodyear chemists over problems in rubber chemistry.

Dr. Lewis graduated from the M. I. T. in 1905 and rose to professorship in the institution in 1913, the youngest man to hold a chair in the history of the institution.

Besides being a recognized expert in rubber chemistry, Dr. Lewis has met with considerable success in industrial fields and in mechanical and electrical engineering.

S K F CHANGES

Taylor Becomes Vice President, Ungar Advances to Engineer

HARTFORD, Conn.—S. B. Taylor, sales manager of the S K F Ball Bearing Co., has been appointed vice-president of the company, succeeding F. B. Kirkbride; Kirkbride remains on the board of directors. Taylor will remain in charge of sales.

G. A. Ungar, former representative of the company in Cleveland, Detroit and Pittsburgh, has been appointed technical manager and chief engineer, succeeding Uno Forsberg, who returns to Sweden after completing his work of creating the manufacturing organization of the S K F Ball Bearing Co. in this country.

RUBBER TRADE

Tax Assessments Prove Industry Biggest in Summit

AKRON, Ohio, Dec. 26.—Just how big the rubber industry of Akron is in comparison to other industries is made plain by the tax lists for Summit county, which show that the rubber trade is assessed for four-fifths of the total industry tax for the county.

The Goodrich plant is assessed on a valuation of $20,393,830 which is nearly half of the total assessments for the county which stand at $43,896,440. The Goodyear plant, the next largest in the rubber world, is assessed for $7,632,780 and the Firestone for $4,964,980.

In all a total of $36,220,580 is credited to the rubber industry on the tax list.

Frank Hayes, the Keystone film star, staging the first act of that well-known little drama entitled "Good Morning, Judge."

Hayes was snapped just as he was ready to mount his Indian motorcycle and ride home from "work" at the Keystone studios.

GOODRICH XMAS

Rubber Concern Gives $18,500 in Cash Presents to Its Employees

AKRON, Ohio, Dec. 25.—Each of the employees of the B. F. Goodrich Co. received a cash present from the large tire concern as a Christmas gift today.

It cost the company $18,500 in cold cash to spread the Yule tide good cheer among its large force of employees.

GOODYEAR SEEKS LOWER RATES

WASHINGTON, Dec. 22.—The Goodyear Tire and Rubber Company, of Akron, Ohio, has filed a complaint with the interstate commerce commission alleging that freight rates on tires from Akron to all points south of the Ohio river and east of the Mississippi river were unreasonably high and asking for a revision downward.

HURLEY TO COAST

Thor Vice-President Will Stay Three Weeks on Business Tour

CHICAGO, Ill., Dec. 22.—J. D. Hurley, vice-president of the Aurora Automatic Machinery Co. maker of Thor motorcycles left Chicago yesterday for a trip to the Pacific coast.

Mr. Hurley will travel throughout the far Western territory and will call on many of the Thor dealers on the other side of the Rockies. He expects to be gone for about three weeks, although he will extend the time if the occasion arises.

REPORTS ON TIRE OUTLOOK

NEW YORK.—John Maus, manager of the export department of the Fisk Rubber Co. of New York, has returned from a South American trip in the interests of the company. Maus, who speaks Spanish and German, as well as some English, was naturally well equipped to investigate conditions at first hand, and reports in glowing terms the present and prospective business that he was able to disclose. In the Island of Porto Rico, which he visited on his return, he found conditions booming.

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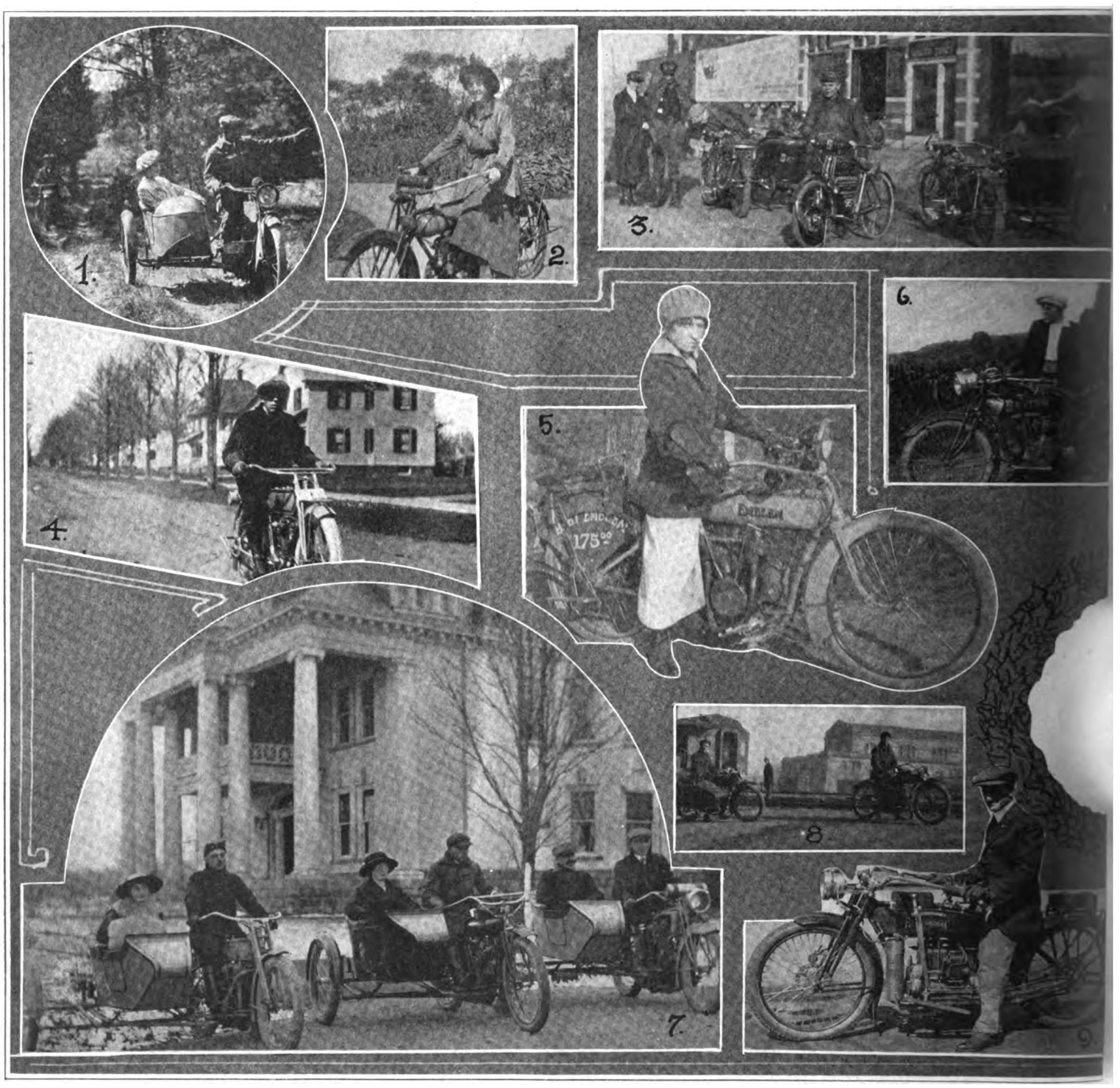
The Weekly

NEWSY EXPLOITS OF THE CAMERAMAN



REEL 1, Scene 1—A couple of Pope enthusiasts taking a little trip through Massachusetts highways and byways on a Pope-Rogers sidecar combination.

Scene 2—Miss Moresy, which particular young lady hails from Long Beach, Cal., pins all her girlish faith to the Cleveland motorcycle.

Scene 3—Showing how Driscoll & Jeanroy, Dayton agents in New York, take advantage of every endurance run and other form of competition to advertise the little Dayton motorbike.

Scene 4—On the road between Springfield and Westfield, Mass., a highway which is traversed practically every day in the year by Pope riders visiting the factory.

Scene 5—Here's a little Schenectady motorcycle enthusiast, Miss A. Frankel by name, who thinks there is nothing in the world like her little Emblem twin.

Scene 6—From Schenectady we wander all the way to Baltimore, Md., where we discover this little miss, Marie Lentz, who has every bit as much confidence in her big Dayton twin.

Scene 7—Picturing the versatility of the Pullman sidecar. It is shown here in use by three Detroit riders, one of whom uses a Harley-Davidson, another an Indian, the third an "X."

Scene 8—Patience personified! Showing Roy Hagerman and Ross Landes, of Al Crocker's Kansas City Wigwam, waiting for their first carload shipment of 1917 Indians.

Scene 9—Typifying the neat rider. He is Otto Rosenberg, of New York, and the picture shows him in his endurance run dress-up. The machine is a Henderson, of course.

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Motograph

PRESENTED IN TWO REELS ~ ~

REEL 2, Scene 1—Just a little Sunday party showing a Thor-Rogers sidecar combination and two Merkels on one of the beautiful driveways of Highland Park, Jamaica, N. Y.

Scene 2—We have often seen the cavalry pony lie down and act as a bullet shield for his rider; here's an Indian doing that same little thing for one of the members of the Motor Battery of the 22d Engineers, New York N. G.

Scene 3—A Raleigh, N. C., Indian enthusiast taking his last ride on his 1916 machine prior to taking delivery on his new Powerplus model.

Scene 4—Arthur Bartold, of Rochester, is responsible for this curious rig. It is built around a 1916 Harley-Davidson and sidecar chassis, the sidecar body being replaced with a comfortable seat and the controls so altered that the machine can be operated with facility from the seat.

Scene 5—Down Cincinnati way they break them in early, the picture showing a Cincinnati couple giving their "young idea" a bit of coaching on the control of the Thor.

Scene 6—Memories from the last picnic of the Omaha M. C. The girls are gathered around one of the Series 17 Excelsiors, proving that they know a good thing when they see it.

Scene 7—This might be from Japan, but it isn't. It is just a picture of a Reading Standard party visiting a curious hostelry which decorates one of Pennsylvania's mountain peaks.

Scene 8—Two "Rogers" on one Henderson. The big one on the side is a regular Rogers sidecar, and the wee little one on the saddle is the son of R. H. Rogers, of the Rogers Mfg. Co.

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Looking Down the Stretch

Dates of automobile shows are included in the list below for the benefit of dealers who may wish to arrange for exhibits.

By the way, what's doing in your district? If you or your club will keep us posted on coming programs we will be glad to list them.

Dec. 30-Jan. 6, Cleveland, O.—Sixteenth annual show of the Cleveland Automobile Show Co., at Wigmore Coliseum.

Dec. 31-Jan. 1, New York—F. A. M. Midnight Run to Poughkeepsie and return, 150 miles. Start at midnight.

Jan. 6-13, New York—Automobile show at Grand Central Palace.

Jan. 10, New York—Annual meeting of the Motorcycle & Allied Trades Association at Hotel Astor, 12:30 p. m.

Jan. 10, New York—Meeting of the Cycle Trade Directorate at New York office, 373 Broadway, 2 p. m.

Jan. 10, New York—Meeting of the Board of Directors, Cycle Jobbers' Association, at Hotel Astor, 6 p. m.

Jan. 20-27, Detroit, Mich.—Sixteenth annual show of Detroit Automobile Dealers' Association.

Jan. 20-27, Montreal, Canada—Show of Montreal Automobile Trade Association.

Jan. 22-27, Rochester, N. Y.—Ninth annual show of Rochester Automobile Trades Association, Exposition park.

Jan. 23-27, Allentown, Pa.—Show of Lehigh Automobile Trade Association. Peter Leisenring, manager.

Jan. 23-27, Baltimore, Md.—Show at Fifth Regiment Armory.

Feb. 3-10, Minneapolis, Minn.—Twin Cities automobile show of Minneapolis Trade Association.

Feb. 5-10, Bangor, Me.—Show of Bangor Automobile Association at Auditorium.

Feb. 10-18, San Francisco, Cal.—Show of San Francisco Motor Car Dealers' Association in Exposition Auditorium. G. A. Wahlgreen, manager.

Feb. 12-17, Cedar Rapids, Iowa—Show of Cedar Rapids Automobile Trade Association.

Feb. 12-17, Louisville, Ky.—Tenth annual show of Louisville Automobile Dealers Association at First Regiment Armory.

Feb. 12-17, Kansas City, Mo.—Show of Kansas City Motor Car Dealers' Association.

Feb. 14-17, Peoria, Ill.—Show of Automobile and Accessory Dealers' Association, at Coliseum.

Feb. 18-25, St. Louis, Mo.—Show of St. Louis Automobile Manufacturers and Dealers' Association.

Feb. 19-24, Bridgeport, Conn.—Fourth annual show at State Armory. R. B. Steiber, manager.

Feb. 19-24, Duluth, Minn.—Show of Duluth Automobile Dealers' Association at New Armory.

Feb. 19-24, Syracuse, N. Y.—Show at State Armory of Syracuse Automobile Dealers' Association. H. T. Gardner, manager.

Feb. 19-23, Des Moines, Ia.—Eighth annual show of Des Moints Auto Dealers' Association. C. G. Van Vliet, manager.

Feb. 26-March 3, Omaha, Neb.—Twelfth annual show of Omaha Automobile Show Association. Clark G. Powell, manager.

March 1, 2, 3, Urbana, Ill.—Show of Automobile Trade Association of Champaign County at Armory of the University of Illinois.

March 6-10, Boston, Mass.—Fifteenth annual show of Boston Automobile Dealers' Association. C. I. Campbell, general manager.

March 6-10, Fort Dodge, Ia.—Sixth annual show at New Terminal Warehouse.

March 14-17, Davenport, Ia.—Show in Coliseum building of Tri-City Automobile Trade Association.

GRIGSBY ON THE JOB

Pennsylvania Traveler Knows How to Use as Well as Sell Tires

FT. WAYNE, Ind.—The accompanying photograph shows Karl E. Grigsby, of the Pennsylvania Rubber Co., in the saddle of an Excelsior on a recent visit to this city. Grisby is a special factory representative for the Pennsylvania folks in the motorcycle and bicycle tire department and his business trips take him all over the ccountry.

Needless to say, Grigsby has friends in every city and town of importance from

coast to coast, and he is always given a warm welcome when he "blows in" on one of his business-building tours. "The outlook for motorcycle and bicycle business in this country has never been better," says the Pennsylvania booster, "and it follows naturally that the prospects for big tire sales are excellent. My 1916 season has been a mighty busy one, and I am looking forward to a still bigger demand for Pennsylvania motorcycle and bicycle tires during the coming year."

ARMY POST FOR TACOMA

Local Dealers Plan for Soldiers' Business When Fort Is Established

TACOMA, Wash.—Local motorcycle dealers and accessory men are more than pleased at the prospect that Tacoma will soon acquire an army post and that 12,000 soldiers will soon be stationed permanently on the broad prairies in the American Lake district. Dealers and demonstrators are already planning on making sales of two-wheelers to the soldiers with which to cover the 12-mile stretch over natural roads between Tacoma and American Lake.

The fact that the post will be established at Tacoma, together with the increase in the price of lumber and the various new ship-building concerns who have located here during the past year, means that Tacoma motorcycle dealers will reap a harvest during the coming year, and 1917 promises to exceed all previous years for the business.

UNIFORM OIL BILL

Colorado State Inspector Agitating for Legislation

DENVER, Colo., Dec. 23.—An attempt is being made, according to James Duce, state oil inspector, to get the convention of all the oil inspectors of the country together, to discuss uniform oil inspection bill and provisions to eliminate inferior oils. Efforts are being made to bring the convention to Denver if possible.

It is a movement, which if carried out, will be of great benefit to the motorcycle industry.

ALL FOR ROADS

Plan to Double Vehicle Tax in Oregon Has Not Full Support

PORTLAND, Ore.—The Oregon Good Roads Committee has recommended that the coming Legislature enact a law requiring all motor-driven vehicles to bear at least twice the present tax burden on the promise that all of the net proceeds from these taxes be devoted to the maintenance and construction of roads.

The recommendation has not the undivided support of the motor vehicle folk, although the majority of the trade is behind the movement.

MOTOR-SLEDS ARE POPULAR

DETROIT, Mich.—Several local motorcycle enthusiasts are hard at work on motor-sleds with which they intend to hold races on Lake St. Clair. Last year there was a great deal of interest in this winter sport and the speed developed by some of the sleds surprised the old-timers. Judging by present indications, there will be at least 50 motor-sleds, driven by motorcycle motors, in and about Detroit before the winter is over.

BUTLER BECOMES AD. MANAGER

JEANNETTE, Pa.—John L. Butler has been appointed advertising manager of the Pennsylvania Rubber Co., of Jeannette. He is well prepared to tackle his duties, having been in charge of the advertising department for the past year.

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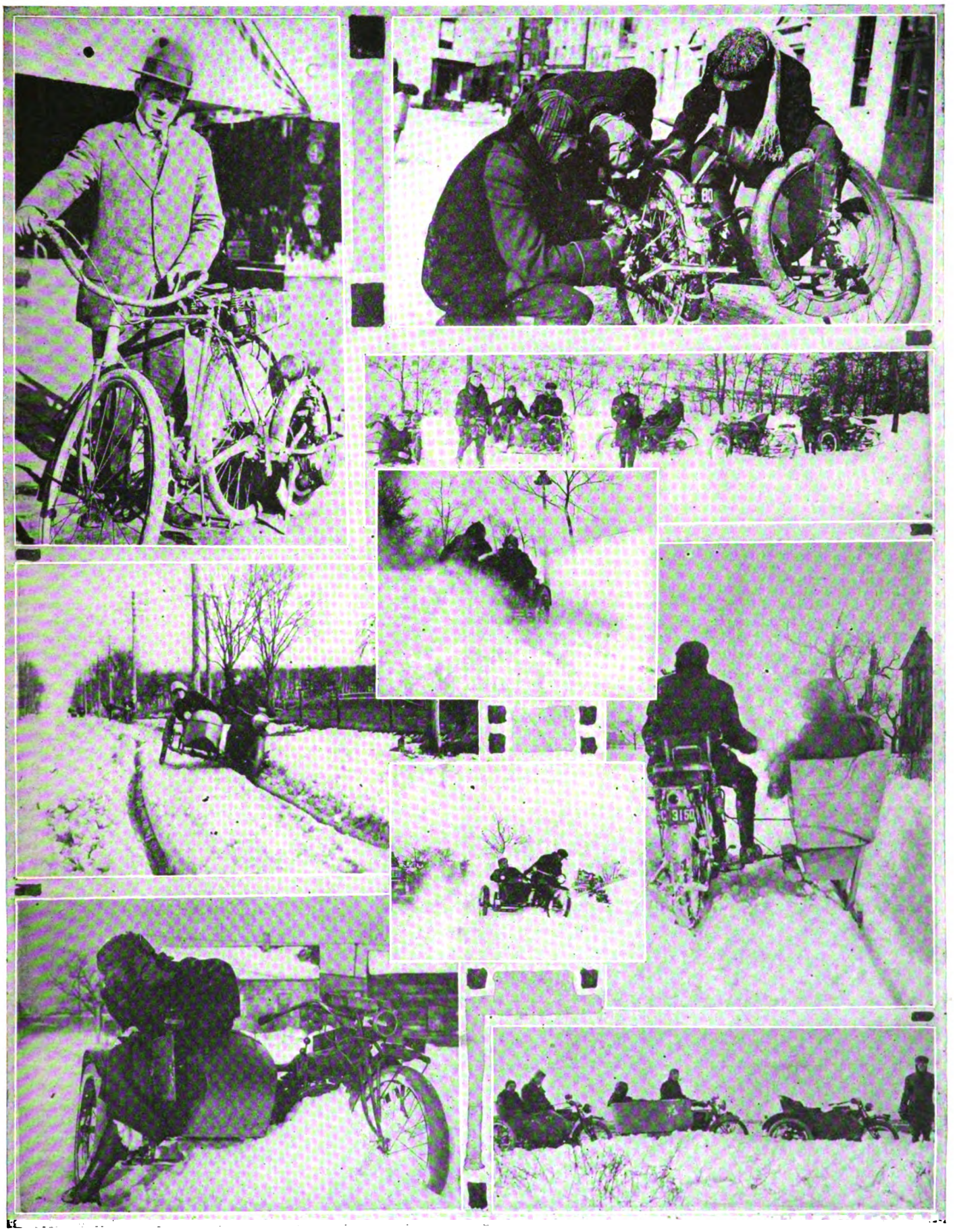
NEW JERSEY SNOW-BIRDS STAGE A POLAR EXPEDITION



Upper Left, a N. J. Board of Health Inspector Who Uses a Motor Wheel; At Right, "Curly" Walden Releasing His Clogged Speedometer Gears; Below, a Party of New Jersey M. C. Riders; Center Left, Snow-Plugging a la Sidecar; Center Views, Hitting the Drifts; At Right, Neat Side Sled Used by Martin Netzler; Bottom, Machine Stalled in a Drift; At Right, On the Meadows.

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NEW CATALOG

Motor Car Equipment Gets Out Cycle Accessory Book

NEW YORK, Dec. 26.—The Motor Car Equipment Co., 21 W. 62nd street, New York, and with Boston and Newark branches, has just gotten out a catalog covering its line of motorcycle and bicycle accessories and fittings.

It was scarcely six months ago that the Motor Car Equipment Co. went into the two-wheeler accessory business in earnest and at that time they installed A. G. Chapple as head of the department. Despite the shortness of the interval, however, the catalog is replete with everything that goes to add to motorcycling and cycling comfort and is gotten out in a style that will appeal to both the trade and the retail buyer. Copies can be had upon application.

MASLEN ENTERTAINS

Quaker City Hustler Brings Together Dealers and Travelers

PHILADELPHIA, Pa., Dec. 26.—Geo. S. Maslen, the Indian distributor, staged a little dealers' and salesmen's convention all of his own last week.

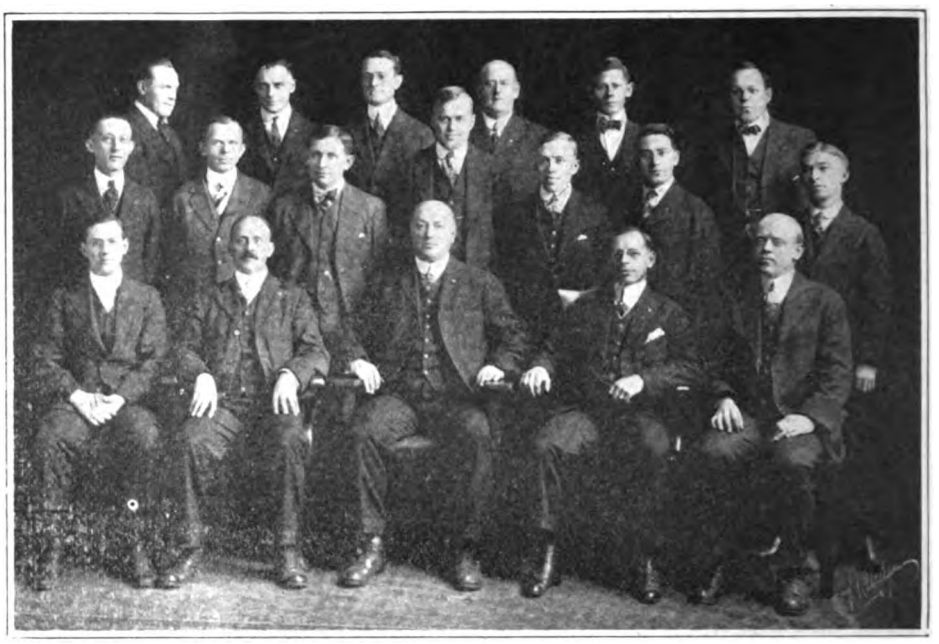
The affair opened up with a chicken dinner, at which the guest of honor was George W. Sherman of the Indian factory, who gave the assembled Indian folk an interesting talk on the ways and means of increasing sales and the possibilties for the coming year.

The convention was held at the headquarters of the Indian distributor, where a carload of new machines was on exhibition in the newly decorated salesroom.

The picture was snapped after the festivities were all over. In the picture are: Top row, from left to right: M. M. Rose, Thos. Briggs, Wm. Tweed, Geo. Sherman, H. A. Schleter, A. Greville, John Empfield, O. Campbell, Ed. B. Connell, Geo. S. Maslen. Bottom row, left to right: Wm. Briggs, F. W. Henderson, Wm. Scott, J. Rose, N. Griffith, H. Henderson.

George Maslen's Guests at Sales Conference. Item Above

FIRST-LINE VETERANS OF "CHICYCO" SALES SQUAD



AT the time of the salesmen's convention of the Chicago Cycle Supply Co., Chicago, Ill., the above photograph of the hustlers who carry "Chicyco" products to all four quarters of the continent was snapped.

Those in the picture are, sitting from left to right:

Peter Stainbrook, house salesman; Charles J. McCormick, vice-president, Chicago and vicinity; H. P. Hansen, president; David A. McNeill, treasurer; Edward L. Jacobs, house salesman. Middle row, left to right: A. R. Shade; Otto Gudenschwager, Minnesota and North and South Dakota; E. B. Steffen, Wisconsin; V. E. Sandeen, Nebraska and Iowa; A. E. Stockholm, house salesman; L. V. Hammond, Eastern Southern states; D. C. Van Brocklin, Michigan. Top row, left to right: W. J. Ash, west of the Rockies; J. G. Littlefield, central Southern states; H. E. Kenyon, correspondent salesman; W. P. Miller, Ohio; E. L. Kendall, Indiana; E. H. Hagberg, correspondent salesman.

The convention, which lasted several days, was marked by talks from representatives from several of the manufacturers whose goods are handled by the Chicago Cycle Supply Co. In these talks the selling features of the respective lines were brought well home to the salesmen.

Following the convention a banquet was spread at the Railway Club, during the course of which prizes were distributed for the annual salesmanship contest of the Chicyco concern. W. J. Ash took first prize for having done the largest business; A. R. Shade took the second; E. L. Kendall, third; Victor Sandeen, fourth.

During the course of the convention it was brought out that business for December, 1916, with half of that month still to go, is double what it was for December a year ago, and the salesmen left enthusiastic to the last man over the prospects for the coming year.

BALL WITH SCHICKEL

Former Cleveland Man Goes With Maker of S. M. C.

STAMFORD, Conn.—Eph Ball, who resigned from the Cleveland sales force during the Chicago show, has joined the Schickel.

The coming of Ball, according to Sales Manager Hopkins, is simply one step towards the completion to a comprehensive sales campaign which he has drawn up and which he expects to have in operation within the next couple of weeks.

PLANS FOR POLO MATCH

WHEELING, W. Va., Dec. 26.—Preparations are being made for a motorcycle polo game which is to be played by members of the Wheeling M. C. on the first Sunday of the new year. The event promises to be a distinct novelty with plenty of go and much of the spectacular, and is attracting the attention of motorcyclists from all parts of the city.

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PLANS PERFECTED FOR "MIDNIGHT RUN"

Fourteen Entries Received to Date with Promise of Many to Come—Prize List Swelling—Finish to Be Filmed—Medals for All

NEW YORK, Dec. 26.—With fourteen entries already in and the promise of many more to come, things look bright for that "Midnight Run," which is being promoted New Year's Eve, Sunday night next, by State F. A. M. Commissioner Geo. A. Ellis.

What is more, the run bids fair to attract an unprecedented degree of attention in view of the fact that Captain Montgomery of the Motor Division of the 22d Engineers, New York National Guard, has plans for starting a whole squad of his dispatch bearers in the run, feeling that competition of this sort is just the proper training for the military motorcyclist.

Support Fine

Ellis is obtaining every bit as much support from the trade as from the local riders, the prize list being swelled with every morning's mail. The latest offering is a silver cup from the Harley-Davidson factory; that is the only one of the prizes received that will be announced, the others being offered in order form in sealed envelopes not to be opened until after the run.

Some of the other contributors to the prize list are Splitdorf Electrical Co.; Hawthorne Mfg. Co.; Badger Brass & Mfg. Co.; Aurora Automatic Machinery Co.; Baker, Murray & Imbrie, Inc., and **Motor Cycle Illustrated.**

Also of interest to entrants and prospective entrants is the fact that Ellis has extended his medal offer to include all entrants. Gold medals will be awarded to all perfect score men; silver medals to those finishing with scores better than 950, while all other entrants will receive bronze medals. In order to defray the expense attaching to the donning of the medals, the entry fee has been raised from $1, as originally announced, to $2.

As was pointed out in previous issues of **Motor Cycle Illustrated**, the course reaches from Columbus Circle, New York, where the start will be made at midnight on New Years eve, to Poughkeepsie and return. The lightweight division will proceed at a pace of 15 miles an hour for the full 150 miles, while the heavyweight machines will travel at an average rate of 20 miles an hour.

There will be several checking stations established along the route, and each contender will receive a schedule card prior to the start which calls his attention to the checking stations and makes it easy for him to tell when he is due at any one of them. There also will be two secret controls, one on the out course and one on the return, arrangements for which are being made by Kaufman and Barmore of Yonkers.

"Movie Men" to Come

Ellis has completed arrangements with a couple of the moving picture men, to have the finish of the event filmed upon the return of the riders to New York at the finish of the run, a feature which should appeal strongly to both entrants and the trade at large.

Entry blanks can be had from Geo. A. Ellis, care of Baker, Murray & Imbrie, 10 Warren street, New York, or from any of the motorcycle dealers in the metropolitan district.

THEY'RE GETTING AN EARLY START

Thomas H. Chew, Who Heads the Thor Motorcycle Co. of Boston, Distributors for the New England Territory, Showing His Kiddies the How and Why of the Thor

WINTER MOTORING

N. Y. State Federation Has Plans for Its Promotion

ROCHESTER, N. Y.—The New York State Federation is figuring on a plan whereby they will be able to make motoring through the state roads as easy in the winter as in the summertime. General Counsel John J. McInerney suggested at the meeting of the association in Buffalo last week that the Chambers of Commerce and merchants' associations be enlisted in the work.

If the plan is carried out it will be welcomed by the many motorcycle riders as well as automobilists. The plan is to purchase large motor rollers and go over all the state roads leading into the city and keep them in good motoring condition during the winter months.

ANOTHER RECORD

San Angelo Rider Reaches San Antonio in 10 Hours

SAN ANGELO, Tex.—Another San Angeloan has made the overland run of more than 200 miles to San Antonio in ten hours. This time a Harley-Davidson motorcycle with sidecar accomplished the feat.

Jim Lane, shooting gallery proprietor, left the city on Tuesday morning of last week at 7:30 o'clock and at 5:30 o'clock in the afternoon was in the Alamo City. This quick time included a stop-over for dinner. Lane plans to open a shooting gallery in San Antonio during the winter season.

GRAND JUNCTION RACE POSTPONED

DENVER, Colo., Dec. 23.—The 10-mile motorcycle race that was to have been run at Grand Junction, Col., on the last day of the Stock Show, Dec. 7, and which was postponed until last Sunday on account of bad weather, had to be called off again for the same reason. No date has been set for the race and it is probable that it will not take place at all this winter.

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CLIMBING by motorcycle in mountainous country is always an interesting, and often a hazardous, occupation and the lads who undertake such trips are deserving of all the consideration they receive from their more conservative brothers of the Open Road. This is especially true of the riders who poke their motorcycles into the mountain passes throughout Colorado, and when we come to the hardy chaps who tackle Pikes Peak in cold weather we must admit that we have about reached the limit of endurance.

The accompanying photos practically tell their own story. They give a fair idea of the character of the roads traversed, and also indicate that the mercury is pretty well down in the tube. The large picture at the top of this page shows Mr. Nevejans, of Colorado Springs, with his single-speed twin Indian, at the Pikes Peak Auto Highway toll-gate. Nevejans made the climb to this point through seven inches of snow on a 10 per cent. grade, with the temperature at zero. The altitude is 8,000 feet. The natives who appear in the background had been driven from the higher altitudes by the intense cold.

The center photograph on this page shows Mr. Mahoney, of Colorado Springs, who had gone up on his machine for a look over the surrounding country. Before dismounting for this survey Mahoney had just climbed a grade one and a quarter miles long on a basis of 25 per cent. It happens that the snow was blown from the road at the point where Mahoney stands, but on most other parts of the Highway the snow was quite deep and often piled high in drifts.

Above the Clouds

The remaining view on this page shows Nevejans at a point eight miles up the Pikes Peak Highway above the clouds. His machine does not show in the picture because it is directly behind him. At this stage of his trip Nevejans would have appreciated a cup of steaming coffee, but he had to be satisfied with thinking about it.

The top picture on the opposite page shows Nevejans and Mahoney at a cabin along the Pikes Peak Highway. The altitude is 11,000 feet above sea level, and it is superfluous to state that the riders need their mackinaws and earcaps. Nevejans and Mahoney have made several trips through from seven to fourteen inches of snow on their motorcycles to catch a view of the elk which feed in the more sheltered places.

The center photo on the opposite page gives another view of the ruggedness of the country. The two motorcycles can be discerned on the road in the distance. It goes without saying that the scenery all along the Pikes Peak Highway is remarkable, and strange to say it offers considerably more variety than is usually found in mountainous sections.

The last photo shows Mahoney and the Indian motorcycle with which he climbed to an altitude of 11,000 feet above sea level through about fourteen inches of snow. The temperature was several degrees below zero when the picture was taken, but Mahoney was not suffering any particular hardship according to his own statement.

Snow Plugging

By J. Burch Gla

The Pikes Peak Auto Highway, which is now virtually completed, is the highest motor road in the world. It is notable as a piece of road engineering and unique for its climb to a point more than 14,000 feet above sea level. As the Highway winds up the precipitous northern side of the mountain, its every mile is full of scenic interest, and its summit commands a wider prospect than can be enjoyed from any other spot in America reachable by motorcycle or automobile.

He Built the Road

Folks in Colorado Springs had long dreamed of such a road up the mountain, and many movements were started to have one built, but owing to the tremendous obstacles which had to be overcome all the plans were failures until the present project was taken up. The man responsible for the success of the road is Eugene A. Sunderlin, a railway executive who at one time enjoyed the distinction of being the youngest railroad president in the United States.

Consultations were held with city, county and state authorities, and finally a petition was sent to the United States Forest Service for permission to construct a toll road through the Pikes Peak National Forest Reserve. Finding public sentiment unanimously favorable to the project, the Government granted the permit without delay, pledges of financial support were received from several public-spirited citizens and in May, 1915, the actual work of construction was started, under Mr. Sunderlin's personal supervision.

At its narrowest point the Highway is wide enough for two automobiles to pass safely, and at some places it is possible for three, or even four, cars to stand abreast. Wide "pull-outs" are arranged for at the most interesting points. The grade has been held to an average of six per cent. throughout the route, with a maximum of 25 per cent., so that any motorcycle can make the complete climb with comparative ease.

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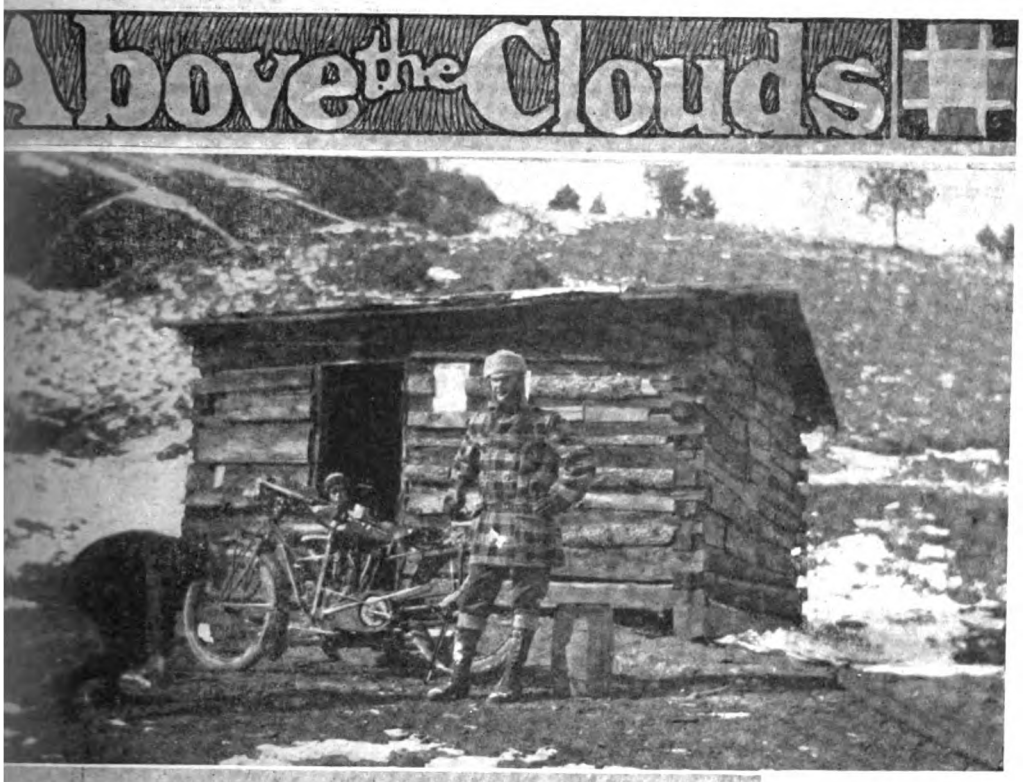
Above the Clouds



ing point of the Pikes Peak Auto Highway. From Cascade the motorcyclist must travel 18 miles in order to reach the summit, and at the end of his trip he will be exactly 14,109 feet above sea level. The first and second miles wind up the forested side of Cascade Mountain to Observation Point. Thence the road follows Cascade Creek through picturesque scenery to Crystal Creek, and thence on to its headwaters in the seventh and eighth miles.

The surface of the road consists almost entirely of a disintegrated granite formation, which is exceedingly easy on tires. Any one may drive his own motorcycle or automobile to the summit, and in addition a fleet of motor cars has been provided to carry tourists from Colorado Springs and Manitou. The round trip can be made in five hours.

The route from Colorado Springs is via the Garden of the Gods to Manitou; thence up the historic Ute Pass to Cascade, twelve miles west of Colorado Springs, the start-

Above the Timberline

Glen Cove is reached by skirting the front range, where contact is made with the granite walls of the great Peak itself. Just below Glen Cove the motorcycle tourist finds himself getting above the timberline, and here he begins the ascent of the mountain's rocky cliff. Then the route goes up and up, in ten great swings, reaching the crest of the Rampart Range in the fourteenth mile, at an elevation of 13,000 feet. So gradual has been the rise, however, that the tourist hardly realizes that he has motored to the roof of the continent.

From the summit a magnificent view greets the eye. For 300 miles, south, west and north, run giant ranges and peaks of the Rockies, mantled with eternal snow. Eastward the billowy plain rolls off into distance. Below can be seen the Auto Highway winding mile after mile up the mountain and through the National Forest; and from the summit the towering pines of the Forest seem like blades of grass.

It is safe to say that there is not a more remarkable trip open to the motorcyclist in the United States, and there are indications that the two-wheelers will become more and more common on the Highway as the wonders of the trip become known to riders.

RISDEN QUITS

Will Devote Time to Manufacturing and Auto Supplies

LOS ANGELES.—C. Will Risden has retired from the motorcycle field. Despite rumor and even news notes to the contrary Risden states positively that he has not the slightest intention of taking any motorcycle agency whatsoever in the future.

Risden is keeping about as busy as can be manufacturing the A. B. C. generator for motorcycle lighting and as the demand for this little lighting outfit keeps on growing the business takes up more and more of his time. The only motorcycle work Risden is doing is in cleaning up his stock of Indian and Cleveland machines.

Around Risden's headquarters has grown up the most active automobile district in Los Angeles and Risden intends to utilize his headquarters for the sale of automobile accessories. His plans call for a visit to New York during automobile show week where he expects to make arrangements for handling a number of high class automobile accessories in capacity of Southern California distributor.

SALARY DIVIDEND

Doehler Die Casting Co. Inaugurates Profit Sharing Plan

BROOKLYN, Dec. 26.—Beginning Jan. 1, employes of the Doehler Die Casting Co., with factories in Brooklyn, N. Y.; Newark, N. J., and Toledo, O., will receive a participating dividend on their wages, amounting roughly to 10 per cent. of their yearly wages. The dividend will be distributed only to employes who have completed a year's connection with the company, and will be declared and paid quarterly simultaneously with the regular stock dividend.

Furthermore all employes working on a basis of 50 hours per week will be put on a basis of 48 hours per week at the same pay. The company made the announcement at a dinner of the executive club, which is composed of all the executive heads. The wage dividend will affect the 1,200 men employed, and is intended to help them meet the increasing cost of living.

LEE DOES IT

Takes Henderson and Sidecar Over Roads Into Arizona

LOS ANGELES.—T. Lee, of the Henderson Motorcycle Sales Corp., distributors for the southwest, has been extending his pioneering and study of trade conditions from central California over into Arizona.

Lee is making his trip on a Henderson with Rogers sidecar, and despite the claims "it can't be done" from all quarters, he got through the bottomless sand roads and the deep rocky ruts with little or no trouble.

Charles A. Hubbard, of the same firm, is making a business and holiday trip to Boston.

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EDITORIAL

By J. Leo Sauer

MOST interesting to me of the items published in a recent issue of **Motor Cycle Illustrated** was the one headed "A Story of Profits—Light car dealer says he gets only 15 per cent. commission." I confess that I had been under the impression that all automobile dealers received just as liberal commissions as do the retailers of motorcycles, but evidently this is not the case; the cycle dealer gets a larger return from his capital, although in practically all other respects the two businesses are quite similar.

The point worthy of emphasis in this connection is that the motorcycle dealer has at least a first-class *opportunity* to do well and make money. If he doesn't, it is because his sales are very small or his business mismanaged; he cannot blame it on a narrow working margin necessitating extraordinarily large sales. In other words, the cycle dealer is not handicapped by unfair conditions beyond his control. Accordingly, if he knows how to put his investment to good use, satisfactory profits will be his reward.

A Good Business Proposition

The capitalist, before making an investment satisfies himself, first that there is a demand or that one can be created and, in the second place, that the profits are reasonably sure to be good. Given this combination, he is invariably willing, and anxious, to invest. This situation prevails in the motorcycle business, that is to say, the percentage of profit is a fairly liberal one, and an aggressive dealer can create a healthy demand where one does not aleady exist. In nine cases out of ten, if he doesn't make money, it is as much his own fault as it is that of the automobile dealer whose business is not successful.

A thousand or two is the average motorcycle dealer's investment. Let's be liberal, and say $3,000, and still more liberal and assume that all other investments taken together net a ten per cent. annual return, or $100 per thousand. In addition to making his business earn for him a substantial salary the progressive motorcycle dealer can easily make more than ten per cent. a year on his capital, despite the fact that ten per cent. investments, even in these days, are none too many in business at large. Selling motorcycles is therefore a fairly good business proposition after all.

Big Values in 1917 Motorcycles

Now, the year 1917 promises to be a humdinger for business. Even the 1916 figures are likely to be surpassed. The forthcoming opportunity will be the greatest the American motorcycle dealer has ever had. In the face of a tremendous upward swing in prices for all commodities, he will actually have more to offer for the old prices than ever before. When you come to think of it, considering the fact that steel alone is 40 per cent. more expensive than it was twelve months ago, the motorcycle dealer is deeply indebted to the manufacturer for the latter's having kept prices down to substantially the 1916 quotations, and the responsibility will be entirely the dealer's if he fails to make good with the advantages with which he has been favored.

Then again, a motorcycle agency is worth more today than ever before if only because of the fact that each additional year's use of motorcycles, and the constantly increasing number of riders insures a greater revenue from replacements and the sale of accessories. This is an important item; the wise dealer knows it, and cultivates the favor of, and makes good with the present owners of machines as well as the prospective rider. For such an agent success is almost certain appreciating, as he does, that *quality* is as vital as *quantity* in business. It is within his power to impart to his business the quality it requires, and he will constantly find in the pages of this journal, during 1917 as well as in the past, many valuable suggestions for the improvement of the conditions under which his business is transacted.

When this issue of **Motor Cycle Illustrated** reaches its readers, the New Year will be at hand. It is our wish, and firm belief, that it will be a prosperous one for those who sell motorcycles, and a truly wonderful one for every dealer who succeeds in putting into his business a high degree of efficiency and good, common sense. The coming season presents a great big opportunity for the motorcycle trade, such an opportunity as knocks only once at the average man's door. Let us all contribute toward making the response unanimous!

THE SIDECAR AS A SALES-BREEDER

IS the average dealer fully alive to the fact that the sidecar and rearcar are effective sales promoters as well as good sporting propositions?

We think not. Although we know that many more dealers realize this than did a year or two ago, still we believe that too many of them regard the sidecar as also a side issue, when, instead, it can, and is being made a business-getter of no little value. Thousands of combination sales were made during 1916 which would not have taken place at all were it not for the combination; that is to say, many bought motorcycles with passenger carriers who otherwise would not have become motorcyclists at all.

Now, isn't it true that too many dealers take it for granted that many who are really good prospects would not become interested in motorcycles under any circumstances? Does not the average dealer regard as absolutely hopeless hundreds of men who, though of the auto-owning type, are sportsmen enough to be willing at least to be "shown" what there is of merit in a motorcycle? And for such, isn't the straightest and most likely avenue of approach the sidecar? Cannot many of them be convinced that it is from a motorcycle and passenger attachment—and not an automobile—that they will derive the greatest satisfaction?

Our answer to all of these questions is "Yes." And in taking that position we fully appreciate that the greatest objection in the minds of that type of men to motorcycling lies in his belief that his adoption of the motorcycle means loss of social standing in the community. Conversely is there any doubt that hundreds would demand motorcycles following their use—with the resultant publicity by even a baker's dozen of the metropolitan Four Hundred?

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SMITH LOCATES NEW TOURING GROUND

California Pope Distributor Tumbles on Mountain Paradise That Is Ideal for Touring—He Tells About It

LOS ANGELES, Cal.—C. L. Smith, southern California jobber of bicycles and bicycle and motorcycle supplies, and Pope motorcycle distributor, is one of the most persistent and capable explorers in the State. As an authority on where the hunting and fishing is best, Smith has made his store a headquarters for information of this sort, and his advice is eagerly requisitioned by dealers and riders who want to know "where to get 'em."

On his last trip to Imperial Valley, Smith returned through the mountains instead of by the usual route to San Diego and north along the coast, and discovered a touring paradise that he declares is unrivalled in the State. Smith says:

"This Cuyamaca Mountain country is the most beautiful in southern California, and yet it is little known and rarely traveled by motorcyclists. From Los Angeles it is reached via Hemet and Warner's Hot Springs, at the foot of Mt. San Jacinto, or via Oceanside and Ramona from the San Diego coast route. Coming back from Imperial Valley, the way our party discovered this country, the route runs west from El Centro to Campo, 67 miles, then zigzags up into the mountains. Directly north, along mighty summit ridges, winds a fine natural gravel road to beautiful Cuyamaca Lake, famed for its duck shooting. Leaving Cuyamaca Lake and going on toward Julian one gets a glorious view of the famous Salton Sea.

"The natural gravel roads in this district are superior to asphalt for pleasurable touring. With the exception of a short piece of the first grade out of El Centro the whole distance can be made on high."

VAN ORDEN TEST

Los Angeles Harley-Davidson Man Goes Over Hollywood

LOS ANGELES, Cal.—A year ago A. F. Van Order, of the Los Angeles retail Harley-Davidson store, took a trip with his family on the park road over the summit of Mt. Hollywood with a 1916 Harley-Davidson and side car.

Last Sunday he made a similar trip, except that he used the 1917 machine. He was surprised to find that many severe grades were easy to make in the intermediate, where last year he had to use low. This is the closest mountain drive to Los Angeles, and the grades and turns stiff enough to keep an experienced driver busy.

SKINNER SKIDS!

And Friction Ignites Matches — Some Commotion, No Damage

LOS ANGELES, Cal.—The most peculiar accident that is on record among the motorcycling fraternity in Los Angeles occurred to R. A. Skinner last week. He collided with an automobile, and while sliding over the pavement the friction ignited matches he was carrying in his pocket.

Firemen from a station only a block away heard his cries as his clothing burst into flames, hurried to the scene and beat out the flames. His clothing was almost burned off, but he escaped with slight burns and bruises.

SNOW CARNIVAL AT TRUCKEE

SACRAMENTO, CAL.—The Capital City Motorcycle Club is planning to hold a snow carnival at Truckee, Sunday, January 21. President Fred Pearl will appoint committees to handle the affair, and it is expected that about 400 will participate. There will be baseball, basketball and a tug-of-war, besides numerous other sports, all played in the snow.

A special train will leave this city at 11 p. m. Saturday night, and will return late Sunday night, a reduced rate having been secured for the event.

MAYOR RIDES INDIAN

Chief Executive of Los Angeles Finds Motorcycle a Valuable Aid

LOS ANGELES, Cal.—Hon. Charles E. Sebastian, mayor of Los Angeles, is not only the chief executive of a thoroughly live-wire town, but is also one of the livest of live wires himself. Not being contented with a vehicle that is either slow or in any other way inferior, he rides a motorcycle when going to and from the executive mansion and the desk where he transacts the city's business. The accompanying illustration, which shows him mounted on his Indian, is sufficient evidence of the healthful effect this outdoor exercise has on him.

Mayor Sebastian of Los Angeles

NO "BLUE MONDAYS" FOR BARTON

SAN FRANCISCO.—Dec. 18 proved anything but a "blue Monday" for Z. Barton, local Thor representative, for on that day he received three rush orders for machines to be sent to Los Angeles, in addition to a telegraph order for a machine for Seattle. Barton states that this is not unusual for a day's business, however, and that he expects to be on the jump steadily from now on. The Thor branch in San Francisco has sold more machines to date than were disposed of up to the first of March last year.

Barton leaves soon for a trip through Southern California, where he will call on the various Thor agencies.

ORDERING BY PICTURE

That's How Los Angeles Boys Are Buying Thors These Days

LOS ANGELES, Cal.—They are dropping into the store of T. E. Berry, Los Angeles Thor dealer, and ordering them by pictures, the way the Japanese in California get their wives. Five days before Christmas Berry was not only sold up on his regular stock, but had been inveigled into parting with his demonstrator, and one of the shop men who had a Thor had it practically commandeered for the good of the cause.

The information about the new models which has been getting to the riders is creating a demand that is actually astonishing, considering the fact that until Berry took the agency the Thor had not been represented in Los Angeles for practically a year.

During the past week Berry sold another Cygnet rear car, and prospects are bright for more rear-car business.

L. A. CLUB ELECTS

Change of Policy for the Coming Year Gives Trade Members Honors

LOS ANGELES, Cal.—Making a flat reversal of policy, the Los Angeles M. C. this year has given the members "in the trade" a chance to run things, and show the increase in membership and activity which they claim is due in 1917.

George Rubsch, Indian agency, is president; L. E. Reed, Excelsior agency, vice-president; A. F. Van Order, Harley-Davidson agency, secretary and treasurer. Installation of officers will take place Jan. 2, 1917. Dec. 31 and New Year's day practically the entire membership will make the big run to San Diego, to join in the festivities of the closing of the Exposition.

SAN FRANCISCO M. C. STAFF

SAN FRANCISCO.—The San Francisco M. C. will elect officers for the new term on December 28. No opposing candidates have been presented and the ticket will stand as follows: C. Meyer, president; A. W. Green, financial secretary; G. W. Patten, treasurer; A. Meyer, recording secretary.

The masked ball given by the San Francisco M. C. proved a success both socially and financially, and as a result of the social evening the coffers of the organization have been swollen to the extent of $100. The affair had a highly stimulating effect on the club's membership campaign.

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WHAT CANADIAN REGISTRATION SHOWS

Dominion Registers Over 7,000 Motorcyclists During 1916 Despite War Conditions—How Figures Compare with Registration Returns of Other Years

TORONTO, Ont., Dec. 25.—An exact line on motorcycling conditions and the general motorcycle trade situation in the Dominion of Canada is obtainable by reference to official registration figures of each of the Canadian Provinces and Territories. On the whole, the Canadian motorcycle figures for 1916 are highly encouraging, and claims that the motorcycle business throughout the country was in good shape during the year despite military enlistments are verified by the Government totals for the past twelve months.

A compilation of the official returns from all Provinces and Territories shows that 7,725 motorcycles were in use at the end of 1916. The total for 1915 was 7,394, while in December, 1914, the motorcycle registrations totaled 7,450. The increase of total registrations in 1916 was 331, while the decrease in the 1915 total from that of 1914 was 56.

Heavy Demands of the War

The official population of the Dominion is 7,206,643, but, of this number, more than 300,000 males—mostly young men and all motorcycle prospects—are now overseas fighting in the great war. Approximately 100,000 more are under arms in Canada. Taking the number of soldiers already overseas from the total population, it will be seen that about 6,906,643 people are still in the land.

This means that there is one motorcycle in Canada for every 893 persons. This deduction is important because it shows that the Canadian motorcycle field has barely been scratched as yet. Incidentally, it is interesting to note that 70,000 bicycles were made in Canada during 1916.

It is figured that 2,180 new motorcycles were sold in Canada during 1916. This is not the guess of any one manufacturer or dealer. This total is arrived at by the process of adding the number of estimated junked motorcycles to the increase in registrations for the year. On account of the great number of war enlistments during the twelve months, it is believed that a comparatively large quantity of motorcycles was discarded or laid away until the owners' return from war.

A conservative estimate of the machines thrown into the junk pile and stored away because of military calls is 25 per cent of the registration total for 1915. This runs up to 1,849. As the Government registrations for 1916 covered this shrinkage and showed an increase of 331 besides, the number of new motorcycles put into commission during the year must have been 2,180, more or less.

Many Machines are Unused

Judging by the arrangements for a great many sales, and also by the reports of many Canadian dealers regarding the supply and demand for used motorcycles, it is the opinion of trade experts that as many second-hand machines changed hands as new models were purchased. This means that more than 2,000 used mounts were handled by Canadian dealers, and each of these deals also gave a profit to interested agents throughout the country. It is possible that at least 5,000 new and used models were sold or re-sold by Canadian dealers during 1916.

Table of Registrations

The real affect of war conditions is really first shown in the registration figures for all Provinces in 1915, as the war did not start until practically the 1914 selling season was over. This accounts for the apparent decrease in total sales for 1915. The market righted itself in 1916, however, despite the war, and the Canadian trade shows a substantial increase for the latest calendar year.

The number of motorcycle permits issued throughout the Dominion of Canada and Newfoundland for the past three years is as follows:

	1914	1915	1916
Ontario	3,633	4,174	4,300
Quebec	205	296	435
Nova Scotia	96	103	115
New Brunswick	70	86	90
Prince Edward Is.	3	3	3
Manitoba	948	942	935
Saskatchewan	461	398	447
Alberta	387	390	430
British Columbia	944	923	885
Yukon	7	15	15
Newfoundland	.....	64	70

Strong Showing by Ontario

A noticeable fact of the above figures is that the Province of Ontario has always had more motorcycles than all the rest of the Dominion put together. Attention should also be drawn to the point that the adoption of the reciprocity measure by Ontario early in 1916 has caused the cessation of the practice of registering visitors' motorcycles by the Provincial Government. The actual increase in the number of motorcycles owned in Ontario during 1916 is then really greater by more than one hundred than the actual permit figures show as outside tourists' machines are not included in the Provincial total for the year. Slightly more than 100 motorcycles belonging to American tourists were registered by Ontario in 1915.

Toronto the Center

With the motorcycle population of Ontario as large as it is, it is not surprising to find the motorcycle trade center of Canada at Toronto. The majority of manufacturers, jobbers and distributors are located at Toronto. To these men the motorcycle prospects of the country appear very promising at the present moment. They expect to keep on selling motorcycles in increasing number, no matter how long the war lasts, and then when hostilities are concluded a big jump in sales is expected. This, in a word, forms the general anticipation of Toronto motorcycle tradesmen with regard to future Canadian business.

A feature of the situation for 1916 is that practically all new models sold during the year were of American or Canadian origin. A few British motorcycles found their way to Canada, but the agents of English models are few and far between. In Toronto, for instance, six or eight makes of English machines were sold before the war. During 1916, however, only three or four new English models were sold altogether. It is believed that English motorcycles will come back after the cessation of hostilities, and there will always be a certain class of prospects who will want the English productions. American manufacturers should keep this point in mind.

SOME RECORD!

Had Only One Replacement for Over 100 Indian Sales

MONTREAL, Quebec—R. A. Radmore, proprietor of the Arlington Bicycle Co., Montreal agent for the Indian, claims a record for the durability of Hendee models which is unique. Radmore disposed of almost one hundred Indian motorcycles during 1916, yet he was called upon to replace only one part and that because a machine had been operated without oil. In a number of cases new motorcycles which he sold during the year already have a mileage of 7,000 to 10,000 miles.

The first 1917 model to reach Montreal was the one which Radmore rode from the Springfield factory a few weeks ago. He covered the 341 miles through the Adirondack Mountains without difficulty.

The feeling of Montreal bicycle dealers is being secured with regard to another spring sales campaign and it is more than probable that a publicity propaganda will be carried out in both the English and French newspapers.

CHRISTMAS CARDS

Manufacturers Sent Out Some Attractive Ones; Dealers Followed Suit

PRACTICALLY all of the manufacturers of motorcycles, bicycles and accessories passed out seasonable greetings to their dealers and other friends in one form or another during Christmas week, and not a few of them distributed artistic cards. Among the latter, the cards sent out by the Hendee Mfg. Co. through its various department heads, by the Chicago Cycle Supply Co., the Excelsior Motor Mfg. and Supply Co., and A. B. Coffman, manager of the National Cycle Shows, were unusually interesting.

Not a few dealers throughout the country availed themselves of the opportunity to pass along a few seasonable words to their patrons and prospective buyers, and, all in all, the recognition of the Christmas period by the trade was more general this year than for some time past.

NO TORONTO RUN THIS YEAR

TORONTO, Ont.—Interest in sporting matters in Toronto is so quiet on account of the war that the annual midnight run to Hamilton on New Year's Eve will not be held this time. There are easily more than 2,000 motorcyclists in Toronto, but all collective events are being held in abeyance by common consent until after the war.

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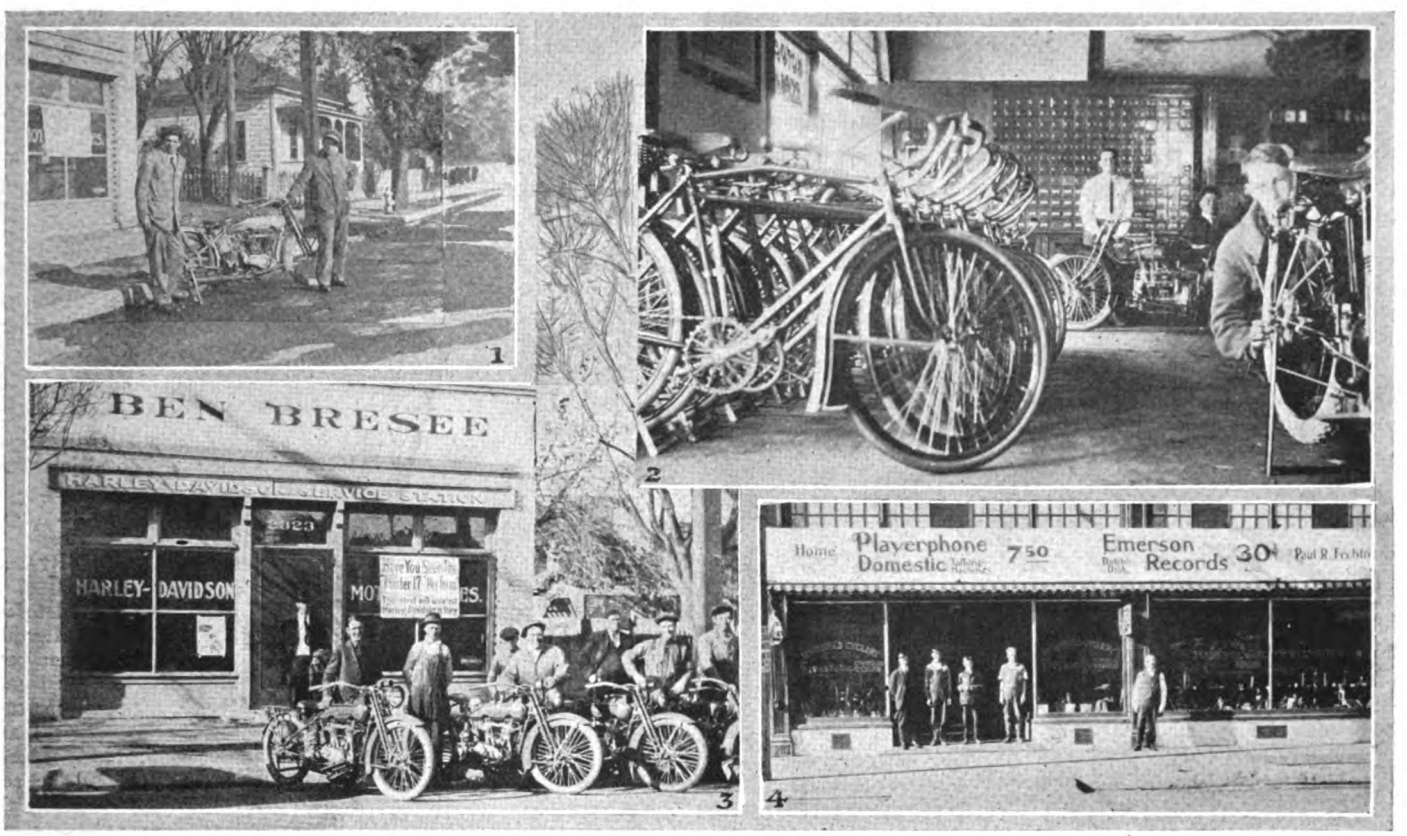

A QUARTET OF CALIFORNIA VIEWS—1, Arthur and Marvin Person, Oregonians Who Are Touring California with Tandem Harley-Davidson; 2, Salesroom of Berges Motor Supply Co., Bakersfield. Proprietor Jules Berges Stands at the Rear and Roy Artley Is at the Right; 3, Ben Bresee and His Shop Corps at Fresno; 4, The Bakersfield Cyclery, Bakersfield

MERRY OPPOSES SEVERE SPEED PROGRAMS

San Francisco Excelsior Distributor Says Results Do Not Justify Risks Assumed by Contestants, and Will Support No More of Them

SAN FRANCISCO.—In a statement made to the representative of **Motor Cycle Illustrated,** Edwin F. Merry, the Excelsior distributor, took a strong stand against motorcycle races and severe endurance runs.

"Such events are not stimulating to the motorcycle business, do not help to make riders more enthusiastic about their machines and have a tendency to create false impressions with the public," said Mr. Merry. "We have seen that high-speed work, either on the track or road, and the more severe endurance contests may easily leave a trail of accidents, injuries, and perhaps even fatalities. In many instances the boys who have their machines damaged in such contests are in no position to stand these expenses, and the result is depressing to the whole trade in which the contest is held."

Mr. Merry suggests that social runs and milder endurance contests replace the road events which are now being held, and that special efforts be made to bring tandem and sidecar users into the ranks. He believes that the presence of women and children will have a far-reaching effect. Mr. Merry states emphatically that he will give no support in future to races or endurance runs.

IDEAL RIDING WEATHER

SAN FRANCISCO.—Although it would not ordinarily be expected that many motorcycles would be found on the roads in this vicinity at this time of the year, 15 machines carrying 25 riders of the San Francisco M. C., participated in a social run to Spring Valley Lakes on December 17. The riders found balmy weather and report one of the most enjoyable runs of the year.

ENDURANCE RIDERS RECOVERING

SAN FRANCISCO.—Five of the seven riders who were injured in the double endurance run between this city and Los Angeles are out of the hospital and back on the job. Carl Showalter and his partner, M. Slaights, are still in the hospital, but it is believed they will soon be able to return to their homes.

GOLATHER ON A LONG TRIP

VALLEJO, Cal., Dec. 9.—O. T. Golather left Vallejo today on a Harley-Davidson with a sidecar for his home in Oklahoma. He went by way of Fresno where he will pick up a partner. Gus Hellerman, Harley-Davidson agent, accompanied him to Susun.

ANOTHER RECORD FOR BAKER

SAN FRANCISCO.—"Cannonball" Baker broke another record a few days ago, according to his companions in a duck hunting party. C. C. Hopkins, of Hopkins & Alzine, who was one of the veteran speedster's companions, asserts that no man ever burned more powder and killed fewer ducks than Baker. The other members of the party were John Baumgarden and "Hap" Alzine. The gunners spent Sunday near Gustine and came back with eleven geese, three ducks and some other small game.

NOT TO LEAVE SACRAMENTO

SAN FRANCISCO.—Z. Barton, the local Thor distributor, has received a letter from the Motoraid of Sacramento denying a recently published article that the Sacramento firm anticipated moving to San Francisco. The Motoraid, which handles Thor motorcycles, has also taken on the Cygnet car and will continue to do business in the capital.

RECENT TRADE VISITORS

SAN FRANCISCO.—K. Knudson, of Knudson & Lundlade, Eureka, was a trade visitor during the last week.

Another trade hustler who dropped in on business a day or two ago was C. R. Weeks, of Modesto.

ORDERS SECOND CARLOAD

SAN FRANCISCO, Cal.—"Rush more machines" is the cry from Hopkins & Alzina, of the Reading Standard Branch in this city. This company has already received its first carload of machines and is arranging for another carload to leave Reading this week.

This branch has created considerable interest among riders, insofar as it practically places the factory in their midst, and that it is appreciated by the riders is readily shown by the many orders which have been closed by Messrs. Hopkins & Alzina.

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Tell it to the "Tech Ed."

IF you have not availed yourself of the opportunity to refer your mechanical problems to the Technical Department of "Motor Cycle Illustrated," now is a good time to make a start. If you are among the growing number of hardy chaps who keep their mounts in service throughout the cold weather, you are pretty sure to encounter a few little mechanical "goat-getters" that would not bother you in ordinary summer riding. If so, tell the "Tech. Ed." about 'em.

If you are not riding during the winter months, perhaps you are thinking of an overhaul. In that case, our Technical Department will give you advice. This Questions and Answers page is yours, Mr. Rider; hop to it.

Write Us Early and Often; There's No Limit

METRIC DIMENSIONS

I WOULD like to know the size of the cylinder of the Harley-Davidson; also its cubic capacity in metric measurements; also the capacity of the gasoline and oil tanks.

Sector 141, France. JEAN DAVID.

The bore of the Harley-Davidson twin motor is 84.1 millimetres, while the stroke is 89 millimetres. The cubic capacity is 988.73 cubic centimetres. The fuel tank holds 10 litres, 400 in two compartments, while the oil tank has a capacity of 3 litres, 450. In the single cylinder model the bore is 84.1, while the stroke is 101.6 millimetres, the cubic capacity being 565 cubic centimetres.

REMOVE BLACK COATING

MY motor does not run with the same power as usual. It gets very hot when any second gear work is attempted and will stall on long hills. I recently coated the cylinders with black to assist radiation, on the advice of a friend. Carburetion, timing and ignition are correct.

New York. ALBERT HIGGINS.

The cause is probably the black used on the cylinders. If this is anything in the form of an enamel, the flanges and outer cylinder surface are prevented from radiating the heat properly. Remove the black and see if the motor will not then operate properly. Some black preparations are for the cylinders of automobile motors, which are water-cooled and on which such preparations have no ill effects.

BETTER CLIMBING ABILITY

PLEASE tell me what effect the use of a 14-tooth engine shaft sprocket will have on the hill-climbing abilities of my motor. The present engine shaft sprocket has 15 teeth; the clutch sprocket has 36 teeth. The inside countershaft sprocket has 18 teeth and there are 31 teeth on the wheel sprocket.

Brooklyn, N. Y. J. D. D.

With the present sprockets, your gear ratio will be 4.13:1. Using a 14-tooth sprocket, the ratio will be 4.46:1, which will enable you to climb a much steeper hill than with the 15-tooth sprocket. The engine will pull better, but of course will not travel up a given grade as fast. The method of calculating the gear ratio is: Take the product of the teeth on the engine shaft sprocket and on the inside countershaft sprocket. Divide the product by the result of multiplying the teeth on the clutch sprocket by the teeth on the rear wheel sprocket. Thus: 15 x 18 divided by 36 x 31 is equal to 4.13.

USE WEAKER AIR SPRING

ON my recent model of motorcycle, I find that the carbureter will not give a good mixture for hill-climbing and rapid travel on the road with a sidecar fitted. The mixture, however, is very satisfactory for solo work. I have verified the valve and ignition timing and also the compression. F. K. KING.

Cleveland, O.

The carbureter is not set right. Try a weaker air valve spring, and if this will not serve obtain a new auxiliary air valve body and spring, inserting this in place of the one now fitted. This will enable you to make any desired adjustment from the saddle, which is not the case at present.

WRITE TIRE MAKERS

PLEASE put me in touch with a publication devoted to tire repairing and vulcanizing. A. W. BRUSH.

Nebraska City, Neb.

There is no publication devoted to these subjects, as far as we know, but a letter to one of the big tire companies, written on your business stationery, will bring information on these subjects in the form of books issued by the tire concerns. You will find the tire firms' addresses in our advertising columns.

NEW CLUTCH PLATES

I FIND that I cannot start as easily as I used to with my twin cylinder motorcycle, owing to some fault of the transmission. The clutch tends to grab hold, but if I loosen the tension on the springs, the motor races and the clutch heats up. Please tell me the remedy. Also, why my machine will not pull a sidecar well on hills and at speed, whereas it will perform correctly when I am riding solo. H. H. EVANS.

Brooklyn, N. Y.

The plates in the clutch are worn and need replacement. Do this and you will find that the trouble will cease. Be sure that there is plenty of lubricant in the clutch before again starting. The reason that the motor will not pull is that the carbureter setting is not correct. Replace the present air valve spring with a new one. See the answer to F. K. King.

ANOTHER SNOWSTER QUERY

I WISH to use an Excelsior twin motorcycle in the Snowster described in **Motor Cycle Illustrated**, and would like some details as to the fitting of the machine. Also, the way the front sled moves.

St. Louis, Mo. J. J. O'RYAN.

The Excelsior can easily be fitted to the Snowster frame. The fork ends, after the movable portion of the front fork has been removed, will fit within the upturned ends of the axle bracket R. The loop tube will be braced by the cross member J and the blocks D. The location of the brace E is determined by the position of the seat post lug. You can use a spring above the block F if you desire.

We refer you to the answer to A. B. Church, also the drawing of front sled details given last week.

USE MOTOR-SNOWSTER

PLEASE advise me as to fitting an Indian motorcycle to a bob sled, giving details, etc. HARLAN G. ROSE.

Wilmington, Del.

We refer you to the Motor Snowster, described in our issue of October 19. If you will read this article, you will see that the axle bracket R is to be bent so as to take the fork ends of the Indian front fork. The position of the cross member J and the blocks D is dependent upon the motorcycle which is to be used on the Snowster. See the paragraph headed "Fitting the Machine." The same is true with regard to the rear brace E. If you desire, you can fit springs between the top of brace E and clip F. The Snowster was designed to take a standard motorcycle.

MAKER OF THEIM

I WOULD like to have the address of the maker of the Theim motorcycle. Also where I can get 6¼- and 9-inch spokes and nipples. H. E. RUSH.

Van Voorhis, W. Va.

The Joerns Motor Company, of St. Paul, Minn., formerly made the Theim machine. We do not know whether they are manufacturing motorcycles at the present time. The Cyclone motorcycle was the latest product of this company. As to the spokes and nipples in the lengths mentioned, we suggest that you write the National Screw & Tack Company, Cleveland, O., asking where these sizes may be had, also the Standard Co., Torrington Conn.

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DENVER AGENCIES IN HOLIDAY DRESS

Trade in "Mile-High-Town" Exceeds Itself in Window Displays—How Some of the Best are Made Up

DENVER, Colo., Dec. 23.—One of the finest window displays that have appeared in Denver for some little time is that arranged this week by the Western Supplies Company, 1448-52 Larimer street. A background painted to represent different Christmas scenes with Santa Claus is there, while in the center of the display is a figure representing Santa Claus going down the chimney. How he is going to take the Thor and Reading Standard motorcycles, which are featured in the window, down the small chimney with him, however, is a mystery that is yet unsolved.

Snow is represented by cotton in the windows of the store which, combined with the other holiday decorations of the windows, go to make up a very attractive display. All manner of motorcycle accessories also find a place in the general scheme of the window's makeup.

The T. D. Shapcott motorcycle store of this city, during the week has also featured a very creditable holiday window display. The background of the window is made up of strips of red and green paper, while the floor of the window is covered with cotton and mica, giving a very realistic appearance of snow and frost.

Christmas bells and other like Christmas decorations are also used. In the center of the window stands a Cleveland motorcycle, while scattered around it are different motorcycle accessories. The window has attracted a good deal of attention, and it shows the concern to be alive to the opportunity of a good attractive window display.

The Mead Autocycle Company, State distributors for the Excelsior motorcycle, has made good use of red and green paper and Christmas bells in its windows this week in honor of the holiday season. Motorcycle gloves and the like also make up a part of the window display and a card above these has painted on it "Christmas suggestions."

The motorcycle dealers of this city have done very little advertising in the newspapers during the holiday season just closing. Most of their advertising has been done through window displays and other like methods. It seems as though the dealers here are waiting until nearer spring before they start their newspaper ad campaigns, at which time it is expected that the motorcycle dealers will take considerable space in the local newspapers.

CONCERNING DENVER TRADE

DENVER, Colo., Dec. 23.—The Western Supplies Co., this city, has been enlivening business at its store of late by giving out cards, which are good for one dollar on the purchase of a motorcycle or bicycle at the Western supply store, or are good for 50 cents when the purchase amounts to only $5. The Western Supply people are agents for the Thor and Reading Standard motorcycles, and these machines are coming in for a good deal of publicity by the method, and the advertising scheme it is expected will lead to a number of sales of these machines.

E. J. Beatty, Harley-Davidson agent in Colorado Springs, Colo., in a letter to Walter W. Whiting, Harley-Davidson man here, states that the motorcycle outlook is bright in his territory. Beatty states that he is lining up a goodly number of prospects, and that he is looking forward to a good year.

The Western Supplies Co., 1448-52 Larimer St., this city, announces that it has 100 rebuilt motorcycles on hand at the present time, and that they must be sold at once in order to make room for incoming new machines. These machines are being offered for sale at ¼ off in order to clean up the stock as quickly as possible.

FOURTH BAY STATE M. C. BALL

BOSTON, Mass.—The Bay State M. C. is preparing to open the 1917 season by holding its fourth annual ball on February 12. This event is looked forward to by nonriders as well as motorcyclists, and is always a financial as well as a social success. The committee in charge of the affair is as follows: George A. Downs, chairman; John Wing, Joseph S. Pagers, Robert Julian and Edward A. Murphy.

OTTO WALKER JOINS ABBOTT

PORTLAND, Ore.—P. L. Abbott, manager of the Motorcycle Supply Company, returned recently from a visit to the Harley-Davidson factories where new sales plans were discussed. Otto Walker, the racer, came back with Abbott and will be connected with the local shop.

MOTOR CAR CAPITAL JUMPS

NEW YORK.—The Motor Car Equipment Co., New York City, has increased its capitalization from $150,000 to $550,000.

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Repair Kinks and Shop Wrinkles

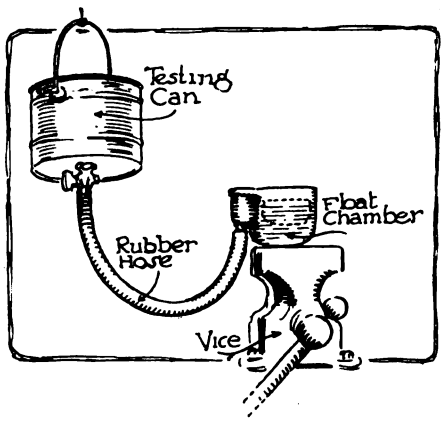
Introducing the Testing Can

This Simple Device Can Be Employed to Advantage in Several Ways by the Live Repairman; Uses Kerosene

BY D. R. HOBART

MUCH has been written about the use of kerosene in the shop for a number of purposes, but as a rule, little or nothing has been done to bring the oil ready to the hand of the workman. He usually has to pour it from a large can into a smaller vessel, then apply the kerosene from this second container to the parts to be treated. By the use of what the writer calls the "testing can," the kerosene will be right at hand and can be left from day to day without doing more than refilling when empty.

The testing can consists of a stout quart tin can provided with a cover and



bail handle. To the bottom is fitted one end of a flexible steel tube of quarter-inch size about 30 inches long, with a stop-cock fitted close to the bottom of the can. The cover has a small hole in it near the edge, this hole being to ensure the flow of the kerosene within when the cover is in place. On the end of the flexible tube is a short length of rubber tubing.

The can normally hangs by its bail handle, with the tubing turned upward and passed over the top of the can to keep it out of the way. The cover should be in place to prevent accidents.

Determining Float Level

The testing can is valuable in carbureter overhauling to verify the level of the fuel in the jet. For this purpose, the carbureter body is placed level in a vise and the rubber tubing connected to the union leading to the float chamber. The can is then supported with its bottom about 10 inches above the float chamber and the cock opened. This will show the action of the float and determine the level of the fuel in the jet. Any adjustments as to height of the float can then be made.

If the can is now hung by its handle to the handle of the vise, any change in the level of the kerosene in the float chamber will indicate a poor seating on the needle valve. The oil can be run back into the can by depressing the float until the chamber is drained.

The use of kerosene for this purpose is better than that of water, as the presence of even a few drops of the latter may cause trouble in starting when the carbureter is again on the motor.

Other Applications

When an injection of kerosene is desired to prevent gumming of the oil in the cylinder, the testing can renders the operation much easier and more economical than by the use of a gun or syringe. It is merely necessary to open the priming cock on each cylinder and insert the end of the rubber tubing, then letting the kerosene flow.

If it is desired to flush the crankcase of a motor with kerosene, the oil pipe connection to the crankcase can be broken and the rubber tubing on the testing can be fitted to it, when the kerosene will do the rest. The force with which the kerosene enters the crankcase can be varied by raising or lowering the can. For spraying, the end of the tubing can be pinched between the fingers.

As kerosene decomposes rubber in course of time, the short piece of rubber tubing will need renewal, but any old scrap of lamp tube can be used as well as a new piece. This action on the part of the kerosene renders it more desirable to use flexible metal tubing for connection to the can. The stop-cock is soldered in the hole in the base of the can and the tubing soldered on the end of the cock.

Easy Method of Restoring Scored Cylinders

THERE are often occasions when the repairman has to finish an overhaul in a short time in spite of the fact that the motor has a scored cylinder. Unless the scoring is deep and extends over much of the cylinder surface, an effective job can be done right in the shop, using the piston as a grinding medium.

Procure a block of wood which will fit snugly within the piston, without distorting it, however. Attach this block with the piston on to a screwdriver bit fixed in a brace. Lay the cylinder flat and, after having coated the piston with emery flour and oil, work it by means of the brace, using the same motion as when grinding a valve.

Withdraw the piston at intervals, wipe the surfaces and note the progress. Continue the grinding with fresh oil and emery until the scores disappear.

Quickly Removing Insulation from a Cable

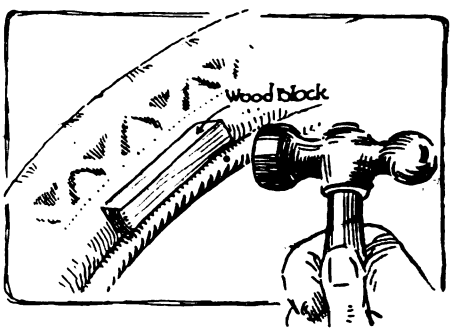
WHEN insulation has to be taken off a cable away from the end, the job can be readily done by the use of the hammer and an ordinary pocket knife. Incidentally, it will save the edge of the knife from being nicked when shaving off the insulation. Nick the insulation in at least three places along the surface to be stripped, carrying the nick all around. Make two or three cross nicks. The cable should then be rested on some hard surface and hammered gently. The insulation will be loosened and can be pulled off.

Protect High Tension Cable Ends

WHEN replacing a high tension cable, a lot of trouble can be avoided by coating the ends with paraffin wax, especially that end which is to fit into the hard rubber brush-holder on the magneto. The end can be dipped in the hot wax, but the exposed cable portion should be cleared of the wax before inserting in the brush-holder. If the cable is not so protected, there is a chance of short-circuiting through moisture entering the brush-holder alongside the cable, and such short-circuiting will be difficult to detect.

Removing Frozen Tires Without Injury

AFTER being ridden through snow and rain these days, the beads of a tire are frequently frozen to the clinchers. If sharp metal instruments are used to remove them, the chances are that the sidewalls will be cracked or otherwise



injured, although these injuries may not show up before the warmer weather.

The safest way to loosen and remove a frozen casing from the clincher is to place a block of wood close to the rim against the sidewall and then strike the block with a hammer. This will loosen the head without damage and enable it to be safely pried loose with the regular irons.

It is well to perform this operation in the warmest part of the shop to facilitate the removal of the tire.

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SAVANNAH CLUB

Holds Last Meeting in Old Rooms; Meyer Resigns

SAVANNAH, Ga., Dec. 23.—The last meeting of the year 1916 was held Tuesday night in the old clubrooms, which will be discarded on New Year's eve by the Savannah M. C. when it moves into its new home. The committee in charge announced that the rooms will be among the best for clubs located in the city.

The resignation of O. A. Meyer as secretary was read. He stated that because of business he was compelled to give up the office.

Meyer has been secretary for the past three years and was responsible for the first 300-mile race in this country. He has been succeeded by C. B. Taylor.

Leonard G. Buckner, one time racer and championship holder of Georgia, who has been working in the plant of the Hendee Mfg. Co., returned to Savannah for a short visit.

Buckner announced that he leaves after the holidays for New York where he will take up his new work with Baker, Murray & Imbrie, Inc.

John S. Balmer has been appointed F. A. M. Commissioner for Georgia and O. A. Meyer has been appointed by him as local commissioner. It is under the direction of these two that the big "around-the-state" tour is being arranged for next June. From the outlook already there are enough entries promised to make an excellent showing.

CLEVELAND IN PHOENIX

Moore & Coody Take the Agency for Lightweight Machines

PHOENIX, Ariz., Dec. 26.—The Cleveland in Phoenix is being handled by Moore & Coody.

The entrance of the Cleveland marks the first time that a lightweight has been handled in this territory, and trade folks are keeping their eye on the new firm in an endeavor to determine just how large a call there is for the lightweight machine in and around Phoenix.

Moore & Coody, who enter the field as a new firm with plenty of financial backing, are acting as distributors and already have covered their territory in good style and are placing sub-agents everywhere.

PREST-O-LITE CAPITAL INCREASE

NEW YORK.—Increase of the capital stock of the Prest-O-Lite Co., Indianapolis, Ind., from 80,000 to 100,000 shares is planned, and the stockholders are to meet December 28 at the office of the company in New York City, for the purpose of voting on the plan.

BRUNELL STILL WITH BERRY

LOS ANGELES, Cal.—H. A. Brunell, one of the best known motorcycle salesmen in southern California, was recently the subject of a published report that he had changed over to another agency. Brunell is still with T. E. Berry, Thor distributor, likes his job, and there was never any reason for the report of a change so far as he can learn.

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GET ACQUAINTED WITH JOE

BELOW we present to you for the first time Joe Simms, the smiling, up-and-at-'em, whole-hearted booster and sales analyst, who does the talking in a new series of articles for dealers which begins in the next issue of "Motor Cycle Illustrated." You may recognize Simms when

you see another picture or two of him, but at any rate you are going to like him. He's frank and breezy,—and above all, human.

Joe starts the ball rolling in the next issue with an unusual talk under the title, "Your Territory—What's in it?"

ABOUT THE CONTEST

Puzzle Competition Drawing Answers from All Quarters—Enter Now

WELL, fellows, judging by the way the answers are coming in, the new contest is going to be a better one than the picture contest. Answers are coming with every mail, some from old contestants and quite a number from newcomers.

There is one big point we want to emphasize. Now is the time to enter the contest, not after a couple of the puzzles have been run and you have missed your opportunity of obtaining a perfect score. Join in now. Send in your answer so that we get it before press time (Tuesday night) next week and you will have nothing to regret when the competition waxes warm a few weeks hence.

And just so as to make it easy for the fellows living far away to get their answers in on time for publication, we are running a puzzle every other week. That should give you all ample time to work out the problem and get it into the hands of the Contest Editor before it is time to run the solution and the next puzzle.

The C. E. acknowledges receipt of answers from the following contestants:

Geo. M. Johnson, New Haven, Conn.; C. A. Trumbauer, Quakertown, Pa.; Henry H. Bryan, Washington, N. J.; Bunny Paine, McKeesport, Pa.; H. J. Mader, Park Ridge, N. J.; Robert L. Charlton, Ashland, Ohio; Geo. H. Eyster, Newark, N. J.; Mrs. J. H. Raedel, Brooklyn, N. Y.; "Lone Subscriber," Van Voorhees, W. Va.; E. B. Holton, Newark, N. J.; Ed. O. Spillaine, New York City; Allyn W. Dean, Brandon, Vt.

Which of them sent in correct solutions and which went bad? Oh! That's something else again. We'll tell you that in the next issue. Some were right, however; and some were wrong, and among the wrong ones was one who was so sure of himself that he doubted if it really were a contest! Moral: There's many a slip—

The Contest Editor also wishes to asknowledge receipt of puzzles submitted for consideration by Geo. M. Johnson of New Haven and J. F. Ridolf also of that Connecticut city.

CHASE REJOINS MOSSBERG

Mother's Illness Brings Salesmanager Back to Attleboro Concern

ATTLEBORO, Mass.—Frank Chase is back with the Frank Mossberg Co.

Chase left the Mossberg concern, having been with them for ten years, on Nov. 1, last, to assume the post of sales and advertising manager with the Buffalo Metal Goods Co. His jump from the Mossberg to the Atherton Coaster Brake came as a distinct surprise to the trade and his return now after so short a stay in Buffalo is hardly less startling.

Chase came back to Mossberg simply because his mother, who resides in Attleboro, is ill and he feels that she needs his constant attention. Just who will fill his shoes at the Atherton plant has not yet been decided, although it is expected that W. F. Emerson, who is head and shoulders of the Buffalo Metal Goods Co., will resume the work where he left off when Chase stepped into the organization.

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Chatter, Chin, Comment

By E. F. HALLOCK

Injecting the Girl Into Motorcycle Competition

IT was quite an awe struck crowd that watched Miss Adeline Van Buren, straddling a high-powered solo machine, climb that boulder-bestrewn, muddy, slippery incline which was chosen for the setting of the Yonkers hillclimb on Sunday two weeks ago.

Every one of us just held our breaths from the time she hit the lower narrow stretch until the "wig wagger" at the top of the hill sent us down her time and the "info" that she had completed the ascent without mishap.

Which brings to us a realization of the fact that however glad we are to see the girls take up the sport of motorcycling, when it comes to speed or endurance contests, that's something else again. A hillclimb of the sort that caused "Babe" Butler to spill, and the experienced La Fosse to bite the dust is no place for a girl, even if she has been seasoned by a transcontinental trip.

We motorcyclists get a great deal of "negative" publicity as things are now; if one of the boys had been hurt on the hill, no doubt we would have gotten an inch or two in each of the New York dailies. But had Miss Van Buren been badly hurt, or had Mrs. Terhune been injured in competition, there would have been enough of the "human interest" there for Monday morning's papers to have each carried a "scarehead" story putting the two-wheeler in an unfavorable light before hundreds of thousands of people.

Let the girls ride by all means. The tour, the Sunday run, the motorcycle picnic—all of them are made more enjoyable and zestful by the participation of the female enthusiast. And without doubt the girl in competition would add much to the keenness of the contest; but the cost in negative publicity would far outbalance the good results.

What's a Motorcycle Worth?—A Whole Coast Ranch!

THERE'S always something of special interest along motorcycle lines coming out of Newark, N. J. The latest is an offer of a ten-acre California ranch, said to be situated in the San Joaquin Valley and to be worth all of $530, for an up-to-date twin or four-cylinder motorcycle.

Which reminds me that when I advertised my Indian Powerplus for sale a couple of weeks ago I got the greatest collection of trade offers of the strangest variety. Several folk wanted to exchange for automobiles on an even trade basis, while one ambitious middle westerner was quite anxious for me to accept a consignment of novelty guns, which he said I could dispose of for $300 or thereabouts if I peddled them around retail. However, I needed the cash and am glad to say that I had no trouble in disposing of my machine, which really was in fine shape, at a price which left little to be desired.

If some one of my readers is interested in this California ranch proposition, I will be glad to put him in touch with the man who makes the offer.

A Gas Lighting Tip That Is Worth While

MET a rider on the road last Sunday who had the right idea with regard to acetylene gas piping. These days when it is necessary to have a tail light as well as a sidecar light in practically every state, the piping problem is quite important.

Rubber tubing is unsatisfactory even when new, for it continually kinks and cracks or otherwise gives trouble; and with age these causes for complaint are magnified greatly.

Likewise the copper tubing does not behave in the best possible manner. It, too, cracks under the continued vibration; works loose and rattles, and, moreover, is affected by the composition of the gas so that it corrodes quickly and becomes clogged. Again, it "sweats" and the deposit of moisture often runs down and settles at the lowest point, clogging the line or at least making the gas flow erratic.

The rider in question carried his gas from his Presto tank on the handlebar to the tail light through the outer casing or sheathing of a Bowden wire. The substance has all the flexibility of the rubber tubing without its collapsibility; stands both weather and vibration without cracking, is easily attached and does not sweat, and, moreover, is perfectly gas tight. Of course, rubber connectors are used for attachment to both the tank and the light.

Applying the Hill Climb Formula to Lightweights

NO one who saw the Yonkers hillclimb a week ago could have been greatly impressed with the lightweight division, insofar as the spectacular end of it is concerned. As for performance, the lightweights did remarkably well—in fact, it is really wonderful that the little fellows got up the incline at all.

But there is nothing very impressive in the sight of a lightweight chugging slowly up an incline on low gear—the thrill that comes of the speed of the larger and more powerful solo and sidecar machines is totally absent.

Nevertheless, the lightweight performance holds much of interest for the close observer. The large part that weight plays in the performance is quite evident to anyone who took the trouble to compare the figures and approximate the weights of the riders.

Waughop, on the Cleveland, for instance, was undoubtedly the heaviest rider of the quintette—and sure enough his time is slower than that of any of the others. Raoul undoubtedly was the next heaviest, Miss Van Buren next, while from talks with those who profess to know, I gathered that both Mrs. Terhune and Wally Stuart tip the scale at 120 pounds. And according to this arrangement, the starters finished as per schedule, with the heaviest rider last and the two lightest riders comparatively close together.

In view of the finish it would be interesting to rate the results according to the hill climb formula. On the surface of it it looks as if according to the "math" way of doping out the results, the order of things would be just reversed, with Waughop the winner, Raoul next, and so on down the line. Without the exact figures, of course, it is impossible to work out the result, but I hope that a larger touch of interest will be given the lightweight division at the next hill climb by rating the competitors not alone according to time, but also by the formula figures.

Winning Back the Newly Married Man

"WHAT'S become of Lindsay? I haven't seen him with the bunch for a couple of months."

"Oh, he got married and sold his machine."

I dare say that this little conversation, modified, of course, by local conditions, has echoed at least once from the walls of every club room the country over. And through the matrimonial route we lose yearly a whole army of "regular fellows," who, before Dan Cupid turned his shrapnel on them, were among the heartiest of motorcycle enthusiasts.

But why should we lose them? The girl, perhaps, is a bit "stuck up" and rather not ride in a sidecar. A car for her, or nothing. Gosh, I know a lot of folks like that.

Yes, and I guess every one of us knows a whole lot of folks like that. They go around with their heads stuck up in the air emulating the rich and the near-rich and passing up some real good times simply because they won't get wise to themselves and get down to their own level, which, by the way, is the level of their pocketbooks, and enjoy sports which are within their means.

But it's distinctly up to us to show them the error of their ways. Get around to "Lindsey's" house with a sidecar machine; pile the girl into it—a little kidding will bring the best of them off the high horse—get "Lindsey" on the back and away you go to the club run or the Sunday picnic. A camera, a jolly crowd, a good feed and a clean day's sport and the girl's half won.

We are too much inclined to feel that the fellow who gives up motorcycling when he joins the Benedicks is a "dead one"; lost forever.

Nix, fellows! He's only half dead. Open the way for him to overcome the girl's objections, and you'll have two enthusiastic boosters instead of one.

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NEW VACUUM OIL PLANT

Refinery Covering 670 Acres Now Being Finished at Paulsboro, N. J.

PAULSBORO, N. J.—The Vacuum Oil Company, of 61 Broadway, New York, is erecting an oil refinery along the river front, the plant having a frontage of one mile and a quarter. The plant, in addition to the buildings and tanks, will include a concrete bulkhead 1,200 feet long to allow for docking ocean-going steamers.

The ground to be occupied is 670 acres in extent. The following buildings are now in course of erection: three still houses for distillation, five pump houses, a wax plant, boiler house and power plant, tank and boiler shop, machine shop, pipe shop, carpenter shop, storehouse and pattern storage building. A pipe line has been laid under the Delaware river connecting with the main trunk line to Essington, Pa., to allow the pumping of crude oil direct from the Pennsylvania oil fields. It is expected that the plant will be ready for operation about April 1.

OHIO GOOD ROADS OFFICERS

COLUMBUS, Ohio.—D. S. Humphrey, Cleveland, was elected president of the Ohio Good Roads Federation, to succeed Jesse Taylor, Jamestown, who died recently. Mr. Humphrey has been treasurer of the organization. O. J. Demuth, New Philadelphia, is the new treasurer. George W. Lattimer, Columbus, was elected first vice-president and David Dunham, Lebanon, one of the 14 vice-presidents.

FOR GOOD ROADS

Butler County Council Receives $180,000 a Year for Work

CINCINNATI, O. — The Cincinnati Chamber of Commerce, which has been doing great work in pushing the construction of the various links of the Dixie Highway in this section, has received word that the Butler County Council of the association has secured a levy amounting to $180,000 a year for the improvement of the highway and other roads in the county. It is evident that road construction in this section is making remarkable strides, and motorists in all classes will soon have the finest going in the country.

INDIAN FOR ROME POLICE

ROME, N. Y., has joined the other cities and towns of the United States which have adopted the motorcycle for their police departments by purchasing a Model N Indian. The sale was made by the Bryant-Noonan Auto Cycle Company, of Rome.

SHOW WEEK DISPLAY AT FIRESTONE BRANCH

Combination Tire and Machine Display at New York Headquarters, With Some Samples of the Company's Motorcycle Tire Advertising

SPECIAL SHOW TRAINS

Dealers in Many States Arrange to Travel to New York in January

NEW YORK, Dec. 26.—A feature of the forthcoming New York Show, to be held Jan. 6-13 at the Grand Central Palace, will be a number of special trains to carry trade men from various centers to the exhibition. From Dallas, Texas, a special all-steel train will leave on Jan. 5, to carry from 150 to 200 dealers to New York.

Similar trips are being arranged by organizations in Indiana, Michigan, Ohio, Pennsylvania, Massachusetts and Connecticut. Californians are coming in a special from 'Frisco arranged for by the Oakland Chamber of Commerce.

VITALIC DINNER

Novel Course Dinner Enjoyed by Continental Rubber Force

ERIE, Pa., Dec. 26.—Something novel in the way of a course dinner was indulged in by members of the Vitalic Club recently.

The dinner was served in four courses, each course being served at a different house. The first course was given at the home of Mr. and Mrs. H. J. Bryant, the second at the home of Mr. and Mrs. W. J. Surre. The third course was taken at the home of the Misses Horn, while Mr. and Mrs. C. Strickland played hosts for the gathering at the final course of the dinner.

PRAISES AMBULANCE WORK

English Committee Man Pays Tribute to Work of Indian Outfits

IN SPEAKING before an English audience recently, T. Vesey FitzGerald of the British Ambulance Committee paid a high tribute to the work being performed by the motorcycle ambulances on precipitous mountain pathways. In the section of which Mr. FitzGerald spoke there are several Indian ambulances, the pioneers of this type of machine.

"The motorcycle ambulance," said Mr. FitzGerald, "is of immense value in places which could not be penetrated by four-wheeled vehicles. By means of these machines many wounded are now conveyed to their destinations in an hour or an hour and a half, as compared with 30 hours when the oxen-drawn French carts were used to cover the same distance.

"But aside from the question of speed which of course is highly important is that of comfort. The motorcycle ambulance has been found far more comfortable than the old method of transportation."

TO ENFORCE HEADLIGHT LAW

COLUMBUS, Ohio.—Preliminary to enforcing that section of the new traffic code against the glaring headlight menace, Safety Director Barry yesterday instructed Police Chief Carter to order strict enforcement of the regulation which requires all vehicles to be equipped with lights after dark. This includes autos, bicycles, motorcycles, buggies and wagons.

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Letters to Dan Deeler, Esq.

SAY, DAN:—Did it ever strike you that confidence is one of the queerest commodities on the market? It's priceless, and yet the chap with nothing in his pocket but a hole may be loaded to the goshswizzled gizzard with it.

If so, his pocket won't long be empty. Confidence will enable him to ring the bell and get back among the reg'lar fellows in short order. But if he goes shy on confidence—good evening! he's through.

Pass a wad of confidence to a truck-driver and you invest him with royalty. Withdraw confidence from a monarch on his throne and you leave him an also-ran; and very soon somebody will put dynamite in his parsnips.

Every man who has succeeded in getting his monicker hooked up with big doings was born and raised on confidence. He refused to be discouraged and the world finally agreed with him. That's the answer.

When Thomas A. Edison was trying to make a machine talk in a little shed out in Menlo Park, N. J., folks laughed at him and said he'd probably get over it if his friends treated him kindly. Make a machine talk? Huh!

But Edison did make the machine talk in due time; and similar machines are talking all over the civilized world today. Edison's middle name is Alva—but it ought to be Confidence. They didn't play fair with him at the christening.

And listen, Dan! While he was teaching that machine its A B ab's Edison found time to supply the world with so many other scientific marvels that fourteen clerks at the Patent Office developed writer's cramp from trying to keep up with them. Edison's only asset at the start was confidence.

When Alexander Bell tried to float a company to commercialize his telephone, many years ago, he asked Uncle Joe Cannon to invest $200. Uncle Joe said Bell was a nice boy, and so forth, *et cetera*, but that he was wasting time in trying to talk over a wire. Bell thought differently—he had confidence—and he perfected the telephone.

The very day that the Wright brothers made their first flight in a heavier-than-air machine, in a secluded spot down on the Atlantic Coast, a prominent scientist explained in a scare-head newspaper article that heavier-than-air flying was a joke. We know better now, don't we, Dan?

When Marconi first talked of wireless telegraphy the scientific wiseacres smiled and the rest of the world ha! ha!-ed! But Marconi is shooting his voiced lightning around this old ball of mud today—and nobody smiles.

If you were to ask these big fellows what contributed most to their success, they'd doubtless tell you it was confidence—faith in their work. Money and opportunity helped them in course of time, but it was confidence that put pep in their progress; confidence that made the world recognize them.

Salesmanship, Dan, is seven-tenths confidence and three-tenths opportunity. When a man drops in at your motorcycle agency to look at a machine, he is about three-tenths sold, as a rule. You have to put across the other seven-tenths. Do you do it? Mebbe so, mebbe so—but I ha' me doots.

And what does a salesman amount to without confidence in the product he is selling? Zero! You might almost as well aim a phonograph at a prospective buyer as turn him over to a salesman lacking in confidence. No man can sell goods he doesn't believe in. I couldn't. You can't. Nobody can. A salesman can't communicate to a prospect what he doesn't possess himself.

If it came to a choice between a salesman who looked like a matinee idol and talked like Bourke Cochran—but who lacked confidence—and one who was shy on appearance and vocabulary (looks and chatter, in other words), but who had an abiding faith in his business, I'd hop to the latter.

I'd feel that I could trust him; that if he was so goshswizzled sure of the motorcycle's merits, there must be something to back him up. When he looked me in the eye and asserted that the average young man could obtain more fun and healthful recreation out of a mtorcycle than from any other vehicle at anything like the price, I'd know he meant it.

You need confidence, Dan (tut, tut, now—this is a frank letter from friend to friend), and most of your fellow-workers in the motorcycle sales field are handicapped in the same way. Here you are, selling as fine a piece of mechanism and as widely adaptable a vehicle as the world possesses, at a fair price and with reasonable guarantees, and you put the big story of the motorcycle's usefulness across with about as much kick as if you were speaking that piece about Mary and the mushy little lamb.

That won't do. You know the motorcycle is a good buy, don't you? Certainly. You know you're giving value for every dollar you get, don't you? Of course. You know the motorcycle will do more things, and do them better, than anything else on wheels, don't you? Prezactly. You know that if you once get a red-blooded man aboard a motorcycle for a little spin, you've made a patron, don't you? Posilutely!

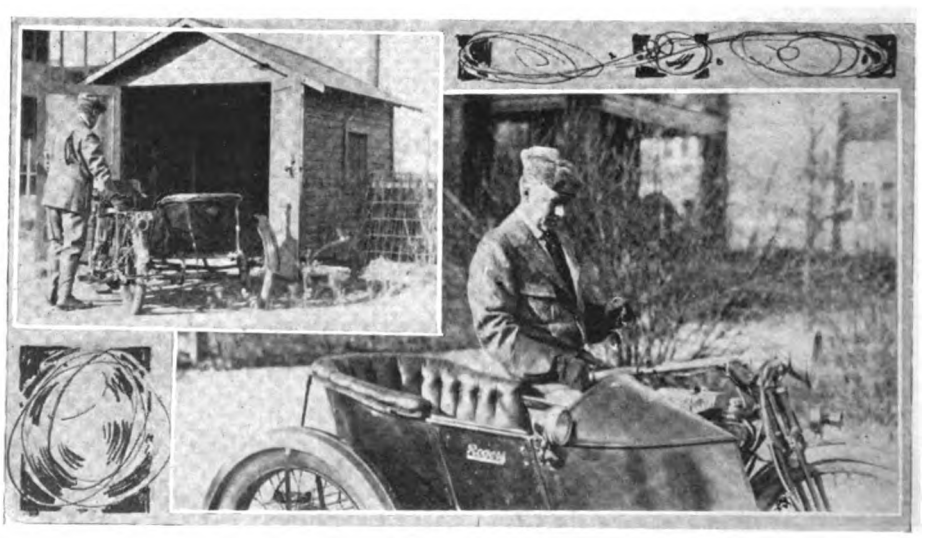
Well, why in the name of Watery Gasoline don't you put all those convictions into your sales talks? It's not enough for you to believe in the motorcycle; you must believe in it so hard that you make the other fellow believe with you.

Here's the trouble, Dan: You know the motorcycle from the ground up, and for years perhaps you have been in close touch with all the things the motorcycle has done; and you have finally acquired the idea that everybody else knows all about it too. But the general public knows comparatively little about motorcycles.

When a new patron drops in at your shop he isn't supposed to know anything about motorcycles; it's up to you to tell him. He's out to wise up, and his final decision is going to be based as much upon the dealer's personal attitude towards the motorcycle as upon any specific sales argument.

Yours for More Shekels,
DON.

A NEAT AND INEXPENSIVE MOTORCYCLE GARAGE



R. F. Rogers, the Well-Known Sidecar Manufacturer of Chicago, and a View of the Garage in Which He Houses His Henderson and Sidecar

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Bicycle Section

FOREIGN TEAM TAKES SIX-DAY HONORS

Marcel Dupuy and Oscar Egg Capture Annual "Grind" After Sensational Lap-Stealing Stunt—Madden and Root Second and McNamara and Spears Third—Team Work Hinted at

NEW YORK N. Y., Dec. 27.—Once more a foreign team has registered a victory in the annual six-day race run in Madison Square Garden. Back in 1907 Walter Rutt, the German, and John Stol, the Hollander, carried off the honors; and again, in 1914, Alfred Goullet and Alfred Grenda, two Australians, accounted for the big race. In the race which finished Saturday, Dec. 23, Marcel Dupuy, the Frenchman, and Oscar Egg, the Swiss, won after gaining a lap over the field an hour or so before the finish.

It was probably the most sensational climax to the annual "grind" that has ever been staged in the famous building. After sprinting after a $50 "prime," which was won by Reggie McNamara, the Australian, Egg started out and, after a few changes with his partner, Dupuy, the lap was gained amidst a great outburst of enthusiasm.

It was a popular win from the standpoint of the spectators, but was not satisfactory to a number of fans.

Had Planned the Coup

Before the lap had been gained it was noised around the building that Egg and Dupuy were going after a lap after the second or third sprint in the final hour of sprinting, when there was a sprint every mile. It was also said that one or two teams would help them. McNamara and Spears and Cameron and Kaiser were said to be the helping teams. They must have changed their minds about waiting until the final hour, for they went after the coveted circuit as soon as McNamara had spent his strength securing the $50 sprint.

When Egg went there was consternation about the camps of the other teams and the big building was in an uproar. Egg soon gained a commanding lead and Dupuy relieved him, the Frenchman increasing the advantage of the pair and, after a few reliefs, the precious lap was gained. Root and Madden made a desperate effort to close the gap, but as the others were reluctant to give chase the Root-Madden pair were caught with the others, Madden being the last one to be tagged. Both Dupuy and Egg held up their hands as they caught Madden as a signal that they had caught every team.

A bad smash occurred almost as soon as the lap had been gained. While rounding the Fourth Ave. turn the field swung wide and Hill crashed into Debaets and McNamara. Debaets fell first and brought down McNamara with him. Debaets, tired from his efforts in the sprint previous, was badly used up, but McNamara arose and walked to his trackside cot. The bell was rung and sprinting stopped for at least ten minutes, which gave every rider a chance to rest up.

Just before the "jam" which put Egg and Dupuy in front, Hill, who had been tipped off what was doing, urged Drobach, his partner, to stay on the trackside and not go down to the training quarters. Drobach went anyway, and when the big sprint was started by Egg he could not get on the track quick enough to relieve Hill, to save the latter from being lapped. Hill was so incensed at Drobach that he refused to come out and help Peter in the last hour of sprinting. There were 20 sprints in the last hour, and Drobach rode every one of them. Hill's actions were unsportsmanlike, to say the least; he was made to look like a quitter and Drobach was made a hero, second only to the winners.

Theatrical engagements seemingly played as much of a part in the deciding of the race as the honors that always were supposed to go to the victorious pair. Two parties who had home trainers had been very busy booking the winners at a local theatre, and whether the helping teams are cutting into the money that Egg and Dupuy are to secure for appearing in a "three-a-day" act is problematical. The winners, in all probability, will be assured of at least five weeks' of work, which may be extended, providing they prove to be drawing cards.

Eleven Teams Finished

Out of the original field of fourteen teams eleven of them finished. Ed. J. Carroll and William Spencer were eliminated early Tuesday morning, while Clarence Carman and George Wiley were forced out of the race on Wednesday, their withdrawal being caused by Carman being injured in a bad spill on Wednesday afternoon. Alfred Grenda broke his collarbone late Thursday night, and the team of Goullet and Grenda, the favorites of the race, were also forced out, much to the regret of every fan.

Dupuy and Egg, during the week, had scored 29 points in the nightly sprints. On Saturday night they won all of the 20 sprints, their total for the week being 49 points. Root and Madden scored 66½ points during the week and carried off

TWO OF THE WINNING COMBINATIONS IN THE 1916 "GRIND"

Marcel Dupuy (left) and Oscar Egg, Who Won Annual Six-Day Race After Lap-Stealing Stunt

Bob Spears (left) and Reggie McNamara, the Third Team in the Strenuous Contest

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second honors. McNamara and Spears finished third with 88 points, while fourth honors went to Cameron and Kaiser with 108 points. Drobach and Hill finished fifth with 116½ points, and sixth place was accounted for by Walthour and Debaets with 121 points. Seventh place resulted in a tie between Lawson and Mitten, Kopsky and Smith and Hans Ohrt and Thomas, while tenth place was tied between Ernest Ohrt and Bello and Ryan and Eaton, but neither tie was ridden off.

Winners Rode 2,625 Miles

During the week Egg and Dupuy covered 2,625 miles. The Root-Madden, McNamara-Spears. Hill-Drobach, Cameron-Kaiser and Walthour-Debaets teams were one lap back, the Lawson-Mitten, H. Ohrt-Thomas and Kopsky-Smith teams were two laps back, and the E. Ohrt-Bello and Ryan-Eaton teams three laps back of the winners. The record is 2,759.2 miles, made by Grenda and Goullet in 1914.

The riders were riding on a percentage basis. They were to receive 35 per cent of the gross gate receipts. About $37,000 was taken in during the week, and on Tuesday following the finish the cyclists attended the "ghost walk" at the Garden.

CYCLING NOTES

The winning team in the six-day race, Dupuy and Egg, opened up at the City Theatre, 14th street, Manhattan, on Christmas Day. They did four turns on the holiday, but on other days they will only do three. Other houses in and around Greater New York will book them during the next two months.

The six-day race just finished marked the 38th event of this kind, both large and small, that Worth Mitten, the Davenport, Ia., cyclist has participated in. And Mitten says he has been in the money in all but two of them.

It is said that a six-day race in Chicago will be run by Messrs. Paddy Harmon and Paul Cooper, formerly interested in the Riverview Velodrome in the Windy City. The Stockyards Amphitheatre will in all probability be the spot where the race will run, providing they can get the bicycle riders to sign for the race.

Santa Claus made a delayed call upon the riders who competed in the "grind" at Madison Square Garden. They were not paid off until Tuesday following the finish, so they will have to "Do Their Christmas Shopping Later."

Eddie Madden and Ray Eaton, two of the contestants in the annual event were married, according to Dame Rumor, the week before the race.

At the Velodrome D'Hiver, Paris, on Sunday, Dec. 3, Thorwald Ellegaard, the Danish cyclist, defeated Charles Meurger, the French sprinter, in a match race. Ellegaard won three heats and Meurger one. In the pace race, run in 20 and 30 kilometer heats, at the same meeting, Charles Parent, at one time French and world's paced champion, defeated Eugene Bruni and Henry Contenet in the first heat at 20 kilometers (13.4 miles), Bruni finished second 200 yards back, while Contenet was 400 yards back. The time was 16:51 1-5, which established a new track record. The second heat at 30 kilometers (18.6 miles) went to Contenet with Bruni second, 135 yards and Parent 850 yards back. The time was 25:25 1-5.

HOW THE SIX-DAY RIDERS SCORED DURING THE WEEK

The following table shows how the riders scored points in the first five nights and on Saturday night with their total mileage:

Team.	Mon.	Tues.	Wed.	Thur.	Fri.	Sat.	Total.	Miles.
Egg-Dupuy	6	6	6	6	5	20	49	2,625.0
Root-Madden	2	3	2½	3	1	58	69½	2,624.9
McNamara-Spears	3	1	2½	4	2½	75	88	2,624.9
Cameron-Kaiser	6	6	5	6	4	81	108	2,624.9
Hill-Drobach	5	5	4	5	2½	95	116½	2,624.9
Walthour-Debaets	6	6	6	6	6	91	121	2,624.9
Lawson-Mitten	6	6	6	6	6	*	...	2,624.8
H. Ohrt-Thomas	6	6	6	6	6	*	...	2,624.8
Kopsky-Smith	6	6	6	6	6	*	...	2,624.8
Ryan-Eaton	4	4	6	2	6	*	...	2,624.7
E. Ohrt-Bello	6	6	6	6	6	*	...	2,624.7
Goullet-Grenda	1	2	1	1	Out			
Carman-Wiley	6	6	Out					
Carroll-Spencer	6	Out						

* Did not compete in any sprints and therefore did not score points.

WHERE THEY WERE PLACED IN THE LAST HOUR SPRINTS

	Sprint No.																		Wkl'y
Team	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Total
Egg	..	1	..	1	1	..	1	..	1	..	1	..	1	..	..	1	..	1	..	1	
Dupuy	1	..	1	..	..	1	..	1	..	1	..	1	..	1	1	..	1	..	1	..	
Totals	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	49
Root	..	5	..	2	..	4	..	3	..	3	..	5	..	4	..	3	..	3	..	3	
Madden	2	..	2	..	2	..	2	..	4	..	2	..	2	..	2	..	2	..	3	..	
Totals	2	7	9	11	13	17	19	22	26	29	31	36	38	42	44	47	49	52	55	58	69½
Spears	6	..	3	..	6	..	4	..	2	..	3	..	5	..	5	..	6	..	..	6	
McNamara	..	4	..	4	..	2	..	2	..	2	..	4	..	5	..	2	..	2	2	..	
Totals	6	10	13	17	23	25	29	31	33	35	38	42	47	52	57	59	65	67	69	75	88
Kaiser	..	6	6	..	3	5	..	5	..	4	..	2	..	2	..	4	..	5	..	2	
Cameron	3	..	..	6	..	..	3	..	3	..	5	..	4	..	6	..	3	..	4	..	
Totals	3	9	15	21	24	29	32	37	40	44	49	51	55	57	63	67	70	75	79	81	108
Hill	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
Drobach	4	3	4	3	5	3	6	4	6	5	6	6	6	6	3	6	5	4	6	4	
Totals	4	7	11	14	19	22	28	32	38	43	49	55	61	67	70	76	81	85	91	95	116½
Debaets	5	..	5	..	4	..	..	6	..	6	..	3	..	3	..	5	..	6	..	5	
Walthour	..	2	..	5	..	6	5	..	5	..	4	..	3	..	4	..	4	..	5	..	
Totals	5	7	12	17	21	27	32	38	43	49	53	56	59	62	66	71	75	81	86	91	121

BIKE TRACK FOR DETROIT

DETROIT, Mich., Dec. 20.—A movement for the erection of a bicycle track has been started here by the Belgium-American Bicycle Club. The scheme has the support of many of the dealers, and business men

Worth Mitten, Who Just Completed His 38th Six-Day Race

are also interested in it. If the plans work out according to expectations construction work will be started early in the spring. Trademen are enthusiastic in support of the project, and argue that a good track would have a marked effect upon his business.

WIMMER NOW A TRAVELER

DETROIT, Mich.—Charles Wimmer, one of the oldest and best known men in the cycle trade in Michigan, is now traveling for the Detroit Cycle Supply Co. He travels Michigan, Indiana and Ohio, and reports that dealers throughout his territory are looking forward with unusual optimism to the opening of the new season.

BIG XMAS BICYCLE TRADE

DETROIT, Mich.—The William E. Metzger Co., handling the Pope and Indian lines of bicycles in Detroit, has set a new mark for holiday trade. An active campaign was conducted for several weeks before Christmas with a view of educating Detroit folks to the value of the bicycle as a Christmas gift, and the results were beyond all expectations.

CYCLE RACES IN BUFFALO

BUFFALO, N. Y., Dec. 26.—Bicycle races will be featured on the program at the opening indoor athletic meet to be held at the 65th Regt. Armory on New Year's night. All of the local stars will participate.

PUYALLUP A CYCLE CENTER

PUYALLUP, Wash.—This city is one of the ideal cycling centers of the State of Washington. There are many miles of pavement in addition to a strip of the Pacific Highway, and in consequence many bicycles are sold to mill workers and mechanics. Many of the girls employed in the canneries ride to and from their work on their bicycles.

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Germans Use Many Different Tires

Rubber Gives Way to Wire, Wood, Leather and Canvas—Racing Men Still Use Their Light Tires, Although Others Are Prohibited to Do So by Military Authorities

WASHINGTON, D. C., Dec. 26.—New substitutes for rubber bicycle tires, as devised in Germany, are discussed in a recent report sent here by United States Vice-Consul H. E. Carlson at Frankfort-on-the-Main. He says:

The scarcity of rubber and the partial commandeering of rubber bicycle tires have caused a number of substitutes to appear on the German market. The substances used are steel wire, leather, wood, prepared canvas and combinations of these substances.

Steel Wire Used First

The first substitute to appear was a tire made of steel wire, about three-sixteenths of an inch thick, which was made up into a very close coil, the two ends being welded together so as to give it the proper shape. The wholesale price of this product is now twelve marks ($2.86), and it is retailed for eighteen marks ($4.28). Besides the fact that the price is high, the steel-coil tire has the additional objection that it cuts into the pavement and rattles considerably when in use. The latter objection might be overcome, it is said, by placing a layer of felt between the rim and the tire, but this would increase the price.

Wooden tires have been used with some success. At least three different types of which wood is the main part are sold here. In a few cases the tires are made of a single piece of wood and retail at four to six marks (95 cents to $1.43). Sectional wooden tires also have appeared on the market. One of these is made by the Continental Caoutchouc and Gutta Percha Company, of Hanover. It is composed of forty-seven parts.

Even Tin Is Used

These are twelve wooden tire sections of three different kinds, twelve tin plates, twelve screws, ten connecting pins and one thumbscrew. The tin plates are used to secure the sections to the rim, which must be of metal; the screws to attach the tin plates to the ends of the sections; the connecting pins to hold the sections together, and the thumbscrew is put through the valve hole in the rim and thus tends to attach the tire more firmly to the rim. The company is selling this tire for six marks. ($1.43). In reality the expense is a little more, for in order to give satisfaction shock absorbers in the form of steel springs must be attached to the fork of the front wheel. These springs retail at 7.50 marks ($1.78) and are also to be had through the Continental company. This brings the total cost for a set of tires up to 19.50 marks ($4.64).

A third wooden tire which is advertised is said not to be meeting with great success on account of the price. This is made of one piece of wood, the outer surface of which is covered with a small strip of leather. Between the under surface of the tire and the rim several steel springs are placed with a view to securing elasticity. In addition to this, large steel springs are attached to the front and back forks. The cost of this outfit, including the two tires and the large springs, is thirty-six marks ($8.57).

Several leather-covered and canvas-covered tires also are on the market. These are solid, the outer castings being of leather or prepared canvas, and the inner part consisting of wood and other substances.

Peter Drobach, Who Put Up Great Exhibition in Six-Day Race

To make the tire more durable small pieces of steel are often affixed to the outer or wearing surface. The prices for products of this class vary. One fairly good leather-covered tire retails at forty-eight marks a set ($11.42); another at seventy marks ($16.66).

"Lobo" Is Best Tire

The tire that is said to have the strongest claim to being a real substitute for the rubber article appears on the market under the trade name of "Lobo." It is made in Chemnitz, Saxony, by the Kunstgummi, G. m. b. H. It is composed of two parts, corresponding to the former inner and outer tires. The inner part, which is most important, is solid and is covered with cloth made into the shape of a tire. The tube is filled with a preparation resembling rubber. The outer tube is composed of prepared canvas and is said to have very good wearing qualities. The effect is to give the tire a certain amount of elasticity, so that it can be used without springs at either of the forks. The price for a set of these tires is fifty-two marks ($12.38). This will doubtless tend to restrict their use.

The most practical tire, from the point of view of both price and service, seems to be the sectional wooden tire.

Although rubber tires for commercial and other uses seem to be banned, the racing men are able to use their rubber tires the same as before the edict was issued. Race meets are held regularly throughout Germany and from the times made in the races, if one can judge from that, only light racing tires are used.

HIBAN AND HOFFMAN PROVE THE BEST

Take Premier Honors in Woodmere (N. Y.) Two-Hour Event on Christmas Day—Johnson and Gallen Finish Second

WOODMERE, N. Y., Dec. 27.—About 500 people turned out for the two-hour team race run by the Woodmere Cycle Club, Christmas Day. Although the race was run during a very cold spell there was enough excitement on tap to satisfy the spectators.

The course, which measured about a third of a mile, was run through the streets of the town, and out of field of ten teams seven of them finished. Louis Hiban, of the Unione Sportiva Italiana, and George Hoffman, a member of the Glencoe A. C., won the race, with Nelson Johnson, U. S. I., and George Gallen, an unattached rider, second, and Anthony Attardi and Carmelo Fontana, both of the Unione Sportiva Italiana, third.

The final hour of the race was run over the so-called Berlin style of finish, with one point to the winner, two points to second, three for third, four for fourth and five for fifth. Outside of fifth place all teams were credited with six points. The first hour's distance was 17 1-3 miles, while in the two hours the leaders covered 35 1-3 miles. George Bowker acted as starter and Clarence Carman, American motor-paced champion, officiated as clerk of course.

The first seven teams to finish, and the points scored in each sprint are as follows:

Team.	Club.	Sprint No. 1	2	3	4	5	6	7	8	9	Points
Louis Hiban	Unione Sportiva Italiana	1	1	1	2	2	3	3	2	3—	18
George Hoffman	Glencoe A. C.										
Nelson Johnson	Unione Sportiva Italiana	6	4	3	6	1	1	1	1	1—	24
George Gallen	Unattached										
Anthony Attardi	Unione Sportiva Italiana	6	5	2	1	6	2	2	3	2—	29
Carmelo Fontana											
Dick Jankosky	Woodmere C. C.	3	2	6	3	3	4	5	4	5—	35
Roy Langdon	Unione Sportiva Italiana										
Chas Hansen	Woodmere C. C.	6	3	5	5	5	5	4	5	4—	42
Dick Hieminsky											
Ernest Skellington	Woodmere C. C.	2	6	4	4	4	6	6	6	6—	44
Robt. Smith											
George Harvey	Unione Sportiva Italiana	5	6	6	6	6	6	6	6	6—	53
Irving Combs	Woodmere C. C.										

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METROPOLITAN "VETS" TO ORGANIZE

Annual Six-Day Race Brings Forth Petition for the Forming of a Veterans' Bicycle Club in Greater New York

NEW YORK, N. Y., Dec. 27.—Plans are in the making to form a "Veterans' Bicycle Club" in the Metropolitan district. While talking over old times at the recent six-day race at Madison Square Garden a party of riders of other days thought it the proper time to form such a club. Suiting action to words the following resolution was prepared:

"During the 1916 Six-Day Bicycle Race, the undersigned met, more or less accidentally. Some little time was spent relating pleasant reminiscences of old cycling days.

"Incidentally someone said that the Metropolitan district should have a club of "Bicycle Veterans." The idea set everyone going, resulting, after some discussion, in the following resolution being accepted unanimously, having been put, by temporarily acclaimed Chairman, H. A. Gliesman.

"RESOLVED: That, whereas, there is, in the Metropolitan district, a number of cyclists of early days, who are still interested in the sport and also a great number who have lost interest, due to the lack of a medium to keep it alive, we hereby signify our intention to organize ourselves into a club of "Veteran Cyclists" for these purposes:

"1—To cement together into closer bond of friendship, all eligible veteran bicycle riders and promote amongst them the most advanced degree of sociability.

"2—To aid and assist, by counsel or deed. when called upon, any amateur cycling organization promoting cycling events, be they social functions, runs, tours or races. And in furtherance of the above project Messrs. John Valentine, Walter Bardgett and H. A. Gliesman constitute a committee and at once take the initiative steps, necessary for the formation of such an organization.

"Signed: H. A. Gliesman, R. F. Kelsey, Arthur W. Ross, Wm. R. Drake, A. C. Griffin, M. D., Victor Hesse, Walter Bardgett, Paul Thomas, John Valentine, George C. Schreiber, Joseph Kopsky."

CESTONE A WINNER

Captures Final Point Event of C. R. C. A. Series from Big Field

NEW YORK, N. Y., Dec. 26.—Fifteen riders participated in the last of the series of point races run by the Century Road Club, which were run over the Fordham Road course, on Sunday. Vito Cestone, riding from the one-minute mark, finished first and covered the course, slightly over six miles, in 18:03. Louis Grace finished second and J. J. Marquart third. The first nine finished as follows:

	Hdcp.	Time.
1—Vito Cestone.....	1:00	18:03
2—Louis Grace.....	1:00	18:03⅕
3—J. J. Marquart.....	Scr.	18:10
4—Edwin Jensen.....	Scr.	18:10⅕
5—Raymond Caldwell.....	0:30	18:40⅖
6—L. P. Sattler.....	0:30	18:40⅗
7—James Tomasulo.....	0:30	18:42
8—Max Halpern.....	0:30	18:42⅕
9—Joseph Caldwell.....	0:30	18:42⅖

ONE BICYCLE—$600

Auction Sale for Soldiers' Benefit Brings Price

CORNWALL, Ontario—The highest price ever paid for one bicycle was secured in Cornwall, Ontario, during a patriotic meeting when a local citizen donated a juvenile wheel to be sold for a soldiers' fund. As soon as the bicycle was put up for sale, one man in the audience bought it for $20 but refused to take it because all his children were too large for it. During the next half hour, the same wheel was sold and re-sold for prices varying from $20 to $40. Then a group of ten boys in the back of the hall clubbed together and bought it for $35, but they, too, returned it to the chairman who had become an impromptu auctioneer.

The net result of the sale of the one wheel showed that it had brought more than $600 for the fund. And the remarkable part of the transactions is that the bicycle, according to last reports, is still claiming somebody's ownership. The bicycle is now on exhibition in a local store window.

VAN CLEEF IN NEW YORK

Partner in Chicago House at Metropolis for Six-Day Race

CHICAGO, Ill.—So keen is the interest of Van Cleef Brothers in the doings of the bicycle trade that Mr. Felix Van Cleef made a special visit to New York to attend the six-day bicycle race at Madison Square Garden.

Mr. Van Cleef reports that contracts are in hand for the 1917 season show business aggregating four times the amount done last year by the Dutch Branc company.

NEW TRACK FOR ROCHESTER

ROCHESTER, N. Y., Dec. 26.—So much enthusiasm was manifested by the crowd over the bicycle races at the recent race meet at the armory that a saucer track, along the lines of those on which the six-day races are run in New York City and other cities, will be built by Company G, Third Inf., this winter. At the next meet to be held at the armory, the bicycle races, which will be run on the new track if finished in time, will include a novice, a five-mile handicap and an Australian pursuit race.

ROCHESTER SECRETARY HONORED

ROCHESTER, N. Y., Dec. 26.—Victor E. Brown, secretary of the Rochester Fisk Bicycle Club, has received a pair of Fisk tires from the Fisk Rubber Co., New York City, for his excellence of reports, he being among the 100 secretaries of the 700 Fisk clubs throughout the country that were presented with tires by the Fisk company.

BICYCLE CATALOG

Harley-Davidson Booklet in Characteristic Style

MILWAUKEE, Wis., Dec. 26.—The Harley-Davidson bicycle catalog is just off the press. It lists, gives full specifications of and pictures each of the seven bicycles which comprise the Harley-Davidson line. It is gotten out in characteristic Harley-Davidson style. The cover is done in green and black on a good heavy drab stock and pictures a boy scout mounted on one of the Harley-Davidson motorbike models. Altogether it is a striking booklet.

COURT'S HOLIDAY OFFER

ROCHESTER, N. Y.—Frank Court, of 42 Atlantic avenue, dealing exclusively in bicycles, is offering a holiday reduction of $1 from the purchase price of any of his machines to anyone who clips his advertisements from the daily papers and presents them at his place. Court's line ranges in price from $18 to $40.

HASCALL WANTS IDEAS

MILWAUKEE, Wis.—Hiram W. Hascall, of the Harley-Davidson accessory department, is working on a new accessory catalog for the bicycle trade, in co-operation with Hallam B. Miller, of the bicycle department. These gentlemen make request for any catalogs and literature that may be used by firms dealing in bicycle accessories.

DUCKWORTH OPENS NEW WING

SPRINGFIELD, Mass., Dec. 26.—The Duckworth Chain & Mfg. Co. has just put into operation the new addition to its factory.

C. R. C. A. JOTTINGS

George Vasquez, a cyclist from Chile, South America, is now a resident of New York City and a member of the Century Road Club Association. Vasquez has had more than the ordinary luck in races run in his native land and is credited with riding 20 kilometers in 33:12. He will ride the C. R. C. A. colors in all races during the coming season.

National Treasurer John M. Mitchell has offered a silver cup to the member of the C. R. C. A. who registers the first 1917 century. The New York Division has donated a sweater to be awarded the second member to go a "100."

The annual New Year's Day ten-mile race of the N. Y. Div. C. R. C. A. will start at 10 a. m. at the northern end of McCombs' Dam bridge on Jerome avenue, and the riders will go north to 167th street, to Grand Concourse, to Fordham road, to Eastchester Bay bridge. The return trip will be over the same route.

In the annual New Year's Day C. R. C. A. race the silver and copper annual trophy, which will become the property of a two-time winner, will be contested for. Arthur Morgan, 1914; Anthony Desimone, 1915, and Edwin Jensen, 1916, are the previous winners.

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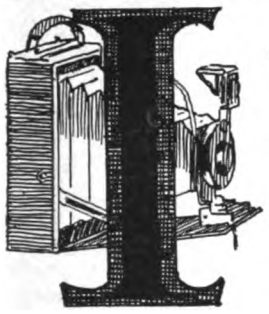
Why I Am A Motorcyclist

By D. D. Pruitt



'M chasing the Almighty Dollar awheel.

That's my answer to the question, "Why are you a motorcyclist?" And here's how and why:

First of all, I am a photographer with a studio in Coatesville, Ind. That's my business and my chief aim in life is to increase it and make it prosper.

But Coatesville is a town of less than 800 population; which makes it evident that I must rely upon the surrounding territory for an uncommonly large share of my trade.

Motorcycle Helps

And that's just where the motorcycle comes into play. I sometimes have to travel ten, fifteen or even twenty miles in order to take a picture. I can do it on the motorcycle and still make a fair profit on the job. Could I do it by any other means of transportation at my command? Hardly.

Prior to 1910 I used to get around with a horse and buggy. If I had a call to go five miles out and snap a newly married couple or some similar mission, I would of necessity have to close up the studio—for mine is a one-man business—harness up old dobbin, drive out to the location, execute my commission and then drive slowly back. Time? Just about all day to do the job, and in the meantime what business came to the studio from the city trade was lost.

Lost Time and Money

As a matter of fact, I know for a certainty that on many such occasions I actually lost more trade which came to the closed studio never to return, than could be compensated for by the profit made on the out of town job.

And a circle with a five mile radius centering around my studio was actually the largest field I could aspire to with horse and buggy transportation, and I never felt that I was doing that full justice. Often I would lie awake nights endeavoring to solve the question of transportation.

question of transportation, for I felt that with the broader field outside that five-mile limit thrown open to me, I would have just about all the work one man can handle and handle properly.

And, finally in 1910, the motorcycle idea struck me; rather it was brought to me. It was in the Spring of that year and I can remember that it was on one of those beautiful balmy days when the "spring fever" gets the best of us—and certainly it had me that day. I just longed to be out in the open—I could hear the call of the open road, with no vehicle to answer it. I had often thought of an automobile, but with my limited means it was altogether out of the question.

And just as luck would have it, along came a neatly clad motorcycle rider on a shiny new machine. He drew up at the curb in front of my establishment and came in. Just what brought him, for a while I could not imagine for we talked not of business, but of the most commonplace things.

The Deal Consummated

After quite some time he began to talk about the motorcycle, and finally asked me why I had never considered using one of the two-wheelers in my business.

For a matter of fact, I had never given the motorcycle a moment's consideration and even as he spoke of the matter I conjured up many a shadowy dark doubt as to the machine's ability, and reliability. But he set me straight on the matter and showed me how I could carry my camera and other necessary paraphernalia and the upshot of the matter was that I bought the very machine he rode.

That's how I began to chase the Almighty Dollar awheel. I found that trips that formerly took me a full day could be done in an hour, or an hour and a half and I broadened my territory to include locations that I never even imagined I could touch.

Before the advent of the motorcycle, I had watched business, that rightfully belonged to me, slip through my fingers to some competitor simply because I had no means of getting to it or because I had to close my office all day to get to some other job. The motorcycle changed all that.

MORE HELP

Two Booklets in Vest Pocket Style From Milwaukee

MILWAUKEE, Wis., Dec. 22.—In line with its broadgauge policy of coaching the dealer and rider alike in the care and maintenance of the motorcycle, the Harley-Davidson Motor Co. has just gotten out a couple of little booklets covering points in the care of the Harley-Davidson machine.

The first booklet gives explicit directions in plain easily-read and readily understandable style for timing Harley-Davidson motors, the directions covering all No. 3 points on all models of motors up to and including the 1917 model. The booklet is illustrated where needed to explain a point and is gotten out in vest pocket style for convenience in carrying.

The second booklet bears on the subject of attaching the sidecar and sidevan to the motorcycle and makes plain the way to go about the matter, the tools needed and the points to be borne in mind when fitting the side vehicle. It also is illustrated and is of vest-pocket size.

PYRENE STOCK INCREASE

Consider Plan to Boost Common Stock from 100,000 to 300,000 Shares

NEW YORK stockholders in the Pyrene Manufacturing Co., of New York City, which has been devoting considerable attention of late to equipping motorcycle fire-fighting outfits with extinguishers, will meet January 2 to vote on a proposition to increase the common stock of the company from 100,000 to 300,000 shares, the par value remaining at $10. Only one-half of the authorized increase will be issued at the present time, this being offered to present stockholders on a pro rata basis. A public offering will be made of any shares that remain unsubscribed. With the increase the capital of the company will be raised from $1,050,000 to $3,050,000, the 5,000 shares of $10 preferred being unchanged. The common stock dividend rate has been increased from 8 to 10 per cent, the next payment being due Feb. 1 to stock of record Jan. 25.

ANOTHER GOODYEAR CLUB

AKRON, O.—A unique addition to the ranks of Goodyear societies is the Cosmopolitan Club. Its purpose is the promotion of good-fellowship and better understanding among the alien born employes of the company. More than twenty different nationalities of Goodyear workmen are represented in the new club.

KAUFFMAN WITH KAENJAY CO.

NEW YORK.—Lincoln T. Kauffman, formerly identified with the Nonpareil Horn Co., has associated himself with Richard L. Jones in the Kaenjay Co. and opened up offices at 105 Chambers street, New York.

The new concern, which has been going long enough to have gotten well established, will act as manufacturers' agent for both motorcycle and bicycle supplies and fitments, and will enter both the domestic and export market.

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TORONTO AGENTS O. K. THE 1917 OUTLOOK

McBride Reports 60 Per Cent. Increase for December; Kipp Company and Andrews Also Active; Cleveland May Enter Canadian Field

TORONTO, Ont.—Toronto business conditions continue to improve, according to the reports of all local motorcycle and bicycle distributors and their agents.

Percy A. McBride, handling the Excelsior and Henderson for big hunks of Canada, says that his December turnover was sixty per cent. better than one year ago and 100 per cent. better than in December, 1914. McBride reports a good local demand for bicycles for Christmas delivery, but the sale of motorcycles was not affected by the holiday demands. In other words, motorcycle transactions during the month were regular but Christmas shoppers took a great many bicycles.

Harold Pratt, former salesman for McBride, tried selling pianos for a few months but he has returned to his old love—the motorcycle whirl. He starts on the road for McBride again in January and his route will cover the whole of Eastern Canada.

H. M. Kipp & Co., Toronto Wigwam, report a good share of orders for 1917 Indians. No deliveries of new models have yet been made but orders for future delivery have been numerous.

Walter Andrews, Ontario distributor for the Harley-Davidson, declares that he has renewed contracts with practically all his sub-agents. They have signed for double the number of machines which they contracted to sell in 1916. Andrews has decided to specialize with the Harley-Davidson, although he has received one or two offers to handle other motorcycle lines.

S. Moritz, former racing crack and mechanic in the employ of McBride and Andrews, has established his own business in Toronto. He has opened a repair shop on Danforth avenue where he is already doing a large amount of repair work. He is also selling accessories.

Representatives of the Cleveland Motorcycle Mfg. Co., Cleveland, visited Toronto a few days ago for the purpose of investigating Canadian conditions with a view to arranging for Canadian distribution.

HYSLOPS TO SELL DIRECT

Pioneer Firm Has Six Travelers Lining Up Agencies for Coming Season

TORONTO, Ont.—Hyslop Brothers, Toronto, have adopted an entirely new policy for their bicycle business in which they have been engaged throughout Canada for a quarter of a century. Instead of carrying on a retail business at long range, this company has decided to sell to the trade and six travelers have been combing the country for agencies for 1917.

The company will continue to manufacture and assemble bicycles in its Toronto plant and a jobbing business in accessories will also be done from the Toronto headquarters. This concern does considerable business with American producers and has admirable connections. Very little has been done by the company in motorcycles but its various lines of bicycles are well-known throughout the Dominion. The Hyslop range consists of seven different models, including a motorbike style.

The Hyslop bicycle business during 1916 was one-third larger than in 1915 but already booked orders call for an increased amount over last season.

TWO PLATES REQUIRED

Ontario Motorcyclists Will Be Subjected to British System in 1917

TORONTO, Ontario.—The 4,300 motorcyclists of the Province of Ontario have received official intimation from government headquarters that the English custom of requiring two number plates on each licensed motorcycle, solo or with sidecar, will be enforced after the next session of Legislature in February.

The riders have been given to understand that the regulations will require the placing of one number plate on the front mudguard in a longitudinal position, namely from front to rear, while the second plate is to be secured to the back of the rear fender. It is plain to local motorcyclists that, if the present proposal of the government is carried out, manufacturers or dealers will be finding it necessary to make provision for the attachment of the front plate to the forward wheel guard, as is done with certain makes of motorcycles for foreign trade.

The government has announced that 1916 license plates and permits will be recognized until January 31, 1917, but sommonses will be issued to all those who have not renewed their licenses by that date.

The Ontario authorities have also announced that the use of the movable spotlight or swivel searchlight is prohibited by law and users, wherever noticed, are being notified to this effect by personal letters. The use of spotlights is to be discussed at the 1917 session of the Legislature as there are a number of apparent advantages in the proper use of spotlights.

GREAT FALLS DEALER WEDS

GREAT FALLS, Mont.—Announcement is made of the marriage of Alice Hazel Anthony to Le Roy V. Johnson, the Harley-Davidson dealer of this city. Mr. and Mrs. Johnson will be at home January 1.

NEWSY BULLETINS ON OTTAWA TRADE

Hurd & Co. Incorporate; Sales Reports Show Highly Satisfactory Business During 1916; Good Roads Plans Boom Cycle Interest

OTTAWA, Ont.—Announcement has been made of the incorporation of Hurd & Company, the long-established bicycle dealers of Ottawa, under a Federal charter with a capitalization of $40,000. This concern handles Massey bicycles.

Ketchum & Co., Indian representatives in Ottawa, report a fine turnover in Hendee models during 1916. This establishment secured several good government orders for Indians to be used in the war, but in addition, the regular business of the company was considerable.

Bysche & Co., Excelsior agents in Ottawa, did sixty per cent. more trade in 1916 than in the previous year.

Ottawa motorcyclists are concerned in several goods roads projects which, when completed, will have the effect of relieving this city from a state of mud siege. The Province of Quebec proposes to lay a permanent pavement from Montreal to Hull, Quebec, which is just across the river from the Canadian capital. The Ontario government is also preparing to carry out the construction of a good highway between Ottawa and Prescott on the St. Lawrence River. This road will give Ottawa riders a fine outlet to the States by way of Ogdensburg, N. Y.

ANNUAL C. M. A. MEETING

Will Be Held in Toronto in February; Only Routine Doings Promised

TORONTO, Ont.—The annual meeting of the Canada Motorcyclists' Association will be held in Toronto in February, according to an announcement by President F. A. O. Johnston, Toronto. There will be no spectacular features and the so-called convention will be held merely to keep the association alive until a revival of sport takes place after the war. Officers will be elected for the ensuing year and it is probable that the men now holding the various positions will be returned without an election. The only step of importance which the C. M. A. will make will be to seek a permanent reciprocal agreement with the F. A. M. Secretary Gibson of the American Federation declares that the original agreement between the two organizations has expired but the Canadian officials declare otherwise. Because of this mix-up the Canadian diplomats will suggest the adoption of a permanent treaty which will provide for similar racing laws in both countries and for the recognition of membership cards of visiting racers and tourists.

MRS. PORTER ON THE JOB

TORONTO, Ont.—The business of W. J. Porter, local representative of the Reading Standard, is now being conducted by his wife on account of his illness. Mrs. Porter is looking after the repair work as well as the sale of motorcycles and accessories until her husband can return to his duties. Mrs. Porter is an Englishwoman with natural mechanical tendencies and she attends to various repair jobs with rare skill.

DELIVERY SERVICE AND REPAIRS

TAMPA, Fla.—F. W. Hill, formerly of Boston, and Herbert Maass, former agent for the Harley-Davidson in this city, have started a motorcycle parcel delivery and messenger service. The new firm has opened offices at 217 Franklin street and will operate a general motorcycle and bicycle repair shop. A full line of accessories and supplies will be carried.

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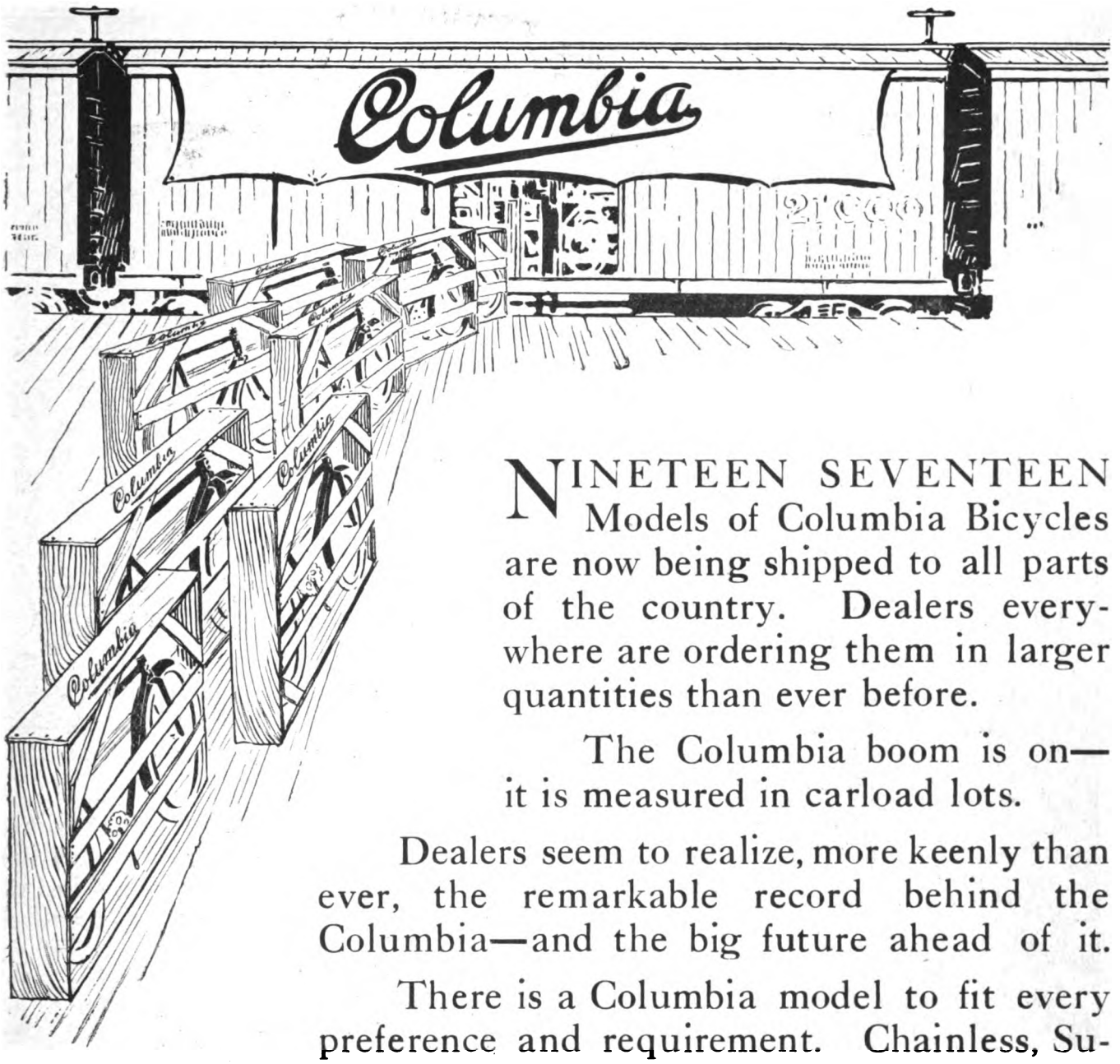

NINETEEN SEVENTEEN Models of Columbia Bicycles are now being shipped to all parts of the country. Dealers everywhere are ordering them in larger quantities than ever before.

The Columbia boom is on—it is measured in carload lots.

Dealers seem to realize, more keenly than ever, the remarkable record behind the Columbia—and the big future ahead of it.

There is a Columbia model to fit every preference and requirement. Chainless, Superb, Motobike, Juvenile and others. The prices are practical with a wide range.

Remember, we not only sell Columbia bicycles *to* you, but *for* you. Our national advertising campaign is keeping Columbia before the eyes of millions of readers. We support the dealer in every way possible.

Tie your bicycle business to the Columbia—it will carry you along the road to success.

Westfield Manufacturing Company
Successors to the Pope Mfg. Co.
11 Lozier Avenue Westfield, Mass.
Largest Manufacturers of High-grade Bicycles in the World

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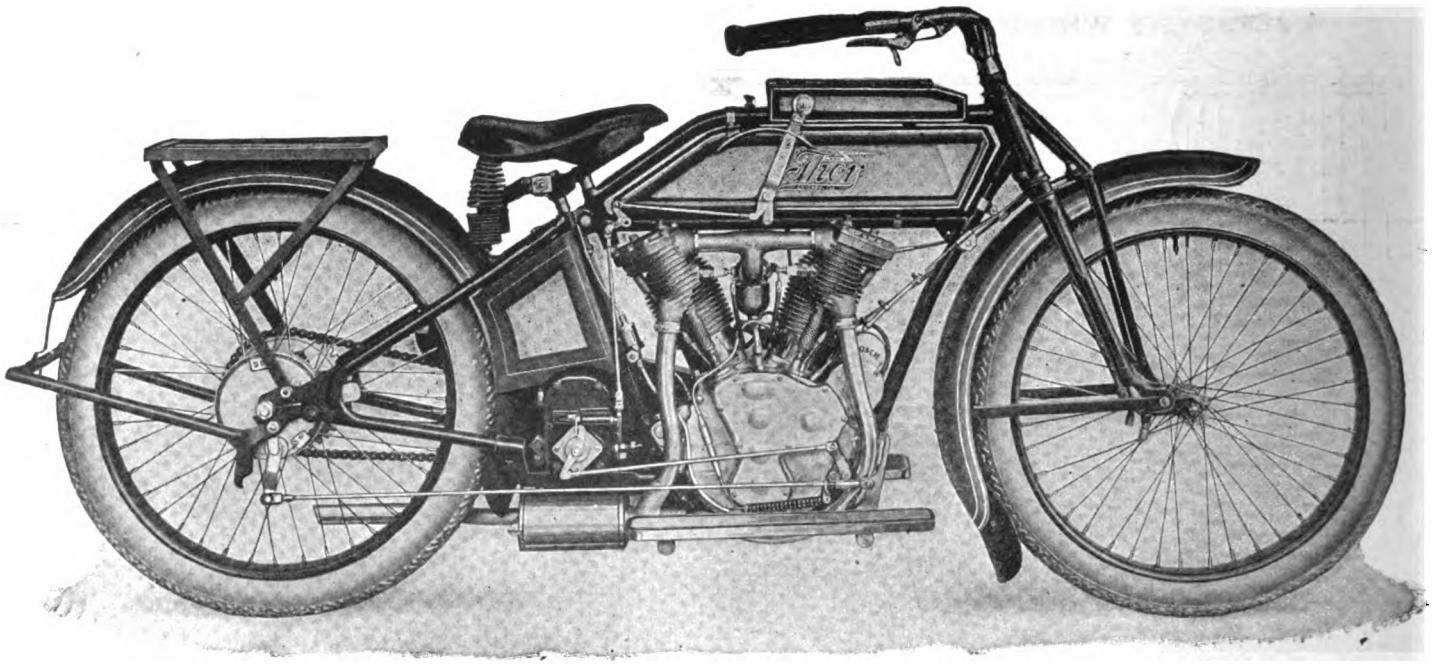

Not a Pipe Dream But a Reality!

The Thor is so obviously real; so utterly devoid of the frills sometimes used for the basis of mythical qualities; so honestly rugged, that it makes an ideal selling proposition.

The stern realism of its powerful yet simple engine; of the stout frame; of its long and brilliant record; of the powerful financial resources behind it—all of these things should make you decide to sell the

Thor

in 1917. Some splendid territory still is open awaiting the right men. Energetic, progressive yet conservative dealers are the kind we want to aid us in distributing the big blue giants.

If you feel that you can match up with the high standard which we are striving to attain among dealers, get in touch with us at once. Your letter will be appreciated.

New Catalogue Ready for Dealers and Riders

AURORA AUTOMATIC MACHINERY COMPANY

Oldest Motorcycle Manufacturers in the World

General Offices: Thor Bldg., 1307 Michigan Ave., Chicago **Sales Offices and Works: 361 W. Superior St., Chicago**
Pacific Coast Branch: 61 Fremont Street, San Francisco

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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A JERSEYITE WHO IS NOT AFRAID OF MILEAGE

Alden L. Combs, of Washington Crossing M. C., Who Has Covered 71,685 Miles on His 1912 Thor; His Only Replacements were Three Piston Rings

A Few Spare Links

By E. B. HOLTON

IN "Chin, Chatter and Comment" we lamp the come-back re "ladies' driving ability" that we have been expecting for some time past.

Of course, there are members of the weaker (?) sex, who are good drivers, both of automobiles or motorcycles, but when it is necessary to shut off the motor, jam on both brakes and throw out the clutch while steering to the right or left, we feel confident that the situation contains four motions too many for the average woman driver.

They may be good drivers until the emergency comes—then, well, Hallock, wait until the missus gets you into one, tha's all.

Oh BOY, were you bucking the drifts Sunday? Some stuff, and just about light enough to make it fun larruping along in "second" thru the deeper ones.

Gang I was out with found that if you buzzed past a lad on the outside, then cut over sharp in front of him, you could hand him a regular "snow-bath," and say, wasn't there some mighty clever driving to hold first place in line!

Skid-chains were necessary, though, for the wheel-slip was bad when you shot it to her fast.

Riding a day like Sunday sure does make you cock your ears for the dinner-bell.

If you've never tried snow riding, man, you sure have missed one real thrill of motorcycling. Hop on the bus next snow we have.

Ever get caught out in a driving rain on the motor bike, and be compelled to keep splashing, along through it all?

And have your plugs "short" every now and then, slowing you down and making the motor hammer like the fiends of Hades?

Wipe the porcelain of mica insulators with a greasy rag and see if the film of oil you leave behind doesn't make things right again. Those plugs will shed water like a duck's back and keep firing right along steadily through any kind of a storm short of a deluge.

Funny thing, last year the motorcycle I rode "shorted" on the front plug. This year it's the rear plug that wets up and hears the bugles blowing "Cease Firing." But they both quit soldiering when the oily rag was used.

It's all very well, fellows, to listen to this stuff about carbon-removers and burning out your cylinders with oxygen while you wait. Excuse, please Mr. Pangborn, but when it comes to decarbonizing, it's me for ripping the motor down and going at the job manually with a carbon-scraper. Then you are doing the job in the only way.

I grant that these artificial aids will keep the carbon deposit low; but to rely too much on them is that "easiest way"—that line-of-least-resistance-method that sooner or later will get you into trouble.

When you tear your motor down, either removing the whole unit from the frame or rocking the cylinders off, you can see a lot of things that would come to light in no other way. Should a ring be stuck in the groove, the cylinders or piston scored, you are aware of it at once, and can get busy remedying the matter.

But nothing like this is possible when you take the short cut way of decarbonizing.

Or in the matter of valves and their seating: Many motors are not designed for the removal of the valve cages while the motor is in the frame. Therefore it is well to take the motor down, and grind in these important factors in speed and power, so that your whole machine will be in "tune" when reassembled.

No, siree, that carbon-removal work is best when done in the good old-fashioned "two-handed" way.

Speaking of 29 by 3½ shoes for sidecar use, as we were last week, I heard from a salesman for one of the big tire companies that they have already had this matter under consideration for sometime. The delay in marketing the larger casing is due to a strike among the machinists which has held up the larger moulds necessitated by the change. He added that the larger tire will not permit of the use of skid-chains, the fork clearance not being great enough in most of the present models of motorcycles. Need a little cooperation between the motorcycle and tire manufacturers now, for the rider's benefit.

HITS AT "JAY WALKER"

Pueblo Will Arrest Pedestrians Who Cross Streets at Wrong Points

PUEBLO, Col.—Pueblo has just legislated against the "jay walker." That is, the town has adopted an ordinance aimed at the man who crosses the street at other points than at intersections, and those pedestrians who fail to take heed of the arrangement are liable to pay a fine.

Motorcyclists are interested in view of the fact that it tends to make riding through the streets easier.

CROTONA STAG JANUARY 13

BRONX, N. Y., Dec. 26.—The Crotona M. C. featured its last meeting for 1916 by electing officers and hearing highly encouraging reports relative to the activities of the club during the past year. The club has been in existence four years and its growth has been steady. The official staff for 1916 is made up as follows: John Paff, president; Charles Crownshield, vice-president; Jack Welch, secretary; Kenneth Hoffman, treasurer; Fred Nissen, captain; John Cobban, first lieutenant; August Hellwig, second lieutenant, and Fred Christman and O. C. Berckheimer, Board of Directors.

On Saturday, January 13, the club will install the new officers and hold a stag. The Concourse M. C. will be invited to attend in a body.

READING M. C. OFFICERS

READING, Pa.—The following officers have been elected by the Reading M. C. for the coming year: John Kinsey, president; Thomas Deysher, vice-president; Harry Hart, recording secretary; George Newhouser, financial secretary; Charles Hart, treasurer; Morris Eck, first lieutenant; Edgar Potts, second lieutenant; Charles Sweigert, trustee; James Dunkle, captain.

The following committee was named to arrange a package party and smoker for December 29: George Mark, Ray Fritz, Owen Albright, Roy Swoyer and George Newhouser. Ralph Bubp, Russell Felix, Joseph Bowman and Harry Klapp made application for membership.

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News of the Dealers

BOSTON NEWS

Arrival of New Thors Keeps Chew Busy —Commercial Sales

BOSTON, Mass.—A shipment of 1917 three-speed Thors has just reached the sales room of the Thor Motorcycle Co., of Boston, which is on Columbus Avenue. The company is distributor for the Thor throughout all of New England, and is now busily engaged in getting demonstrators into the hands of all its sub-dealers. Thomas H. Chew, who is manager of the concern, is much impressed with the new Thor features and is looking forward to a big year on the blue fellows.

All of the seven different models of the new Harley-Davidson bicycle line have arrived in Boston and are on exhibition at the store of W. J. Walker, 178 Columbus Avenue, the local Harley-Davidson dealer. They are attracting no end of attention and comment.

Although Boston is covered with a foot of snow, the Boston Post Office is finding that their Harley-Davidson Cygnet delivery equipment is giving most excellent service. The machines are in use from 5 o'clock in the morning until after midnight every day except Sunday.

As a direct result of the use of these machines by the Post Office Department Dealer Walker has sold two similar combinations to a couple of paper concerns. L. P. Winchenbaugh was the first of the paper dealers to invest in a Harley-Davidson Cygnet delivery combination and it netted him such good results that now Thomas Groom, one of the largest paper dealers of Boston, has placed an order for a similar outfit.

ROMANS SELLS FIVE

MOOSE JAW, Sask.—B. A. Romans, of the Romans' Machine and Repair Co., agent for the Harley-Davidson, reports that he sold five twin-cylinder models of the 1917 type before the middle of December, and he expects to sell several times this number in Moose Jaw before spring traffic starts.

MORE INDIANS FOR CROCKER

KANSAS CITY, Mo., Dec. 23.—So quickly did Crocker's carload of Indians go that arrived last week, that he has ordered a half carload for immediate delivery, which he hopes to have here before the holiday season is over. Crocker also has a carload of Indian bicycles on the road for this branch. The 250 bicycles in the car were also needed.

GIVES FREE STORAGE

Wagner-Dolph Offers Gratis Housing Until Spring As Service Feature

ROCHESTER, N. Y.—The Wagner Dolph Company, Inc., handling the Cleveland and Harley-Davidson, is going after storage and repair business for the winter season and is getting out an attractive circular letter to that effect. The firm states in the letter that it will store a motorcycle free of charge until spring, jacking up the tires, oiling parts, etc. For sidecars, the company charges $1 by reason of the space taken up. The Wagner-Dolph store is open 24 hours a day and has a service car ready at all times to answer calls.

RODE MACHINES HOME

KANSAS CITY, Mo., Dec. 23.—Sundwall & Johnson, Indian dealers at Jordan, Mo., received word that a carload of machines was soon to be delivered at the Indian branch here. Being anxious to get the demonstrators, the partners journeyed to the Indian Motorcycle Sales Company by train and refused to spend the time waiting for the trains to carry the machines back to Jordan for them and rode them to their agency.

WAS COP, BECOMES DEALER

MUSKOGEE, Okla.—C. R. Hingey, who until a month ago was a member of the Tulsa Police Department's crack motorcycle squad, has opened a messenger service and Harley-Davidson motorcycle agency at 204 Central street.

Write us today for sample sections of these tires and attractive display material and dealer helps. Your jobber will show you the tires.

CONTINENTAL RUBBER WORKS, 1817 Plum St., Erie, Pa.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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Prest-O-Lite for Motorcycles

Here is the motorcycle machine gun company of the Second Massachusetts Regiment—the only motorcycle machine gun company now in the National Guard.

These motorcycles are equipped with Prest-O-Lite—the only practical lighting system for motorcycles—safe, reliable, practical, simple and able to stand the jolts.

Prest-O-Lite penetrates dust and fog—floods the road far ahead with brilliant light, and never fails in an emergency.

Yet, Prest-O-Lite with all its advantages is the least expensive light—costs less to buy and less to use than any other system of brilliant light.

Lighting Equipment for Real Service

"A Prest-O-Lite tank, a lamp and mechanical horn" is a typical equipment combination in great favor with thousands of riders everywhere.

Your dealer can supply you with a combination equipment like this at a very reasonable price. See him about it today.

Full details of Prest-O-Lite for motorcycle lighting sent you on request—information of great value to every rider.

The Prest-O-Lite Company, Inc.

The World's Largest Makers of Dissolved Acetylene

Main Office and Factory, 246 Speedway
Indianapolis, Ind.

Canadian Office and Factory
Merritton, Ontario.

Prest-O-Lite Exchange Agencies Everywhere

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More News of the Dealers

INDIAN BIKE DAY

Whitman Holds Successful Affair in Goodland and Betters Former Record

GOODLAND, Mo., Dec. 23.—E. W. Whitman, who handles the Indian in this city, had a most successful Indian Bicycle Day yesterday. He issued a number of invitations and most of those invited came in during the afternoon or evening. All the returns of the day are not yet in, but Whitman is confident that yesterday's total will better that of his last Indian Bicycle Day by 25 per cent.

Whitman was laid up in the hospital practically all last season, with the exception of four weeks. During those four weeks he got around and made sales of 15 fully-equipped Indians in the middle of summer.

MORE SPACE FOR PARTS DEPT.

KANSAS CITY, Mo., Dec. 23.—Albert Crocker, of the Indian Motorcycle Sales Company, has rearranged his sales floor and office since Albert Hanson moved his office from the same building. Crocker now has the fixtures arranged in such a manner that the parts and accessories department has a few more square feet of floor space.

BOWMAN HAS WICHITA BRANCH

LINCOLN, Kan., Dec. 23.—Hart Bowman, of the Grone-Bowman Cycle Co., handling the Indian, has opened a branch at Wichita. The new branch will handle Indian motorcycles and bicycles. Bowman himself is in charge.

SMITH TAKES HENDERSON

KANSAS CITY, Kan., Dec. 23.—C. C. Smith, of 810 Minnesota avenue, has taken the Henderson for this city, through Newby Brothers, eastern Kansas distributors. Smith's first week netted four sales, one of which was to the local post office for parcel post work.

EXCELSIOR IN BARTLESVILLE

BARTLESVILLE, Okla., Dec. 23.—Floyd R. Lowe has taken the agency for the Excelsior for Bartlesville and vicinity. He will also handle the Pierce and Cycomo bicycle. Lowe signed up with the Saufley Supply Co., of Kansas City, Mo., for these lines.

GET THOR SHIPMENT

ROCHESTER, N. Y.—Flynn Brothers, local Thor representatives, have received their first shipment of the blue twins, and have already sold several to private owners. A number of single cylinder Thors have been ordered in Rochester for use by traveling men and delivery men.

MINER'S CHRISTMAS CAMPAIGN

ROCHESTER, N. Y.—The George L. Miner Company, Indian representative, has been making a strong bid for Christmas bicycle business in the form of large advertising space in the daily papers and in two Sunday editions. The responses have been very gratifying and sales of Indian bicycles traceable to this campaign are still coming in. The Miner company also handles the Smith Motor Wheel and the Miami Power Bicycle.

PARTS FOR ALL MAKES

ROCHESTER, N. Y.—Tourner Brothers, local Dayton dealers, announce that they have in stock a large number of parts for all makes of motorcycle. Most of the parts are for "orphan" models—those no longer made.

NEW INDIAN REACHES LAWTON

LAWTON, Okla.—The 1917 Indian Powerplus motorcycle has arrived at the store of Bruce Fields, on Third street. The machine is now on display and is attracting lots of attention.

R-S IN TACOMA

TACOMA, Wash.—The Tacoma Cycle Company, 1104 Tacoma Avenue, have now a fully-equipped machine shop, cozy salesrooms and a nice display of Reading-Standard motorcycles and a complete stock of bicycles together with ample parts for the cars and repair of all machines.

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Make Two Sales Grow Where Only One Grew Before

Getting right down to the root of selling, isn't it essentially a matter of creating a demand and then meeting it? And in creating a demand for the bicycle safety, ease of riding, and comfort to the prospect are the main creative impulses that actuate the sale.

That is why the presence of the

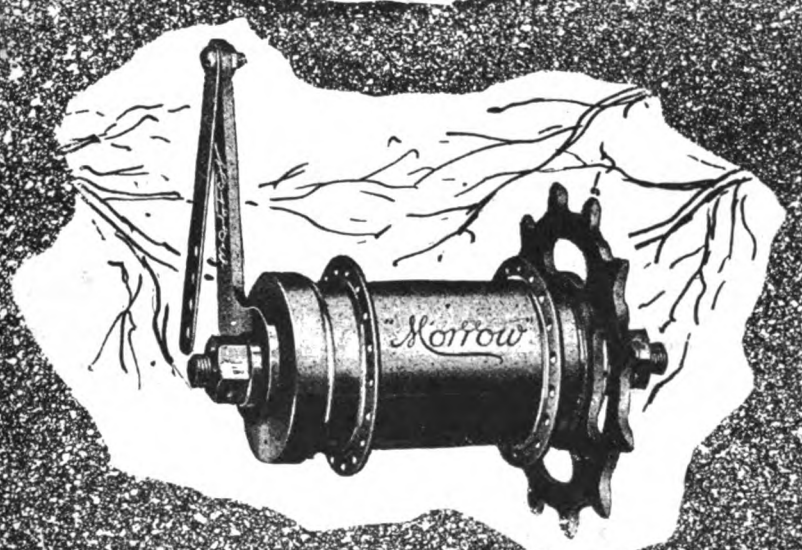
"Morrow" **COASTER BRAKE**

on any bicycle makes such a strong sales appeal to the discriminating buyer. And just as the presence of the Morrow brake creates the demand, so the performance of the Morrow meets the demand.

Meets it out of its luxurious gliding, its positive forward drive, its quick acting back drive that brakes the wheel instantly.

The Morrow by its superior design and super-ideal service is the one brake that makes two bike sales grow where only one grew before.

ECLIPSE MACHINE CO.,
Elmira, N. Y.



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Mites of News from Omaha

OMAHA, Neb.—Victor Roos, local Harley-Davidson dealer, has just received 14 new, olive drab twins from the Milwaukee factory. This is the first Harley-Davidson allotment to reach the city, and practically all of its contents were delivered before the shipment was 24 hours old.

H. G. MANTHEY, traveling representative for the Harley-Davidson Motor Co., in Nebraska and South Dakota, spent a few days in this city looking over trade conditions. He has ridden his own machine 2,700 miles since leaving the factory at Milwaukee. He will go with Victor Roos, local agent, to the Harley-Davidson factory for the dealers convention just before the show.

OMAHA M. C. has elected officers as follows: Morley Young, president; W. S. Hellar, vice-president; Carl L. Peterson, secretary; Carl Wandberg, treasurer; Tom Kelly, sergeant-at-arms. There are 40 members.

R-S DEMONSTRATOR ARRIVES

LANCASTER, Pa.—The new 1917 R-S recently made its appearance in this city, and J. H. Tragesser, local representative, immediately put it through some grueling tests. Quite a few prospects called to see the new model, and Tragesser has booked several orders for January 1 shipment.

HAVE EIGHT COUNTIES

Newby Brothers Increase Territory with Henderson in Eastern Missouri

KANSAS CITY, Mo., Dec. 23.—Orville Newby, of Newby Brothers, announces that since his company has concentrated solely upon the Henderson for the coming year, his firm has become distributors and jobbers of that motorcycle in the eight counties adjoining Jackson County, Mo. Newby Brothers recently remodeled the main sales floor of their establishment and have built a private office just inside the sales floor and close to the shop in the rear.

LARDINO TRIES OUT R-S

JERSEY CITY, N. J.—Andrew Lardino, one of the oldest motorcycle agents in Jersey City, N. J., was recently seen on the road with several prospects trying out the new 1917 R-S. Lardino has handled the R-S line for many years.

OLIVER'S NEW LOCATION

NEW YORK.—Oliver Berckheimer, Indian distributor in the Bronx, announces his removal from 993 Washington avenue to 959 Brook avenue. Oliver's new telephone number is 9762 Melrose, and he invites his friends to try him with hurry calls in order that he may demonstrate the continued efficiency of his service.

CARLOAD FOR K. C.

It Comes to Indian Headquarters and Is Quickly Sold Out

KANSAS CITY, Mo., Dec. 23.—The first carload of motorcycles ever received in this city came to the Indian Motor Sales Co. a few days ago. The contents of the carload arrived after a little delay in transit and no time was lost in unloading and distributing the contents. When the dealers and riders were served, there were very few machines left. Several out-of-town dealers rode their allotments away from the Indian headquarters.

CHANGE OF LOCATION

FORT WORTH, Tex.—The Cooke Motorcycle Company is now located at 1105 Commerce street. The new Harley-Davidson models are on display at the salesrooms.

1917 INDIAN IN SPRINGFIELD, ILL.

SPRINGFIELD, Ill.—The 1917 Powerplus Indian is now on display at the salesrooms of Johannes Brothers, the new Indian agents here.

TROSSELL IN NEW ORLEANS

DETROIT, Mich.—John B. Trossell, of Michigan avenue, is now occupying his spacious new store, and is explaining to his friends that he will be able to handle Reading Standard motorcycles and National bicycles on a much more extensive scale than heretofore.

Ball Retainers Where You Can Find Them

DEALERS and repairmen who know the value of systematic stock keeping have been looking for this cabinet.

Every size of retainer you handle has a hook—stock always in order—never "out" of a size.

The label in the cover lists the size and number of retainers used in all standard motorcycles, bicycles, and coaster brakes. It's mighty valuable as a reference. The cost of the cabinet is only $2.50.

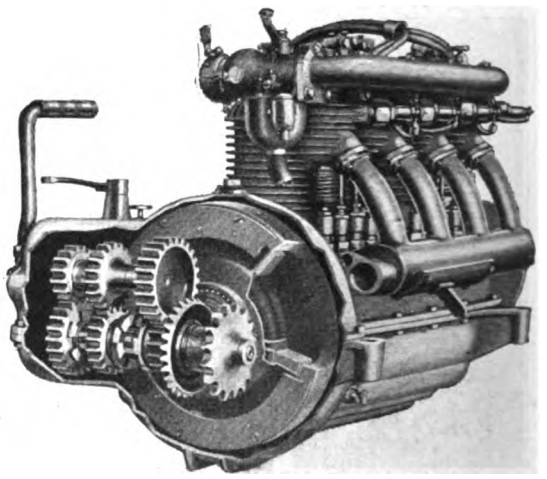
Better order one right away—from your jobber

Stevens & Co.

Mfrs. of Motorcycle and Bicycle Accessories

375 Broadway New York

STEVENS NEW YORK



187 square inches of friction surface in the new Henderson clutch.

Big tempered steel discs running in oil bath.

Vanadium-steel coil springs $2\frac{1}{8}$ inches long.

Positive, Durable Trouble-proof

HENDERSON MOTORCYCLE CO., Detroit

Mention of MOTOR CYCLE ILLUSTRATED is always appreciated by advertisers.

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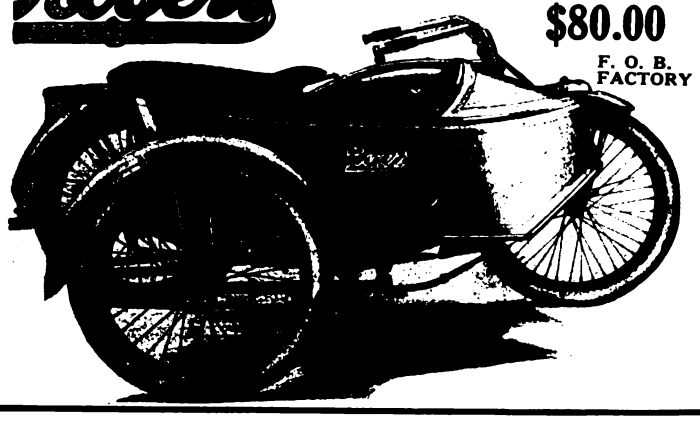
Rogers Model M **Price $80.00**
F. O. B. FACTORY



The Scientific Sidecar

The Highest Development of Sidecar Construction and Efficiency

The greatest advance in sidecar design since the first
ROGERS SIDECAR
was built in 1912.

A "tailor-made" car specially designed for each of the leading 1917 motorcycles.

Write today for illustrated catalog stating make of motorcycle you sell or use

ROGERS MANUFACTURING CO.
337 West Madison St., Chicago
Irving Beck (Service Station), 1691 Park Ave., New York

Diamond Chains
FOR
Motorcycles

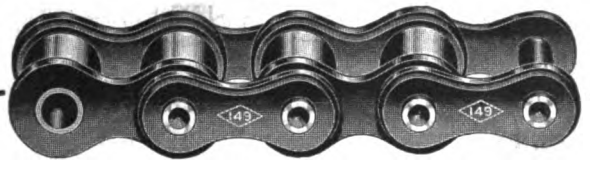
Diamond No. 149 is an unexcelled motorcycle chain for every motorcycle service.

Every part is accurate, the wearing parts are heat treated by the same scientific process as those of our heavy truck chains, the rollers DO NOT BREAK.

Put DIAMOND to the test on your machine.

You'll be a DIAMOND booster ever after.

Diamond Chain & Mfg. Company
Indianapolis, Indiana



"My SPLITDORF PLUGS are good for hard work"
A. CHARLSON, San Francisco, THOR

Made in all sizes and types to suit every motorcycle, automobile, motor truck, motor boat, aeroplane, tractor and stationary gasoline engine. At your dealer's or direct.
Splitdorf Electrical Co.
Newark, N. J.

SPLITDORF SPARK PLUGS
The Plug with the Green Jacket

Your Help Problem Solved!

It matters not whether you are a
Manufacturer, Jobber or Dealer
whether you need help in the shop, in the store, in the factory or on the road. You can get just the kind of a man you are looking for by advertising in the classified columns of

MOTOR CYCLE ILLUSTRATED

ACT QUICKLY AND YOU WILL GET QUICK RESULTS!

RATES: One insertion, three cents a word; two or more insertions, two cents a word for each insertion

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ENLARGING QUARTERS

Metropolitan Henderson Man Fitting Up Cellar for Spring Rush

NEW YORK, Dec. 27.—Felix Lewin, manager of the Henderson Motorcycle Sales Company, factory branch in this city, is enlarging his quarters at 227 West 106th street. He has taken the cellar below his present store and is fitting it out as a storage place. An elevator well is to be cut between the cellar and main floor to give access from the store to the lower floor.

Sales of 1917 three-speed Hendersons and sidecars have reached such a volume that Lewin has had to rent part of a store opposite his place to accommodate his storage customers until the enlargement is completed.

NOW SALES MANAGER

Guterman Handles R-S Sales for Nickerson & Schroeder, Inc.—New Agents

BROOKLYN, N. Y.—Lou Guterman, formerly traveler for the Reading Standard, is now sales manager for Nickerson & Schroeder, Inc., distributing the R-S in New York, Connecticut and New Jersey.

Guterman recently returned from a road trip during which he signed up the following agents: J. Kazzas, Bridgeport, Conn.; Cole & Brown, Johnstown, N. Y.; H. Windham, Willimantic, Conn.; John E. Nelson, Brooklyn, N. Y.: Towner Brothers, Rochester, N. Y.; H. Latterman, Park Ridge, N. J.; I. Illiano and S. Slonov, New York City: J. H. Phyker, Hackensack, N. J., and Lent's Garage, Tompkins Cove, N. Y. To date 24 dealers have been signed up for the Reading Standard in the Nickerson & Schroeder territory.

SUB-AGENTS IN DETROIT

DETROIT, Mich.—R. D. Brown, of the Brown Motor Co., announces that he has taken the sub-agency for Indian motorcycles through the William E. Metzger Co. Brown has received one of the new Powerplus models and is making the most of it as a demonstrator. He reports two orders already booked and a long list of live prospects. He is located at 222 Gratiot avenue, which is recognized as the Motorcycle Row of Detroit.

Brown has also taken the agency for Pierce bicycles in Detroit through the Metzger Co.

Bob Sertman has taken the Pierce bicycle sub-agency for the East Side. Sertman has been in the business for five years, and expects to make 1917 his banner year.

BAKER USED NOBBY TREADS

NEW YORK, Dec. 26.—M. C. Stokes, manager of the motorcycle and bicycle tire department of the United States Tire Co., is calling the attention of trade folk to the fact that in the recent Los Angeles-San Francisco double endurance, Erwin Baker, the Indian rider, had his Powerplus shod with United States Nobby tread tires.

As is quite well known, Baker came through the run with a minimum of tire trouble and a perfect score.

R-S IN METROPOLIS

Slonov Signs Up with Nickerson & Schroeder for Retail Representation

BROOKLYN, N. Y., Dec. 26.—Nickerson & Schroeder, Inc., of 1078 Bedford avenue, distributing the Reading Standard, has signed up S. Slonov, of 1491 Fifth avenue, this city, as retail agent for the R-S. Slonov has just enlarged his place to accommodate an increase in business, taking the adjoining store for the purpose.

Nickerson & Schroeder, Inc., have also taken the distribution rights for the Smith Motor Wheel in southern New York territory.

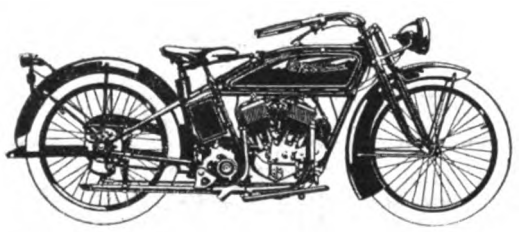
TWO HUSTLERS HANDLE THE THOR

PATERSON, N. J.—Louis Weibel and Theo. Weiss, prominent members of the Paterson M. C., the former being president, have taken over the Thor agency here. They are located at present in temporary quarters at 32 Bloomfield avenue, pending the remodeling of the store which they will occupy permanently, and which is situated within a stone's throw of the City Hall.

WHEELING RIDERS ARE HARDY

WHEELING, W. Va., Dec. 26.—Dave Michaels has just gotten in from the trip to Washington, Pa., on his Thor machine. He came through in perfect style despite the deep snow. Likewise, James Wasmutch has gotten back from his home in Cameron on his Henderson motorcycle. Neither the ice or snow interfered much with the going.

Every Good Wish
for a
Joyous Christmas
and a
Prosperous New Year



Make your joy complete—Buy an R-S Motorcycle.

The "first cost" of an R-S is your only cost. Nothing you can buy extra will make it a better motorcycle. It is absolutely perfect and complete.

Write for Catalog

Reading Standard Company
501 Water St., Reading, Pa.

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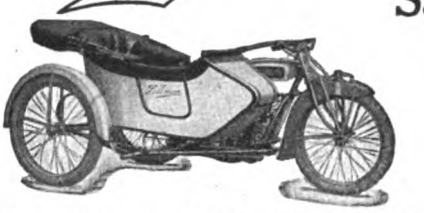
Firestone
Motorcycle Tires

The Red Side Wall and Black Tread

THE distinctive trade-mark of Firestone Tires. It joins elegant looks to supreme service. Thick, strong, tough tread, 30 per cent more angles against skid, and—Most Miles per Dollar.

Firestone Tire and Rubber Company
"America's Largest Exclusive Tire and Rim Makers"
Akron, Ohio Branches and Dealers Everywhere

Pullman
THE HARRY SVENSGAARD SALES CORP. DETROIT



This Name Guarantees Satisfaction

See that it is on the sidecars you sell in 1917!

Harry Svensgaard Sales Corporation 214 Jefferson Ave. East, Detroit, Michigan

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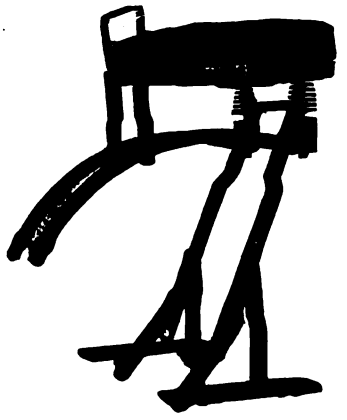
BENTON

The Benton Case-Hardened Spark Plug is not a cure-all for every motor ill. But there are a lot of avoidable troubles that the Benton will circumvent. Enough to make it worth your while to examine into the merits of the Benton. The Benton booklet makes excellent reading for one of your winter evenings. Get it.

L. F. BENTON COMPANY
Vergennes, Vt.



F-N TANDEMS

Sold three and four years ago are still giving service.

Watch the machines as they pass the boulevard and you'll see many an old F-N go by.

Price, $11.00 Each

Your dealer stocks it

FENTRESS-NEWTON MFG. CO.
Detroit Michigan

Real Protection

The Chicago Dimmer Goggle—the perfect fitting, perfectly constructed eye shield—affords not only REAL PROTECTION against sun, wind, dust and rain but is most comfortable to wear and allows FULL RANGE OF VISION. It fits your face the way a thoroughly effective goggle should. You can buy Chicago Dimmer Goggles from your dealer.

DEALERS, YOUR JOBBER WILL SUPPLY YOU.

Chicago Eye Shield Co
Chicago, Ill

MASCO

Motorcycle Supplies

THE LARGEST AND MOST COMPLETE STOCK OF MOTORCYCLE SUPPLIES AND ACCESSORIES IN EXISTENCE.

CATALOG SENT ON REQUEST
DEALERS' PROPOSITION

Quality—Service

EXPERT OVERHAULING

Most modern and up-to-date equipped repair shop in the country. Motor and machine overhauling, cylinder boring, frame and fork straightening and rebuilding. Estimate furnished. Work guaranteed.

MOTORCYCLE ACCESSORIES CO. St. Paul, Minn.

HR RENOLD

7143 ⅝" pitch ¼" wide

For RELIABILITY

7144 ⅝" pitch ⅜" wide

Can stand the "gaff" of speed or load with Renold resourcefulness. You can "let out" with absolute assurance of safety and implicit faith in the ability of Renold Chains.

Peter A. Frasse & Co., Inc., Canal and Sullivan Sts. **New York City**

Thousands of Prospects

Are reached each week through the classified columns of Motor Cycle Illustrated. And the cost of putting your proposition before this great buying power is only three cents a word per single insertion and two cents a word when repeated.

If you've got something to sell—don't delay, send your ad to the classified department—THE BIG RESULT GETTER.

Motor Cycle Illustrated
13 Park Row, New York

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National Dealers' Directory

NEW YORK CITY

DAYTON MOTORCYCLES
Parts for DAYTON and DE LUXE
Repairs and Supplies
DRISCOLL & JEANROY
209 W. 126th St. New York
'Phone, 3352 Morningside

OILS SUPPLIES
J. C. FOLEY
Agent for INDIAN MOTORCYCLES
Repairing Storing
2969 JEROME AVE., Corner Burnside Ave.

HARLEY-DAVIDSON
M. J. GOLDMAN
All Makes of Bicycles—Expert Repairing
115 Greenwich Ave. Phone 2966 Chelsea

HARLEY-DAVIDSON SALES CO.
Distributor
Harley Davidson Motorcycles and Bicycles
New York 583 West 110th St.
Bronx Branch Webster Ave. at 165th St.

INDIAN
HARLEM DISTRIBUTER
Harlem Motorcycle Garage. Rogers Sidecars in Stock to Fit All Make Machines.
1691 PARK AVE. Tel. Harlem 2337

FLYING MERKEL & MIAMI
Distributors and Service Station
Installment or Cash
MIAMI-MERKEL CYCLES CO.
1777 Bway. Room 459 Tel. Col. 549

OLIVER'S
INDIAN SERVICE STATION
All Repairs Guaranteed
959 Brook Ave., Tel. Melrose 9762
Over Berckheimer, Prop. V. C. Peiemare, Mgr.

H. RAOUL
Indian Motorcycle Agency
Uptown Indian Bicycle Distributer
Full Stock of Parts for All Models
Cor. Broadway and 178th St.
Repairs Storage

AMOS SHIRLEY, 935 Eighth Ave.
INDIAN and EXCELSIOR
Columbia, Hartford and Fay Juvenile Bicycles
Parts for the Indian, Excelsior and Pope
Repairs and Accessories

STERN BROS.' F. A. M. SHOP
NEW 1917 INDIAN
NOW BEING SHOWN
Storing, Repairing and Supplies
1519 SECOND AVE., Cor. 79th St. Phone Lenox 1933

BROOKLYN

"BOB" BRAZENOR
Brooklyn Distributor
HARLEY-DAVIDSON MOTORCYCLES
1157 Bedford Ave. 594 Jamaica Ave.
Tel. Decatur 1754 Tel. Cypress 4700
Brooklyn, N. Y.

FRANK P. BAKER
BROOKLYN DISTRIBUTOR
Indian Motocycles
1060-1062 Bedford Avenue
Phone Bedford 5207 Brooklyn, N. Y.

N. T. G. MOTOR CO.
Where SERVICE is the Byword
MOTORCYCLES - BICYCLES - SUPPLIES - REPAIRING - MORE SERVICE
Indian Our Specialty
Eastern Parkway & Rockaway Ave.
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EXCELSIOR MOTORCYCLE
Smith Motor Wheels—Iver Johnson Bicycles
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THOR MOTORCYCLES
Complete stock of parts, over night service. When in need of Thor parts try us. Large stock of used machines, all makes, at bargain prices.
B. RUDERMAN
1631 Bedford Ave. Brooklyn, N. Y.

WINGES BROTHERS, 1815 Bushwick Avenue, Brooklyn, N. Y., Brooklyn and Long Island distributors for the Dayton; also Indian agency. Expert repairing on all makes of motorcycles. Complete line of supplies. Prompt and satisfactory service a feature of this establishment.

LONG ISLAND

PLAZA MOTOR CYCLE EXCHANGE
TIRES & SUPPLIES
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IVER JOHNSON & PIERCE BICYCLES
Phone Astoria 1889 Zeisel & Feit, Props.
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INDIAN
AND SMITH MOTOR WHEEL
All makes of Bicycles—expert repairing
FLUSHING BICYCLE EXCHANGE
30 MAIN ST. FLUSHING, N. Y.
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HARLEY-DAVIDSON
Territory—Long Island City to Port Washington on North Shore. Demonstration gladly given.
Full Stock of Supplies—Used Machines.
HORN & McCRACKEN
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THE KOCH-RUHLE CO.
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Harley-Davidson Distributors for Long Island, Exclusive of Brooklyn
REPAIRS AND REAL SERVICE

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KLUCZEK CYCLE GARAGE
DISTRIBUTORS
READING STANDARD & DAYTON MOTORCYCLES
EMBLEM & JEFFERSON PARTS
47 William Street NEWARK, N. J.

W. EDW. MACDOUGALL CO.
Dist. of Harley-Davidson Motorcycle. Drop us a line if interested in second-hand machines.
102 Van Houton St., Paterson, N. J.

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MOTORCYCLES
Rebuilt machines. A written guarantee with each machine. Write for details and price list.
JOHN STEELE, 91 Broadway, Paterson, N. J.

HARLEY-DAVIDSON
Territory—Bergen County
From North Bergen to N. Y. State Line
Full Stock of Supplies and Parts
J. W. TERHUNE CO.
193 Main St. Tel. 1890 Hackensack, N. J.

PROVIDENCE

Motorcycle Repairing and Winter Overhauling. Complete repairs on any make.
INDIAN A SPECIALTY. PRICES RIGHT
Work guaranteed. 1916 Indians always in stock; any make taken in trade. All makes of second-hands on sale.
B. A. Swenson, 522 Broad St., Providence, R. I.

If you've got something to sell—don't delay, send your ad. to the classified department of Motor Cycle Illustrated

THE BIG RESULT GETTER

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Riders and dealers can secure all EXCELSIOR parts from our Service Department. No order too small. Promptness and Satisfaction Guaranteed.

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Get our monograms for motorcycles. 500% profit. Motorcycles plentiful everywhere. Thousands sold daily. Samples 10c. Write for particulars.

Western Motorist Accessories Co.
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CYLINDER GRINDING
Motor-Cycle Exclusively
New pistons and rings accurately fitted.
MUNCIE PISTON CO., Muncie, Ind.

Motorcycle Tires
Parts and Supplies
Also
BICYCLES and SUPPLIES
WHOLESALERS and JOBBERS
CITY SUPPLY CO.
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BARGAINS IN USED MOTORCYCLES
Write for our revised list of used motorcycles of all makes and models, including the Harley-Davidson, Reading-Standard, Merkel, Thor, Indian, Yale, Shickel, Pope and De Luxe.
Literature furnished on request.
The Place of Satisfaction.
MUELLER CYCLE AND SUPPLY CO.
Oldest and largest dealers in the northwest.
726 National Ave. Milwaukee, Wis.

MOTORCYCLES and BICYCLES
Sold on Installments
Part cash and balance weekly
C. Anthony Wolfe
1834 Broadway, New York.

Rogers SIDECARS
NEW YORK SERVICE STATION
Sidecars and parts in stock for all machines. Special attention to dealers.
IRVING BECK
1691 Park Ave. Phone Harlem 7063

Motorcycle Supplies
Get our catalog "C" describing all supplies for your machine at money saving prices.
E. J. WILLIS CO. 85 Chambers St. New York City

ONE INSERTION THREE CENTS A WORD; MINIMUM 50c.

Classified Advertisements

MORE THAN ONCE TWO CENTS A WORD PER ISSUE

FOR SALE

NEW 1917 Big-Valve Excelsior, raised bars; 3-inch tires; $195. Box 1689, Atlanta, Ga.

MESINGER air-cushion saddle, $8; Prest-O-Lite tank, $7; $6 nickeled headlight, $3; UBG $3.50 bracket, $1.50; Harley countershaft, $1.50; 28 x 3 Bluestreak casing, $6; 28 x 2¼ racing shoe, $2. Box 1689, Atlanta, Ga.

FOR SALE—1914 twin cylinder Indian, Prest-O-Lite and horn, in good condition, $85. Homer Mowry, Reynolds Dale, Pa.

MOTORCYCLES ON EASY PAYMENTS. Send for our list of makes, prices and terms. Number of machines to be sold limited. Send stamp. A. P. Strogonoff & Co., Schenectady, N. Y.

MOTOR SLEDS TO ORDER—Will fit your machine; $5 and up. Blue prints showing all types for $1, which will be refunded if order placed. A. P. Strogonoff & Co., Schenectady, N. Y.

INDIAN Powerplus, nearly new, $210; three-speed; tires, motor and frame in fine condition; cradle spring frame. Otis Gilliam, Mullinville, Kan.

FOR SALE—1916 Excelsior 3-speed twin; never been run; cost $265, will sell for $175; $25 deposit, balance C. O. D. Roy Hansen, Warren, Pa.

FOR SALE—1916 electrical equipped, 3-speed H.-D. motorcycle, in excellent condition; Stewart speedometer. Price $200. Chas. Grindrod, Belleville, Ill.; 204 S. Jackson St.

BUSINESS OPPORTUNITIES

FOR SALE—Motorcycle and bicycle business in connection with a well equipped repair shop, oxy-acetylene welding machine, cylinder reboring machine, boring machine, lathe, lawnmower grinding machine, key duplicating machine, Bowser gasoline filling station, etc. Large territory for H.-D. motorcycles and agency for same. Inventory $8,000. Business between $25,000 and $30,000 in fast growing city of Montana of about 15,000 population. Good reason for selling. Will sacrifice. Write A. C., care of MOTOR CYCLE ILLUSTRATED.

FOR SALE—Well established motorcycle business, in Southern city, 60,000 population. Riding and repair work good the year around. Agency for one of the leading motorcycles. Good reasons for selling. Address C. B., care MOTOR CYCLE ILLUSTRATED, 13 Park Row, New York, N. Y.

OPPORTUNITY—Well established bicycle and tobacco business. Hold contracts for complete Fisk and Michelin lines of tires. Fred Ginder, 822 Main St., Boonton, N. J.

WANTED—Cash paid for a few second hand motorcycles. Give full and honest description, and lowest price. Must be good trades. Ralph F. Reed, Fort Fairfield, Maine.

HELP WANTED

WANTED—A LIVE WIRE AS MANAGER FOR A BICYCLE DEPARTMENT: A jobbing house with an established trade has open a position with a future, to the right man. State experience, with whom, how long, and salary expected. Must be aggressive and full of pep. Address S. A., care of MOTOR CYCLE ILLUSTRATED, 13 Park Row, New York, N. Y.

SALESMAN WANTED—A motorcycle accessories and repair parts house in New York City has vacancy for traveling salesman. Good opportunity for right party. Chance for repairman or motorcycle dealer having salesman's ability. C. M., care of MOTOR CYCLE ILLUSTRATED.

WANTED—Experienced bicycle and motorcycle repair man, on bicycles especially, who is honest and willing to start on small salary in a new business and is capable of building up a business. Salary will be increased as business does. Address H. G., care of Motorcycle Illustrated.

POSITION WANTED

YOUNG MAN who has had six years' experience in repairing and demonstrating Indian motorcycles would like to locate himself in a live agency; also is a bicycle repairman and sporting goods clerk. Address E. B., care of MOTOR CYCLE ILLUSTRATED, 13 Park Row, New York, N. Y.

MISCELLANEOUS

BICYCLE TIRES VULCANIZED for the trade. Prompt service on Parcel Post and Express orders. Best work and lowest prices. 25 years' experience. W. M. Sharpe, 118 West Broadway, New York.

WANTED—Power lathe for motorcycle repair shop. F. C. Fenske, 141 West First, Oswego, N. Y.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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WORTH MORE Berling Magneto DOES MORE

ERICSSON MFG. CO., 1116 Military Road, Buffalo, N. Y.

Wherever Ball Bearings are used you will find

THE STAR

STAR Ball Retainers

Bearings Co. of America
Lancaster, Pa.
N. Y. Office—250 W. 54th St. Detroit—604 Ford Bldg.

MIAMI-MADE BICYCLES

are sure trade winners

RACYCLE, HUDSON, MIAMI, FLYING MERKEL

Send Today for Catalogs and Proposition

Miami Cycle & Mfg. Co., Middletown, O., U.S.A.

NATIONAL Motorcycle and Bicycle Spokes

We are selling several of the representative motorcycle and bicycle manufacturers, as well as some of the largest jobbers in the country.

For Motorcycles—.135 x .110 and .120 x .100. Made of high grade wire, either hand buffed or regular bright nickel finish. For Bicycles—.092 x .072; .080 x .060; .072 x .056. Furnished in National hand buffed or regular finish. Finest grade of wire. Rust proof!

The National Screw and Tack Co.
Cleveland Ohio

A Little Goes a Long Way

HARRIS
TRADE MARK REG. U.S. PAT. OFF.
OILS AND GREASES

And Every Drop Counts

Friction's Deadliest Enemy

Better lubrication, smaller upkeep expense, less wear on the motor results from the use of Harris Oil.

We produce a special oil for Motorcycles. Ask your dealer or write.

A. W. HARRIS OIL CO.
326 S. Water St., Providence, R. I.
Branch: 143 No. Wabash Ave., Chicago, Ill.

DUCKWORTH CHAINS

The Dayton, Indian, Henderson, Harley-Davidson, R-S, Pope and Excelsior machines will all be Duckworth equipped in 1917. A formidable array of proof of the superiority of Duckworth Chains.

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

POINTERS ABOUT PATENTS

Before you apply for a Patent write for this new booklet. An invention worth making is worth protecting. Patents procured in all countries. Full information on request.

LESTER L. SARGENT, Patent Lawyer
N.W. Cor 9th & G Sts., Washington, D. C.

To Buy or Sell

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THE MART

3 Cents a Word

Dealers—Write us for rates for advertising in our Dealers' Directory.

For assurance of prompt attention to your wants mention MOTOR CYCLE ILLUSTRATED.

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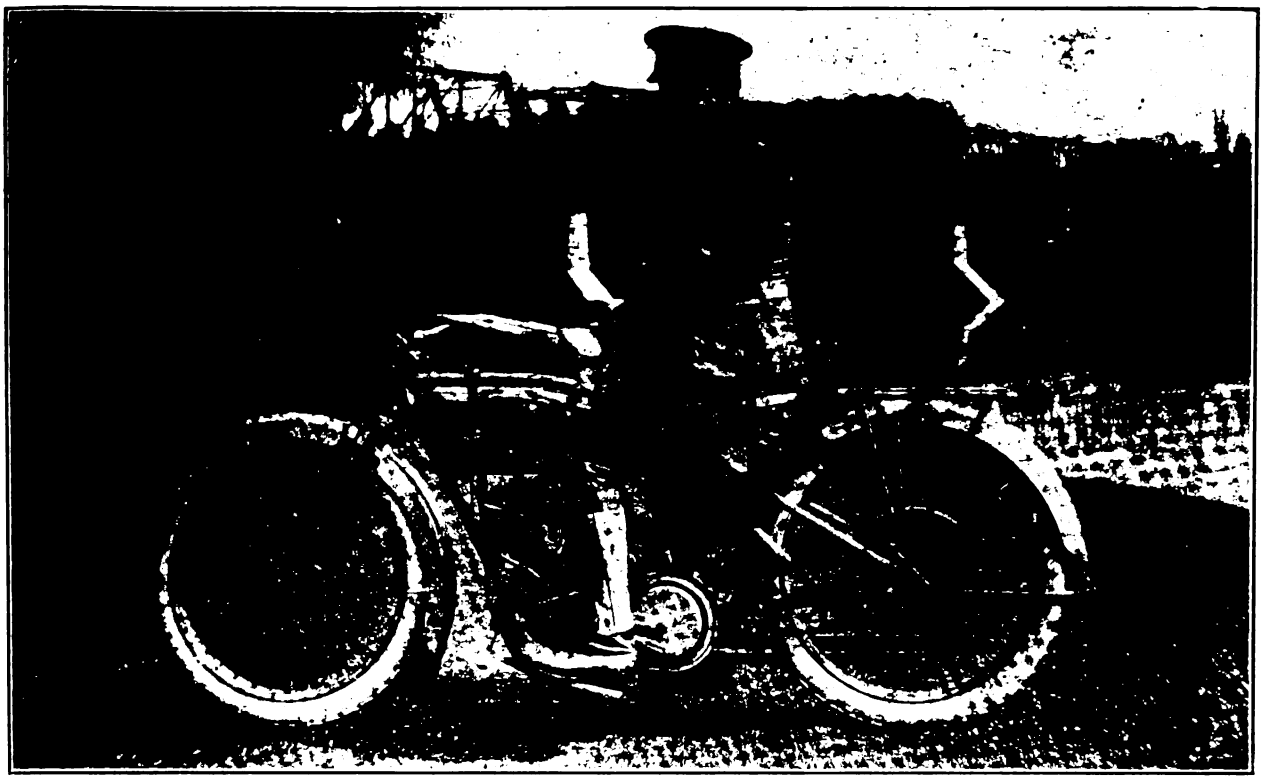

"We're On Our Way To Mexico"

About two weeks ago, two officers of the 71st Regiment, N. Y. N. G., raised a fund for the purchase of automobile and motorcycle equipment for a machine gun company. A careful investigation had been made, with the result that they ordered, and have had delivery, of

71 Reading Standards

Thus establishing a new record in the purchase, in one lot, of motorcycles for military use. Eight of these machines will carry guns and the other sixty-three will be manned by escorts. They will go into active service on the Mexican border in a few days.

They Picked the R-S

Because it had actually demonstrated a wonderful adaptability to hard usage. The R.-S. would not have been selected by these critical army officers if it had not made good, time and time again, under the very conditions which will be met with on the border.

Read the interesting details of the formation of this new company, in the news pages of this issue of Motor Cycle Illustrated.

READING STANDARD COMPANY

501 Water Street **READING, PA.**

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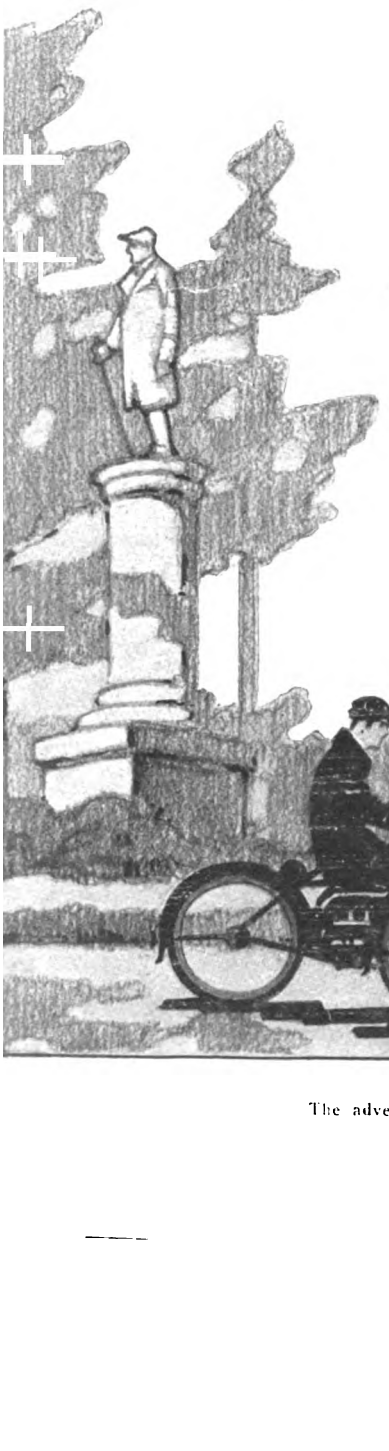
Firestone

Motorcycle Tires

RED-BLACK
Side Wall Tread



FIRESTONE specialists entered the motorcycle tire field in answer to the demand for equipment big enough and strong enough for the new high-power machines. Thus, from the beginning, Firestone "Auto-Bilt" Motorcycle Tires set a new standard of service.

The Non-Skid Tread is extra tough and thick, and the "give" of the Firestone rubber insures perfect traction. It is broad enough amply to protect the side wall and the grip holds true even in sharp turns. 30% more angles against skid.

More and better rubber for easy riding and machine protection. More and better fabric to insure extra strength and endurance. Write for records of victories and astonishing mileage.

Firestone Tubes for motorcycles are built heavier than the ordinary. Their giant, uniform strength withstands the heat of fast and long driving. Made either butt end, lap end or endless. Your dealer is ready—or can get Firestones on short notice.

FIRESTONE TIRE AND RUBBER COMPANY
"America's Largest Exclusive Tire and Rim Makers"
AKRON, OHIO Branches and Dealers Everywhere

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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MOTOR CYCLE ILLUSTRATED

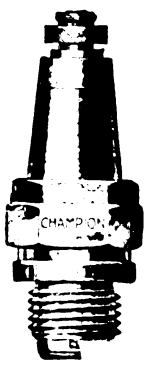
WITH WHICH IS NOW INCORPORATED

BICYCLING WORLD

Ten Cents a Copy | NEW YORK | July 13, 1916

Champion

"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"



Champion
Mica $\frac{7}{8}$-18
Metric Can't Break
75c

More Motor Pep

Champion Spark Plugs put more pep, punch and enthusiasm into your motor.

And they "stand the gaff" better than other plugs. The incessant hammering of the explosions does not crack or weaken Champions. And they **always deliver their sparks**—even under the most gruelling conditions.

A great majority of the motorcycle makers of the country are equipping with Champions. Profit by their tests and experiments and put Champions in **your** motor.

The Champion Guarantee
Absolute satisfaction to the user, free repair, replacement or your money back.

CHAMPION SPARK PLUG COMPANY

1710 Upton Ave., Toledo, Ohio

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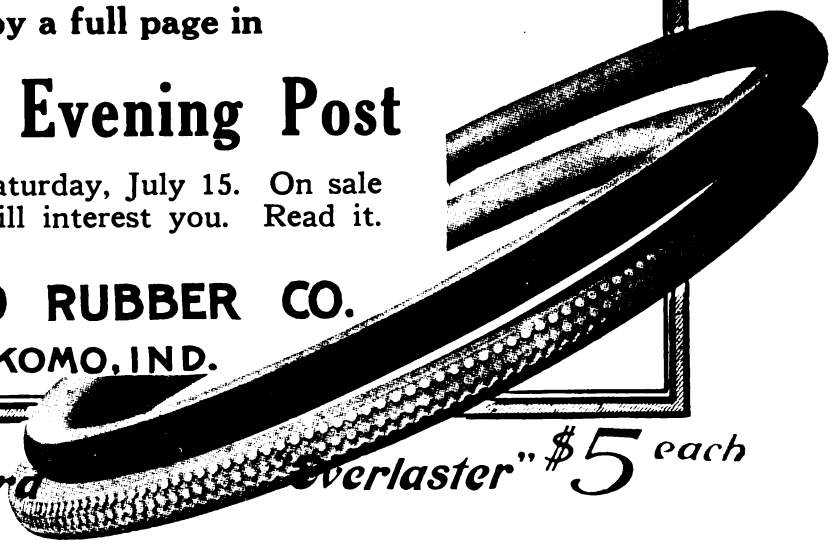
LONG-LIFE
Kokomo
BICYCLE TIRES

will again occupy a full page in

The Saturday Evening Post

this week. Issue dated Saturday, July 15. On sale Thursday, July 13. It will interest you. Read it.

KOKOMO RUBBER CO.
KOKOMO, IND.



"Kokomo Kord ... Everlaster" $5 each

FROM NEW HAVEN TO MIDDLETOWN
ON A

Miami
Power Bicycle

C. F. Pineau, on a regular stock Miami Power Bicycle, left New Haven, Conn., at 11 A. M. May 24th and arrived at Middletown, Ohio, at 4 P. M. May 30th—1102 miles actual running time, 65 hours—average, 17 miles per hour. Gasoline used, 8 1-5 gallons—average, 134 miles per gallon. No mechanical trouble or adjustments of any kind. First part of trip through the Berkshires, last part of trip over muddy roads in pouring rain. The "Miami" used on this trip had already covered over 1800 miles.

Thousands of Miami Power Bicycles are doing good, hard, steady work all over the country every day.

The Miami Cycle & Manufacturing Co.
Middletown, Ohio

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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JUL 21 1916

MOTOR CYCLE ILLUSTRATED

WITH WHICH IS NOW INCORPORATED THE BICYCLING WORLD

Ten Cents a Copy — NEW YORK — July 20, 1916

Carbon

Why "no carbon" is impossible.
How "minimum carbon" is assured.

CARBON has many lodging places. It fouls spark plugs and kills the spark. It pits the valve seats and weakens compression. By accumulating on the piston heads and in the combustion chambers, it causes knocking and racks your motor with pre-ignition.

The amount of carbon deposited in your motor depends upon the carburetion and gasoline combustion and on the character of the gasoline as well as on the quality of the lubricating oil itself and the correctness of its body for the motor.

As both gasoline and petroleum lubricating oils are chemical combinations of hydrogen and carbon, carbon is an essential element of each.

Only the free (suspended) carbon can be taken out. To remove the carbon which is in combination with other chemical elements, constituting gasoline and oil, would result in the destruction of the product itself.

Carbon deposit is likely to occur through incomplete combustion of the gasoline or through the destruction of the excess lubricating oil which will work into the combustion chamber if the oil is of incorrect body. "No carbon" oils do not exist.

To reduce carbon to the minimum your lubricating oil **must** be of high quality and of correct body for the piston design and lubricating system of your motor.

If you are particular about your fuel, carburetion, and ignition, you can end unnecessary carbon trouble by using the grade of Gargoyle Mobiloils specified for your motorcycle in the Chart of Recommendations shown, in part, below. This Chart represents the professional advice of the Vacuum Oil Company. If your motorcycle is not listed, a copy of the complete Chart will be sent you on request.

VACUUM OIL COMPANY — ROCHESTER, N. Y., U. S. A.

Specialists in the manufacture of high-grade lubricants for every class of machinery. Obtainable everywhere in the world.

Domestic Branches: Detroit Boston New York Chicago Philadelphia Indianapolis Minneapolis Pittsburgh Kansas City, Kan.

Explanation: In the chart below, the letter opposite the motorcycle indicates the grade of Gargoyle Mobiloils that should be used. For example, "A" means "Gargoyle Mobiloil A." "Arc." means "Gargoyle Mobiloil Arctic," etc. For all motorcycle transmissions use Gargoyle Mobiloil "C." The recommendations cover all models of the same make, unless otherwise noted.

MODEL OF MOTORCYCLES	1916		1915		1914		1913		1912	
	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter
A. M. C.	B	A	B	A	B	A	B	A		
American					B	A	B	A	B	A
Amer. Peugeot (2 cyl)					B	A	B	A	B	A
" " (4 cyl)							A	Arc.	A	Arc.
Armac									B	A
Arrow							B	A	B	A
Aurora									B	A
Autoped	B	A								
Auto Tri							B	A		
Bailey Flyer					B	A	B	A		
Black Hawk							B	A	B	A
Bradley									B	A
Breed									B	A
Cleveland	B	B								
Crawford					B	A				
Curtiss					B	A	B	A	B	A
C. V. S.									B	B
Cyclemotor	B	B								
Cyclone			B	A						
Dayton	B	A	B	A	B	A	B	A		
De Luxe (1 cyl)							B	A	B	A
" " (2 cyl)	B	A	B	A	B	A	A	Arc.	A	Arc.
Detroit									B	A
Detroit Bicar									B	A
Eagle	B	A	B	A	B	A	B	A	B	B
Electra									B	A
Emblem (1 cyl)	B	A	B	A			B	B	B	B
" (2 cyl)	B	A	B	A	B	A	B	A	B	A
Excelsior	A	A	A	A	B	A	B	A	B	A
Feilbach							A	Arc.		
Flanders			B	A	B	A	B	A	B	A
F. N.							A	Arc.	A	Arc.
Geer							B	A	B	A
Gerhart									B	A
Greyhound							B	A	B	A

Mobiloils

A grade for each type of motor.

In buying Gargoyle Mobiloils from your dealer, it is safest to purchase in original packages. Look for the red Gargoyle on the container. For information, kindly address any inquiry to our nearest office.

MODEL OF MOTORCYCLES	1916		1915		1914		1913		1912	
	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter
Harley-Davidson	B	A	A	Arc.	A	Arc.	A	Arc.	A	Arc.
Haverford									B	B
Henderson	A	A	A	Arc.	A	Arc.	A	Arc.	A	Arc.
Indian (1 cyl)	B	B	B	A	B	A	B	B	B	B
" (2 cyl)	B	A	B	A	B	A	B	A	B	A
Iver Johnson	B	A	B	A	B	A	B	A	B	A
Jefferson					B	A	B	A		
Kokomo									B	A
Limited					A	Arc.				
Majestic							B	A	B	A

MODEL OF MOTORCYCLES	1916		1915		1914		1913		1912	
	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter
Marvel							B	B	B	B
Maxim Tricar					B	A				
Merkel	B	A	B	A	B	A	B	A	B	A
Miami (Power Bicycle)	B	A								
Michaelson			B	A	B	A	B	A		
Militaire	A	A								
Minneapolis							B	A	B	A
M. M.							B	A	B	A
Monarch			B	A	B	A	B	A	B	A
Motorette			E	E	E	E	E	E	E	E
New Era							B	A	B	A
New Hudson							B	B		
N. S. U. (1 cyl)							B	B	B	B
" (2 cyl)							A	Arc.	A	Arc.
Peerless									B	A
P. E. M.							B	A	B	A
Peugeot							B	A	B	A
Pierce (1 cyl)					B	A	B	A	B	A
" (4 cyl)					A	Arc.	A	Arc.	A	Arc.
Pirate					B	A	B	B		
Pope	B	A	B	A	B	A	B	A	B	A
Racycle									B	A
Reading Standard	B	A	B	A	B	A	B	A	B	A
Reliance							B	A	B	A
Schickel	B	A	B	A	B	B	A	Arc.	B	A
Scout							B	B		
Shaw	B	A	B	A	B	A	B	A		
Smith (Motor Wheel)	A	A	A	A						
Theim					B	A	B	A	B	A
Thor (1 cyl)			B	A	B	A	B	B	B	B
" (2 cyl)	B	A	B	A	B	A	B	A	B	A
Tiger Autobike	B	B								
Wagner	B	A	B	A	B	A	B	A	B	A
Yale (1 cyl)			B	A	B	A	B	B	B	B
" (2 cyl)			B	A	B	A	B	A	B	A

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LONG-LIFE

Kokomo

BICYCLE TIRES

$5 each

"Kokomo Kord"

"Everlaster"

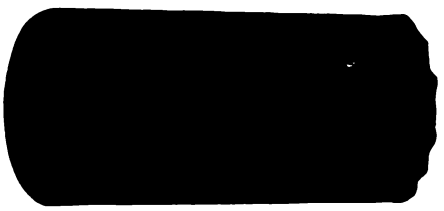
have led the way for more than twenty years. If a better bicycle tire could be built, its name would still be Kokomo.

KOKOMO RUBBER CO. KOKOMO, IND.

STANWELD Frame Parts

STANWELD Frame Parts are used exclusively by the manufacturers of every high-grade machine in the United States. They are made from carefully selected stock which has been tested and analyzed. Stanweld Cold Drawn Seamless Steel Tubing is known throughout the world for its extreme lightness, great strength, and beautiful finish. When you buy a new machine or parts, be sure to specify Stanweld.

If you own a machine built of Stanweld Frame Parts you can be sure of its strength and safety.



Section of Re-Inforced Tube

Stanweld Rims, Tubular Parts, and Mud-Guards have no equal. You get them when you buy a Harley-Davidson, Indian, Dayton, Flying-Merkel, Reading-Standard, Pope, Emblem, Henderson, or Excelsior Motorcycle.

We are prepared to render every assistance to prospective builders of bicycles or motorcycles.

The Standard Welding Co.

"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - - - - CLEVELAND

Branch Offices in

New York Chicago Indianapolis Detroit

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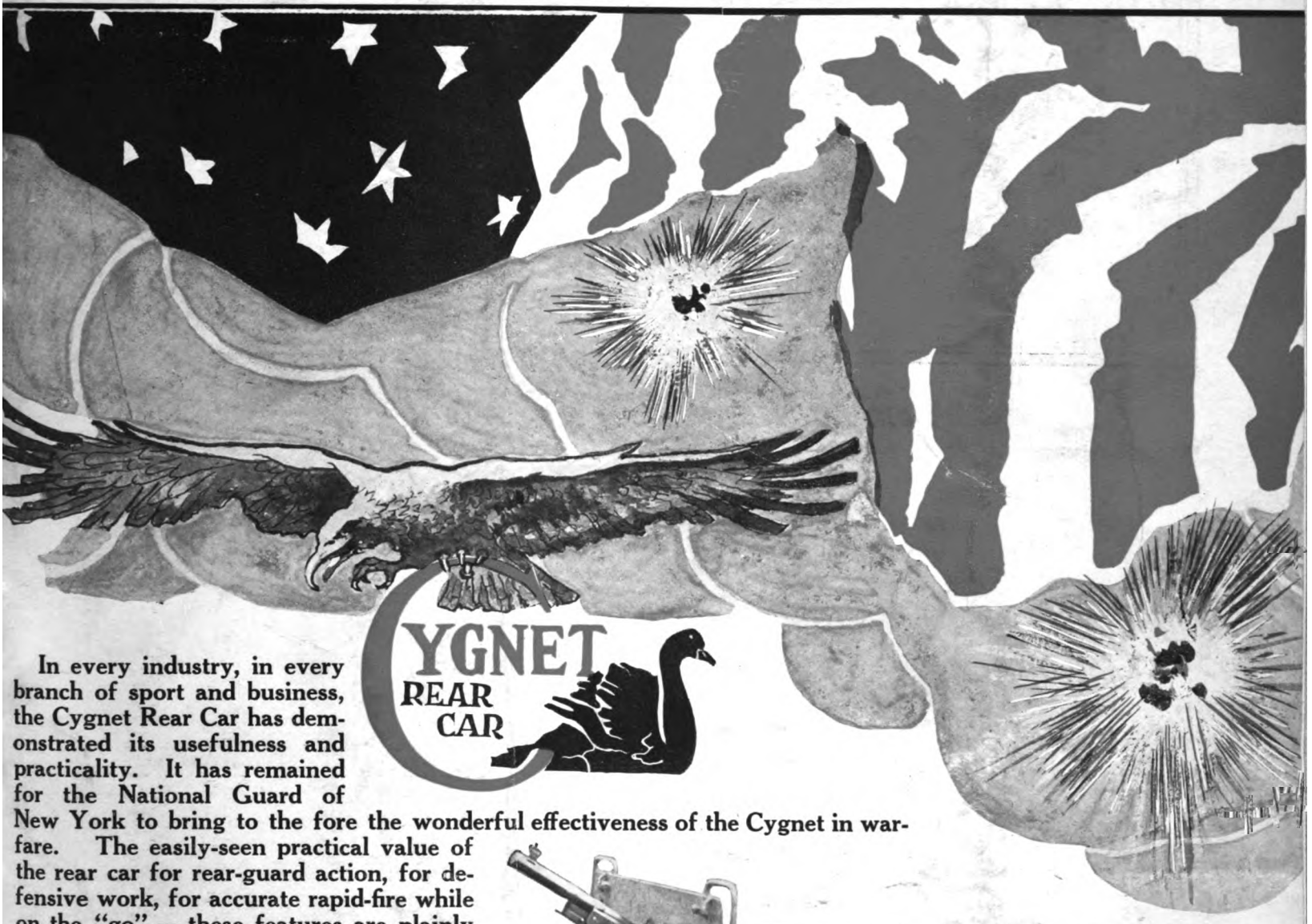
MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy — NEW YORK — July 27, 1916



CYGNET REAR CAR

In every industry, in every branch of sport and business, the Cygnet Rear Car has demonstrated its usefulness and practicality. It has remained for the National Guard of New York to bring to the fore the wonderful effectiveness of the Cygnet in warfare. The easily-seen practical value of the rear car for rear-guard action, for defensive work, for accurate rapid-fire while on the "go" — these features are plainly shown in the photograph reproduced here.

The main outstanding feature of the CYGNET Rear Car is ADAPTABILITY. For pleasure, for business, for the grim work of war, for every conceivable use where an economical, commodious, easily handled vehicle is needed, the CYGNET has made good.

Cygnet Rear Car Co.

BUFFALO NEW YORK

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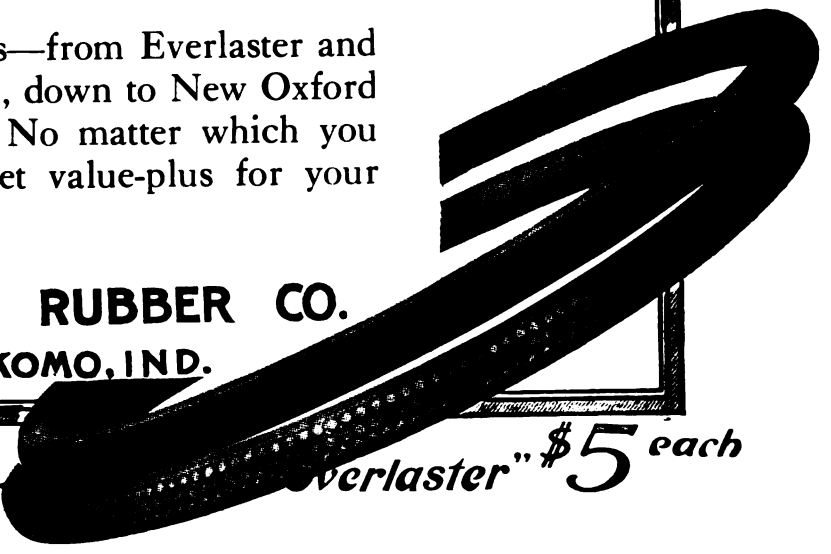
LONG-LIFE
Kokomo
BICYCLE TIRES

are unusual tires—from Everlaster and Kord at $5 each, down to New Oxford at $2.50 each. No matter which you choose you'll get value-plus for your money.

KOKOMO RUBBER CO.
KOKOMO, IND.



"Kokomo Kor… …verlaster" $5 each

HALCO-BRAND
MORE BETTER THAN THE BEST

"Artillery" Puttee

Made of Quality Leather
Made for Quality Buyers

They sell on Merit alone—not price.
They afford maximum convenience, comfort, style and wear.
"On and off in a jiffy"

An extra heavy leather, tanned to a remarkable smoothness, makes for an excess of durability. The Halco "Artillery" Puttee really "wears like iron." Its graceful shape molds itself to the leg and gives a wonderfully smart and neat appearance. Add to this the fact that this "Artillery" Puttee comes in five distinct styles, and you have some of the principal reasons why the Halco "Artillery" is meeting with such a unanimous approval among the riders.

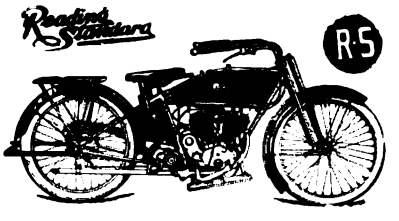
Dealers should write at once for trade prices.

Hagerstown Shoe & Legging Co.
Hagerstown, Md.

Reading Standard

The ONE machine that can climb any possible hill. Talk to the rider of the classy R-S, about POWER.

Thousands of R-S riders realize that it is the searching mountain tests that make the R-S RELIABLE. Not alone in APPEARANCE, but it is built to ENDURE, to SERVE and to WIN.



Write for catalogue describing the most perfect and best all around machine made.

Reading Standard Company
501 Water St. **Reading, Pa.**

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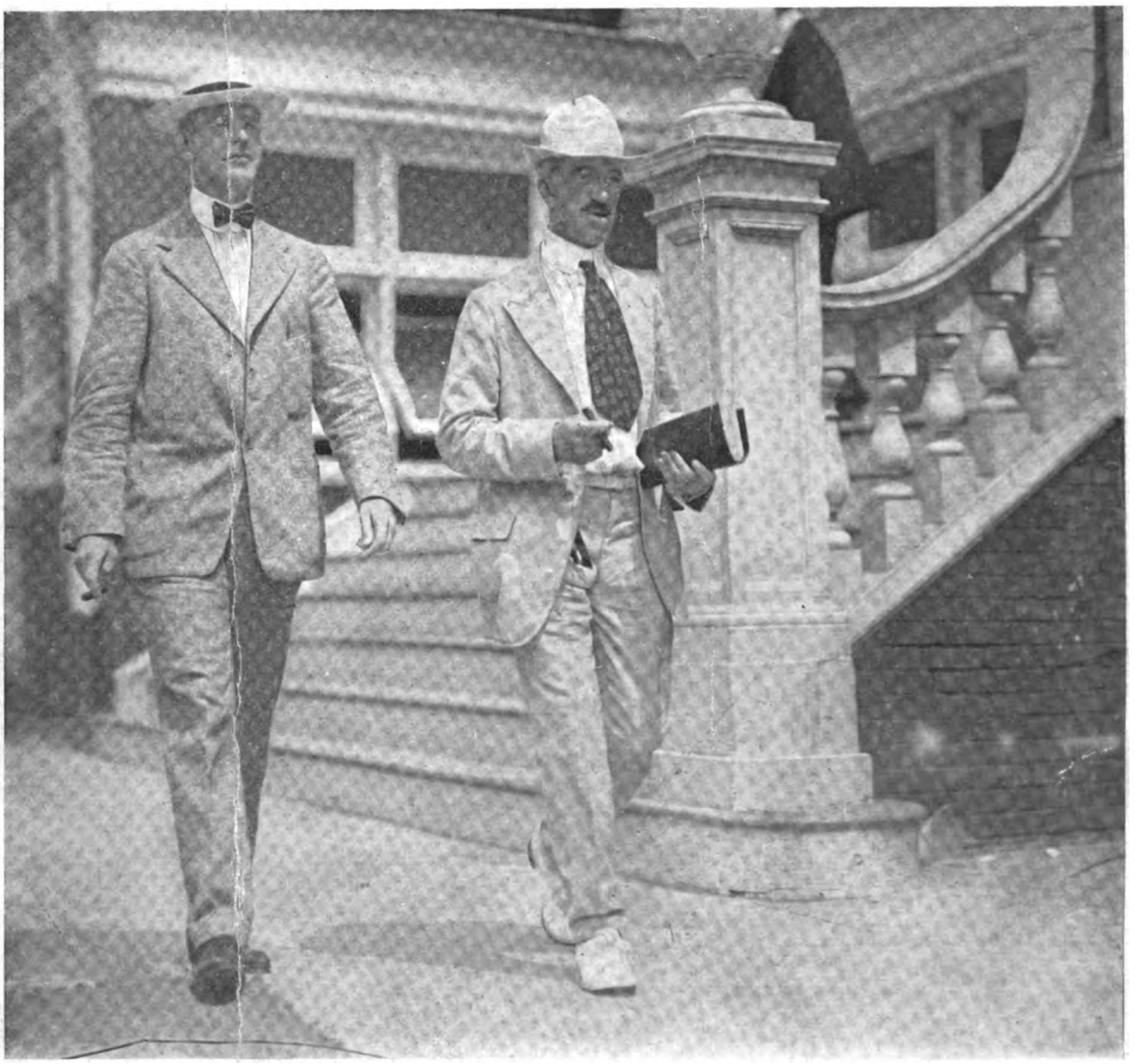
MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy — NEW YORK — August 3, 1916



Messrs. Morehouse and Surre, of the C. P. A. Arrangements Committee, starting out for the first business session of the convention

CYCLE TRADES CONVENTION NUMBER

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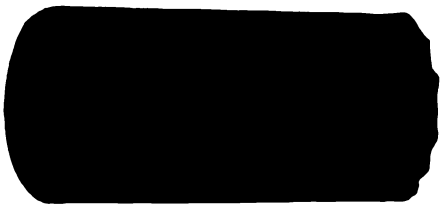
If you own a machine built of Stanweld Frame Parts you can be sure of its strength and safety.



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We are prepared to render every assistance to prospective builders of bicycles or motorcycles.

The Standard Welding Co.

"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - - - - CLEVELAND

Branch Offices in

New York Chicago Indianapolis Detroit

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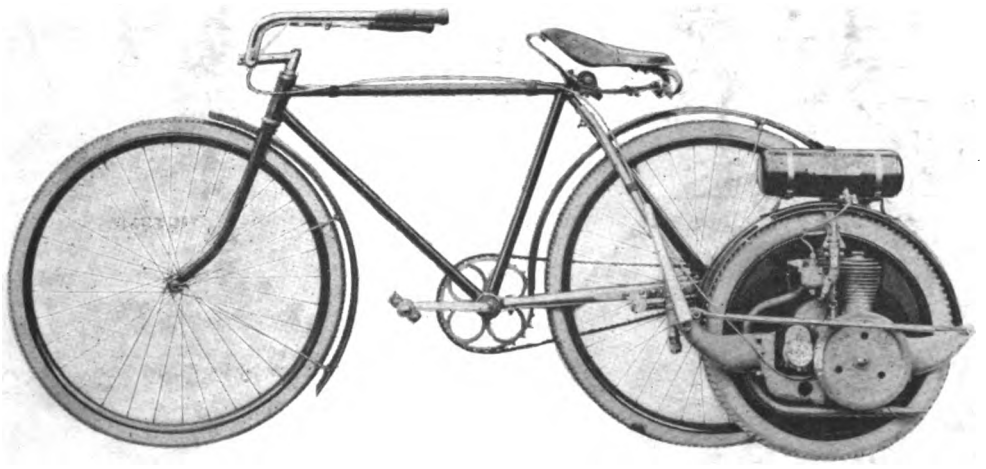
B
OCT 3 1916

MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy NEW YORK August 10, 1916



Smith Motor Wheel
DETACHABLE

Puts Pep and Power into Your Bicycle

Five minutes is all the time required for attaching a Smith Motor Wheel to any make of bicycle. Then, presto—you mount your wheel and the distance that was once measured mile for mile, slips by without your noticing it. You come and go where and when you please.

Champion
"TOLEDO MADE FOR THE WHOLE WORLDS TRADE"

The Champion Spark Plugs that are furnished with all Smith Motor Wheels are assurance enough of the motor's reliability.

That is the reason why the A. O. Smith Company selected them as standard equipment.

With your Motor Wheel equipped with Champion Plugs at the start you are sure to be there at the finish.

Champion Heavy Duty Metric Price $1.

Champion Spark Plug Co. 1711 Upton Ave., Toledo, Ohio

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LONG-LIFE

Kokomo

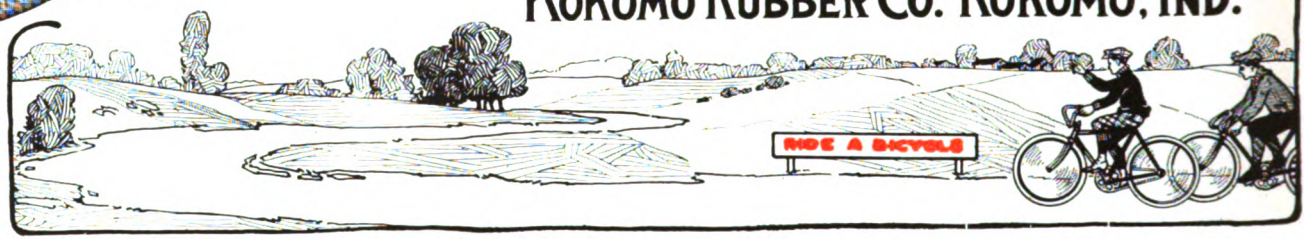
BICYCLE TIRES

$5 each

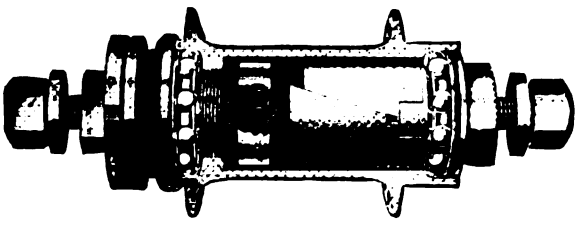
"Kokomo Kord"
"Everlaster

are *always* full-size. They hug the rim—so that no dust can work in between the tire and rim. This means longer life for the tire.

KOKOMO RUBBER CO. KOKOMO, IND.



THE BIG IT



The Little Musselman

Miami Cycle & Manufacturing Company
Middletown, Ohio

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AUG 16 1916

MOTORCYCLE ILLUSTRATED

Ten Cents a Copy — NEW YORK — August 17, 1916

Gasoline Economy

How it is affected by correct or incorrect body in lubricating oil.

HAVE you noticed this:
Excessive consumption of lubricating oil is usually accompanied by excessive gasoline consumption.

The rough diagrams herewith indicate how this waste occurs.

In each cylinder the space between the piston itself and the cylinder walls is usually termed the piston clearance.

Each piston is fitted with a number of rings which are free to expand and contract and are designed to fill this clearance.

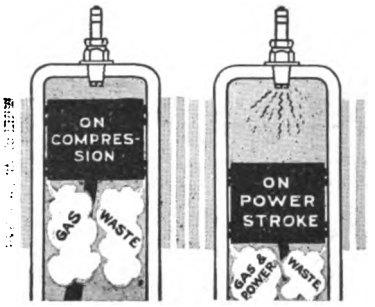
If the *body* of your lubricating oil fails to seal the piston rings two things happen:

First: The oil rapidly works *up* past the piston rings into the combustion chamber. There it is burned with each explosion. Oil is used up rapidly. Excess carbon deposit results.

Second: With a poor piston ring seal, the gas mixture works *down* past the piston rings on each compression stroke. Gas goes to waste.

On the power stroke the exploding fuel charge also works down past the piston rings. Gasoline again wastes. Power is lost. *Gas consumption mounts up.*

Gasoline economy and full power both demand oil which correctly seals the piston rings in your motor.



The design of the pistons, the piston clearance and the number, construction and fit of the piston rings as well as the type of lubricating system employed vary in different motorcycles.

Different motorcycles, therefore, demand oils of different body.

In the Lubrication Chart below which represents our professional advice, you will find specified the correct grade of Gargoyle Mobiloils for your motorcycle—the oil which assures a proper piston ring seal.

In use you will find that this oil will maintain full compression and prevent the escape of the expanding gases on the power stroke, thus assuring—

Gasoline Economy
Power Economy
Oil Economy—and
Preventing the formation of carbon deposits.

The complete Chart is shown here.

VACUUM OIL COMPANY — Rochester, N. Y., U. S. A.

Specialists in the manufacture of high-grade lubricants for every class of machinery. Obtainable everywhere in the world.

Domestic Branches: Detroit Boston New York Chicago Philadelphia Indianapolis Minneapolis Pittsburgh Kansas City, Kan.

Explanation: In the chart below, the letter opposite the motorcycle indicates the grade of Gargoyle Mobiloils that should be used. For example, "A" means "Gargoyle Mobiloil A." "Arc." means "Gargoyle Mobiloil Arctic," etc. For all motorcycle transmissions use Gargoyle Mobiloil "C." The recommendations cover all models of the same make, unless otherwise noted.

MODEL OF MOTORCYCLES	1916 Summer	1916 Winter	1915 Summer	1915 Winter	1914 Summer	1914 Winter	1913 Summer	1913 Winter	1912 Summer	1912 Winter
A. M. C.	B	A	B	A	B	A	B	A	...	...
American	...	...	...	...	B	A	B	A	B	A
Amer. Peugeot (2 cyl)	...	...	...	...	B	A	B	A	B	A
" " (4 cyl)	...	...	...	...	...	...	A	Arc.	A	Arc.
Armac	...	...	...	...	...	...	...	...	B	A
Arrow	...	...	...	...	...	...	B	A	B	A
Aurora	...	...	...	...	...	...	...	...	B	A
Autoped	B	A	...	...	...	...	...	...	...	...
Auto Tri	...	...	...	...	...	...	B	A	...	...
Bailey Flyer	...	...	...	...	B	A	B	A	...	...
Black Hawk	...	...	...	...	...	...	B	A	B	A
Bradley	...	...	...	...	...	...	...	...	B	A
Breed	...	...	...	...	...	...	...	...	B	A
Cleveland	B	B	...	...	...	...	...	...	...	...
Crawford	...	...	...	...	B	A	...	...	...	...
Curtiss	...	...	...	...	B	A	B	A	B	A
C. V. S.	...	...	...	...	...	...	...	...	B	B
Cyclemotor	B	B	...	...	...	...	...	...	...	...
Cyclone	...	...	B	A	...	...	...	...	...	...
Dayton	B	A	B	A	B	A	B	A	...	...
De Luxe (1 cyl)	...	...	...	...	...	...	B	A	B	A
" " (2 cyl)	B	A	B	A	B	A	A	Arc.	A	Arc.
Detroit	...	...	...	...	...	...	...	...	B	A
Detroit Bicar	...	...	...	...	...	...	...	...	B	A
Eagle	B	A	B	A	B	A	B	A	B	B
Electra	...	...	...	...	...	...	...	...	B	A
Emblem (1 cyl)	B	A	B	A	...	...	B	B	B	B
" (2 cyl)	B	A	B	A	B	A	B	A	B	A
Excelsior	A	A	A	A	B	A	B	A	B	A
Feilbach	...	...	...	...	...	...	A	Arc.	...	...
Flanders	...	...	B	A	B	A	B	A	B	A
F. N.	...	...	...	...	...	...	A	Arc.	A	Arc.
Geer	...	...	...	...	...	...	B	A	B	A
Gerhart	...	...	...	...	...	...	...	...	B	A
Greyhound	...	...	...	...	...	...	B	A	B	A

GARGOYLE

Mobiloils

A grade for each type of motor

In buying Gargoyle Mobiloils from your dealer, it is safest to purchase in original packages. Look for the red Gargoyle on the container. For information, kindly address any inquiry to our nearest office.

MODEL OF MOTORCYCLES	1916 Summer	1916 Winter	1915 Summer	1915 Winter	1914 Summer	1914 Winter	1913 Summer	1913 Winter	1912 Summer	1912 Winter
Harley-Davidson	B	A	A	Arc.	A	Arc.	A	Arc.	A	Arc.
Haverford	...	...	...	...	...	...	...	...	B	B
Henderson	A	A	A	Arc.	A	Arc.	A	Arc.	A	Arc.
Indian (1 cyl)	B	B	B	A	B	A	B	B	B	B
" (2 cyl)	B	A	B	A	B	A	B	A	B	A
Iver Johnson	B	A	B	A	B	A	B	A	B	A
Jefferson	...	...	...	...	B	A	B	A	...	...
Kokomo	...	...	...	...	...	...	...	...	B	A
Limited	...	...	...	...	A	Arc.	...	...	...	...
Majestic	...	...	...	...	...	...	B	A	B	A

MODEL OF MOTORCYCLES	1916 Summer	1916 Winter	1915 Summer	1915 Winter	1914 Summer	1914 Winter	1913 Summer	1913 Winter	1912 Summer	1912 Winter
Marvel	...	...	...	...	...	...	B	B	B	B
Maxim Tricar	...	...	...	...	B	A	...	...	...	...
Merkel	B	A	B	A	B	A	B	A	B	A
Miami (Power Bicycle)	B	A	...	...	...	...	...	...	...	...
Michaelson	...	...	B	A	B	A	B	A	...	...
Militaire	A	A	...	...	...	...	...	...	...	...
Minneapolis	...	...	...	...	...	...	B	A	B	A
M. M.	...	...	...	...	...	...	B	A	B	A
Monarch	...	...	B	A	B	A	B	A	B	A
Motorette	...	...	E	E	E	E	E	E	E	E
New Era	...	...	...	...	...	...	B	A	B	A
New Hudson	...	...	...	...	...	...	B	B	...	...
N. S. U. (1 cyl)	...	...	...	...	...	...	B	B	B	B
" (2 cyl)	...	...	...	...	...	...	A	Arc.	A	Arc.
Peerless	...	...	...	...	...	...	...	...	B	A
P. E. M.	...	...	...	...	...	...	B	A	B	A
Peugeot	...	...	...	...	...	...	B	A	B	A
Pierce (1 cyl)	...	...	...	...	B	A	B	A	B	A
" (4 cyl)	...	...	...	...	A	Arc.	A	Arc.	A	Arc.
Pirate	...	...	...	...	B	A	B	B	...	...
Pope	B	A	B	A	B	A	B	A	B	A
Racycle	...	...	...	...	...	...	...	...	B	A
Reading Standard	B	A	B	A	B	A	B	A	B	A
Reliance	...	...	...	...	...	...	B	A	B	A
Schickel	B	A	B	A	B	B	A	Arc.	B	A
Scout	...	...	...	...	...	...	B	B	...	...
Shaw	B	A	B	A	B	A	B	A	...	...
Smith (Motor Wheel)	A	A	A	A	...	...	...	...	...	...
Theim	...	...	...	...	B	A	B	A	B	A
Thor (1 cyl)	...	...	B	A	B	A	B	B	B	B
" (2 cyl)	B	A	B	A	B	A	B	A	B	A
Tiger Autobike	B	B	...	...	...	...	...	...	...	...
Wagner	B	A	B	A	B	A	B	A	B	A
Yale (1 cyl)	...	...	B	A	B	A	B	B	B	B
" (2 cyl)	...	...	B	A	B	A	B	A	B	A

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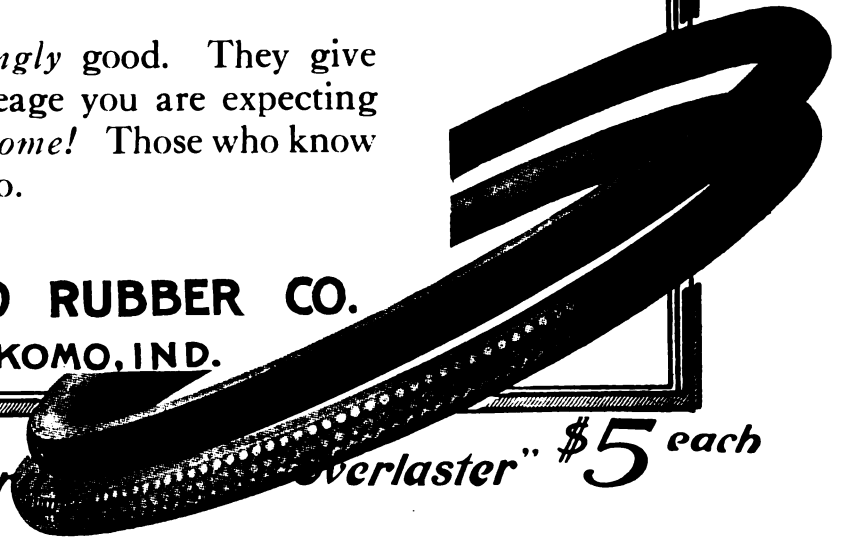
LONG-LIFE
Kokomo
BICYCLE TIRES

are *surprisingly* good. They give you the mileage you are expecting —and *then some!* Those who know buy Kokomo.

KOKOMO RUBBER CO.
KOKOMO, IND.



"Kokomo Kor[illegible]verlaster" $5 each

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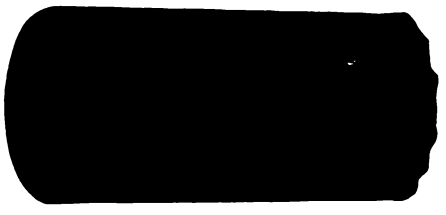

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"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - - - - - CLEVELAND

Branch Offices in

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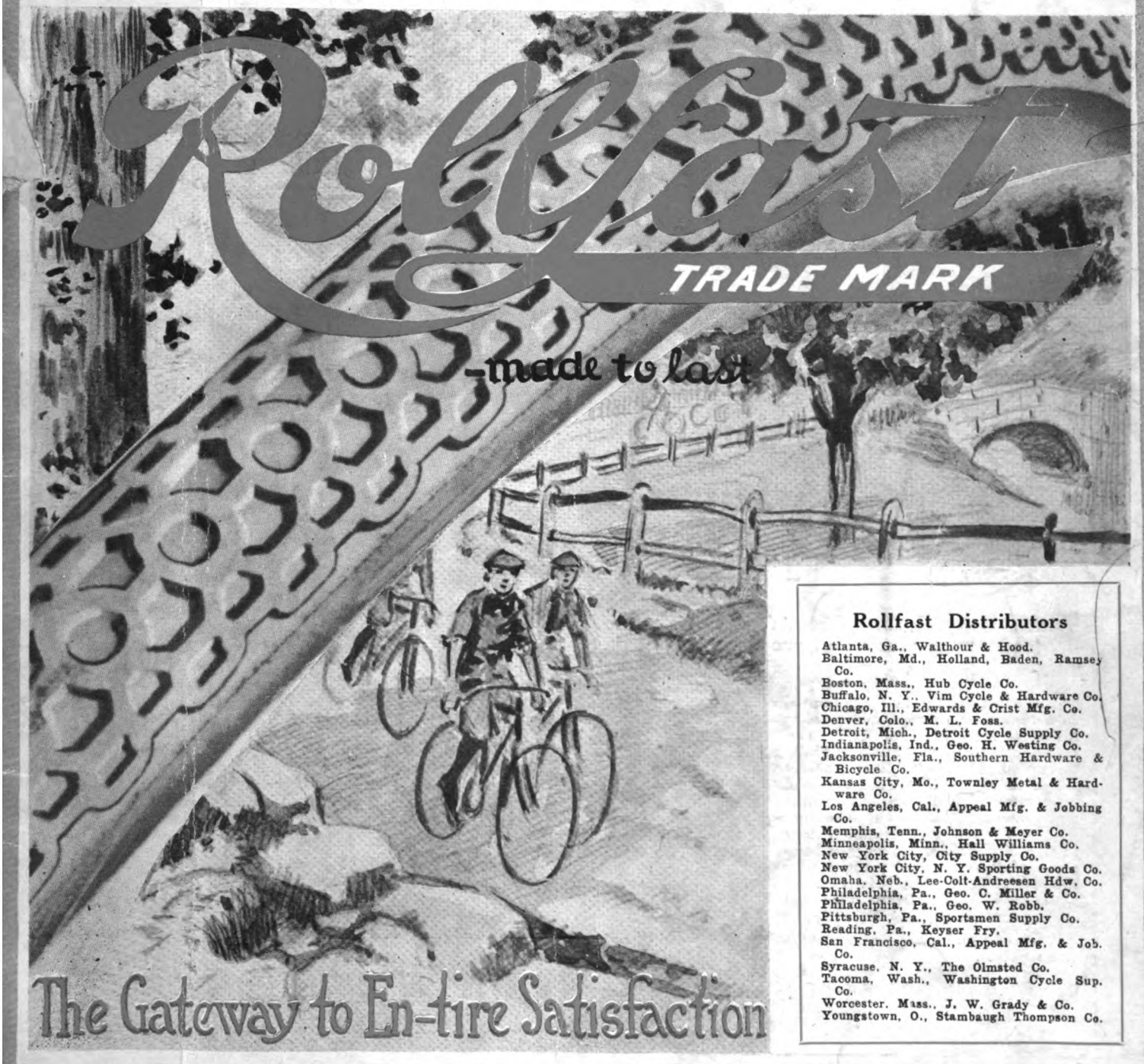
MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy — NEW YORK — August 24, 1916



Rollfast Distributors

Atlanta, Ga., Walthour & Hood.
Baltimore, Md., Holland, Baden, Ramsey Co.
Boston, Mass., Hub Cycle Co.
Buffalo, N. Y., Vim Cycle & Hardware Co.
Chicago, Ill., Edwards & Crist Mfg. Co.
Denver, Colo., M. L. Foss.
Detroit, Mich., Detroit Cycle Supply Co.
Indianapolis, Ind., Geo. H. Westing Co.
Jacksonville, Fla., Southern Hardware & Bicycle Co.
Kansas City, Mo., Townley Metal & Hardware Co.
Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y. Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Geo. C. Miller & Co.
Philadelphia, Pa., Geo. W. Robb.
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry.
San Francisco, Cal., Appeal Mfg. & Job. Co.
Syracuse, N. Y., The Olmsted Co.
Tacoma, Wash., Washington Cycle Sup. Co.
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.

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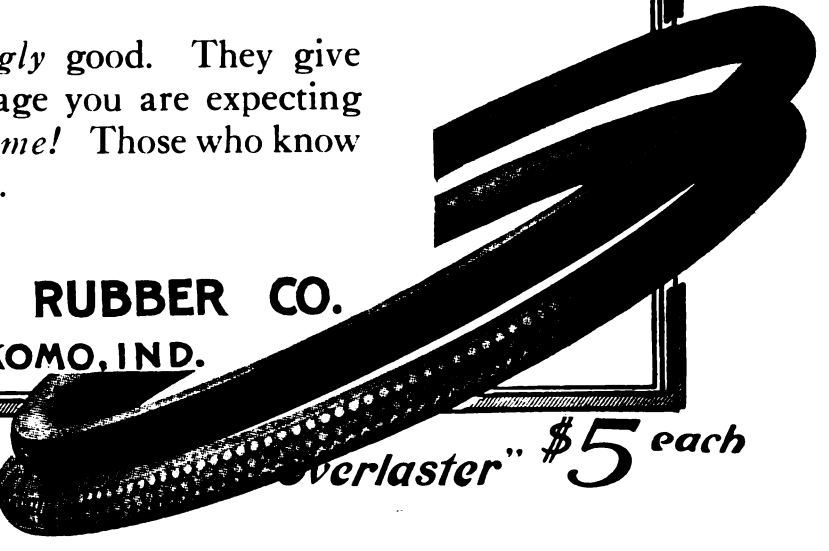

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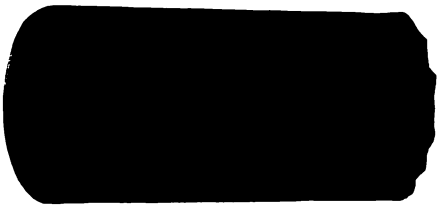

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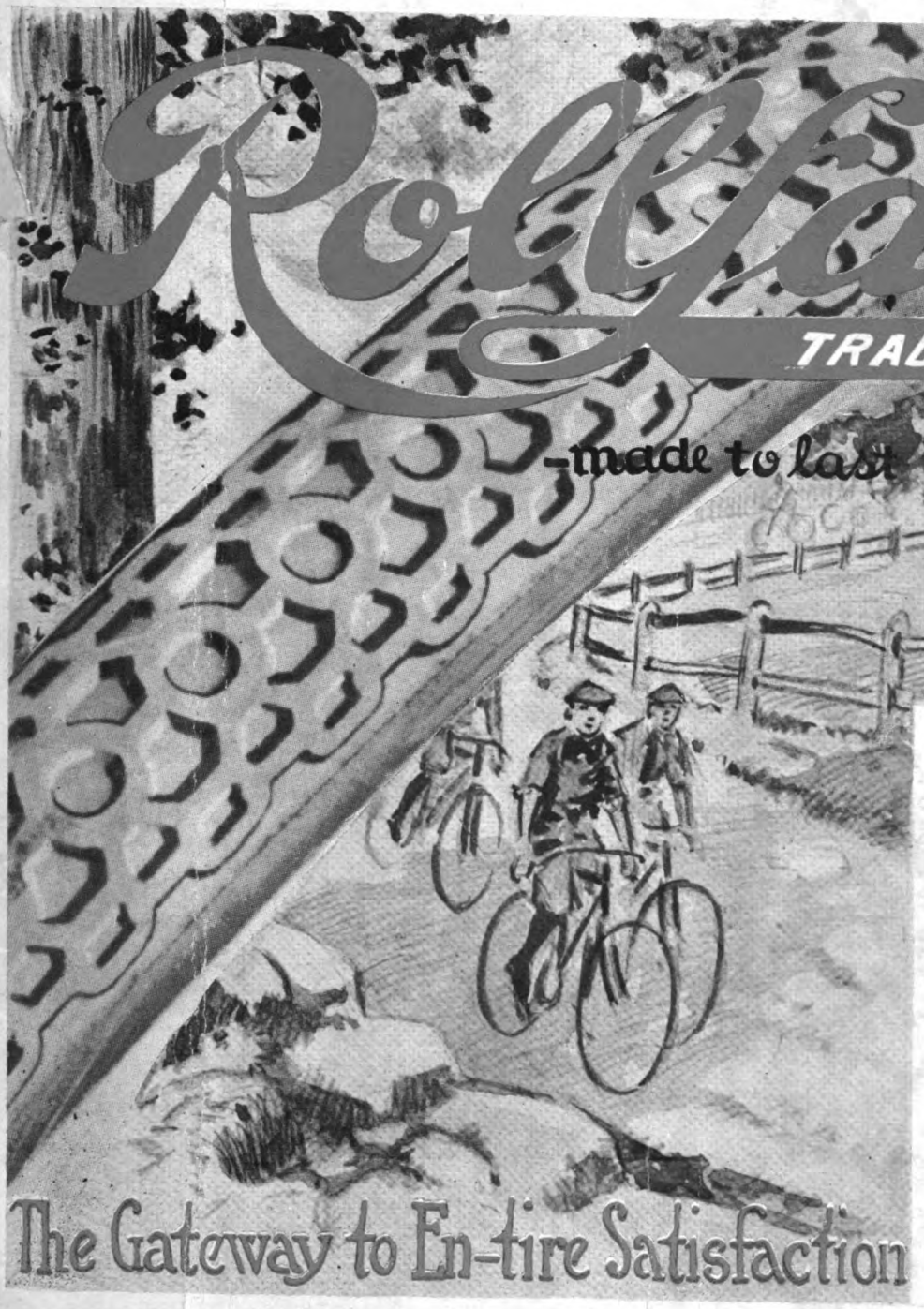
MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy — NEW YORK — August 24, 1916

Rollfast

TRADE MARK

-made to last



The Gateway to En-tire Satisfaction

Rollfast Distributors

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Boston, Mass., Hub Cycle Co.
Buffalo, N. Y., Vim Cycle & Hardware Co.
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Los Angeles, Cal., Appeal Mfg. & Jobbing Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y. Sporting Goods Co.
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San Francisco, Cal., Appeal Mfg. & Job. Co.
Syracuse, N. Y., The Olmsted Co.
Tacoma, Wash., Washington Cycle Sup. Co.
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.

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When Ordering Puttees Be Sure and Mention the

HALCO-BRAND — MORE BETTER THAN THE BEST

"Artillery" Puttee

With the *Quick Detachable* feature. They're as good as they look and are on and off in a jiffy.

An extra heavy leather, tanned to a remarkable smoothness, makes for an excess of durability. The Halco "Artillery" Puttee really "wears like iron." Its graceful shape molds itself to the leg and gives a wonderfully smart and neat appearance. Add to this the fact that this "Artillery" Puttee comes in five distinct styles, and you have some of the principal reasons why the Halco "Artillery" is meeting with such a unanimous approval among the riders.

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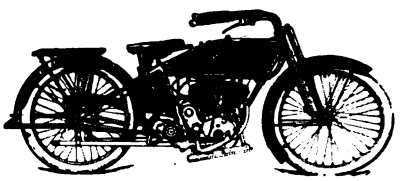
Hagerstown, Md.



R - S R - S

You naturally associate the R-S with products that are at the topmost peak in their class. If, by chance, you haven't formed an opinion get our interesting catalogue which tells you, in a convincing way, why the 12 h. p. R-S is called the "King of the Hills."

READING STANDARD COMPANY
501 Water Street, Reading, Pa.

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REG. U.S. PAT. OFF.

MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy

NEW YORK

August 31, 1916

THE SMOOTH POWER ROAD

Another vast horde of riders will take the smooth power road in 1917, for among other leading makes *all 1917 Harley-Davidson motorcycles* will be equipped with SKF Self-Aligning Ball Bearings—as have been those of 1916 and previous years.

So when you see a Harley-Davidson go by and hear the deep bass hum of the motor, the "tick-tick" of the cams and note how smoothly, how silently the engine shaft rotates, you will know that friction has been clipped to a fraction because of SKF equipment.

This holds true also with the Pope, the Reading Standard, the Cleveland, and the Miami, all of which machines have added sales and service properties because of SKF equipment.

Write for ball-bearing data.

SKF BALL BEARING COMPANY HARTFORD, CONN.

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1917 DEALERS 1917

Something new for motorcycle dealers ∴ ∴ ∴

Thor

More Profits Bigger Returns Quicker Sales

Let us hear from you regarding your next season's requirements

AURORA AUTOMATIC MACHINERY CO.

GENERAL OFFICES: Thor Bldg., 1307 Michigan Ave., Chicago SALES OFFICES AND WORKS: 361 W. Superior St., Chicago
PACIFIC COAST BRANCH: 61 Fremont Street, San Francisco

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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SEP 9 1916

MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy NEW YORK September 7, 1916

Miami Power Bicycles are practical in every sense of the word. Practical because they are dependable and within the limits of every man's pocketbook. Their first cost and operating cost is so little that anybody can afford to own one. And the comfort and satisfaction they give both to business men and pleasure seekers has made them the popular choice of thousands.

Champion
"TOLEDO MADE FOR THE WHOLE WORLDS TRADE"

Champion Spark Plugs add to the dependability of the Miami machine. They furnish the pep and punch that keeps the motor purring. That is why they are offered as standard equipment on every Miami Power Bicycle that leaves the factory. The Miami engineers selected Champions after testing out practically every other make of spark plug.

Champion Heavy Duty Price $1.

Champion Spark Plug Co. 1712 Upton Ave., Toledo, Ohio

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LONG-LIFE
Kokomo
BICYCLE TIRES

can't be beat for consistent, satisfactory service. Kokomo Tires are **superior** tires—from Kokomo Kord and Everlaster at $5 each, to Kokomo Oxford at $2.50 each. The best is none too good for you. Try Kokomo!

KOKOMO RUBBER CO.
KOKOMO, IND.

"Kokomo Kor... verlaster" $5 each

Schrader
"For your tire's sake"

You should ride on air not on rubber. When your tires are too soft you are riding on rubber, and rubber costs money and wears out.

USE A
Schrader Universal
TIRE PRESSURE GAUGE

It is the only sure way of knowing whether you are riding on air or on rubber.

PRICE, $1.00

A. Schrader's Son, Inc.
783-791 Atlantic Ave.
BROOKLYN NEW YORK

THE remarkable achievements of four-cylinder power during the 1916 season has focused attention on the unusual ability of this type of motor. The 1917 Henderson announcement will be read eagerly by alert riders and dealers in all parts of the world.

HENDERSON MOTORCYCLE CO., Detroit

HENDERSON

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SEP 15 1916

MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy — NEW YORK — September 14, 1916

"HURRY UP, DADDY—I'M READY!"

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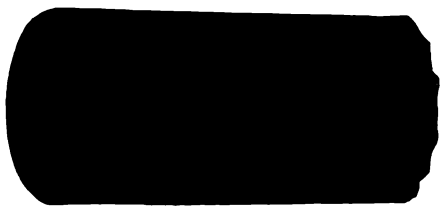
STANWELD Frame Parts

STANWELD Frame Parts are used exclusively by the manufacturers of every high-grade machine in the United States. They are made from carefully selected stock which has been tested and analyzed. Stanweld Cold Drawn Seamless Steel Tubing is known throughout the world for its extreme lightness, great strength, and beautiful finish. When you buy a new machine or parts, be sure to specify Stanweld.

If you own a machine built of Stanweld Frame Parts you can be sure of its strength and safety.



Section of Re-Inforced Tube

Stanweld Rims, Tubular Parts, and Mud Guards have no equal. You get them when you buy a Harley-Davidson, Indian, Dayton, Flying-Merkel, Reading-Standard, Pope, Emblem, Henderson, or Excelsior Motorcycle.

We are prepared to render every assistance to prospective builders of bicycles or motorcycles.

The Standard Welding Co.

"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - - - - CLEVELAND

Branch Offices in

New York Chicago Indianapolis Detroit

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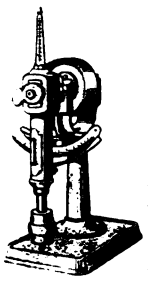
SEP 1916

MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy — NEW YORK — September 21, 1916



Oil Tests *Their Relation to Correct Lubrication*

Several years ago a prominent engineer invented a machine to determine the comparative efficiency of lubricating oils. But one day it was found that crude kerosene oil, by this machine's test, was the best lubricant.

That, of course, was ridiculous on the face of it.

This will indicate the difficulties which science has always met in trying to judge on oil's efficiency by anything but the practical tests of *use*.

Nevertheless, *during manufacture*, certain scientific tests are essential.

Gargoyle lubricants, whether intended for steam engine use, gas engine use, or use on other friction surfaces, are all put through many such scientific tests.

For example: Each batch of Gargoyle Mobiloils which goes on the market is put through at least 35 separate and distinct tests.

These tests are *not* aimed to get at the *efficiency* of the oil. The oil's efficiency had to be arrived at by long experiment in practical use.

The scientific laboratory tests simply make sure that the oil is running uniform—that every lot manufactured is up to the proven standard.

A great difference in efficiency may exist between oils which *look* alike and *test* alike. To cope with this puzzling condition, the Vacuum Oil Company has for years maintained thoroughly equipped laboratories and engineering departments in many parts of the world.

In recommending a Gargoyle lubricant for a given purpose, we first analyze the operating conditions to be met, then specify the lubricant which is known, from practical experience, to meet the conditions most efficiently.

With Gargoyle Mobiloils this situation is met by a lubrication Chart which is shown on this page. The oils specified for the various motorcycles in this Chart are determined annually by a careful engineering analysis of each model and make of motorcycle.

The recommendations are based on 50 years of practical experience in lubrication. The formulae and methods used in manufacturing these oils are based on almost numberless practical tests. You may safely feel that the oil specified for your motorcycle in this Ch. will insure

Greater Power; Less Friction; Less Carbon; Lower Consumption of Lubricating Oil; Lower Consumption of Gasoline; Minimum Repairs; Longer Life of Your Motorcycle.

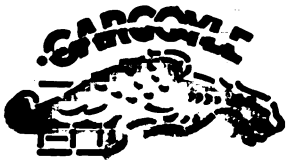
VACUUM OIL COMPANY — Rochester, N. Y., U. S. A.

Specialists in the manufacture of high-grade lubricants for every class of machinery. Obtainable everywhere in the world.

Domestic Branches: Detroit Boston Kansas City, Kan. New York Chicago Philadelphia Indianapolis Minneapolis Pittsburgh

Explanation: In the chart below, the letter opposite the motorcycle indicates the grade of Gargoyle Mobiloils that should be used. For example, "A" means "Gargoyle Mobiloil A." "Arc." means "Gargoyle Mobiloil Arctic." etc. For all motorcycle transmissions use Gargoyle Mobiloil "C." The recommendations cover all models of the same make, unless otherwise noted.

MODEL OF MOTORCYCLES	1916		1915		1914		1913		1912	
	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter
A. M. C.	B	A	B	A	B	A	B	A		
American					B	A	B	A	B	A
Amer. Peugeot (2 cyl)					B	A	B	A	B	A
" " (4 cyl)							A	Arc.	A	Arc.
Armac									B	A
Arrow							B	A	B	A
Aurora									B	A
Autoped	B	A								
Auto Tri.							B	A		
Bailey Flyer					B	A	B	A		
Black Hawk							B	A	B	A
Bradley									B	A
Breed									B	A
Cleveland	B	B								
Crawford					B	A				
Curtiss					B	A	B	A	B	A
C. V. S.									B	B
Cyclemotor	B	B								
Cyclone			B	A						
Dayton	B	A	B	A	B	A	B	A		
De Luxe (1 cyl)							B	A	B	A
" " (2 cyl)	B	A	B	A	B	A	A	Arc.	A	Arc.
Detroit									B	A
Detroit Bicar									B	A
Eagle	B	A	B	A	B	A	B	A	B	B
Electra									B	A
Emblem (1 cyl)	B	A	B	A			B	B	B	B
" (2 cyl)	B	A	B	A	B	A	B	A	B	A
Excelsior	A	A	A	A	B	A	B	A	B	A
Feilbach							A	Arc.		
Flanders			B	A	B	A	B	A	B	A
F. N.							A	Arc.	A	Arc.
Geer							B	A	B	A
Gerhart									B	A
Greyhound							B	A	B	A



Mobiloils

A grade for each type of motor

In buying Gargoyle Mobiloils from your dealer, it is safest to purchase in original packages. Look for the red Gargoyle on the container. For information, kindly address any inquiry to our nearest office.

MODEL OF MOTORCYCLES	1916		1915		1914		1913		1912	
	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter
Harley-Davidson	B	A	A	Arc.	A	Arc.	A	Arc.	A	Arc.
Haverford									B	B
Henderson	A	A	A	Arc.	A	Arc.	A	Arc.	A	Arc.
Indian (1 cyl)	B	B	B	A	B	A	B	B	B	B
" (2 cyl)	B	A	B	A	B	A	B	A	B	A
Iver Johnson	B	A	B	A	B	A	B	A	B	A
Jefferson					B	A	B	A		
Kokomo									B	A
Limited					A	Arc.				
Majestic							B	A	B	A

MODEL OF MOTORCYCLES	1916		1915		1914		1913		1912	
	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter
Marvel							B	B	B	B
Maxim Tricar					B	A				
Merkel	B	A	B	A	B	A	B	A	B	A
Miami (Power Bicycle)	B	A								
Michaelson			B	A	B	A	B	A		
Militaire	A	A								
Minneapolis							B	A	B	A
M. M.							B	A	B	A
Monarch			B	A	B	A	B	A	B	A
Motorette			E	E	E	E	E	E	E	E
New Era							B	A	B	A
New Hudson							B	B		
N. S. U. (1 cyl)							B	B	B	B
" (2 cyl)							A	Arc.	A	Arc.
Peerless									B	A
P. E. M.							B	A	B	A
Peugeot							B	A	B	A
Pierce (1 cyl)					B	A	B	A	B	A
" (4 cyl)					A	Arc.	A	Arc.	A	Arc.
Pirate					B	A	B	B		
Pope	B	A	B	A	B	A	B	A	B	A
Racycle									B	A
Reading Standard	B	A	B	A	B	A	B	A	B	A
Reliance							B	A	B	A
Schickel	B	A	B	A	B	B	A	Arc.	B	A
Scout							B	B		
Shaw	B	A	B	A	B	A	B	A		
Smith (Motor Wheel)	A	A	A	A						
Theim					B	A	B	A	B	A
Thor (1 cyl)					B	A	B	A	B	B
" (2 cyl)	B	A	B	A	B	A	B	A	B	A
Tiger Autobike	B	B								
Wagner	B	A	B	A	B	A	B	A	B	A
Yale (1 cyl)					B	A	B	B	B	B
" (2 cyl)					B	A	B	A	B	A

IN THIS ISSUE: Complete Announcements of Indian, Henderson and Cleveland Models for 1917

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LONG-LIFE

Kokomo

BICYCLE TIRES

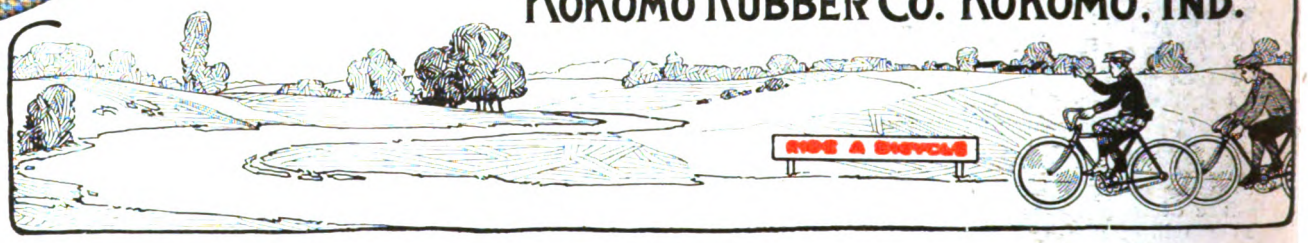
$5 each

"Kokomo Kord"

"Everlaster"

Twenty long years of tire making experience are built into Kokomo Long-Life Tires. That's why those who know buy Kokomo.

KOKOMO RUBBER CO. KOKOMO, IND.



Are Your Tires Properly Fed?

Unless you keep your tires fed up with air to the pressure recommended by your tire maker you cannot expect to get out of them all the mileage that they have to give.

TWITCHELL AIR GAUGE

will tell you when it is feeding time for your tires.
It is "tire insurance for one dollar."

At Your dealer, or

THE TWITCHELL GAUGE CO.

TWITCHELL Air Gauge

1213 MICH. AVE. CHICAGO, ILL.

When Ordering Puttees Be Sure and Mention the "Artillery" Puttee

HALCO-BRAND

With the *Quick Detachable* feature. They're as good as they look and are on and off in a jiffy.

An extra heavy leather, tanned to a remarkable smoothness, makes for an excess of durability. The Halco "Artillery" Puttee really "wears like iron." Its graceful shape molds itself to the leg and gives a wonderfully smart and neat appearance. Add to this the fact that this "Artillery" Puttee comes in five distinct styles, and you have some of the principal reasons why the Halco "Artillery" is meeting with such a unanimous approval among the riders.

Dealers should write at once for trade prices.

Hagerstown Shoe & Legging Co.
Hagerstown, Md.

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MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy — NEW YORK — September 28, 1916

The Misses Van Buren, Motorcycle Transcontinentalists, in the Painted Desert—See Page 18

"All the News, Plus Service"

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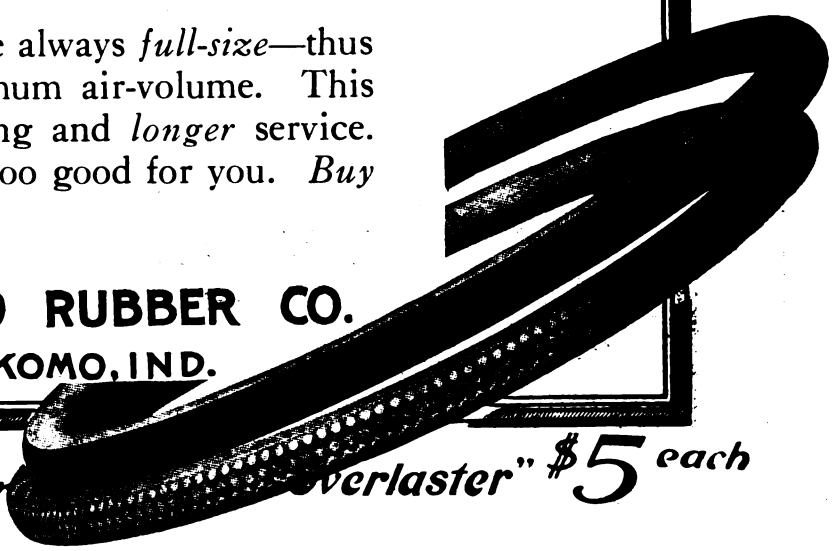
LONG-LIFE
Kokomo
BICYCLE TIRES

Kokomo Tires are always *full-size*—thus giving you maximum air-volume. This means *easier* riding and *longer* service. The *best* is none too good for you. *Buy Kokomo!*

KOKOMO RUBBER CO.
KOKOMO, IND.

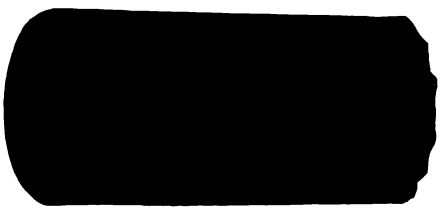


"Kokomo Kor[illegible]verlaster" $5 *each*

STANWELD Frame Parts

STANWELD Frame Parts are used exclusively by the manufacturers of every high-grade machine in the United States. They are made from carefully selected stock which has been tested and analyzed. Stanweld Cold Drawn Seamless Steel Tubing is known throughout the world for its extreme lightness, great strength, and beautiful finish. When you buy a new machine or parts, be sure to specify Stanweld.

If you own a machine built of Stanweld Frame Parts you can be sure of its strength and safety.



Section of Re-Inforced Tube

Stanweld Rims, Tubular Parts, and Mud-Guards have no equal. You get them when you buy a Harley-Davidson, Indian, Dayton, Flying-Merkel, Reading-Standard, Pope, Emblem, Henderson, or Excelsior Motorcycle.

We are prepared to render every assistance to prospective builders of bicycles or motorcycles.

The Standard Welding Co.

"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - - - - CLEVELAND

Branch Offices in

New York Chicago Indianapolis Detroit

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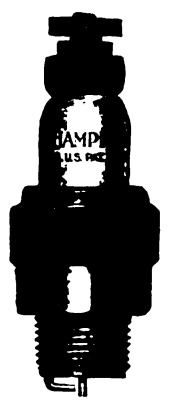
MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy — NEW YORK — October 5, 1916

Champion

"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"



Champion
H[illegible]y
Price $1.

The Champion Guarantee

Absolute satisfaction to the user, free repair, replacement or your money back.

More Motor Pep

Champion Spark Plugs put more pep, punch and enthusiasm into your motor.

And they "stand the gaff" better than other plugs. The incessant hammering of the explosions does not crack or weaken Champions. And they **always deliver their sparks**—even under the most gruelling conditions.

A great majority of the motorcycle makers of the country are equipping with Champions. Profit by their tests and experiments and put Champions in **your** motor.

CHAMPION SPARK PLUG COMPANY

1713 Upton Ave., Toledo, Ohio

"All the News, Plus Service"

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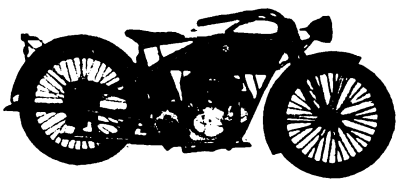
When better Motorcycles are made, it's a safe bet the R-S will make them



The pick of the present day Motorcycle

The 1917 R-S

Three Models for 1917

Model 17 T, 12 H.P., Twin Cyl. $275
Model 17, T E, 12 H.P., Twin Cyl.,
(Equipped with Bosch Electric Lighting System) **$315**
Model 17 S, 6 H.P., Single Cyl. $240

Write for Agency Proposition

Reading Standard Company

501 Water Street **Reading, Penna.**

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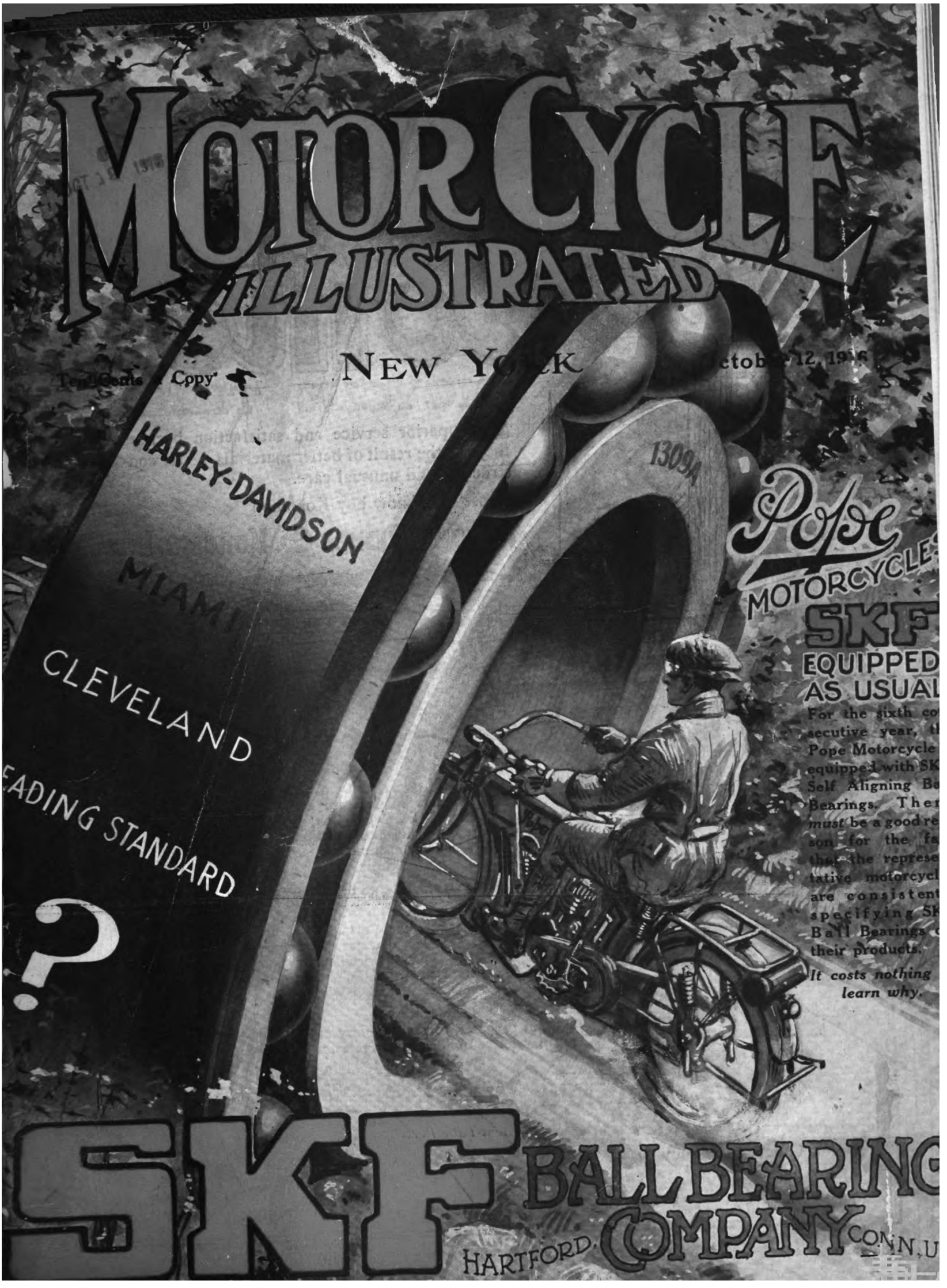

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LONG-LIFE

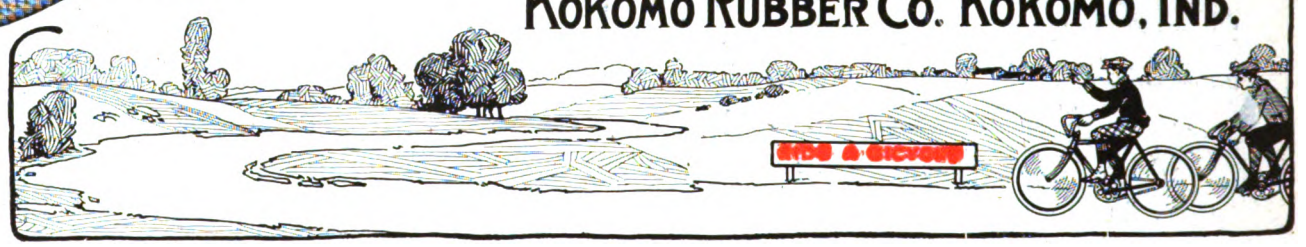
Kokomo

BICYCLE TIRES

give superior service and satisfaction because they are the result of better materials, better construction and unusual care.

Those who know buy Kokomo!

KOKOMO RUBBER CO. KOKOMO, IND.



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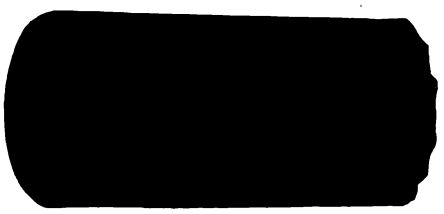

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"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - - - - CLEVELAND

Branch Offices in

New York Chicago Indianapolis Detroit

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MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy — NEW YORK — October 19, 1916

9 things the motorcyclist should remember

1. One of your smallest expenses — lubrication — is your chief safeguard against your heaviest expense — depreciation.

2. Friction is relentless.

The effects of the incorrect oil will not be apparent during the first piston stroke or the second. But when piston strokes run up into the millions—and that does not take long—friction begins to get its due. You need not *look* for the effect of wear then. You can *hear* it.

3. Worn motors never "come back."

4. If given intelligent care and scientific lubrication, your motorcycle should run better the 2000th mile than the first.

5. No matter how freely a low quality or wrong-bodied oil is used it can never do the work of the correct lubricant.

6. No one oil will suit all motorcycles. This is absolute.

7. You selected a motorcycle that suits you. Now select an oil that suits your motorcycle.

8. Though you may *want* correct lubrication, you will seldom stumble on it by chance.

9. The Lubrication Chart, printed below, was prepared only after an engineering analysis of every American motorcycle. It is revised yearly to include each season's new models. It represents our professional advice and specifies the correct oil for your motorcycle.

VACUUM OIL COMPANY, Rochester, N. Y., U. S. A.

Specialists in the manufacture of high-grade lubricants for every class of machinery. Obtainable everywhere in the world.

Domestic Branches: Detroit Boston New York Chicago Philadelphia Indianapolis Minneapolis Pittsburgh Kansas City, Kan.

Explanation: In the chart below, the letter opposite the motorcycle indicates the grade of Gargoyle Mobiloils that should be used. For example, "A" means "Gargoyle Mobiloil A." "Arc." means "Gargoyle Mobiloil Arctic," etc. For all motorcycle transmissions use Gargoyle Mobiloil "O." The recommendations cover all models of the same make, unless otherwise noted.

MODEL OF MOTORCYCLES	1916		1915		1914		1913		1912	
	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter
A. M. C.	B	A	B	A	B	A	B	A		
American					B	A	B	A	B	A
Amer. Peugeot (2 cyl)					B	A	B	A	B	A
" " (4 cyl)							A	Arc.	A	Arc.
Armac									B	A
Arrow							B	A	B	A
Aurora									B	A
Autoped	B	A								
Auto Tri							B	A		
Bailey Flyer					B	A	B	A		
Black Hawk							B	A	B	A
Bradley									B	A
Breed									B	A
Cleveland	B	B								
Crawford					B	A				
Curtiss					B	A	B	A	B	A
C. V. S.									B	B
Cyclemotor	B	B								
Cyclone			B	A						
Dayton	B	A	B	A	B	A	B	A		
De Luxe (1 cyl)							B	A	B	A
" " (2 cyl)	B	A	B	A	B	A	A	Arc.	A	Arc.
Detroit									B	A
Detroit Bicar									B	A
Eagle	B	A	B	A	B	A	B	A	B	B
Electra									B	A
Emblem (1 cyl)	B	A	B	A			B	B	B	B
" (2 cyl)	B	A	B	A	B	A	B	A	B	A
Excelsior	A	A	A	A	B	A	B	A	B	A
Feilbach							A	Arc.		
Flanders			B	A	B	A	B	A	B	A
F. N.							A	Arc.	A	Arc.
Geer							B	A	B	A
Gerhart									B	A
Greyhound							B	A	B	A

Mobiloils

A grade for each type of motor

In buying Gargoyle Mobiloils from your dealer, it is safest to purchase in original packages. Look for the red Gargoyle on the container. For information, kindly address any inquiry to our nearest office.

MODEL OF MOTORCYCLES	1916		1915		1914		1913		1912	
	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter
Harley-Davidson	B	A	A	Arc.	A	Arc.	A	Arc.	A	Arc.
Haverford									B	B
Henderson	A	A	A	Arc.	A	Arc.	A	Arc.	A	Arc.
Indian (1 cyl)	B	B	B	A	B	A	B	B	B	B
" (2 cyl)	B	A	B	A	B	A	B	A	B	A
Iver Johnson	B	A	B	A	B	A	B	A	B	A
Jefferson					B	A	B	A		
Kokomo									B	A
Limited					A	Arc.				
Majestic							B	A	B	A

MODEL OF MOTORCYCLES	1916		1915		1914		1913		1912	
	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter	Summer	Winter
Marvel							B	B	B	B
Maxim Tricar					B	A				
Merkel	B	A	B	A	B	A	B	A	B	A
Miami (Power Bicycle)	B	A								
Michaelson			B	A	B	A	B	A		
Militaire	A	A								
Minneapolis							B	A	B	A
M. M.							B	A	B	A
Monarch			B	A	B	A	B	A	B	A
Motorette			E	E	E	E	E	E	E	E
New Era							B	A	B	A
New Hudson							B	B		
N. S. U. (1 cyl)							B	B	B	B
" (2 cyl)							A	Arc.	A	Arc.
Peerless									B	A
P. E. M.							B	A	B	A
Peugeot							B	A	B	A
Pierce (1 cyl)					B	A	B	A	B	A
" (4 cyl)					A	Arc.	A	Arc.	A	Arc.
Pirate					B	A	B	B		
Pope	B	A	B	A	B	A	B	A	B	A
Racycle									B	A
Reading Standard	B	A	B	A	B	A	B	A	B	A
Reliance							B	A	B	A
Schickel	B	A	B	A	B	B	A	Arc.	B	A
Scout							B	B		
Shaw	B	A	B	A	B	A	B	A		
Smith (Motor Wheel)	A	A	A	A						
Theim							B	A	B	A
Thor (1 cyl)			B	A	B	A	B	A	B	A
" (2 cyl)	B	A	B	A	B	A	B	A	B	A
Tiger Autobike	B	B								
Wagner	B	A	B	A	B	A	B	A	B	A
Yale (1 cyl)			B	A	B	A	B	A	B	A
" (2 cyl)			B	A	B	A	B	A		

"All the News, Plus Service"

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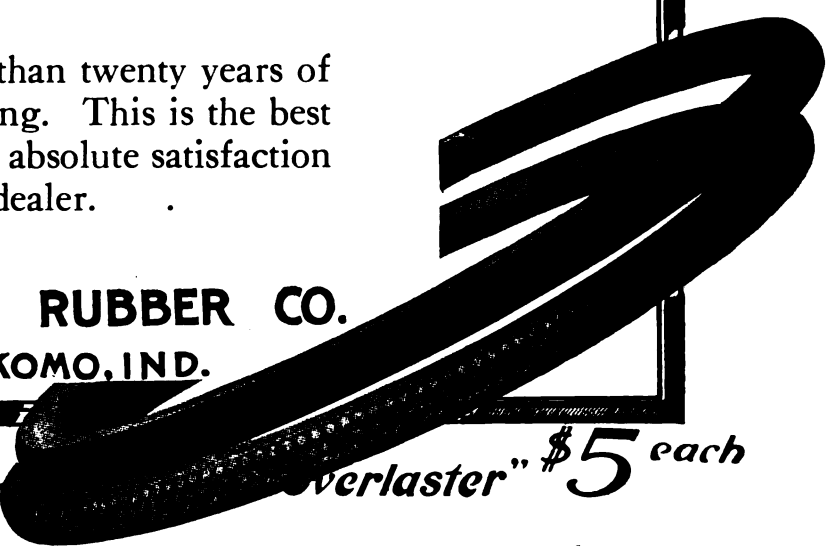
LONG-LIFE
Kokomo
BICYCLE TIRES

are backed by more than twenty years of successful tire building. This is the best possible assurance of absolute satisfaction —both to rider and dealer.

KOKOMO RUBBER CO.
KOKOMO, IND.



"Kokomo Kor verlaster" $5 each

HALCO-BRAND
SOME BETTER THAN THE BEST

A Popular, Long Wearing, and Excellent Puttee is the

Quick Detachable Feature

"Artillery" Puttee

On and Off Instantly

An extra heavy leather, tanned to a remarkable smoothness, makes for an excess of durability. The Halco "Artillery" Puttee really "wears like iron." Its graceful shape molds itself to the leg and gives a wonderfully smart and neat appearance. Add to this the fact that this "Artillery" Puttee comes in five distinct styles, and you have some of the principal reasons why the Halco "Artillery" is meeting with such a unanimous approval among the riders.

Dealers should write at once for trade prices.

Hagerstown Shoe & Legging Co.
Hagerstown, Md.

Are Your Tires Properly Fed?

Unless you keep your tires fed up with air to the pressure recommended by your tire maker you cannot expect to get out of them all the mileage that they have to give.

TWITCHELL AIR GAUGE

will tell you when it is feeding time for your tires.
It is "tire insurance for one dollar."

At Your dealer, or

THE TWITCHELL GAUGE CO.

TWITCHELL Air Gauge

1213 MICH. AVE. CHICAGO, ILL.

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy — NEW YORK — October 26, 1916

"All the News, Plus Service"

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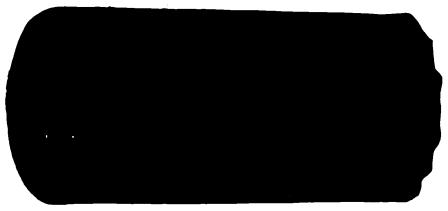
STANWELD Frame Parts

STANWELD Frame Parts are used exclusively by the manufacturers of every high-grade machine in the United States. They are made from carefully selected stock which has been tested and analyzed. Stanweld Cold Drawn Seamless Steel Tubing is known throughout the world for its extreme lightness, great strength, and beautiful finish. When you buy a new machine or parts, be sure to specify Stanweld.

If you own a machine built of Stanweld Frame Parts you can be sure of its strength and safety.



Section of Re-Inforced Tube

Stanweld Rims, Tubular Parts, and Mud-Guards have no equal. You get them when you buy a Harley-Davidson, Indian, Dayton, Flying-Merkel, Reading-Standard, Pope, Emblem, Henderson, or Excelsior Motorcycle.

We are prepared to render every assistance to prospective builders of bicycles or motorcycles.

The Standard Welding Co.

"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - - - - CLEVELAND

Branch Offices in

New York Chicago Indianapolis Detroit

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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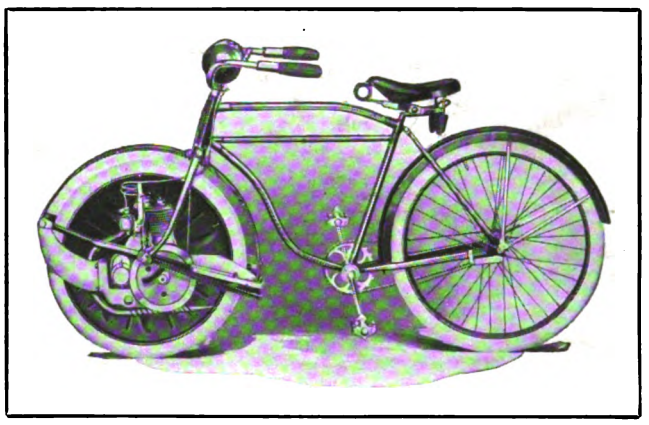
MOTOR CYCLE ILLUSTRATED

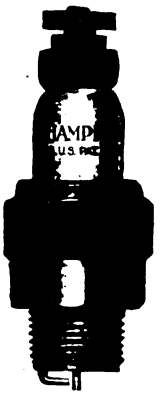
Ten Cents a Copy — NEW YORK — November 2, 1916



THE DAYTON MOTOR BICYCLE

There's Nothing Else Like It On The Market

Dayton Motor Bicycles are in a class by themselves. They are the lowest priced motor vehicles in the world. Simple and easy to handle—light in weight and so economical that their upkeep expense is hardly noticeable. You don't have to worry about time, distance or mechanical troubles, for the motor in the Dayton is so simple that it is practically trouble proof.



Champion Heavy Duty Metric Price $1.

Champion
"TOLEDO MADE FOR THE WHOLE WORLDS TRADE"

No small part of the Dayton motors' dependability is due to the spark plugs with which they are equipped. Champion Spark Plugs were selected because they proved themselves the best in a series of tests made by the Dayton engineers—tests which covered practically all makes of spark plugs. When men who are experts in their line, select Champions in preference to all others it is a pretty good hunch for you to follow.

CHAMPION SPARK PLUG CO., 1714 Upton Ave., Toledo, O.

Next Week---The Big Chicago Show Number

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LONG-LIFE

Kokomo

BICYCLE TIRES

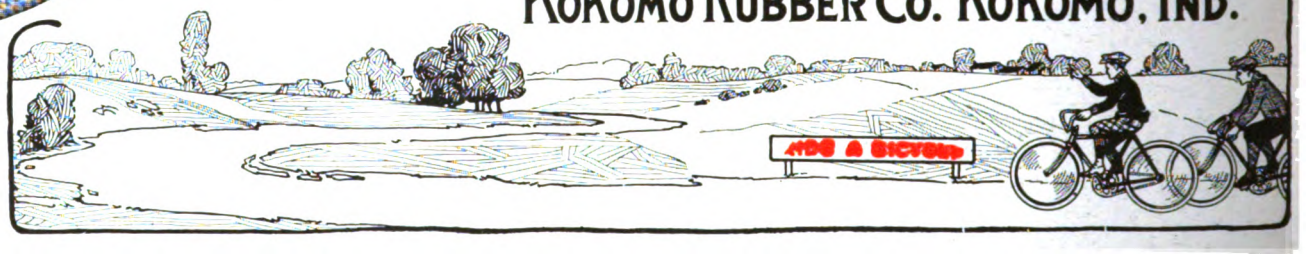
$5 each

"Kokomo Kord"

"Everlaster"

See our line at the big Chicago show, Nov. 13-18.

KOKOMO RUBBER CO. KOKOMO, IND.



Schrader

"For your tire's sake"

You should ride on air not on rubber. When your tires are too soft you are riding on rubber, and rubber costs money and wears out.

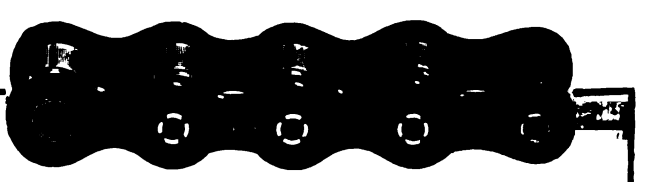
USE A

Schrader Universal
TIRE PRESSURE GAUGE

It is the only sure way of knowing whether you are riding on air or on rubber.

PRICE, $1.00

A. Schrader's Son, Inc.
783-791 Atlantic Ave.
BROOKLYN NEW YORK



"149"

Satisfactory—Reordered

"Enclosed you will find a money order for which please send me the following:

¼" chain No. 149 Recessed Rivets
Double End Connecting Links No. 149
Offset Links for No. 149 Chain
Connecting Links for No. 149 Chain
Extra Spring Catches to the amount of—

I placed an order with you last year and got several riders to try this chain and they were more than satisfied with the results obtained, hence this reorder with several converts for Diamond No. 149.

Hoping to hear from you at an early date as some of these riders will want their chain shortly, I beg to remain."

(*Name on request.*)

Diamond Chain & Mfg. Company
Indianapolis, Indiana

The advertiser wants to know—Therefore mention MOTOR CYCLE ILLUSTRATED.

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LONG-LIFE
Kokomo
BICYCLE TIRES

See our line at the big Chicago show, Nov. 13-18

KOKOMO RUBBER CO.
KOKOMO, IND.

"Kokomo Kor[illegible]verlaster" $5 *each*

STANWELD Frame Parts

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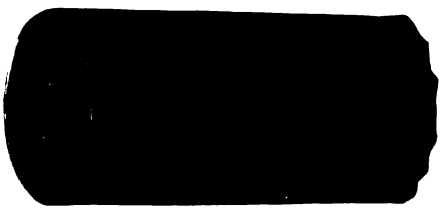
If you own a machine built of Stanweld Frame Parts you can be sure of its strength and safety.



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The Standard Welding Co.

"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - - - - CLEVELAND

Branch Offices in

New York Chicago Indianapolis Detroit

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MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy

NEW YORK

November 16, 1916

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LONG-LIFE
Kokomo
BICYCLE TIRES

See our line at the big
Chicago show, Nov. 13-18

KOKOMO RUBBER CO.
KOKOMO, IND.

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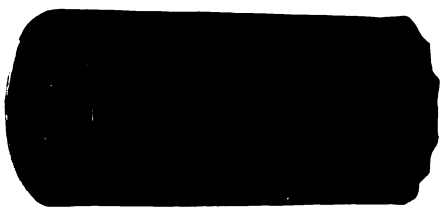

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NEW YORK

November 16, 1916

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LONG-LIFE

Kokomo

BICYCLE TIRES

See our line at the big New York Show, Dec. 4-8.

KOKOMO RUBBER CO.
KOKOMO, IND.

"Kokomo Ford"
"Everlaster"
$5 each

HALCO-BRAND
HOME BETTER THAN TRADE
MADE THE BEST

A Popular, Long Wearing, and Excellent Puttee is the

Quick Detachable Feature

"Artillery" Puttee

On and Off Instantly

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Hagerstown, Md.

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At Your dealer, or

THE TWITCHELL GAUGE CO.

TWITCHELL Air Gauge

1213 MICH. AVE. CHICAGO, ILL.

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NOV 21

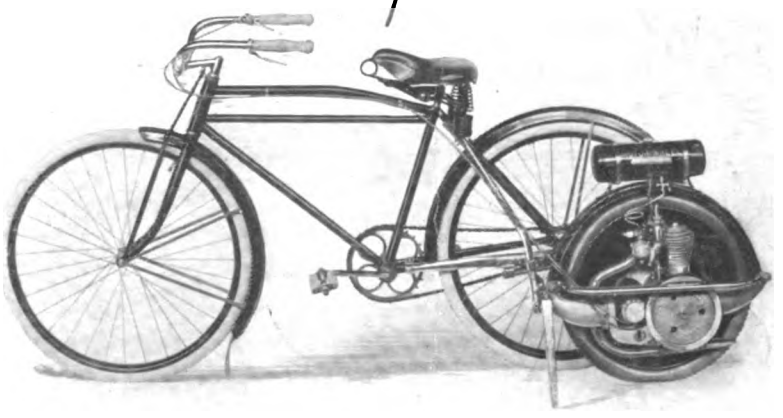
MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy — NEW YORK — November 23, 1916

We Can Double the Business!

was the frank opinion of hundreds of leading dealers who put their stamp of approval on the new model Smith Motor Wheel at the Chicago Show.

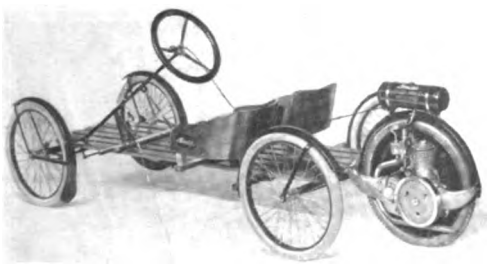
And they backed it up by contracting for 18% more Motor Wheels than have been sold this entire season!



Smith Motor Wheel
DETACHABLE

"The simplest and safest control ever designed," exclaimed a leading Illinois dealer, when he saw the new control. "I can sell practically every one of my prospects before Spring, when I show them these improvements," chimed in an Ohio booster. A large California dealer in ordering a quantity said, "The only thing worrying me is, can you ship immediately?"

The Smith Flyer's first appearance at any Show was another Smith triumph! Chicago Show dealers were unanimous in their praise for this practical, economical, four-wheeler. "Just what we want to interest our big holiday trade," beamed a Texas dealer.



Ask for our proposition to you on the improved Smith Motor Wheel and new Smith Flyer at the New York Show. We'll be glad to see you at our exhibit, spaces 76 and 77.

A. O. Smith Co. MILWAUKEE, WISCONSIN

MOTOR WHEEL DIVISION

"All the News, Plus Service"

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LONG-LIFE

Kokomo

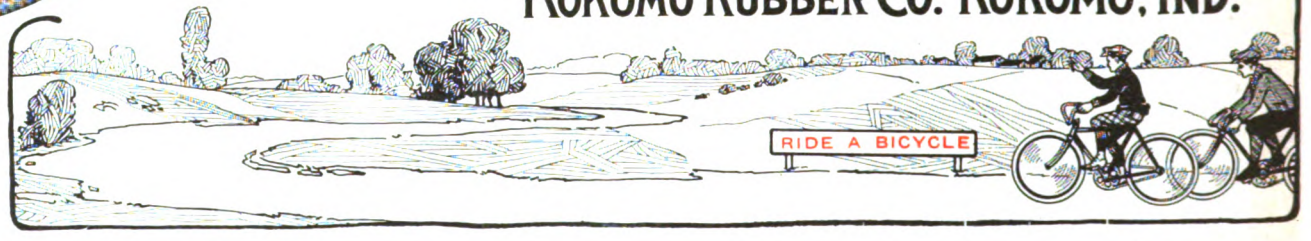
BICYCLE TIRES

$5 each

"Kokomo Kord"
"Everlaster"

See our line at the big New York Show,
Dec. 4 to 9.

KOKOMO RUBBER CO. KOKOMO, IND.



STANWELD Frame Parts

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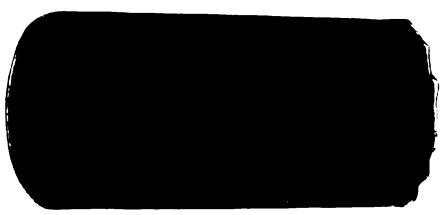

Section of Re-Inforced Tube

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We are prepared to render every assistance to prospective builders of bicycles or motorcycles.

The Standard Welding Co.

"World's Largest Producers of Bent-Tube Parts"

Main Office and Factory - - - - CLEVELAND

Branch Offices in

New York Chicago Indianapolis Detroit

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MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy — NEW YORK — November 30, 1916

Champion

"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"

Dependable Spark Plugs

The Manufacturer's Choice

At the National Motorcycle Show held in the Coliseum at Chicago, November 13 to 18, the following well known makes of motorcycles all carried Champion Spark Plugs as standard equipment:

Thor
Cleveland
Dayton
Harley-Davidson
Flying Merkel
Smith Motor Wheel
Schickel

The names listed above represent the best types of motorcycles on the market. When the manufacturers of each and every one of these machines adopt the same make of spark plug for their product, there must be some special reason for it.

And there is—Champion Spark Plugs are known the world over for their dependability. Engineers who have tested them out invariably select Champions in preference to all others.

You will find the same predominance of Champion Spark Plugs as standard equipment on motorcycles exhibited at the New York Show, Madison Square Garden, December 4 to 9.

CHAMPION SPARK PLUG CO., 1715 Upton Ave., Toledo, Ohio

"All the News, Plus Service"

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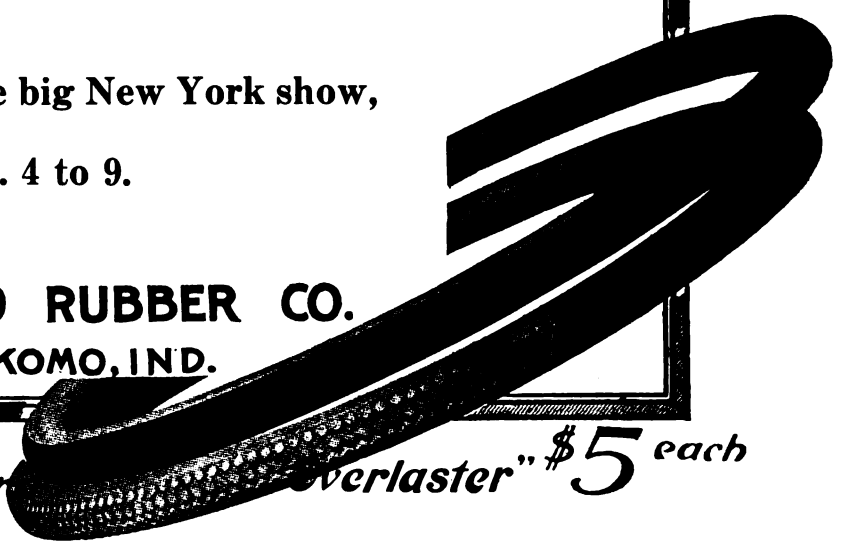
LONG-LIFE
Kokomo
BICYCLE TIRES

See our line at the big New York show,

Dec. 4 to 9.

KOKOMO RUBBER CO.
KOKOMO, IND.



"Kokomo Kor verlaster" $5 each

That feeling of security that comes of KNOWING, not HOPING that the essential parts of the mount are built to best the worst of bumps is fostered by the use of STANDARD pedals, DIAMOND E spokes and nipples and STANDARD toe clips.

To do full justice to your product and make dealer and rider alike know that it is a quality product, you must specify STANDARD pedals—in a variety of types—DIAMOND E spokes and nipples, and STANDARD toe clips.

We specialize on pedals, toe clips, spokes and nipples for cycles and other vehicles. That's why STANDARD products are QUALITY products.

Our interesting booklet is yours for the asking.

Standard pedals

The Standard Co.
TORRINGTON - CONN.

E Spokes

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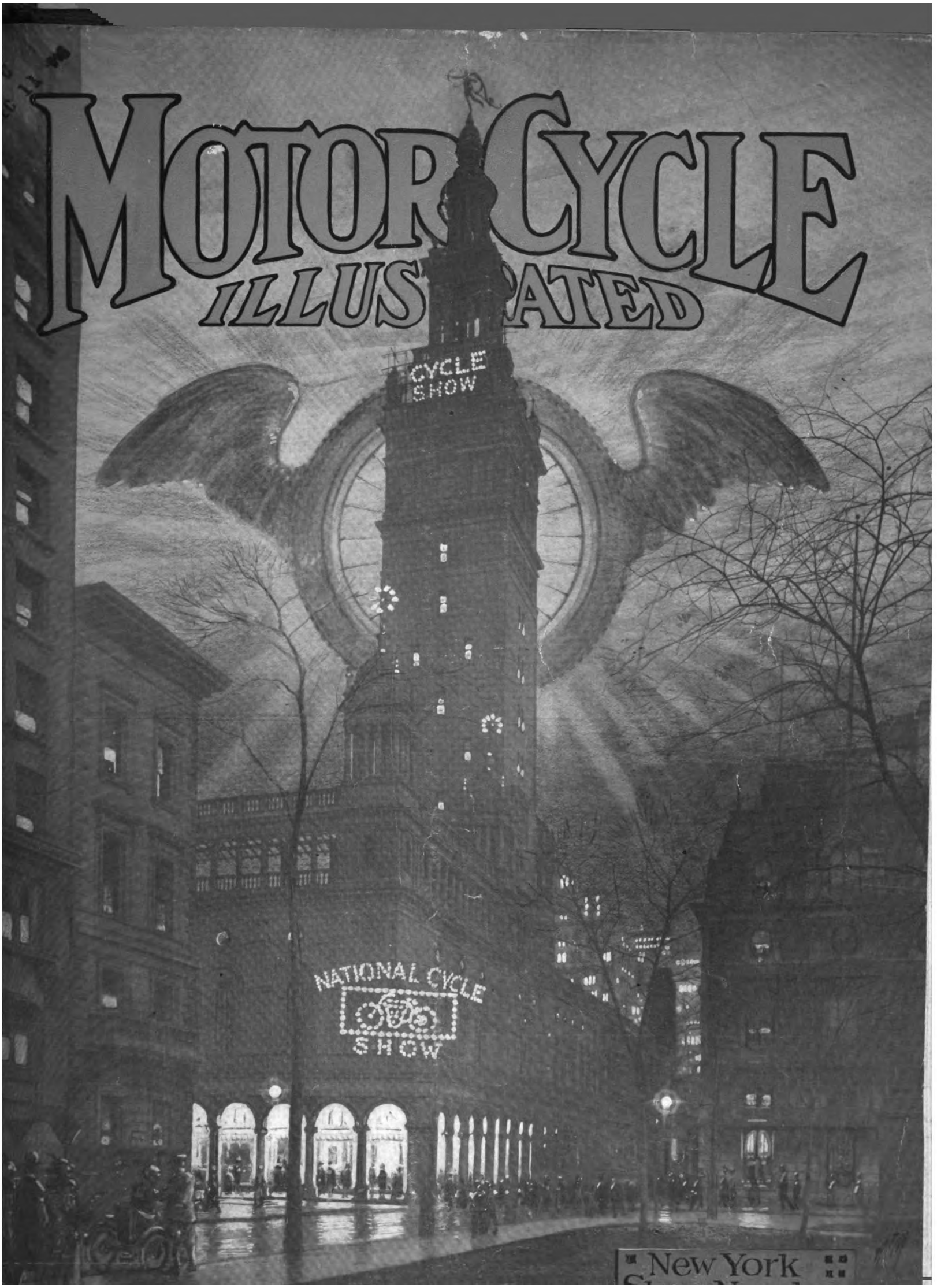

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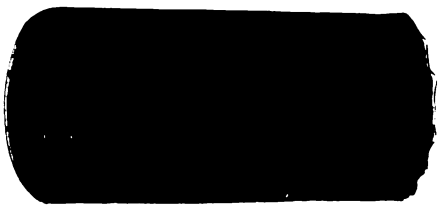

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Main Office and Factory - - - - - - - - CLEVELAND

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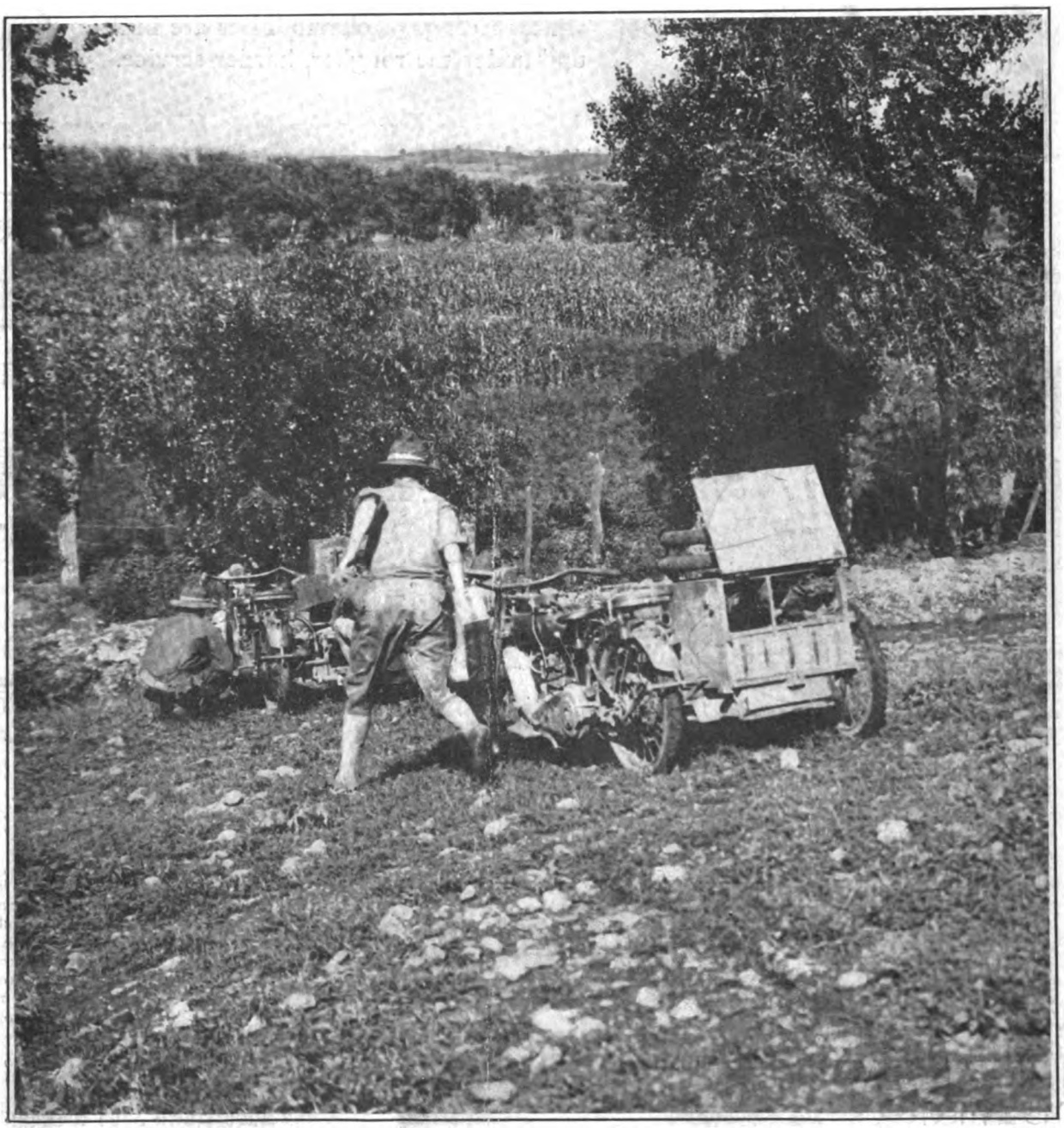
DEC 14 1916

MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy — NEW YORK — December 14, 1916



Motorcycle Machine Guns Preparing for Action in Recent Army Manoeuvres in Texas; the "Enemy" Is in the Cornfield

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LONG-LIFE

Kokomo

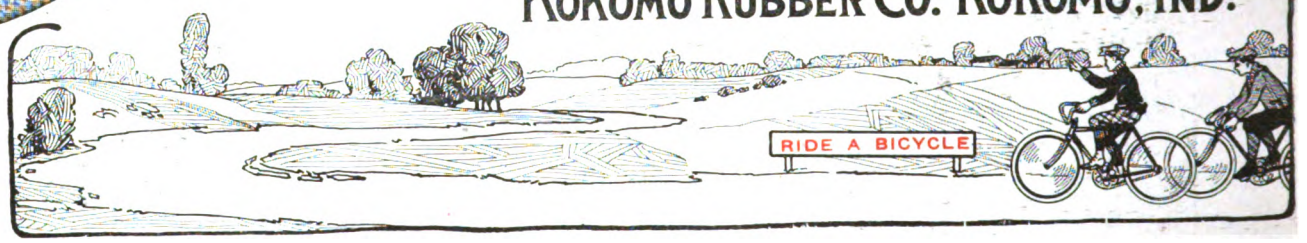
BICYCLE TIRES

$5 each

"Kokomo Kord"
"Everlaster

add materially to the convenience and pleasure of winter riding. Kokomo Tires are built to "stand up" under the rougher, harder service.

KOKOMO RUBBER CO. KOKOMO, IND.



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MORE BETTER THAN TRADE
MARK
THE BEST

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Quick Detachable Feature

"Artillery" Puttee

On and Off Instantly

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Dealers should write at once for trade prices.

Hagerstown Shoe & Legging Co.
Hagerstown, Md.

A *good* deed often means a *good* deal—Please mention MOTOR CYCLE ILLUSTRATED.

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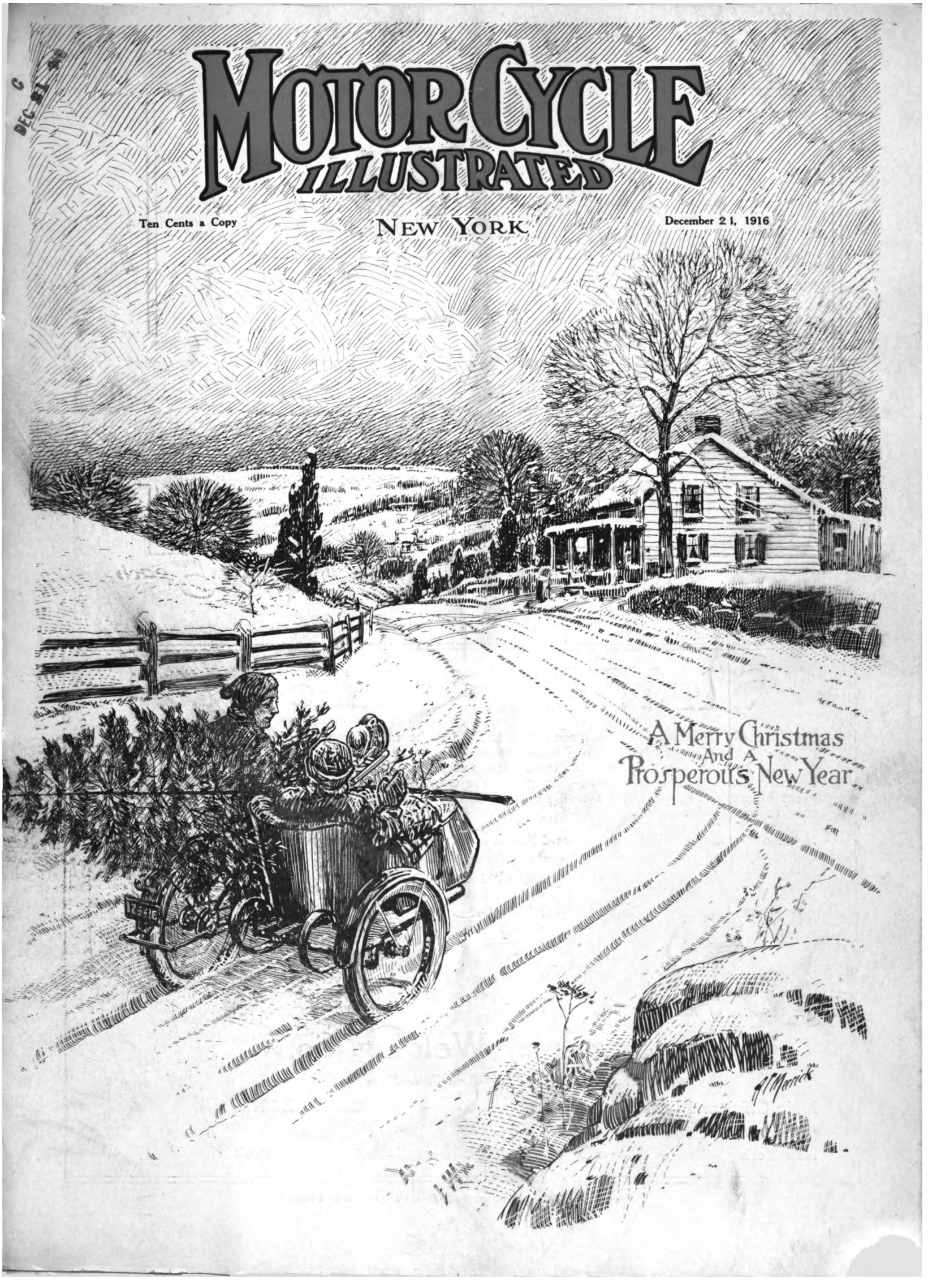
DEC 21 '16

MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy

NEW YORK

December 21, 1916



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LONG-LIFE
Kokomo
BICYCLE TIRES

have almost "as many lives as a cat." Kokomo Tires will show you how good a bicycle tire really can be.

KOKOMO RUBBER CO.
KOKOMO, IND.

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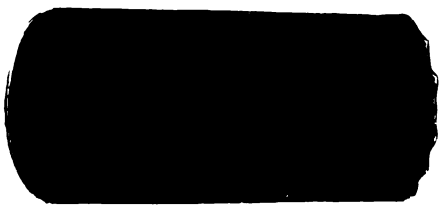

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Branch Offices in

New York Chicago Indianapolis Detroit

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C 29 1916

MOTOR CYCLE ILLUSTRATED

Ten Cents a Copy — NEW YORK — December 28, 1916

Champion

"TOLEDO MADE FOR THE WHOLE WORLD'S TRADE"

Champion
Mica 7/8-18
Metric Can't Break
75c

The Champion Guarantee
Absolute satisfaction to the user, free repair, replacement or your money back.

Champion Spark Plugs put more pep, punch and enthusiasm into your motor.

And they "stand the gaff" better than other plugs. The incessant hammering of the explosions does not crack or weaken Champions. And they **always deliver their sparks**—even under the most gruelling conditions.

A great majority of the motorcycle makers of the country are equipping with Champions. Profit by their tests and experiments and put Champions in **your** motor.

CHAMPION SPARK PLUG COMPANY

1716 Upton Ave., Toledo, Ohio

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Kokomo

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$5 each

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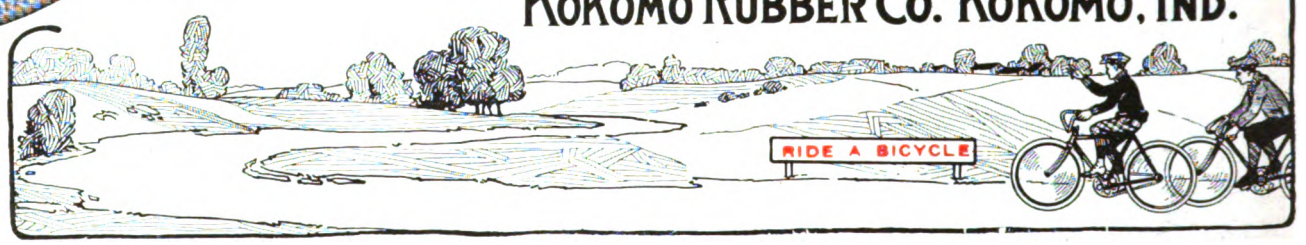
give splendid service on **any** road—in **any** weather —Winter or Summer. They meet every demand for comfort, service and dependability.

KOKOMO RUBBER CO. KOKOMO, IND.



Schrader

"For your tire's sake"

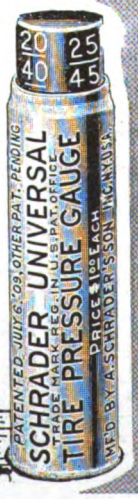
You should ride on air not on rubber. When your tires are too soft you are riding on rubber, and rubber costs money and wears out.

USE A

Schrader Universal TIRE PRESSURE GAUGE

It is the only sure way of knowing whether you are riding on air or on rubber.

PRICE, $1.00



A. Schrader's Son, Inc.
783-791 Atlantic Ave.
BROOKLYN NEW YORK

Here It Is—

A speedometer you can trust, not only for accuracy but for durability and reliable season around service.

Specify the

CORBIN-BROWN SPEEDOMETER

It was built for your kind of work. Built to stand the strain of rough roads and tell the truth under all conditions.

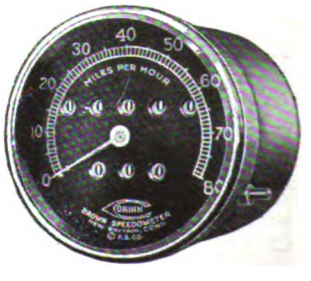
Motorcyclists recognize it as the standard speedometer equipment. And there is every reason that they should. Year after year it has justified the confidence placed in it by recording mileage accurately and steadily. You could ask nothing more of a speedometer.

Investigate this famous instrument. Sold and equipped by all dealers. Catalog on request.

THE CORBIN SCREW CORPORATION
The American Hardware Corporation, Successor
NEW BRITAIN, CONN.

BRANCHES:
New York Chicago Philadelphia

Makers of Corbin Duplex Coaster Brakes for Bicycles



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Rollfast

TRADE MARK

-made to last

A Happy and Prosperous New Year to All

1916

The few remaining minutes of 1916 are as precious stones to us. We sit up nights watching them tick off, we love them so. For 1916 has seen the Rollfast Line of Tires rise to heights of popularity in swift and certain bounds.

Of course there never was a doubt in our minds that Rollfasts would make such remarkable forward strides in such a short space of time, but it is particularly gratifying to know that the promises we made that Rollfasts would live up to their name in selling and in gaining popularity in 1916, have come true.

We take this opportunity of thanking you for your valued patronage and wishing you a Happy and Prosperous New Year, assuring you that if quality and service can make that wish come true Rollfasts will "stand by and deliver the goods."

Rollfast Distributors

Atlanta, Ga., Walthour & Hood.
Baltimore, Md., Holland, Baden, Ramsey Co.
Boston, Mass., Hub Cycle Co.
Buffalo, N. Y., Vim Cycle & Hardware Co.
Chicago, Ill., Edwards & Crist Mfg. Co.
Denver, Colo., M. L. Foss.
Detroit, Mich., Detroit Cycle Supply Co.
Jacksonville, Fla., Southern Hardware & Bicycle Co.
Kansas City, Mo., Townley Metal & Hardware Co.
Louisville, Ky., Al Ray Co.
Memphis, Tenn., Johnson & Meyer Co.
Minneapolis, Minn., Hall Williams Co.
New York City, City Supply Co.
New York City, N. Y. Sporting Goods Co.
Omaha, Neb., Lee-Colt-Andreesen Hdw. Co.
Philadelphia, Pa., Miller-Ecrit Co.
Philadelphia, Pa., Geo. W. Robb.
Pittsburgh, Pa., Sportsmen Supply Co.
Reading, Pa., Keyser Fry.
San Francisco, Cal., Bean Sons Co.
Syracuse, N. Y., The Olmsted Co.
Tacoma, Wash., Washington Cycle Sup. Co.
Worcester, Mass., J. W. Grady & Co.
Youngstown, O., Stambaugh Thompson Co.

1917

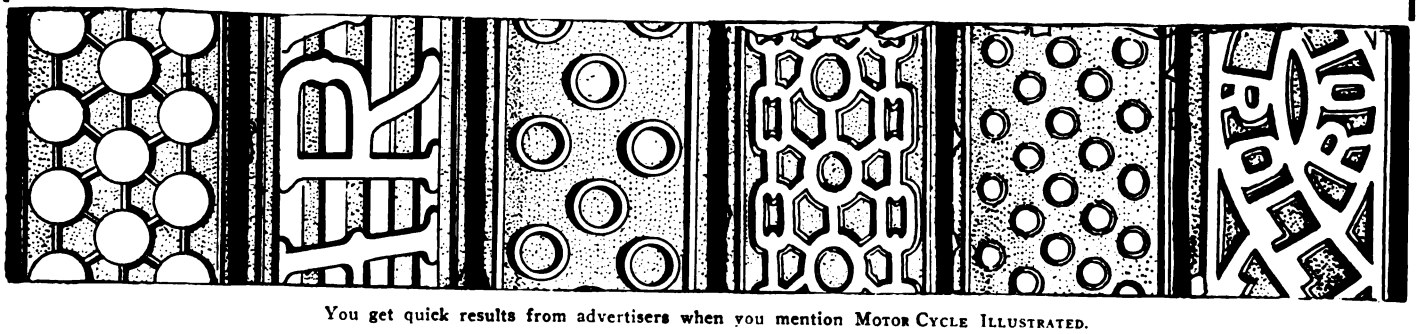
Promises to be an even greater year than 1916 in the number of sales and satisfied customers that Rollfast Tires will bring to you and keep for you.

Of course, the number of Rollfast dealers is steadily increasing, but that does not mean a diminishing of the number of Rollfast Tires you can sell. Why? Because no dealer can cut in on your territory—you get exclusive selling rights with the Rollfast agency. It rather means an increase in the number of sales, for the more dealers there are the more Rollfasts there will be on the road—and the more Rollfasts on the road the more good advertising there is for the tire.

If you want to join our happy family next year better get busy right now and write the nearest distributor.

D. P. Harris Hardware & Mfg. Company

24-26 Murray St., Cor. of Church St. New York



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With the dawn of Another Year

comes a new chapter in motorcycle history.

This chapter will tell of a re-vitalized, an immeasurably strengthened industry, stripped clean of all crudities of construction, replete with refinements of detail around a core of real, solid, time-tested efficiency—an industry made up solely of those who have faithfully upheld ideals that the years have proven to be the *only* true ideals upon which to build for permanence.

The new year upon whose threshold we now stand will witness an unbelievable widening of the motorcycle sphere. This *must* be so, for with a plethora of prosperity on every hand, with the trade more closely knit together by the bonds of a common aim, than ever before; with a standard of merchandising efficiency lifted to a high plane, and, finally, with a greater structural perfection of the motorcycle itself—such a combination of forces can mean but one thing—a truly BIG year for the motorcycle.

To wish the trade a Prosperous New Year is as unnecessary as "carrying coals to Newcastle." But the industry can be certain that we shall do our share—and a big share it will be—in standing four-square for all that tends to advance and strengthen the cause and as fearlessly condemning all that threatens to retard and weaken it.

Finally, in extending to all the season's heartiest best wishes, we as sincerely congratulate everyone allied with the motorcycle industry on being associated with a business whose brilliant success of 1917 is clearly written for all to see.

J. LEO SAUER
President

and Staff

H. N. CONDICT
Secretary

Motor Cycle Illustrated

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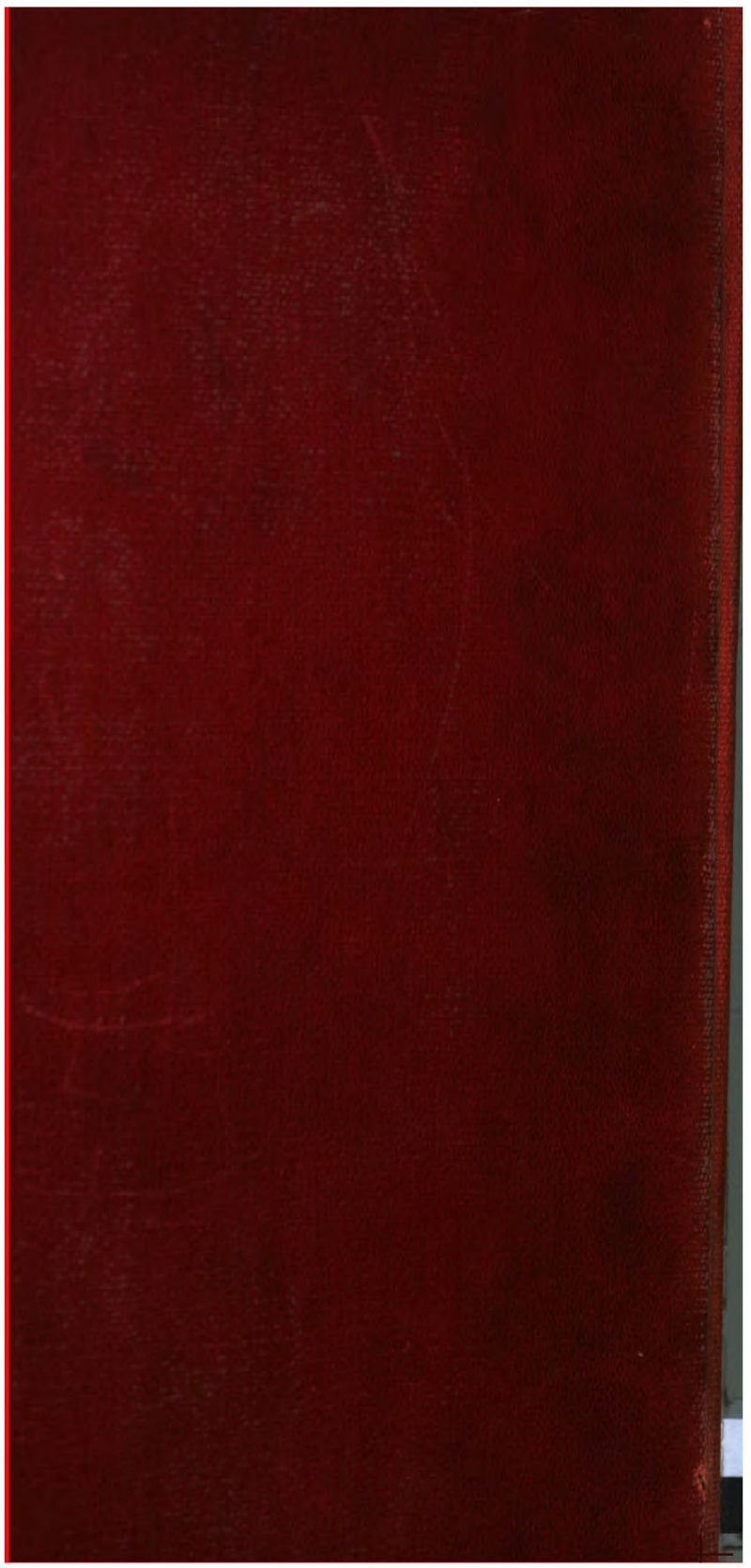

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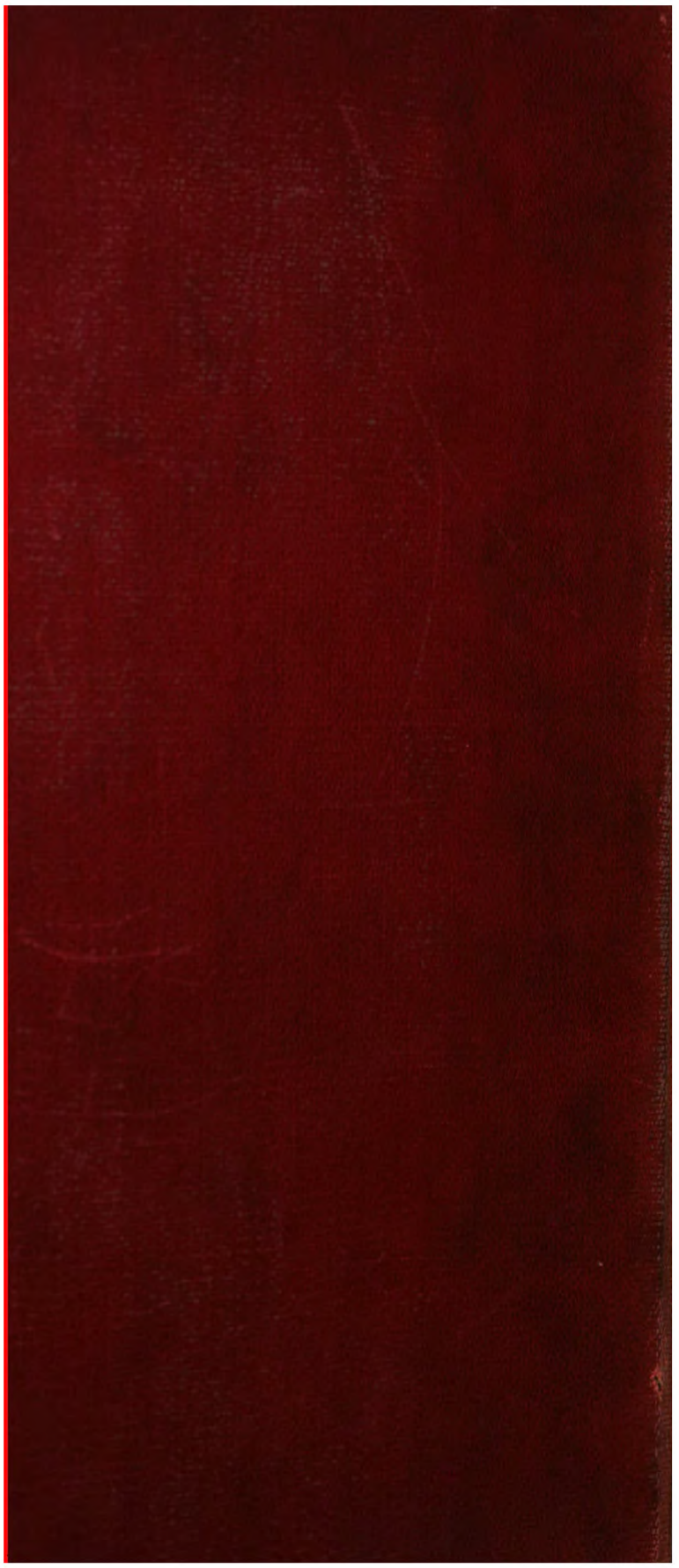

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